

HOW TO SUCCEED SUCCESSFULLY

A GUIDE TO HELP YOU MASTER THE ART OF SUCCESS AND LIVE A LIFE OF YOUR DREAMS.

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# FAREWELL NOTE

LETTER TO THE READER

Hello there!

First of all, thanks for grabbing this book – for by doing so, you have taken an important step in one of the most arduous, time investing, enthralling, adventurous, mystical, joyful, difficult, enjoyable, always started but seldom completed journeys in the planet – the journey of success. I’m sure there are a very few people on this planet who are success-o-phobic – and based on the fact that you have this book in your hand, I’m even more sure that you are not one among them – In fact the idea that you have actually decided to devote a few hours of your precious time to reading this book suggests to me that you are one of those who not just dreams of becoming successful but is also willing to learn and do what it takes to get there. congratulations on that ! And welcome aboard the ship that takes you on the journey to one of the most desired destinations on this planet – success! I would like to humbly suggest here that unlike most people who start this journey and quit just minutes before they arrive at the destination, you stay till the end and not be intimidated by the seemingly violent storms that you might have to face especially when you near the end of your journey.

Before the ship sets sail, let me clarify you on one of the most frequently used words in this book – success. What exactly do I mean when I make a statement that ‘this book will help you master the art of success ‘?

As a motivational speaker, whenever I talk about success and life with others, I have the habit of taking the likes of Bill Gates and Steve Jobs (the classic examples) to illustrate the concept of how to achieve success in life - and most of the time, the conversation ends up like ‘oh Vignesh - not all of us can become like Bill Gates and Steve Jobs. understand that !‘ - when my basic intention was nowhere near trying to make these people become another version of Bill Gates or Steve Jobs !

So let me take this opportunity to clarify you on that aspect: Definitely, not everyone can become a Bill Gates or a Steve Jobs or an Edison or an Einstein. We all have different goals and different dreams. But however, we can be the best in whatever we do and that, I think is **the best definition of success - ‘being the best in whatever you do‘**

Just one last piece of information before you set off on this exciting adventure – the journey to success, with all honesty, is not going to be an easy one. You will have road blocks. You will stumble sometimes. You will face storms which might seem never-ending – a few of them might even throw you off course. But no matter how big these obstacles, roadblocks and storms are, the journey is not over as long as you decide to get back up every time you fall – that choice of getting back up is always with you and each time you get back up, you will become a stronger and better person.

***“LIFE AIN’T ABOUT HOW HARD YOU CAN HIT – IT’S ABOUT HOW HARD YOU CAN GET HIT AND KEEP MOVING FORWARD. IT’S ABOUT HOW MUCH YOU CAN TAKE THOSE HITS AND STILL KEEP MOVING FORWARD – THATS HOW WINNING IS DONE”***

-Sylvester Stallone

And last but not the least; please remember that the entire beauty of this mission lies in the journey and not in the destination. Success is not the destination - but a part of the journey itself. So make sure that you make the best of it. I wish you, the captain of this ship a very all the very best on this journey of awesomeness. It’s a great privilege and a honour for me to have got this opportunity to extend my humble services to you as you embark on this voyage of greatness and personal excellence. Hoping to give you my very best and serve you to the fullest,

Your admirer,

Vignesh karthikeyan

*ACKNOWLEDGEMENT*

There are a lot of people who have been behind me, providing me the strength and wisdom needed to write this book. To these people I owe the success of this book:

I’m a firm believer in god and I would like to thank him first for giving me the opportunity to write this book. I would like to thank my parents for being immensely supportive and believing in me during both my success and failures. A special thanks to my father without whom I wouldn’t have even ventured into the personal development field. It was he who kept pointing my faults, ensuring that I never settled or got carried away by success. I would like to say a big thank you to my grandparents and my aunts and uncles – they have been an indispensible part of my life, motivating me whenever I’m down and ensuring that I got the love and affection that I needed to face the storms of life.

A special thanks to my sapphire friends whose support and confidence in me served as the biggest motivation in writing this book. You guys are the diamonds I found in a room called sapphire. The best thing that ever happened to me in my 4 years of engineering. The love, affection and confidence that you guys have for me left me humbled and speechless. Thank you for the continuous support and motivation. I hope our friendship will continue forever.

Special thanks to my company for encouraging my passion and allowing me to pursue it. Thank you for providing me with the best set of people

Huge thanks to my college friends who have been a big source of support through my 4 years of engineering. Special thanks to my teachers for turning me towards my passion and helping me gain enough wisdom to write a personal development book. Thanks to those few college friends who stood with me through my tough times.

Thanks to all the friends I got through 7cups. Some of you have never even met me in real but still massively supported me in helping me come this far. Thank you for your continuous, support, encouragement and motivation.

Thanks to my college for giving me the experience I needed, to learn the lessons that I have learnt today. Thank you for shaping me and moulding me into who I’m today.

Lastly, thanks to all those people who predicted I will never do anything useful in life. Thanks to that one special person who said one day I will end up begging on the streets. I would also like to give a special mention to those two friends who once meant the world for me but dumped me when I needed them the most. Thanks to those people who ignored me, wrote me off, ridiculed me, laughed behind my back and never returned my calls. The list is too long to mention here though. You guys provided the ultimate reason for writing this book.

# PART-I

*Learning to unlearn –unwiring the routes to success that actually never lead to success from the neurons of your brain*

*Chapter 1*. *THE #1 REASON WHY MOST PEOPLE NEVER SUCCEED*

We start getting influenced by the external world from a very young age. Everything right from the way we talk, our behaviour, social and personal ethics – almost everything about us, has been shaped by the world around us as we grew up and success is no exception to this. From a very young age, we have been told what to do, what not to do and honestly, the very question of ‘ what is your definition of success ‘ for most people consists of a answer which has been tailor-made by the external world largely to suit its own needs.

Now, the problem with this tailor-made definition and algorithm of success that has been fed to our generation X and continues to be fed to the generation Y is that it was not intended to make you a successful person – it just pushes you into the society and makes you ready to run a never ending rabbit race while promising a carrot called success for the winners. So while you are running thinking that you are nearing your goals, the fact is that the race itself is never ending and in reality, you are getting nowhere closer to the carrot than when you had started. The carrot keeps getting pushed farther and farther as you keep running and running. Eventually, a few rabbits realise what exactly is going on, go into a self examination mode while the rest of the world is still running. These rabbits are labelled misfits. But undeterred by all these name calling, these misfit rabbits work on themselves, develop a charted course that takes them not only out of the race but also to the actual carrot itself and eventually emerge out as champions and legends. The so called incapable ones actually become inspirations and leave behind them a trail of legacy.

Now all of those rabbits who are still running the race wants to become like those misfits but hardly few of them have a idea of how to do so. And among the few who know the path, lie the very few who actually take the path and march into their eternal glory.

Since the goal of this book is to help you on the journey of success, let us stop the rabbit story right here. The point that I want to focus on is the part where the carrot gets pushed back every time the rabbits get closer – the farther they go, the farther the carrot gets pushed.

In reality, we are like those rabbits too – in our case, the carrot is called success and just like the rabbits in the analogy, our problem is that we keep chasing the carrot without realising that by chasing success, we will be getting nowhere to it. We need to stop, take a good hard look at ourselves, find out if there is a carrot in the first place, study within ourselves and thus discover the path that leads you to an actual bunch of tasty carrots that you actually deserve. So let me phrase that into a single sentence

***The #1 reason why most of us are not successful is because we chase success- and chasing success will only make it go farther away from you. so to be successful, first stop chasing success.***

There is a reason why tigers don’t chase their pray, instead wait for their prey to get closer to them and pounce on it at the right time – tigers don’t chase their prey. Had the tiger gone on a wild chase after the prey shouting and roaring, it would have served as a warning to its prey which would then waste no time in making a escape and the tiger would have had to return empty handed. Instead , tigers patiently wait for the prey to come to them and when the appropriate time comes, they make the kill with a single blow.

No wonder the tiger is a symbol of power and ferociousness. The big cat has a important lesson for all of us who want to be successful – ***Don’t chase success. Focus on developing your latent abilities and learn to wait with patience. When the right time comes success will be yours.***

Does this mean that the famous quote “try and try and try again till you succeed” is a lie? The answer is NO. “Try and try and try till you succeed” is indeed one of the best and most powerful quotes on success. But it is also most wrongly interpreted quotes on success. It is not the quote itself that is wrong but the way we interpret the quote is. So what does try and try and try till you succeed actually mean?

The right interpretation of the quote is that we should keep working on ourselves internally – identify the faults and areas of improvement and keep working on them and success will automatically follow.

Success is a journey and not a destination. Success lies in the way you do the work and not in the end result of the work. Success is like a mouse – You won’t catch it if you take a stick and run after it. If you really want to catch it, you have to put the cheese called hard work and wait for it patiently.

So, to conclude the #1 reason why most of us don’t succeed is because we have unconsciously developed this habit of chasing success – and by doing so, we have ended up chasing success away from us rather than towards us. So the first habit that you have to unlearn is ***chasing success.***

***Stop chasing success – make success chase you instead.***

*Chapter 2*. *THE MYTH OF TRY, TRY AND TRY TILL YOU SUCCEED*

We all have heard of this quote “try, try and try again till you succeed” right from our childhood days. The quote comes from a very famous kindergarten story about a king. The king, Robert Bruce apparently loses to the enemy 17 times. Having lost all his possessions, his army scattered, king Bruce hides in a cave to save his life. In the cave he sees a spider trying to spin a web. Each time the spider builds a web, it gets blown off. The resilient spider does not give up and keeps trying again and again. At last, after 6 failures, the spider succeeds in its 7th attempt. Inspired by the spider, Robert Bruce decides to try one more time. He groups his scattered army, tries again and wins.

The story of Robert Bruce was one of the first moral stories that I heard in my life. It was also one of the very few moral stories I have heard in my life. The reason being that life gives you lessons through stories like these only during your childhood days. Slowly these theory classes are stopped and life teaches you lessons through practical classes – those practical classes are called mistakes. The more you make mistakes, the more you learn in life.

Coming back to the Robert Bruce story, it was one of my most favourite stories during my childhood days. Robert Bruce was the man whom I would look up to whenever I got a low grade in my school examinations. Try and try and try again was my motto. But slowly, the Robert Bruce technique stopped working. Initially I thought that I wasn’t trying hard enough. If Robert Bruce could win by trying again and again, why couldn’t I? It took me a few years to realise that there was a flaw in the story. By flaw, I don’t mean that there’s something wrong with Robert Bruce or the actual story itself but the way in which I was fed the story by my world.

The world’s interpretation of the story had two faults – first of all, it doesn’t anywhere say what Robert Bruce did in the 18th attempt that led him to victory. Did he do the same thing that he did in his previous battles and got the victory (resiliency) or did he do anything differently? Secondly, it doesn’t talk about the level of preparation that Robert Bruce did for his 18th battle.

I know this is just a childhood story and not a history class but still, it is my humble opinion that had the story been shaped up in a much better way, it could have taught much more lessons to children – lessons that could have shaped the future of the child in a better way.

But the purpose of the book is not to blame the education system. It is rather to rewire the unconsciously wired wrong thoughts that were actually obstructing our path to success.

The thought that gets embedded in the brain of a typical 3rd grade kid who reads the story of Robert Bruce and shapes his life is somewhat like “ If I don’t succeed now, I need to keep trying again and again “. Now you might be asking ‘what’s wrong with that thought? Doesn’t it perfectly summarise the moral of Robert Bruce’s story? Well. . . ALMOST. The part of the quote that gets misleading is the ‘try again and again part ‘(which again, is the entire quote itself). Let me cut the chase now and come to the point. The quote hides one of the important aspects that is needed to succeed but still comes out to be as one of the best quotes on success. There is a step missing between try and try again. And that step is the one that makes the difference between the winners and the whiners in life. That step is ***self examination.***  Winners analyse what went wrong. They go through the much avoided task of self analysis to find out why exactly their previous attempt didn’t go as they expected and what things which were under their control could have probably been done better. Winners try to understand their own faults and seek ways to constantly improve themselves. Best summarised, the missing part of try and try and try till you succeed is

***You can’t keep doing the same things again and again and expect a different result***

Persistence is the key to success but it is not the only key to success. Along with persistence, the ability to examine yourself, the courage to face your deepest fears, the willingness to accept your own mistakes and work on them – all of them combine together to produce the magic potion called success.

But all these things – facing your deepest fears, examining yourselves, developing the willingness to accept your mistakes, developing the courage to accept that sometimes the fault lies inside you and not outside you and that the person who should change is your own self – these are all easier said than done.

It takes real courage to dig deep down inside you. It takes tremendous levels of confidence to accept the fact that the flaw was inside you and that if you could accept it and fix it, you will be a soaring eagle. It takes insane levels of self belief to come out of the ‘woe is me pit ‘, take self responsibility for wherever you are, stop blaming other things and people and formulate your own path to success. But again,

***If these things were easy, everyone would have done it. If facing and challenging their own inner thoughts and beliefs were so easy, even a beggar on the street would have done it. These things are meant to be challenging. They are supposed to be hard. That is why very few people actually have the courage to do it.***

***And guess what? You are one among those few people too – you are destined to walk with legends and dine with icons. To go to that level, you are going to do what legends and icons do – step into this process of self examination.***

***find out what part of the problem which was under your control, that could have been done better. Find out the ways that are under your control to fix it. Resolve to embark on a never ending journey of self improvement. Because self-improvement is the rocky mountain road that is going to lead you to the road of success. There are no other roads to success. To succeed, the only road available is the road of constant self improvement.***

To summarise, it’s not enough if you try again and again. Each time, find out where you went wrong. Accept your mistakes. Take responsibility for where you are. Formulate an action plan to better those mistakes and to avoid them in the future. Then try again – this time, you will win.

*Chapter 3*. *THE UNCOMFORTABLE TRUTH ABOUT YOUR COMFORT ZONE*

O

nce a group of scientists decided to engage in a queer experiment with a sample of amoeba. They took 2 glasses – 1 filled with fresh water and having favourable temperatures for amoeba to grow and the other containing salt water and extreme conditions. They then put an amoeba in each of these two glasses. Guess which amoeba grew better? The one in the salt water with unfavourable circumstances! In fact, it was found that the amoeba in the fresh water glass did not grow at all!

We are too like the amoeba. Life either puts us into a fresh water glass (a happy life without problems in which things are going smoothly and you have nothing to worry about) or into a salt water glass (The phase when you are struggling - those moments when you feel like giving up – when nothing seems to be working and you are up against an avalanche of problems). Guess when we grow the most? When we are in the salt water glass!

We all have that comfort zone – a imaginary boundary within which we confine ourselves because within those boundaries, life seems provide a sense of secure. Within the comfort zone we have everything that would keep us safe and away from any form of trouble. This sense of security confines us to the boundaries of the comfort zone. Anything and everything we do is limited by the boundaries of our presumed comfort zone – If something is out of the comfort zone, we refrain from it. We don’t do it. We find excuses and reasons to avoid doing those things that threaten the sense of security.

But don’t be fooled by the comfort part of the comfort zone. For here is the most uncomfortable truth about the comfort zone: Your comfort zone isn’t a heaven created for you to sit back and relax. It is a trap designed to prevent you from achieving success. And the darkness that you see beyond your comfort zone – that is not really as dark as it seems. In fact, that darkness is the very place a plethora of opportunities lie waiting for you. The risk and failures that seem to be so visible outside your comfort zone are actually blankets covering the hidden treasure behind.

As humans, we are designed by default to shy away from problems. We have been told to take the safest route possible. From our childhood days we have been taught to play it safe and not take risks unnecessarily. Fear and failure have been used as tools to scare us away from doing anything that is outside our comfort zone. This worldly training combined with our bodily design (which too is designed to be non-comfortzone-o-phobic) has ensured that most of us never get to discover our fullest potential and thus never live a life of our dreams.

The very failure that we are trying to run away from is what can bring success. The very fear that is preventing us from trying something is actually the key to unlocking new talents within ourselves. Everything that we have been consciously or unconsciously taught to avoid – fear, failure, pain are the things that we actually need in order to achieve massive success

***You will never know how strong you are until being strong is your only choice.***

* *Anonymous*

The moment you are out of your comfort zone with your weakness well exposed, your only means being developing your will power muscle to face the situation and fight through it ,that is the moment when you will actually grow. That is the time when your real progress towards success will occur.

But why were you confined to the false boundaries of your imaginary comfort zone? Why were you taught to avoid failures, fears and pain? Why were you told not to take risks and to always play it safe when these things are the ones that actually take you to success?

The answer to the above question lies in a word that is a part of the question itself – fear. The people who taught you how to live life were average beings themselves who sought the sense of security. Had they ventured out and saw what was in store for them outside the confined reserves of their so called comfort zones, they would have taught you differently. There is a reason why people idolize the likes of Bill Gates and Steve Jobs – guys like them had the guts to venture outside their comfort zone which helped them achieve the level of greatness that they have achieved today.

***A ship is safe in the port but it was not meant for it***

There have been many a people throughout the history of mankind who have spent their lives trying to find out where true success is. While they may have not succeeded entirely, they did find out one place where it can never be found – In your comfort zone. Success lies outside your comfort zone. you have to break the shackles of that false sense of security, step out, face your fears, deal with failures and have the courage to keep going even when it hurts

The moment you do that, the moment you are far from your comfort zone and fully exposed to the incoming bullets, that is the moment when you will achieve success.

***The ship of success is not going to sail directly to your port. It is not going to come inside all by itself. You have to swim through the deep waters of the ocean, bearing the tides and huge waves and drag it to your port. You can’t fear the deep oceans. You have got to jump in and start swimming.***

***All the things that you dream of are possible if you are willing to get out of your comfort zone. So break the shackles of the artificial feeling of security. Venture into the unknown. Do things that make you uncomfortable. Face your fears. Challenge your perceptions. That is the way success is achieved.***

*Chapter 4*. *THE SOUR TRUTH ABOUT ACHIEVING SWEET SUCCESS*

One of the most wanted questions that a large portion of humanity is seeking an answer to is :

***What is the easiest way to success? What is the easiest way to be happy? What is the most painless and effortless way to get all my problems solved? What are the shortcuts to achieve instant success?***

I’m sure you must be interested in knowing the answer to these questions too. In fact, it is one of the most frequently googled search terms in the world. Everyone wants to get rich quick. No one would say no if they were given a perfect body without exercising a muscle. Everyone wants a pressure-free work environment, supportive friends and family, have their needs met and enjoy their life. If there were a shortcut to do this, who wouldn’t want to know it ?

So what is that one thing that you should do to get everything else in life? Is there a shortcut to achieving everything in life quickly and effortlessly? If there is one, what is it ?

If you are one among those millions of people seeking answer to the billion dollar question of shortcut to success,I have some good news for you. I know the shortcut to success and I’m going to reveal it to you,right here and right now !

Want to hear another shocking news? Well, what if I say that you already know the shortcut to success but you have been ignoring it all along? Surprised? Wondering? Ok. . . I’m not going to keep you waiting any longer. . .

The ‘there are no shortcuts to success’ stories that you have been told were all a big made up lie. . There is in fact a shortcut to success but before revealing it, I must warn you that you must be mentally ready to hear about it. Ready to hear it? Here it goes. . .

The answer to the billion dollar question - the shortcut to success is “***HARDWORK***”

I know some of you expecting me to deliver a magic mantra or an instant life hack and were probably quite disappointed the moment I revealed the dreaded 8 letter word. But here is the sour truth about achieving sweet success:

***If you want to achieve success, hard work is inevitable. Hard Work is the only sure and fastest road that takes you to the city of success.***

There are a few other ways to success that aims to avoid the ‘hard’ part - People have coined a new word for it – smart work. The main idea behind it is that you need not work so hard. There is also a ‘law of attraction’ in which, as the propagators claim, you can think your way to success. But these methods are extremely unreliable and I, with all the desire for you to achieve your highest potential, humbly request you not to look for such alternatives.

The long road that most of us are trying to avoid (hard work) is actually the shortest, fastest and the most time tested route to success. None of the people who chose this route have ever been disappointed. Luck does not have any role to play in this route. With some patience and audacity as you proceed in this route, you are guaranteed to reach success. No making you dream of all the glories, setting up high expectations within yourself and later ending up with disappointment because ‘you didn’t wish it bad enough’. If people could get what they wish for just by dreaming and visualising, why do people face failures? Though positive thinking is necessary, these tools and shortcuts that claim to avoid hard work are in my personal opinion, a bit exaggerated. These techniques can help you avoid hard work but definitely do not guarantee success (In case you didn’t achieve success, they claim that it is because ‘you didn’t want it bad enough’). Hard work does not have any such loopholes. No unnecessary heartbreaks. Just have some patience, believe in yourself and keep going – simple isn’t it?

***No successful person on this planet has ever said that they got there by relaxing off or that life had gone easy on them. They all attribute their success to one common attribute – the dreaded 8 letter word : Hardwork.***

Go and watch the Youtube videos of successful people ( Top CEO’s, legendary sports personnel and people whose lives have been an example for others )giving interviews. I guess there are a few thousand of such videos on YouTube. Guess what all of those videos have in common? In all the videos, the achiever says he/she made it because of Hardwork.

***Its not the will to win that matters – everyone has that. It is the will to prepare to win that actually matters.***

Hardwork is the sour truth about sweet success that you need to know. But it is also the favourite road of the champions. The ones whom we see at the top today are the ones who never hesitated to run the extra mile. They were the ones who were willing to work on Sundays. They skipped the party and sat at the office. They sacrificed their sleep for the job. They spent countless nights engaging in a process of continuous self improvement when the entire world was snoring in its bed. They are the first ones to come to the office and are the last ones to leave the office. While the entire world starts their Mondays praying for Saturday, these people did the opposite. They knew Monday was not a dreaded word but a divine wish – one that would open the doors to excellence.

Hardwork may seem to be daunting. But it will definitely take you to success. So never hesitate to jump in and put a extra bit of effort. It may be arduous now but it will be worth the effort in the end.

Let me conclude this chapter with the success mantra that I promised to give you. It is an mantra derieved from one of the oldest and most famous tamil book – the thirukkural :

***Dheivathaal aagadheninum muyarchi than mei varutha kooli tharum***

*(Translation: Even if god doesn’t want you to win, if you put in hardwork, you will win. There is no force in this world that is mighty enough to beat hardwork)*

*Chapter 5*. WHY SUCCESS STARTS WITH THE LETTER S

Have you ever wondered why the word success starts with the letter S? What does the first S in success stand for?

The S in success stands for ***Sacrifice*** –something that you must have to do if you want to achieve success at any level either personally or professionally. The last chapter spoke about how hardwork is essential for success. If hardwork is the hero who is going to take you to success, Sacrifice is the hero’s accomplice.

I’m sure you must have heard about stories of Einstein, Edison, Steve Jobs, Bill Gates and the likes. These are people who were born with nothing. The society rejected them at some point of time in their lives before finally bowing to their greatness and embracing them as icons. Now the question is how did these people do it? How did they make that transition from the point where they had conquered nothing to the point where there was nothing more left for them to conquer? Definitely through sheer hardwork. And with hard work, they also had to do one more thing. Guess what was that? That thing is called sacrifice. These people sacrificed their fun time. Many of these world icons haven’t taken a vacation for years. They spent their weekends in the office while most of us were partying. They sacrificed the things that were acting as obstacles, preventing them from achieving their dreams.

Einstein, Edison, Bill Gates, Steve Jobs, Abdul Kalam, Gandhi, Mandela, Ford, Michael Jordan and other such notable icons were born in the early-mid 20th century. They were born at a time where there was no Facebook, no Whatsapp, no Reality TV shows, no FRIENDS series etc. . . While their generation did lack the technology and facilities that our generation has today, they had the advantage that one supreme advantage that none of the generation in the future will ever get – a distraction free environment. The fact is that these people, without any distractions to divert them worked so hard to achieve success. The lack of technology was compensated by their willingness to work. But unfortunately, we were not born in the distraction free part of the 20th century. Our present day world has more distractions in a single day than what those people had in their entire lifetime. Can our generation which has at its disposal a powerful and ever growing tool called technology whose distractions overshadow the benefits, ever witness the likes of Steve Jobs and Bill Gates?

The answer is yes. Yes if only we can do the ‘S’. In simpleton language, there is an Bill Gates and a Steve Jobs inside each and every one of us. There is a powerful leader within each of us. For the leader to come out, we need focus and hardwork. For focus and hardwork to happen, we need to sacrifice a few things.

* **Sacrifice the time that you spend browsing facebook and other social media.**

Your facebook newsfeed is probably the biggest scam aimed at keeping you unproductive and thereby ensuring that you are not successful – All those lovely images that people upload have gone through tons of photoshop edits and if you look at the real life of those people, it would be nowhere close to that smiling photo they uploaded.

* **Sacrifice your sleep**

You definitely need good sleep to maintain a proper state of health and achieve success – no doubt about that. But good sleep is not the only thing that you need. So if you are one of those who sleeps for 8-10 hours a day, I would suggest that you bring the numbers down. 5-6 would be an ideal number. Some people have an addiction towards fantasizing in their sleep. They create all sorts of imaginary scenarios in their dreams (similar to day dreaming) – These are all unproductive distractions that will lead you to nowhere. Stop getting involved in them. No matter how much you dream, reality will not change unless you put the effort.

* **Sacrifice the time you spend watching TV**

Another common addiction in our internet generation is the TV. With a host of different soaps, reality shows,series etc, it manages to keep billions of people glued to it, literally wasting a billion earth hours a day. Our ancestors had another name for TV – they called it idiot box and that makes a lot of sense. The TV is not only a idiot box but is also a idiot producing box – as it converts millions of intellectuals into idiots by gluing them to a world of fantasy.

* **Sacrifice your need for approval from others**

One of the biggest drawbacks with us is that we often try to please people. If there is an extreme end to the workaholic self centred personalities whom we see in our daily life and wonder how they are able to live a self obsessed lifestyle, it would definitely be the people pleasers. Unfortunately, most of us fall under this category. We seek to please our family, our friends, our crush, our bosses etc... While there is not wrong in striving for the happiness of our friends and family, we must understand that we can’t act in a way that keeps all of them happy always. Sometimes a few of our close ones are going to be unhappy about us and that’s ok. Even the best person on the planet will have a few people who are dissatisfied with him/her. you will have to understand that you cant please everyone and hence sacrifice your need for constant approval from others.

There are a few more things that you will have to sacrifice but that list would depend on what success means to you. So I will leave that to you, the reader. All I would suggest is that sacrifice is an inevitable part of success.

***Success not only begins with S but also ends with the same S (Sacrifice). The entirety of success lies in your ability to sacrifice those things that are distracting you away from your goals. So make a ‘sacrifice list’ and step on the accelerator to success.***

*Chapter 6*. LOVE WHAT YOU DO vs DO WHAT YOU LOVE

One of the most difficult choices that we all have to make is ***choosing between doing what we love and what we must.***

It is clearly a difficult choice that most of us have to make everyday in our life. The choice between passion and compulsion is an inevitable one that unconsciously shapes our life. We live in a world where ‘follow your passion’ is not an option available to everyone. We live in a world where survival has become the essence. We study so that we could get a good job and survive in the society. A majority of us go to work so that our family can survive. We don’t work because we want to. We work because we have to.

The result of this survival mindset is a world where 99% of the people are unhappy with their jobs. Given the fact that we spend 8-10 hours a day working, if the work is something that we aren’t happy doing, aren’t we wasting a quarter of a day daily? Isn’t happiness the ultimate goal of every human? And what purpose does a job serve if it doesn’t provide that happiness? Does it mean that just because you are in a job that doesn’t feed your interests, you can never be happy?

The answer to all these questions is the choice between doing what we love and loving what we do. ’ What you study and what you work will be totally different’ is the norm of the world today – you can here almost anyone who works in the corporate world say that mantra. Though the mantra is a result of a flawed education system that has failed miserably in teaching us how to live a life worth living, we are not going to go on an critical analysis of what our education should actually be doing – That’s not our goal. Our goal is not to argue that we should have been dealt with better cards but to map a course to massive success using the cards that we have been dealt with.

As human beings we all are born with some special talent. Some of us have discovered the talent and have put it to good use. Some of us have discovered the talent but found ourselves stuck in situations where we can’t put our latent abilities to good use. Still others are in the process of discovering their gifts. Irrespective of which category of people we belong to, our end goal is the same –to create a happy and a satisfactory life.

***Your work is going to fill a large part of your life. The only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.***

-*Steve Jobs, founder of Apple*

In today’s immensely competitive, survival oriented world, not everyone gets to pursue our dream jobs. Many of us have been forced to draw a line between passion and profession. A lot of us have removed our passion from our daily lives. Not willingly but as a forced act to survive in the worldly rat race.

Now the big question is : “ Since I can’t do what I love, how do I find happiness? How do I make the best use of the job that I hate?”

This is to all the artists, Olympians, singers, actors who had to become artists, Olympians and singers but ended up as doctors or engineers due to parental or societal pressures and to all the people who have sacrificed their dreams for their family and the society. . . Firstly, though you may not be where you are, you still can devote time to follow your passion. We are given 24 hours a day and I’m pretty sure not everyone uses the full quota of 24 hours to serve its fullest value. Just spare an hour a day to do what you are good at. Those 60 minutes of the day should be dedicated to yourself.

Secondly, *though you can’t do what you love, you can still love what you do*. You can find something that interests you in that job you hate. Mix some fun into your job. Because it is essential that you must love whatever you do. If there are no reasons for you to love your job, may I, with all humbleness suggest the mere fact that you –a person with a set of abilities that has never been seen on earth before, are doing the job is itself a reason for you to love it? For someone of your standards, don’t you think you must be doing your job like how Picasso creates his paintings or like how Mozart composes his symphonies?

***Great things in life can be achieved if you do what you ought to and not what you like to***

To summarise in one sentence, **love your job.** Like the saying goes, work is worship. Make sure you worship wholeheartedly – because that is when your prayers will start getting answered.

Finally, once you start loving your job, you won’t hate Mondays. Your performance will become better. Promotions will start pouring in. Your manager will start loving you. Your teachers will start liking you even more. You will be caught in the cycle of happiness !

*Chapter 7*. THEORY OF RELATIVITY v2. 0

Have you ever heard of the theory of relativity? In case you have not done your physics classes, don’t worry we will discuss it here. In case you have done your physics classes and you realise what I’m trying to jump into, don’t worry – I’m not going to do that. This isn’t going to be a science class with complex derivations.

The theory of relativity, as proposed by the great physicist Albert Einstein is a complex physics theory which revolutionized the field of astronomy and physical science. As mentioned already, we are definitely not going to deal with the statement, proof and all the science jargons here.

You at this point might obviously be wondering then, for what reason are we looking at the theory of relativity in a book that is dedicated to help you master the art of success. So let me cut the chase here and get straight to the point.

Though Einstein discovered the theory of relativity and helped the progress of the science, it doesn’t end with the scientific community alone. The theory contains an important element which if applied properly, can help us turn their destinies. That x-factor in the theory, if understood and applied, will create a whole new perspective towards life. It will create new roads and new opportunities which seemed non-existent at one point. If there were ever ‘secrets of success’, this theory would be the biggest secret of success craftily concealed from the eyes of the common man. The secret was first uncovered long ago by saints, monks and zen warriors. It has been passed to me by my guru and it is an honour for me to pass on the baton to you. My only request is that you understand it fully and apply it in your life. Upon doing so, I promise you that you will begin to see some real changes in your life. You will become calmer. Your colleagues will start respecting you. Your relationships will improve. Overall, your life will become increasingly happier.

Let’s jump straight into Theory of relativity v2. 0 then. . . The basic law of our theory of relativity will be borrowed from Einstein’s original version:

***“The speed of light is relative to the observer”***

What does this line mean? It means that the measure of speed of light depends on the observer. Or in other words, how fast the light appears to you is based on your own experience (I know I’m not spot on in terms of the science definitions – so science enthusiasts please excuse)

Now, taking the law and applying it to life and people :

***“How a person reacts to a situation is relative to the person”***

In other words, a person’s reaction to any situation is based on his past experiences. While this may seem like a natural thing, the problem is that we don’t apply it in our daily lives.

We often develop fights with our colleagues, boss, spouse, neighbours and family members. Most of the time, the fight starts over a trivial issue. Before we know it, the trivial issue gets blown out of proportion. Both sides are engaged in war of words. There is emotional hurt everywhere. The trivial issue because of which the fight started has now caused serious emotional causalities on both sides. Now, what actually caused such a huge havoc? Was it the trivial issue which ignited the fight? Definitely no. Though the issue ignited the fight, it is not the real culprit behind the emotional havoc that we landed in. What was the real issue then?

*The real problem was the non application of the theory of relativity v2. 0*

Simply put, fights don’t escalate because of the main issue. Fights escalate when the other person responds in a way that hurts our ego. We then feel the need to defend ourselves and we launch back. Soon it becomes a war of egos and the ultimate cost of this war is the loss of relationships and irreparable emotional damage. Instead, if we take a moment to understand that the other person is responding based on his/her experiences, we would not respond back with such a ferocity that it leads to a negative situation for both the people. We would think a bit more and try to explain things in a way that the other person will understand. Thus we could prevent what could have been an emotional mahabratha and at the same time make the relationship stronger as well.

Theory of relativity is applicable anywhere you go in your life. Your manager, your children, your siblings, the driver of the bus you board each morning – they all react to situations based on their own personal experiences in life and if they do sound a bit harsh/rude/hurting, remember that these people are merely responding based their environment and not because they have the intention of hurting you. Maybe they just had a bad day. Maybe they have some problems.

So before your ego gets hurt and you go on a all out attack on them, understand this – they way they behave is a product of their environment. It’s not you – it’s about them. This is all that they know. Their reaction is a result of their own personal environment. Had they known better, they would have done better. So instead of getting on the defensive side and going into a ‘you hurt me so I will hurt you’ mode, step back. Relax. Apply the theory of relativity. Try to see what’s the best way to handle the situation without going into offensive mode. Be proactive. Respond but don’t react. See if the argument is more important than the person themselves.

***Sometimes you have to lose the argument to win the relationship.***

This way, you will save a lot of unnecessary emotional hits. The theory of relativity, as you apply it in every interaction you have in your daily life, will help you handle arguments in a better way. It will help you from losing valuable relationships. It will help you gain the trust of people. It will do wonders to your personal and professional relationships.

*Chapter8*.FAILING YOUR WAY TO SUCCESS

Do you know what the biggest lie that they told you in elementary school is? It is that Failure is the opposite of success.

Too many of us have crossed through a majority of our life without realising that this elementary school English question was the biggest and the most blatant lie that the world told us. Any successful person will tell you why you should first erase this antonym pair from your mind.

Success and failure have always co-existed. You can’t have success without failure. Ask any top icon of today’s world and they will tell you how they couldn’t have come all the way to where they are today if not for their failures.

From our very young days, we have been taught to shun failure. Failure has always been portrayed with a negative image. We come from a world where people are penalised for failing. Yet, it is very interesting to note that the very people, whom the world worships as icons, have faced much more failures than have success.

* Edison discovered the light bulb – an inevitable product of our modern day household after 1000 failures.
* Windows, Microsoft’s identity was not its first product. The software giant had a series of failures before it finally succeeded with an operating system for PC’s.
* Steve Jobs, founder of Apple dropped out of college, slept near the door of his friend’s dorm room, sold empty coke bottles and walked 3 miles to a nearby hare Krishna temple for one good meal a week before starting Apple.
* Steve Jobs was kicked out of apple – the company which he had found at a later stage by one of his own recruits. Unfazed by failure, Steve Jobs bounced back. He founded 2 new companies – Pixar and Next. The former produced the worlds first animated film toy story. Jobs used next to get back into apple and the rest is history.
* When Wright brothers thought of the concept of aeroplanes, their father thought they were crazy and took them to a psychotherapist. Their first demonstration of a aeroplane was a public failure. Unperturbed by failure, the Wright brothers tried again a year later and their effort paid off by creating a revolution in the transportation world.
* Jack Ma, the founder of Alibaba group (famous for UC Browser) and currently china’s richest person applied for Harvard and was rejected 5 times. Kfc came to china for recruitment. 24 people applied – 23 got selected. He was the only one rejected. 5 people applied for a police constable job. 4 people got selected. Jack Ma was the only person to be rejected. When he told the world about his idea of Alipay (e-wallet system similar to paypal ), everyone laughed at him. Today Ali pay has more than 50 million users and Jack Ma is the richest person in China.
* Babe Ruth stuck his way 600 times before he went on to become a baseball icon.
* APJ Abdul Kalam, one of India’s renowned scientists and a youth icon started off by delivering newspapers to support his family in a rural village in South India.
* KFC – one of the leading food chains in the world today had its origins from a 65 year old man who went from hotel to hotel trying to sell his chicken recipe for a living. The 65 year old man, Colonel Sanders faced 100+ rejections from hotel owners who claimed that his recipe will never sell before he decided to start his own food chain – the Kentucky Fried Chicken (KFC). Today KFC is famous worldwide for its chicken recipes
* Walt Disney, the creator of Mickey Mouse had his initial drawings laughed at. He was told he lacked creativity and he would never make it big. One of his drawings, a mouse that many photo studios threw out went on to become the world famous Mickey Mouse.
* J. K. Rowling, the author of the world famous Harry Potter series was a divorced single mom battling poverty when she wrote the story of a wizard. She didn’t even have money to pay for the printing costs and so she wrote written copies of the manuscripts to each and every publisher. She received almost 400 rejects before a small publisher agreed to give it a try after his daughter loved the book while reading it in the dinner time.

As you can see from the above examples, the world today has been created by the very failures that we try to run away from. If you want to succeed, no matter at what level, here is the #1 thing that you must understand:

“***You can’t succeed if you don’t fail. Failure is an inevitable part of the journey of success. The moment you try to run away from failure, success runs away from you. “***

Failure is not a bad thing. Failure is not the end of the world. Failure is not wrong. Success is having the courage to fail. Do not shy away from failures. Don’t be scared to make mistakes. If people were afraid to make fail or mistakes, half of the discoveries that we have today wouldn’t have existed. Your parents and the world were wrong with what they taught you about failure.

As a champion in creation, here is what you should do each time you fail :

Accept it with a big smile. Be happy – it’s an opportunity to learn and improvise!

Gather the lessons that the failure is trying to teach you. Write them in a piece of paper

Resolve to yourself to implement these lessons and not to repeat the same mistakes.

Now move on to your next expedition champion!

*Chapter 9*. THE ONE THING COMMON BETWEEN THE CITY OF ROME AND THE LIFE OF YOUR DREAMS

Have you ever visited the city of Rome? I’m sure even if you haven’t, you would have heard and read about the wonderful city in your history books or somewhere in the internet.

I haven’t visited Rome too. But it is definitely on my bucket list and I want to go on a workaholiday( a fancy term that I carved for the people who turned their work life to a point where going to office feels like an enjoyable vacation for them ) at least once (if not many times) in my life. I have heard of Rome. I studied about it in my history books. I heard that it is a beautiful city with wonderful Italian cuisine and a fine taste for art.

I can go on and on describing about the beauty of the city from what I heard but this book isn’t an travelogue and so I would leave that job to google. But wait a minute – why are we even talking about Rome in a personal development book? What is the link between Rome and success (if there is any at all)? The answer to this question is YES. There is a very important link between the city of Rome and the life of your dreams. Knowing and understanding this link is one of the prerequisites of success.

The link between the city of Rome and the life of your dreams is this:

**Both were not built in a day.**

It took years to build the beautiful city of Rome. The coliseum, heritage structures and all the other beautiful parts of the heritage city weren’t built within a day. It took years of effort to build them. Similarly, the dream life that you are trying to build – the legacy that you are trying to leave on this planet, isn’t going to appear overnight. Just like building the city of Rome, the life of your dreams also takes years to build.

You my dear reader are a champion – a person of internal and external beauty the likes of which the planet has never seen before. Though you may not see the beauty now, it is lying dormant inside you, waiting to be arisen. **You are the seed to the oak tree of greatness. The oak tree of greatness isn’t going to grow overnight. It needs to be watered day in and day out.**

To summarise it all in one word, **the million dollar link between the wonderful city of Rome and the life of your dreams is the magical word ‘PATIENCE’.**

Success doesn’t happen overnight. It takes time. Sometimes it is going to look as if you are trying and trying but you don’t seem to be getting anywhere close to succeeding in life. But you must understand that it is in those very moments that you are actually making a lot of progress .Though you may not see it, it is happening – and one day all your efforts will start paying off. Just don’t wait for the results to show off. Have confidence that though life seems clueless and you seem to be getting nowhere, progress is happening and all the chaos that you are facing is essential to help you achieve success and create the life of your dreams.

*If achieving success was so easy that you can do it overnight, we would have had a world overflowing with icons and legends. If it were so easy and effortless that it could be achieved if you just think about it, then every single person on this planet would have become successful. We all would have become Bill Gates and Steve Jobs, travelling in private jets and owning luxury islands. There would have been no need for motivational speakers, life coaches, self help gurus and philosophers.*

There is a reason why we have only one Bill Gates and not a world full of them. And the reason is “Patience”. Bill Gates knew that he was not going to become an overnight success. Abraham Lincoln, one of the best presidents of the USA – a man admired by many, started off as a woodcutter. There have been many people in history who started off without even enough facilities to buy a history book but ended up as a lesson in the history books of their future generation. One of the most characteristic features of all such people is that none of them was a overnight success. These people knew that success doesn’t happen instantaneously. They had to go through a series of hardships and struggles before they got where they are today.

There were thousands of Bill Gates and Abraham Lincoln’s who started with the ones that we have today. But the reason why only one of those Bill Gates and Abraham Lincoln actually made it to the top is that while the rest had the desire to win, they were not patient enough to persist through the process. Many of them quit. The ones that we see today are the ones who had the patience and persistence to hold their heads high up and keep going even when life seemed to show no improvement -for these people knew that success isn’t magic. It’s not like a situation where a poor woodcutter wishes to become the president of one of the super power nations of the world, snaps his fingers and lo and behold! He is sitting in the most powerful chair in the world, with the entire planet ready to follow his commands. Though such a story would make a wonderful fairy tale, it is best to leave it where it deserves to be - within the bounds of a 2 year olds fairy tales book. For real world, is totally different from a fairy tales book.

So while it may seem like bad news that success is not going to come to you like the genie from the alladin’s lamp, the good news is that during those times when life seems to be a struggle and you seem to be going nowhere, you are actually making gradual progress towards success. You just need to involve in some self-examination to make sure you are on the right path and keep going (in case you haven’t heard of the Alladin’s story, it’s another fairy tale. The hero of the story, Alladin is a poor man. One day he finds a lamp which he rubs while trying to dust it. Lo and behold! A magical creature emerges out from the lamp, thanks our hero for rescuing him, grants him a wish and instantly makes him rich –Just another fairy tale written for 2 year old kids. Believe me, in real life, there is no such lamp and no genie is going pop out of it and save you from your problems. You are the genie who can solve all your problems. You are the genie who is going to solve all your problems. )

You achieving success is similar to growing a Chinese bamboo tree. Let me explain ...Like any plant, growth of the Chinese Bamboo Tree requires nurturing through water, fertile soil, and sunshine.

In its first year though, we see no visible signs of growth in spite of providing all of these things.

In the second year (again), there is no growth above the soil. The third, fourth year…still show no signs of anything happening.

Our patience is tested, and we begin to wonder if our efforts caring for and watering the tree will ever be rewarded. We start to doubt ourselves and question the value of our efforts. Inevitably, we contemplate quitting.

But then finally in the fifth year – something amazing happens…The Chinese Bamboo Tree grows 80 feet tall in just six weeks!

But think for a moment, does the Chinese Bamboo Tree really grow 80 feet in six weeks? Did the Chinese Bamboo Tree lie dormant for four years only to grow exponentially in the fifth? Or, was the little tree growing underground, developing a root system strong enough to support its potential for outward growth in the fifth year and beyond?

The answer is (of course) obvious. Had the tree not developed a strong unseen foundation it could not have sustained its life as it grew. The same principle is true for people. People, who patiently toil towards worthwhile dreams and goals, building strong character while overcoming adversity and challenge, grow the strong internal foundation to handle success. Meanwhile get-rich-quickers and lottery winners usually are unable to sustain unearned sudden wealth. They haven’t become the person they need to be to support such success.

You and I are the same. It takes faith to work while you wait. It takes belief in yourself to keep going. It takes confidence to trust that you always get paid for how hard you work – sometimes now, often times later, always eventually.

You have to keep going. You have to keep fighting. Just believe in yourself, keep the faith and keep going forward. There might be a few things that might go wrong. You will suffer a few setbacks. You will face a few problems. You will have days when you feel like you have been putting in effort after effort but you seem to be getting nowhere. You might feel like wanting to haul off the first person who says what doesn’t kill you only makes you stronger but here is the truth – it is all happening for a reason. Keep the faith...Hold on...you are making progress like the Chinese bamboo seed – you may not see it, but just like the seed the progress is happening internally. It’s just a matter of few days before your efforts start paying off.

**You can't connect the dots looking forward you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something: your gut, destiny, life, karma, whatever. Because believing that the dots will connect down the road will give you the confidence to follow your heart, even when it leads you off the well worn path.**

-*Steve jobs, founder of Apple*

*Chapter 10*. THE BRUTAL TRUTH ABOUT LIFE THAT YOU NEED TO HEAR

Has life been unfair to you? Did you feel it was unfair that you were not offered the promotion? Do you feel cheated when the girl upon whom you had a crush and for whom you did every possible nice thing in the world chose another person over you? Do you feel you actually deserved better? I can hear you screaming yes – at least for the first and last questions. I have a good news and a bad news for you.

The good news is: you are not alone. Life has been unfair to all of us. We all have been surpassed for promotions, been replaced, faced rejection letters, gone through stages where nothing seems to go right. In fact, the more successful the person, the more has he gone through these things (I’m not kidding. Just look at the failure list of Bill Gates and the average person on the road. Bill Gates has been rejected more number of times than the average guy has even tried)

The bad news is: This isn’t going to change. Life is unfair. There are times when you are going to be the truly deserving person and yet someone else will get the reward and there is nothing you can do about it.

And there is one more brutal truth about life that you need to hear :

**No one owes you anything. You are not entitled to anything in this world. You don’t deserve a promotion because you completed your work on time. You don’t deserve a girlfriend just because you are a nice guy. You don’t deserve to be treated well just because you are a good hearted person. All these things – completing your job on time, being nice to people and treating girls with respect – These are the bare minimum. In other words, it is your duty to complete the job on time. It is your duty to be nice to people. And you are not going to get a medal for showing up. The problem is not that life is unfair. The problem is that our idea of fairness is flawed.**

If my guess is correct, after reading the above paragraph you are feeling offended and you are probably wondering why you started reading this book in the first place. Now before you get angry, think that the author is a crazy person and throw away the book, I suggest that you pause and bear with me for a just few more minutes so that I can explain what exactly I’m trying to convey here.

First of all, I would like to make confession -I started off by saying that it is a brutal truth about life that you ‘need to hear’ and not ‘you will want to hear’ or ‘you will love to hear’ and secondly, The book is titled ‘How to succeed successfully’ and understanding and accepting this brutal truth is a part of succeeding successfully. If you are feeling offended, please remember that it is because we are trying to erase some hardcoded misinterpreted ideas about success that we have unconsciously wired within our brain and replacing them with ideas that will actually take you to the top.

From our young days we have been fed the habit that whoever plays according to the rules will be rewarded. We were rewarded with chocolates for being polite and respecting our elders. The one who completed the homework on time was given hero’s welcome in the school. We have been taught that if we do what we are supposed to do, be good and display good manners, life will be smooth for us. That if we play by the rules, we will be rewarded aptly.

We then step out of the school into the real world, only to find that school couldn’t have taught us anymore wrong. Not all class toppers are successful. In the real world we find that the backbencher who was suspended thrice from our school is now driving a Bently while the class topper – the one who slogged out his precious college life, sacrificing sports hour and parties to improve his gpa is commuting through the city bus trying to make ends meet. The nice guy doesn’t get the girl – in fact, no nice guy gets it. The crazy guy with a funky hairstyle who used to skip classes, play guitar and had a total disregard for good manners is now with a beautiful woman. The very people whom the school told us would succeed are nowhere near succeeding and the ones who were detested by school are living the life of their dreams. What went wrong here?

The answer is that school missed the finer details. While school taught you a few things about how to succeed in life, it didn’t teach you everything you need to know about being successful.

That backbencher was busy planning and dreaming about a startup while the frontbencher was mugging up Newton’s laws of motion. The backbencher used the college party to make connections with a boy whose father was the owner of the Bently showroom. The funky guy who skipped the class spent 2 hours daily in a local gym. And oh, his guitar skills – you see, while the nice guy was listening to the class sincerely and taking notes so that he could help his crush with her homework, our funky guy skipped classes and played guitar so much that he became good at it. He then used his guitar skills at a local band and became a rockstar. It is the same guitar skills that he used to impress that blonde girl – yes , the same one that the nice guy was trying to get by doing her homework.

When you say you deserve the promotion just because you are not creating problems and you are being a punctual employee who completes all his work within the deadline, you are like the restaurant downtown whose only point of sale is that the food they cook doesn’t make you sick.

**You can’t expect the world to be good to you just because you are being good to it. It is like expecting a lion not to eat you just because you are not going to eat the lion.**

Now that I have told you the reason why you were surpassed for the promotion despite coming on time regularly and completing the given tasks on time- the reason why nice guys don’t get the girl but jerks do, let me tell you how to actually go and get that promotion.

**The success of a man is measured not by who he is or the quality of his thoughts (though these things matter**) **but by the results that he produce.**

To put it in one sentence, it is the **habit of running the extra mile.**

To get something, you must be willing to pay the price for it. You must be willing to do what is needed for getting what you want and you must do more than what is required.

**Promise less but deliver more.**

Simply put, the **formula to achieve what you want consists of two components:**

* **Find out what it actually takes to get it.** For example, in our above situation, helping the girl with her homework is not going to get her to the nice guy. That would make him her homework helper and not her boyfriend. Ultimately what helped the funky guy is the fact that he found that the girl loves guitar and learnt it and impressed her. If you are not sure of what it takes, consult the people who have already got what you want. Learn from them about what it takes to get there. (In case if you are wondering where to go for this, two special words for you “*google it!*”)
* **Do more than what is required:** In this world of increasing competition, doing your job is not extraordinary anymore. There is one promotion and your boss has a hundred employees like you - all of whom are on time to the job and complete their tasks within the due date. So now you understand why you didn’t get that promotion – not because your boss had any vengeance against you, not because there was anything wrong with your performance .But because there was nothing of value to him in what you did. In case you think this is unfair, realise that he has to choose between you and a hundred equal people and he naturally has to go in favour of someone who can profit him (Remember the lion? Let me remind you – it is not going to resist from killing you just because you are not going to kill it. You need to have something of value for it so as to not to kill you).

Whenever you feel life has been unfair, just remind yourself that life is just being life. Remind yourself that you are not special and you are not entitled to anything. Anything that you want, you have to work for it. If you worked hard and didn’t get it, you have two options: 1) work even harder or 2) let it go and keep moving. I know you don’t like it. I didn’t like it either when I decided to break this bitter truth to you. It is an awful tasting medicine but you will have to take it if you want to achieve success.

*Chapter 11*. EXERCISE CONTROL OVER YOUR EMOTIONS

Do you get angry when things don't go as per your expectations?

Do you find yourself asking ' why me? Why me? Why me?' when life throws a 160 kmph Yorker on you?

When things turn out different than anticipated, do you feel irritated as if nothing works for you ?

Do you find yourself uncontrollable when people do not respond to the love and affection that you shower on them?

Do you allow emotions to take control of you during difficult times?

If you answered yes to any one of these questions, welcome to the road of losers!

Wait…what??

Isn't being angry when someone treats me like crap normal?

Isn't being sad when my trusted friend dumps me normal?

When something that i didn't expect happens, isn't it normal for a person to go into a emotional turmoil?

How dare you call this the road of losers????

                               - Yes you are right. All the above mentioned things are perfectly normal.

Normal people cry when something bad happens to them. Yet, in the centuries of normal existence, have you ever heard of any normal person's crying fix the bad thing that happened to him?

You are human to go into depression when your close friend dumps you . But how many of those 'normal people' who went into depression have got back the lost friendship because of it ?

Its perfectly normal to cry, kick the mud and shout out loud when nonsense happens in life. But has that crying and kicking the floor ever solved the problem for you?

 - Maybe in your childhood your mama might have brought you the candy she refused to buy because you began to cry and gather the attention of all those in the supermarket. But welcome to adulthood, where that isn't going to work.

I'm not talking about the normal sadness that you feel for a hour or a day when something catastrophic happens. I'm talking about the times when you get sucked into those emotions - The times when sink into the misery of what happened - The times when you feel the whole world has sunk ( - believe me it hasn't ! )  - The situations when you lose control over yourself.

For those of who you think this article isn't worth a damn because I'm ' talking you out of being a human being and trying to turn you into a emotionless rock ', Here is my question - Why do you follow something that doesn't work just because its termed ' being human ' , when there are things you can do that will actually help you in coming out of whatever that happened to you ?

If you are still not convinced, feel free to continue living as a 'normal human being '. However, since you have come this far, why not stay for a little more? And I promise you - this won’t be too long...

Now ,For all those who found themselves having stepped into the road of losers ( as per my definition in paragraph 2  ) , the good news is that there is a shortcut here that you can take to land on the road of champions - and thereby escape the furore of miseries that await you should you continue further along this road

**THE SHORTCUT IS CALLED ' CONTROLLING YOUR EMOTIONS'**

Wait ... Isn't that hard? Isn't controlling emotions hard? How do you call it a 'shortcut' then?

                           Actually, Controlling emotions is like training a dragon- It looks nearly impossible from the outside... But once you learnt how to do it, you will find that it’s not as hard as you thought. In fact, you will find that it is as easy as moving your hand!

So are you ready to learn the art of training your dragon?

Here is how to do it....

1. Whenever somebody lets you down, remember that it’s not about you - It reveals what they are made up of. So if your best friend ditched you, understand that it is the limit of his/her knowledge - Had she/he understood the value of you, they wouldn't have done it .

If you give people a chance to buy a Lamborghini, most of them will reject it - Not because there is anything wrong with a Lamborghini, but because they simply cannot afford to buy one

 - So if someone rejects you, understand that you are a Lamborghini - and they are the poor ones who cannot afford you. The real buyers - the people who really deserve you and who will give anything for getting you will never reject you .

2. Remember that anger does not solve problems - wishing all the bad luck on that person intoxicates your mind by bringing poisonous thoughts. And that is not the solution for the problem. So go and find out the real solution.

3. The moment you find a problem, ask yourself "what am I going to do about it". Repeatedly thinking about why it happened to you and what you did to deserve it makes you unconsciously throw a pity party - no one is going to attend it . On the grounds of being a human , You can give yourself a maximum of 5 minutes to grieve over it - but at the end of 5 minutes , stop at wherever you are and ask yourself " Ok Now what Am I going to do to solve this ? " . Put yourself on the driver’s seat and steer away through the shortcut as fast as possible. Don’t ever look back.

4. Understand that whatever problem you have is not the end of the world and getting emotional is not going to solve it. Problems get solved only if you do what needs to be done. So figure that out and hey-since it’s not the end of the world, put up a big smile on your face and start implementing the solution process.

5. The best trees are the ones which can withstand the heaviest storms.  The best dams are the ones which can withstand the strongest rains without getting overflowed .The best buildings are the ones that remain strong even during a major earthquake. So just like the building, the tree and the dam, you will continue to live, you will get a better life and you will become a better person if you don't break from the inside.

Finally, I will leave you with a simple remainder which, probably you already know...

**There are only two types of problems in this world - Problems that have a solution and problems that do not have a solution. If a problem has a solution, there is no need of crying . If a problem does not have a solution, there is no use of crying**

So hopefully you will take the shortcut to the road of champions. If you do so, welcome on board! Stay tuned for more lanes, paths and sidewalks on this road that I will bring to your notice throughout this book so that you can make the best of this road and thereby make your journey called life a journey that the world will cherish for generations to come!

*Chapter 12*. YOU HAVE BEEN PROMOTED!

**Imagine that you are a CEO of the #1 company in the world. You have various people ( HR's , Financial managers , General Managers , ASM's , TSM's , TL's ) whom you have assigned responsibility for different aspects of your company . You monitor everything that goes in and out of the company to ensure that you are retaining that #1 spot .Your excellence is so reputed that you are listed as the #1 CEO by the times magazine .**

**One day, a large problem crops up out of nowhere. You call your top level manager and ask him about it. He responds with a list of problems. You ask him what all has he done to solve it. He replies with a list of excuses about why he couldn't get the job done.**

**Now what would you do in this situation?**

**Keep the manager?**

**Or fire him on the spot, step into the field yourself and ensure that the problem is solved at all cost by midnight?**

**- You would do the latter right?**

**Good job. Now let’s take this concept to the real life. ..**

**I asked you to imagine that you are a CEO right?** Now it gets even better...you need not imagine - you are indeed the CEO! And the organisation is none other than your own life...

**I'm not kidding here ...** **your life is the #1 most priceless thing that you have and you control every aspect of it.**

**By control I mean - you choose to wake up in the morning**

**You choose to brush your teeth before having your coffee**

**You choose what to wear.**

**You choose to respect people**

**You choose to treat some as your friends while a few others as your enemies**

**You choose to go to your job**

**Sure - other people do have an impact on your choice. You respect a few people for their behaviour .Your respect your parents for the love they shower on you. You respect your boss because your salary and job depends on him . But these are secondary factors - the ultimate decision making authority solely lies on you**

**You can choose not to wake up…you will have to compensate for that day or you might lose your job though**

**You can choose not to treat a person well …though you might lose that person for life (that person unfortunately is the CEO of their own life and they making a choice to chuck you off is not under your control)**

**You can choose to have your breakfast anytime…though you might get hungry later**

***You can decide what you do - but you can’t choose the consequences of that decision.***

**So with the consequences in mind, the basic right of decision making in your life is solely yours ... you control what comes in and what goes out. Your friends family and the society are the shareholders - they will have their own opinions and interest - but ultimately only you get to decide what your hands, eyes, brain and mouth should do .**

**The problem is that many of us do not realise the amount of control that we have over our life. We wouldn't accept excuses from the manager if we were the CEO of Microsoft, but we accept excuses for the things that happen in our life - where we are the one and only CEO** **.That attitude should change.**

**Never give in to weakness .Follow a no excuse policy. Time to create your own standards and start living by them.**

**Make an audit of your life now - just like how a CEO would do an analysis of his company's performance .Honestly write down the areas where you are good at , the areas which you would like to improve . Which areas are you investing where you won’t get returns? Which areas are you following the wrong approach? Which friendships/ relationships are taking you for a ride? And which honest deserving ones are you taking for granted? Take a note and make a total analysis. And besides the problems column, put another column called ' steps to be taken ' and write down the things that you are going to do to overcome it. If you can’t find a solution for your problem, google it! See what other people have done to overcome that problem Or you can send me a email and I will help you with it**

**You are the CEO of your own life. And if it is not where you wanted it to be, you are responsible for it. The power of change lies within you. You are the solution to your problems. People like your parents, your best friends can all guide you , help you - but ultimately , you are the one who can do it for you .**

**Since you are the CEO,** you get the privilege of defining the standards of your company. You get to choose what is success for you, things / values that you will stick to and those that you will never do.

Whenever you are faced with a problem and your **mind is trying to come up with an excuse or a reason to give up, ask yourself this question:**

**What would the CEO of Microsoft do in this situation? What would Steve Jobs do in this situation? What would any top CEO do if their company is in this situation? Would they quit? Would they accept excuses?**

**- And if the answer to that question is no, then go and do what a CEO should do**

***YOU ARE THE CEO OF YOUR LIFE.NOW START ACTING LIKE A CEO***

## PART - II

*Inhabiting success – developing the habits needed to master the art of success*

*Habit 1*. EARLY TO RAISE, EARLY TO SUCCESS

Guess what the CEO of Microsoft, CEO of TCS, the #1 basketball player in the world and a ex president of the United States have in common ? They all are early raisers! -Bill Gates, Natrajan Chandrasekaran, Michel Jordan, Theodore Roosevelt ( just to name a few ) are all early birds and the proverb “ the early bird gets the worm” isn’t just a cliché.

In ancient India, the time between 4. 00AM and 6. 00AM was called bhrama muhrutam ( meaning the auspicious hour of the lord bhrama – the creator of the universe according to hindu mythology ) and it was a customary practice with ancient Indians to wake up and devote the bhrama muhrut to mind exercising activities like meditation, yoga, surya namaskar etc. scientific studies based on this have proven that the time period from 4. 00AM to 6. 00AM is when your mind is the most refreshed and active. thus, its no coincidence that most of the high achievers and role models of today are early raisers.

If ancient Indian mythology and scientific studies don’t satisfy you, there is another benefit to early raising too. When you raise up early, you start your activities early and hence, by 8:00AM when your competitors are still rolling in the bed snoozing their alarm for just 5 more minutes, you are already half done with your day – so basically your competitor has not even started while you are half way through to the finish line.

And here is the biggest advantage of early raising – since most of the world is still asleep, there is no pollution – the roads are clean, no noisy cars, no traffic. the entire atmosphere is peaceful and you get to breathe some non polluted fresh natural oxygen – which does wonders to your health.

Now you must be thinking Vignesh, I already know all of these – the question is : how do i wake up early ? 2017 marked the 2018th time I resolved to wake up early and 10 days into the year, I’m back to my old ways ! Here is how you do this :

***HOW TO WAKE UP EARLY***

* ***Throw away your alarm clock that has a snooze button.***
* ***There are thousands of get up early alarm apps on the playstore (both android and apple ) that use techniques like playing a game, going to a place and taking a photo etc.. to switch off the alarm – get one of those.***
* ***If you are maintaining a count of how many days continuously you have woken up early, write that count in a paper and throw it in the dustbin – Take this day by day. Each day is a new beginning.***
* ***if you fail to wake up early one day, its ok – start afresh tomorrow – there is no counter and this ain’t a tennis match – you are not going to be penalized for missing one shot. stop that count keeping habit***
* ***Write down the potential benefits of waking up early in a paper ( I have mentioned a few above – you can add your own ones too ) and read it every night before going to bed.***

Initially you might find it tough to get up early. But in due course of time, you will find that the decision to turn into a morning person is one of the best decisions you ever made in your life. You will find more time for activities for which once upon a time you couldn’t allocate time.

Since you are starting early, you will also be able to devote some time each day to pursuing your hobby or doing something that you love. You will be able to reorganize and de-clutter your life. Also, since it is absolutely quiet and peaceful early in the morning, the things that you during that time would have more focus and there would be a remarkable distinction between doing the same thing early in the morning and doing it during some other point of your day – the peaceful and calm environment helps you focus and execute your tasks better. Your brain is more focussed and active in the morning than during any other time of the day.

I can keep describing at full lengths about the benefits of waking up early but I would rather say that you experience it by yourself – try starting your day early for one day and see how it goes. Now do it the next day and the next day. In due course of time, you will see remarkable improvement in your productivity and efficiency.

*Habit 2*. YOUR MORNING RITUAL MATTERS

Getting up early is just one part of the show. The next major part of the show – the part that gets overlooked by most people is their ’morning ritual’.

Ok. So you have read the previous chapter. You read a few more personal development books on the habit of early rising. You got excited by this whole idea. You brought the best alarm available, set it to 4. 00AM and successfully woke up that day. Now, that is just the first part. The next part- the one that most people overlook is:

***“What do you do the first thing when you get up? “***

Like most people, do you unlock your phone, check for whatsapp messages/ scroll through your facebook newsfeed / check your email? If you answer yes, congratulations! You have just mastered the ‘ritual of screwing up your entire day’!

The first few hours after you wake up are the most active hours for your brain. Whatever information that you feed into your brain during this part of the day determines how your brain will act for the rest of the day. If you send in positive information, your brain will remain positive throughout the day. If you send in negative information, you will remain dull and feeling negative throughout the day.

Now that you know that what your brain gets during those first few hours of the day will shape your day, the worst thing that you can feed to your brain in the morning is a dose of whatsapp gossips / mail from your boss/ useless newsfeed pics.

***If you are in the habit of checking your phone the first thing for the day, stop it right now!***

For the first two hours in the morning, do not check your emails or your facebook news feed. This is time for energising your mind and body. This is the time to get some fresh oxygen. This is the time to distress your mind and prepare it for the arduous day ahead. Time to do a few stretches and get in shape.

Many successful people have a ‘morning ritual’ – a set of things that they do once they get up from their bed. They stick to it religiously. This list does not include checking emails or browsing facebook newsfeed.

Now, since you want to be successful too, I recommend that you too create a morning ritual and start following it. It will do wonders for you physically, mentally and emotionally. While there are a wide range of activities that you can include in your morning ritual and I would leave the choice of those activities to you, here are a few popular must-do morning ritual acitivites:

* ***5 minutes of meditation.***
* ***Go for a walk***
* ***Reading a self help book ( or a book of your favourite topic)***
* ***Do some stretches***
* ***Make a list of to do activities for the day***
* ***Write down 10 things each morning that you are grateful for***
* ***Diary writing***
* ***Drawing / painting/an activity that you love doing.***

Your morning ritual canlast anywhere from between a minimum of 20 minutes to 1. 5 hours. But the only condition is that none of the morning ritual activity should involve the use of your mobile phone / tablet / pc. The purpose of the morning ritual is to spend some time away from all those complex gizmos. So stay away from your phone.

As you implement your morning ritual, you will gradually realise that you are able to progress through the day with a more peaceful and calmer mind. You will be able to find a significant improvement in your mental and emotional state and your overall personal effectiveness will improve drastically.

*Habit 3*. ENERGIZE THROUGH EXERCISE

Health is one of the important aspects that gets easily overlooked while on the quest to success and worldly glory. Some of us have a virtual disregard for exercise and other health maintenance stuff while there is another category of people who know the importance of health, exercising etc but can’t simply find the motivation or time to do it.

Regardless of whether you are in the first or the second category, the fact is that you are going to need a proper health if you have to sustain in this world of increasing competition. you can’t become a CEO if you keep falling sick and make once a month visit to the doctor.

I’m sure you must have heard of the proverb “prevention is better than cure “ and I’m not going to take a kindergarten lecture here on how exercising keeps diseases at bay and prevents you from running into sickness.

My duty is to list out all that you need to become successful on a professional and personal level and in both levels, health is an inevitable step.

You need to be healthy if you want to achieve your dreams. You need to be healthy if you want your friends and family to lead a happy life. You need to be healthy if you want to become the Picasso of your field. Your dreams are nothing without you and to keep you healthy, the easiest and least expensive method is exercise.

So here again, you must be thinking within yourself – I know the importance of exercise and I don’t need a lecture on that. The problem is that I’m not able to do it regularly. I either get lazy / I don’t find time to do it / I don’t know have the financial abilities or the time to go to a gym. Well, let me assure you that you are alone here – finding the motivation to exercise despite all the reasons is a challenge faced by millions around the globe and here is how you do it:

***HOW TO GET YOURSELF TO EXERCISE***

* ***Understand that (for beginners ) there is no fixed time that you will have to set for exercising. Just 5 minutes of free time a day irrespective of wherever you are – if you are at home in the night, do a few push-ups. If you are at the office, just do a few stretches and if possible, find a isolated place where you can do a few push-ups or sit-ups***
* ***It’s ok if you can’t go to the gym. There are plenty of exercises and yoga which you can do from within your home. so don’t let that be a reason for not exercising***
* ***Similar to the alarm clock, don’t keep track of the number of days you have been exercising continuously. each day begins anew.***
* ***If for some reason you are not able to do it on a particular day, make sure you don’t beat yourself up for it. you can always start again tomorrow. but I’m sure that you can invest 5 minutes in a 24 hour day for yourself***
* ***Every 15 days, increase the time limit by 5 minutes (after the first 15 days, extend the time to 10 minutes, 15 minutes after the first 30 days and so on till you reach 1 hour)***

I would personally recommend that you get yourself a gym membership and hit the gym every morning or night. But in case if you are in a situation where you can’t financially afford a gym membership, it’s ok. There are plenty of YouTube videos on how to do push-ups, pull-ups, squats and other exercises. The important thing is that you must learn how to do it the right way – the last thing that you would want to happen is to do a push up or pull up in a wrong way and end up straining your back muscle.

*Habit 4*. A BOOK A MONTH KEEPS IGNORANCE AWAY

Do you know what champions do apart from succeeding ? They read – and that actually plays a big role in helping them succeed. In fact, if you browse through the internet, you will find that most of the worlds great leaders are avid readers. The rhyming here is no coincidence – you can lead only if you read.

Reading is one of the most powerful habits of successful people – Powerful because of the kind of books that successful people read. This book is not going to elaborate on that concept but one thing is for sure – if you google the list of favourite books of Gandhi, Bill gates, Mandela, Steve Jobs etc and get a copy of those books and actually read them, you will find that those leaders and CEO’s were shaped by the books that they read. In fact top CEO’s like Bill gates and Narayan Murthy have even given book suggestions ( hint : Google for bill gates suggestion of books that everyone should read – you will get a clear idea of what I’m describing here ).

At this point, I must give credit to you, my dear aspiring champion for choosing to read this book and I would like to remind you that there are books that are far greater in wisdom than this book which are available either as hard copies or as e-books on the internet. Even if you are able to get one good information from this book, imagine what you could gain if you read one of those books. Imagine the amount of information that you would gain if you read ten such books. Imagine the push, the motivation that you would get if read the books that shaped the life of great men like Gandhi and Gates – and the good news is, if you are good at the art of googling, you can stumble upon a free pdf of those books. While I’m not encouraging pirated books here, I see no harm in trying to grab a free copy if you could gain something from it.

So what kind of books should you read ? That would depend upon your personal interests, though I would suggest that you read at least one book on personal development a year apart from one book on your favourite domain each month. Being in the field of personal development, a few books that I recommend are Dale Carnegie’s How to win friends and influence people, Og Mandino’s University of success, Steve Young’s great failures of the extremely successful – this is just my suggestion – there are plenty of books out there. just make sure your grab one of them and actually start reading

**A BONUS**

**Keep a separate notebook or 12 sheets of plain papers neatly filed. At the end of each month, write a summary of the book that you read that month and what it taught you, along with the book name in that notebook or paper. At the end of the year, go through that file /notebook – you will be amassed by the amount of things that you have learnt that year !**

*Habit 5*. POSITIVE THINKING YOUR WAY YO PEAK PERFOMANCE

I’m pretty sure you have learnt that you must think positively in order to be successful. Its not rocket science - rather it is kindergarten syllabus.

There are countless books on how positive thinking impacts your performance and indirectly affects the results. There is section of personal development called law of attraction which aims to foster the idea that you can positive think your way to success. While I can’t assure you that you can think your way to glory (I believe that’s a over exaggerated idea – you can’t control everything can you ?), I can assure you that positive thinking does make a significant contribution to a person’s success.

Before we go on about how to make positive thinking a habit, let me first clarify what positive thinking is :

* Positive thinking is not that everything will go my way – It is that even if things go wrong, I will be fine.
* Positive thinking is not that only good things will happen – It is that even if bad things happen, they happen for a reason and one day they will be beneficial for me.
* Positive thinking is not that everything will go as I expect – It is that even if nothing makes sense now, one day everything will make sense

It is important not to confuse positive thinking with over confidence and over expectations – the former is the first thing that you need to succeed while the latter two are the first things that you need to let go if you need to succeed.

***HOW TO MAKE POSITIVE THINKING A HABIT***

* ***The first step is to BELIEVE – BELIEVE THAT EVERYTHING WILL BE OK.***
* ***Each night before you sleep, write down 10 positive things that happened for the day. Don’t worry if you can’t go more than 3 – it happens in the beginning and as you progress, you will actually find that 10 is too less for you to fit all the positive things that happened in the day***
* ***Remember that having good eyes, ears, hands and legs, getting 3 square meals a day, having a roof over your head are also positive things – so make sure you include them.***
* ***Once in every 10 days, increase the count by 1 (first 10 days 10, next 10 days 11 and so on)***
* ***You can repeat the same positive thing for more than 1 day in your list.***
* ***Whenever you are faced with a negative situation / a problem, take out a paper and write at least 2 positive things about that problem. while initially it may seem as if there is nothing positive, believe me - as you hold the pen in your hand, you will find it. In fact,you might even find that the situation is not as bad as you think.***

PARTING TIP: THE SECRET FORMULA FOR HAPPINESS

As humans, we have always been involved in the pursuit of happiness. After all, happiness is the ultimate reason for which we have devoted our existence to. Everyone wants to be happy – that is why we put in so much effort to do stuff. Today I’m going to reveal to you a secret formula to achieve happiness. This formula is a step wise process and irrespective of the order, if you follow all the steps according to the formula, I personally guarantee that you will achieve success.

**THE SECRET FORMULA OF HAPPINESS**

**H – HARDWORK –** The first and foremost.

**A – ATTITUDE –** Keep it positive at all times

**P – PATIENCE –** Remember, Rome was not built in a day.

**P- PERSISTENCE –** Keep going no matter what

**I –IMPLEMENT-** Ideas don’t work unless you do

**N- NEVER GIVE UP –** You know this already

**E- ENJOY –** Remember**,** Happiness lies in the process.

**S- SIMPLICITY-** keep life simple always

**S -SACRIFICE –** give up your distractions for your good.

## PART - III

*The strict don’ts of success – habits that must be unwired to achieve success*

*Un-Habit 1*. DONT MAKE EXCUSES

Admit it - Excuse is the ultimate barricade that stands between you and your goals.

The purpose of this book is to reveal the actual steps you need to take to succeed – but I bet that you would have noticed the fact that nothing specified in this book is new to you. You know what it takes to succeed – that’s not rocket science. In fact every literate person on this planet knows what is needed to succeed. Yet, only a handful of people actually succeed.

If you had gone through the Index page of this book and none of those headings seemed new to you - in fact, if none of those headings seem new to anyone who is reading this book, then isn’t that an indication that all of us know how to succeed ? And if all of us know how to succeed, then why are there still ‘secrets to success ‘?. Why do companies spend millions to hire motivational speakers and share the ‘secrets of success’ if everyone on this planet already know what it takes to succeed? – The culprit is ‘excuse’. All of us know what it takes to succeed. But the problem is that in reality, ‘what it takes to succeed’ is easier said than done. And for most of us,it is easier to find a convincing reason to justify not going through the tough ordeal than to actually deal with the reality, beat the shit storms of life and emerge successful- that justification, which we call by the name ‘excuse’ is the first thing that you should drop if you want to be successful, both in your personal and professional life.

You are a champion – and champions don’t make excuses. Champions don’t tolerate excuses. The cold weather is not an excuse for not exercising. Bad mood is not an excuse for not spending time with family. Busy is not an excuse for the delay in submitting the work that needs to be submitted.

Now the real question is: how to actually stop making excuses?

Well here is how you do it:

**HOW TO KICK OUT MR. EXCUSE**

***Whenever you find yourself giving a excuse for not doing something, do this:***

***Take out a piece of paper and write down the reasons why you should actually be doing that thing (that is, why that excuse is invalid ) – and even if you get one point for why you should do it, get up and just do it.***

***If you practice this technique, you will find that most of your excuses are actually silly and pointless and you will slowly stop the habit of dropping excuses***

*Un-Habit 2*. DON’T SUCCUMB TO THE DEVIL OF DISTRACTION

We have already seen the importance of avoiding distractions while we were seeing the importance of sacrifice. But still, it is my duty to remind you once again because distraction is not an easy enemy. Conquering distractions is easier said than done.

If excuse is the culprit preventing you from delivering world class performance, distraction is its accomplice.

Most of the excuses are fuelled by distractions –you start doing one thing, you get distracted, before you know it, you sink into the distraction, your original work is not done and you end up thinking of an excuse to convince others ( and ourselves ) as to why the goal couldn’t be achieved. It’s a thumping win for team excuses and meanwhile are convincing yourself that it was unachievable anyway - when in reality, you could have easily achieved it had you not given into those distractions.

In today’s world, distractions are a part of it – meaning that some form of distraction always exists around us. This also means that to master the art of winning, you must master another art called ‘the art of saying no to distractions’.

It’s easier to sit and write code than to browse the endless facebook newsfeed. And the thing is that before we even realise, our 5 minute break turns into 1 hour of facebook browsing. It’s not only the job that gets affected, but also our self esteem which takes a brutal stab as we desperately wish we could reverse the clocks to save the one hour that we lost.

Now beating the distractions has to happen if you want to succeed. But beating the temptations and distractions is no easy job. So what is the way out of this ?

**DRIVING AWAY FROM DISTRACTIONS**

**The first step is to realize that distraction is an enemy. That facebook newsfeed is not here to give you a break but to stop your productivity! It’s your enemy and is trying to trick you into it – and so you have to treat it like an enemy. Just like how you wouldn’t let your enemy into your house, think of the distraction as your enemy calling you to play ball – I’m sure you wouldn’t accept the invite.**

**Secondly, distraction is the close accomplice of excuse. So understand that this distraction today will give way to an excuse tomorrow. Since you are a person who does not tolerate excuses, the only way to stop that excuse is to stop this distraction at the gate and force it to go away. Don’t entertain it!**

*Un-Habit 3*. STOP TRYING TO THE CONTROL EVERYTHING

In everything that you do, there are two parts – that part that you contribute and the part that the rest of the world ( your parents, your society, your fans, luck etc ) contributes. While the first part is totally under your control, the second part is not.

You can convince your parents, girlfriend etc but only to some extent. Ultimately, they are their own boss and though they have your best interests in their heart, sometimes they take decisions that will not always favour you – you work hard and still fail in exams. your girl friend whom you would give the world for dumps you, someone else does the crime but you become the victim, you put all the hard work and someone else gets the credit – all these things happen. They happen to the best of us.

There is a flip side to this too – you get lucky in a lottery, you do something unforgivable but your girlfriend forgives you, your parents secretly get you your dream bike as your birthday present, you get out of situations which you once thought were impossible, You luckily survive a accident – these kinds of things happen too.

The key point here is to understand that we can’t control everything. Some things are out of our control. The trick is to differentiate between what you can control and what you cannot and focus on the former while believing that things will work out for the best in terms of the latter.

***THE ULTIMATE LAW THAT YOU NEED TO FOLLOW IN LIFE TO STAY HAPPY***

***THERE ARE ONLY TWO KINDS OF THINGS IN THIS WORLD –***

* ***THINGS THAT ARE UNDER YOUR CONTROL***
* ***THINGS THAT ARE NOT UNDER YOUR CONTROL***

***IF THINGS ARE UNDER YOUR CONTROL, THERE IS NO NEED FOR WORRYING. SO STAY HAPPY***

***IF THINGS ARE NOT UNDER YOUR CONTROL, THERE IS NO USE IN WORRYING. SO WHY REMAIN SAD WHEN THE END RESULT IS IRRELEVANT OF WETHER YOU ARE HAPPY OR SAD?***

The art of letting go of things that are not under your control is a Zen technique developed thousands of years ago. Unlike most other factors involved in achieving success, this technique makes us disappointment resistant. It places more focus on making us reach a state where we are not affected by disappointment rather than accelerating our success. This is one of the #1 technique that one needs to posses in order to achieve success especially in today’s world.

*Un-Habit 4*. STOP LETTING THE OPINIONS OF DEFINE YOU

“***Your time is limited. Don’t waste it by living someone else’s life. Don’t be trapped by dogma which is living in the results of other people’s opinions. Don’t let the noises and opinions of others drown out your own inner voice”***

***-Steve Jobs***

I’m sure you,a champion in pursuit of success would already be knowing that it is unhealthy to place your worth on others. Yet, Today we live in a world that is based on marks,grades, performance appraisals, number of facebook friends, number of twitter followers etc. . And the biggest problem with this world is that success has become largely defined by others opinion of us rather than our own viewpoint about ourselves.

But the here is the catch: the worlds definition of success – the one defined based on others opinion about you, does not affect you in anyway if you choose not to let it.

In other words, the way you define success is your own personal choice and though it may upset a few and anger some, as long as you are happy with your definition of success, it is ok. And here is where I step in humbly to offer a suggestion that took years for me to learn:

***Don’t define success based on others opinions. Ensure that your success is based only on you.***

In other words, don’t let that promotion or college admission or that exam result or that acceptance / rejection from your crush define who you are. The fact is that these things are not perfect – that college made a bad decision in rejecting you and taking a less deserving person, your boss was wrong when he chose that undeserving colleague over you for that promotion, that exam result does not reveal who you are – it only reveals that you couldn’t perform in those 3 hours - it does not reveal the sleepless nights you spent preparing for it, your crush who rejected you and opted for another guy/girl made the wrong decision and he/she is going to repent it two years from now. The reality is that other people are not error free – they make mistakes too and that is exactly why you shouldn’t place your worthiness on them.

Place your worthiness on your own self – are you satisfied with the way you prepared for the exam? Are you satisfied with the amount of effort you put in for your company? Are you satisfied with way you cared for your crush? Were you loyal? Did you give it your best? – place your worth on the answer to these questions. If the answer is yes – if you are satisfied with the effort you put in, congratulations ! You succeeded! Though the world does not see it, you are indeed a champion – because you gave it your best and that’s all that actually matters.

However, if you are not satisfied with the effort that you put in, just relax ! Don’t jump into conclusions – don’t hurry into the woe is me trap. Analyse where you went wrong and identify what you could have done in that situation – and once you are done extracting the lessons, make a promise to yourself not to repeat the mistake ever again. focus on the next challenge. By accepting your mistakes and learning from them, you have already become a champion. Because that’s what champions do.

Champions learn from their mistakes and their definition of success is called self satisfaction and don’t forget - you are a champion too !

### PART – IV

*Tooltips – Powerful tools to help you accelerate on your journey to success and personal excellence*

*Tool-Tip 1*. THE A. P. D TECHNIQUE

Have you ever found yourself struggling to follow a strict routine? Are you someone who wishes to operate freely, yet wants to achieve massive success? If you answered yes, then the A. P. D technique is just for you.

## WHAT IS IT?

A. P. D stands for ***Actions Per Day.*** In this technique, instead of writing out 1 week plans, 10 week plans, which we never follow anyways, we write down a list of useful tasks that have been completed at the end of each day.

## HOW IT WORKS?

Each day, when you write down the list of productive tasks that you completed on that day, your inner conscience begins to develop a sense of responsibility. The feeling of having accomplished at the end of the day boosts your self confidence. The thought of the remaining work will create a sense of responsibility in you. You will stop procrastinating and automatically start completing tasks ahead of time.

## HOW DO I USE IT? :

In a separate notebook, each night, write down a list of all the tasks that you have accomplished for the day. As you start counting your performance based on the number of accomplishments for the day, your performance will improve

*Tool-Tip 2*. THE NO COUNTING PRINCIPLE

How far did you stick to your New Year resolution? Are you still following it? Or is it gone? If you are one of those who has the habit of making new year resolutions but struggle to follow them, this is for you

## WHAT IS IT?

The no counting principle is says that you should treat each day as if it is a new beginning. No maintaining track of how many days you have been doing a particular thing. Each day you start from zero.

## HOW IT WORKS?

Each day, you start from zero. So there is no pressure of keeping up New Year resolutions. Each day is a new year according to the no counting principle. So, that resolution which seemed daunting at first due to the 365 day must follow policy that you imposed on yourself is no longer valid. You just have to do it once today. Tomorrow you do it once again afresh.

## HOW DO I USE IT? :

If you have been maintaining a count of how many days you have been continuously doing a particular habit, say waking up early, write that number in a paper and throw that paper in the dustbin! Treat each day as a new day. You just have to do it for that one day. You need not do it for the entire year. Focus on one day at a time

*Tool-Tip 3*. THE 80-20 RULE

The final tip is a tool for personal productivity enhancement. In Business terms, it is called the Pareto principle

## WHAT IS IT?

The 80-20 rule states that 80% of the effects come from the 20% of the causes

## HOW IT WORKS?

The Pareto principle works on the fact that 80% of the results that we get are from the 20% of the tasks that we do. So instead of focusing on each and every activity of the day, if we devote our time and energy to the 20% of the tasks that are most relevant to our goals, we can achieve better results.

## HOW DO I USE IT? :

Identify the most important goals of your day and focus your energy on them. Get them completed first before you spend time on other tasks like entertainment, non important work etc. .

THE MOST IMPORTANT RULE OF ALL

Google contains a billion motivational articles ..

If you were to watch all the inspirational and motivational videos on YouTube , you would have to spend 5 whole years

- So practically speaking , there is quite a lot of motivation on the internet and most of these are free - so all of us have access to these enlightening lectures on how to become multi billionaires , eye opening speeches and seminars given on how to succeed and live the life of your dreams  given by achievers , fortune 500 CEO's and world class motivational speakers  .

And oh , by the way , what if i tell you that this entire business of 'motivational speaking' is actually nothing ?

I'am not kidding here . In case you don't believe me , Let me explain  ..

Don't you know that you have to getting up early is a good thing ?

In all your years of existence , are you sure you have never learnt that one should not give up during tough times ?

Didn't you read in your fifth grade moral text book that you should have a positive attitude and respect elders ?

Are you sure you don't know that hard work leads to success ?

Is it a new age revelation that your problems will not be solved just by worrying about and you will have spring into action to make things happen ?

Is it completely new to your wisdom that all bad things have some good in them and that whatever happens , happens for a good reason only ?

 - You already know these things right ?

Now go and watch how much ever motivational videos that you can . Browse through all the million motivational articles on google . Here is the deal - whatever they say in each and  of the billion articles or youtube videos - I promise you ,you will find that they already in one of the above mentioned 6 points .And those 6 points i talked above - you already agreed you know them .

So you already know the secret of how to become the worlds next Bill Gates .. you already know how to achieve success .. you already know how to live the life of your dreams ...

Now my question is

**why are you not doing it still ?**

The reason is simple :

**Knowing is not doing - Knowing how to do a thing and actually doing that thing are two totally different things**

All of us know that you have to sit in the seat , hold the handlebar and pedal to drive a cycle - yet , many of us fall numerous times before we actually start riding the bicycle properly .

Though we all know the secret to becoming a billionaire , not all of us go out there and put that knowledge into action.

You know how to succeed in life .. you know what legends like SteveJobs  and APJ Abdul Kalam did to go where they are today .. you know the secret of success ... But all that is useless if you are not going to apply them

**Nothing will work unless you do**

So start doing it from today ... I agree that getting up at 5:00 am in the morning and doing 40 hour weeks are not easy jobs - but if you know that's what you need to succeed , whats stopping you ?

Remember that it may be difficult - but it is worth the effort in the end

**Sacrificing your sleep , putting in extra effort and following your passion are all worth the effort in the end - nothing beats the feeling of finally having achieved your dreams .And on that day , all these sacrifices and efforts will look small - you will be glad that you actually did them .**

This is the moment to start taking action . Now is the time to start building your dreams . Start today - and I promise - it will be a decision you will never regret .

**The saddest sentences in the world begin with " I wish i had , If only i had .." and i hope you don't get to include them in your farewell speech to the world**

So stop thinking . Stop looking for the right time and start acting now !

Looking forward to getting a autograph from you one day .

FAREWELL NOTE

**The heights by great man reached and kept were not attained by sudden flight, but they while their companions slept, toiled upward in the night.**

**Life isn’t about getting the best. It’s about making the best use of whatever you get.**

Dear Reader,

I hope you found this book useful. I hope I have served you to the best of my abilities by providing key techniques and insights that are essential for mastering the art of success. Having given the tools that you may need, now you are all set for the journey towards success, personal excellence and world mastery. I wish you a very all the best in this endeavour and I would like to leave you with a personal note : Remember that you are stronger than the storms that you face. Keep fighting with patience and persistence. Never give up. . If someone like me can write a book that has reached your hands then anything and everything in this world is possible. Go forth. chase your dreams. Cherish this journey and enjoy every moment of it. I once again wish you a very all the best on this conquest of glory and look forward for more opportunities to serve you in future,

Your admirer and friend,

Vignesh Karthikeyan