

## How to Achieve Anything You Want

Why is it that so few people are willing to keep changing and taking action until they get what they want? Why do so many people quit along the way? Worse still, why do some people even procrastinate in initiating action? The reason is that while everybody desires to succeed, only a few are truly COMMITTED to their goals.

For most people, having more money, more freedom, more security and more success is a desire. They think it would really be great to have it. But they can live without it, if they had to. As a result, they never take action as something more important always comes up to fill up their time.

When a goal is nothing more than a feeble desire or a wish, you will find yourself being held back by setbacks, frustration and failures. People whose goals are nothing more than desires will only do whatever is within their comfort zone to achieve it. Beyond that, they will give themselves all kinds of excuses for not doing it. As a result, they will never do whatever it takes to get what they want.

There was once a financial advisor who approached me for advice. He had been in the business for five years and had attended many seminars and read many books on sales and success. Right from the start, he had set goals to achieve the Million Dollar Round Table, which represents the top 6% of advisors in the world. However, he couldn't understand why he never got close to the mark, despite working 'so hard'. He asked me what he needed to do to get there. I sat him down and gave him a whole list of action steps and strategies he had to put in place to increase his sales.

I told him that he needed to make 20 cold calls a day, attend two networking functions a week, invest in impressive looking brochures, spend his nights targeting night shift workers (who are a big untapped segment), spend his weekends presenting seminars and organizing road-shows with side walk surveys. He was also told to upgrade his product knowledge skills every month.

As I went along, I could tell that doing all these things was going to stretch him well beyond his comfort zone. He was not prepared to give up his weekends; he was not prepared to spend some late nights prospecting nor was he willing to invest money in brochures & upgrade his skills.

He started coming out with excuses like 'I don't have the time', 'I don't have the money', 'I don't like reading', 'I've never done it before', 'It's too much work' and so on.

As we parted, I doubted that he would use even one of the techniques I suggested, even though he knew that it was a proven formula with many others I had worked with. This man is typical of those who set goals but are not prepared to do whatever it takes.

Unfortunately, most people are like that; they are not willing to do what it takes to become successful. And because of that they never will be. Success doesn't happen by chance, you must do the necessary before you can enjoy the fruits of your labor.

If you understand this and apply it in your life, you will among the top 5% of people who make success a must and therefor receive in abundance everyday.

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### About the Author

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