

MaryEllen Tribby Presents



# THE SUCCESS INDICATOR ACCELERATION REPORT

How to Implement the Traits of Highly Successful People  
to Skyrocket Your Own Personal and Business Success...

# **THE SUCCESS INDICATOR ACCELERATION REPORT**

**How to Implement the Traits of Highly  
Successful People to Skyrocket Your Own  
Personal and Business Success...**

## **Part 1**

**by MaryEllen Tribby  
Centerpointe CEO**

**[www.MaryEllenTribby.com](http://www.MaryEllenTribby.com)**

**Copyright © 2022 by MET Edge Media**

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.

*Published by:*

**MET Edge, LLC  
5030 Champion Blvd., Suite G11-278  
Boca Raton, FL 33496-2473**

**Want more free resources, free meditations, and access to our weekly newsletter where we share the latest scientific discoveries and tips on how to improve your life?**

**Create a free account at:**  
**[Centerpointe.com](https://centerpointe.com)**

## **Table of Contents**

### **Part 1**

Chapter 1: Why Choose The Success Indicator?.....	6
Chapter 2: Write It, So You Can Live It .....	10
Chapter 3: The Art of Connecting and Effectively Communicating for Success .....	16
Chapter 4: Share, Listen, and Learn For Success .....	23

### **Part 2 (Coming June 2022)**

Chapter 5: A Transformational Perspective For Satisfaction and Success	
Chapter 6: Change is Inevitable. Adapt For Success	
Chapter 7: Embody the Indicators For Success	
The Success Indicator	

**The Success Indicator Acceleration Report** is an in-depth look at MaryEllen Tribby's infographic, The Success Indicator. After much acclaim and the overwhelming demand from her community for more, MaryEllen now reveals a more detailed explanation of The Success Indicator.

## About the Author

MaryEllen is the proud Founder and CEO of WorkingMomsOnly.com, the world's leading media company for the empowerment of the working mom. Prior to founding WMO, MaryEllen was Publisher & CEO of Early to Rise where she was responsible for growing the business from \$8 million in sales to \$26 million in just 15 months. Before that, she served as President of Weiss Research where she led the company to \$67 million in sales from \$11 million in just 12 months.

MaryEllen is a highly sought- after business consultant, speaker, and author. Her first book - which she co-authored with Michael Masterson - **Changing the Channel: 12 Easy Ways to Make Millions For Your Business**, hit #1 on Amazon.com within just 10 hours of its release.

Because of her impressive track record of re-engineering companies and making them profitable she is known as the “go to” business consultant for digital and traditional publishing ventures.

MaryEllen has been with Centerpointe since 2015 where she worked side-by-side with legendary Centerpointe Founder, Bill Harris. In 2018 she took over as CEO after Bill passed away. Since then she's overseen the release of countless new product launches and successfully steered the company through the rocky waters of the Covid-19 pandemic while keeping profits steady.

MaryEllen currently resides in Boca Raton, FL with her husband Patrick, their three beautiful children, Mikaela, Connor, and Delanie.

The articles in this e-book are for general educational purposes only and should not be construed as medical advice or instruction. The information provided should not serve as a substitute for professional medical care.

Nothing in this e-book should be considered personalized investment advice. Although our employees may answer your general customer service questions, they are not licensed under securities laws to address your particular investment situation. No communication by our employees to you should be deemed as personalized investment advice.

Thank you for downloading **THE SUCCESS INDICATOR ACCELERATION REPORT**. Your feedback is greatly appreciated!

## **Please note that this PDF Contains Only Part 1 of the Full Report**

Stay tuned for Part 2 coming June 2022

## Chapter 1

### Why Choose The Success Indicator?

Are you frustrated because you have great ideas, but everyone else seems to get further in life but you? Are you positive that you know more about your niche than others who have had more success than you? Do you think you have all of the tools and knowledge to become accomplished in your field, but you just can't seem to get there? Do you think you deserve success?



If you answered 'yes' to any of these questions, then your approach to being successful may have been the wrong one. For over 25 years I have been working with and studying entrepreneurial legends. I have spent my career examining and learning what it takes to find success and to achieve it. You know what all of the

most successful business people have in common? None of them answer 'yes' to the above questions.

Around two years ago I created a chart, The Success Indicator, based on my experiences and observations when meeting with and studying some of the biggest achievers in the entrepreneurial sector, some of whom have become dear friends. I wanted a concrete list of the traits of successful people versus those of unsuccessful people that I could reference for motivation on a day-to-day basis. Who did I have in mind when I created The Success Indicator? Richard Branson, Michael Masterson, Steve Forbes, Tony Robbins, and Joe Polish, to name a few.

## **Invest in Yourself**

Success doesn't happen overnight. Achievement needs to be earned. After thinking over some of the influential speakers I was honored to have witnessed and the great conversations I have had with like-minded entrepreneurs, I realized that there are certain qualities one must have to make it. I also thought back to encounters I had and events I attended in which people displayed traits that surely led them to fail.

After offering the chart to the public, the feedback I received was amazing. The overwhelming number of "thank you" emails I received along with one extremely enlightening evening, led me to revise and enhance The Success Indicator. I added more traits, some that I believe to be the most important. I recently decided it was time for me to expand on the chart with this in-depth explanation of the traits along with some examples on how these personal qualities can lead a person to be either successful or unsuccessful.

Think of the questions I asked just a few seconds ago. Anger, entitlement and jealousy will get you as close to success as doing nothing will. The most successful entrepreneurs possess the opposite traits.

In this book, I will show you how to give your ideas possibility so that you can make them a reality. I will tell you about the characteristics one needs to become successful so you can immediately boost your productivity. I will reveal how to make valuable moneymaking connections so that you can create business relationships and make deals that increase the value of your business.

I will show you The Power of Collective Brilliance and how it can enhance your mind and your business. I will teach you about the value of operating from a transformational perspective so that you can run a more successful business. But most importantly, I will give you the tools you need to incorporate The Success Indicator into your everyday life so that you can grow your business faster than you ever imagined possible.



Why believe in The Success Indicator? After meeting and working with the likes of Richard Branson, Steve Wozniak, Marie Forleo, and Bill Glazer, I can tell you that all of these people exhibit the success factor. They have found success, and I used the principles they follow and qualities they possess to form The Success Indicator.

They are complimentary, compassionate, and goal oriented. Those are just a few of the characteristics needed for success that I will touch on in the upcoming pages. Before we move on and break down the components of The Success Indicator, I wanted to relay the experience I had that led me to reexamine the original chart I had created.

Last year, I spoke at an event that Steve Wozniak, co-founder of Apple Computers, also spoke at. As you can imagine, when the time came for Steve's session, the room was jam-packed. Everyone wanted to hear what Steve had to say, from the attendees to the vendors and, like me, all of the other guest speakers.

As I sat there and listened to Steve poignantly share the story of Apple and his relationship with Steve Jobs, I was enthralled. He started from their middle school years and seamlessly brought the audience through the years of their lives, ending at that present moment, which was soon after Steve Job's passing. It was truly remarkable to witness.

It seemed like he did not leave out a single detail, I felt that I knew their entire story. He did it all from his head. There was no power point presentation, there was no prompter; Steve didn't even have note cards for reference. He just told his story. He spoke from his heart.

What struck me the most was NOT Steve Wozniak's extreme brilliance or his exuberant passion. No, what struck me the most was his overwhelming sense of gratitude. His gratitude for having the opportunity to make the world a better place. How thankful he was to help us all to be able to communicate with loved ones, to run our businesses better and to have an enhanced life.

That evening, I had the opportunity to sit with Steve at dinner. This was one of the smartest individuals I have ever met. He was literally thanking all of us, who were fortunate to share a meal with him, for allowing him to create some of the best technology in the world. He wasn't looking for gratitude from us, who have so greatly benefited from his creations and expertise. He was happy and thankful for being able to contribute to the lives of others.

My experience with Steve Wozniak prompted me to return to my chart and think more about the characteristics of a successful person. He made me want to be better. Steve spoke with no sense of entitlement. Steve spoke with joy. He exhibits the traits that indicate true success.

None of us are perfect, not even Steve. But to be truly successful you have to recognize that there is always work that can be done. Do you want to figure out the roadblocks you have hit that are keeping you from being successful? Do you want to learn how to change your life for the better? If you answered 'yes' to those questions, then The Success Indicator will be a priceless tool in reshaping your future.

I will cover many of the traits that indicate success in the next pages. We will talk about each trait that made it onto the Success Indicator because they are all equally important and when used together make success attainable. They are all linked and they are all necessary.

If you are reading this, you are looking for ways to be more successful. Before we get into it, I wanted to say that I know your time is valuable, and I thank you for investing it in me. To get you onto the fast track to success, I suggest checking out Bill's powerful moneymaking masterclass that will teach you all the tools you need to succeed at anything:

**Secrets to Success & Making Money (in Good Times & Bad)**

[\*\*Learn More Here\*\*](#)

So, let's get started. I am going to break down The Success Indicator, starting from the beginning with some of the most important tasks you need to accomplish in order to be successful. Then we will go through the traits and why they are necessary for becoming a successful businessperson.

## Chapter 2

### Write It, So You Can Live It

Do you know what you want to do with your life? I mean, do you really know? Do you want to start your own business? Do you already have a business but it's not taking off? Do you have a hard time figuring out what you have to do to get where you want to be?

What do I have to do to be successful? That's the million-dollar question. Every entrepreneur started his or her business in the same way – with an idea. They had an ah-ha moment when they realized they had something that other people needed. But how did they get to where they are now? How did they succeed?

After studying so many entrepreneurial legends, I can tell you that they all started with an idea, which they then cultivated. How do you cultivate an idea? A successful person keeps a journal, makes lists - I mean serious lists – and they set goals and develop life plans. What do all of these tasks have in common? The common thread is the organization of thoughts.



One of the most powerful success indicators is keeping a journal. Journaling is a way not only to document your ideas, but it is a way to see yourself moving forward in the world. It allows you to see your life exactly how you want it to be today and in the future.

If you want to be successful, you need to keep a journal. Don't just say you are going to, actually do it. Do you feel like you are stuck in a rut? Sit back, take a breath, and

think. Recall the day you made the decision to start your business. Regardless of whether it was five years ago, last year, or yesterday, write down every detail you can remember.

What triggered the idea? How did it make you feel? What did you see for your future in that moment? Look over that day and make note of all of the original thoughts and feelings you had when you made the decision to start your business.

Now think about what you consider to be your first achievement. It could be setting up your website, meeting with your mentor, writing a real business plan, or doing competitive research. Now list every achievement you have made from that point on. Read through them and underline those that you believe to have had the biggest impact.

## **Don't Forget Your Ideas!**

You should do this type of journaling everyday, so that you can read back over the thoughts and feelings you had. You can see, right there in black and white, the accomplishments you have made and remind yourself of the core reasons you are building a business. You can literally track everything you do, why you are doing it, and how you are doing it. You will also have a reference of every action you take so that you can evaluate the outcome in the future.

I recently had the pleasure of meeting and speaking with a man named Jason. When Jason was a young father he struggled to make ends meet. During that time, and for most of his adult life, he kept a journal of his struggles and wrote about the silly ideas he had for inventions he would someday like to create. He found that writing helped him unwind. But one particular idea stayed with him and he thought of it almost everyday. It popped up in his dreams and he would suddenly think of it while driving or in the middle of a work project.

Ten years later, after working as a plumber to provide for his family, Jason and his wife finally saved enough money to move into their dream house. As they were packing their boxes, Jason came across ten years worth of journals. At first, he couldn't believe that so many of them had survived the years.

But as he read through the journals, he realized something. Jason realized that he was no longer that scared twenty-something who didn't know how he was going to feed his family. He thought about how far he had come and he was proud of himself and what he had done. This pride gave Jason the confidence he needed to take all ten years of sketches for that water turbine - that idea that had haunted him - and decided to make it a reality. He shared his idea with his boss, who loved it, and together they are working on bringing it to fruition.

Journaling can help you cope, it can help you give life to your dreams, but more importantly it allows you to realize what you have accomplished and what you can do in the future. You can take what you have written, your thoughts and new ideas, and bring it to friends and/or colleagues and get their perspective. If they believe in your ideas, you are one step closer to making them happen.

You may think journaling on a daily basis may not be conducive to everyone's schedules, but make sure you find a way to make it a part of your daily routine. It is also important to continue journaling while you are working on projects. It is necessary for you to have a way to track the decisions you made and the reason you made them, so you know whether to repeat your actions in the future.

It is a great way for you to look back and figure out the mistakes you made when something doesn't turn out the way you expected it to. It is a way to track patterns so you can pinpoint what you are doing wrong and what led you to do it wrong, so you can take action to right it. Journaling also allows you to track your successes and the reasons you accomplished them.

Another extremely powerful success indicator is setting goals and developing life plans. No one became successful without first having an idea and then taking the necessary action steps to make the idea a reality. The most important thing that a successful person does is set goals that are realistic and develop life plans that can actually happen.

Why do so many people say they are going to do something - think New Year's resolution - and then inevitably fail? They fail because unsuccessful people bite off more than they can chew. They fail because they base what they want to be and what they need to do on other people's expectations. They fail because they haven't figured out what exactly they want before they set out to accomplish it.

Lists are imperative to grounding an individual. Dreaming is all well and good, but the successful dreamer takes action steps to make those dreams reality. What do you want to do in this life? A "to-be" list is a great way to organize the things you want to accomplish in your life so you can create goals and make plans. What do you need to do to be the person you want to be? A "to-do/project" list is the way successful people keep their goals and plans organized so they can actually accomplish them in the best way possible.

Lists keep you in this space-time continuum. Lists keep you accountable for the goals you have set. To-be lists are the most important of all lists. Who are you? What matters most to you? If you depart from this world tomorrow, what do you want your legacy to be? Creating a list of what you want to be gives your desires weight and, more importantly, possibility.

When creating your to-be list, or any goal-oriented list for that matter, it is so important to be realistic. What do *you* need to be happy? Identify your internal needs and put those first before you start considering what other people expect of you. When you make these lists, ask yourself why? This is where your journaling is helpful.

Remember all of the reasons you decided to start your business in the first place. Always keep your original mission in mind so that when you set goals, make plans, and then create lists, they are all in line with your initial purpose. Be practical.

If you ask yourself what you want to be and the only answer is rich, you aren't bringing yourself any closer to success. Think more along the lines of, "I want to be a successful self-published author. I want to have a user-friendly website that works as a forum for my readers. I want to spread my ideas with a series of books that will change my readers' lives for the better."

Once you have your to-be list, don't put it in a drawer or just close the notebook. Hang it where you can see it everyday. Using your to-be list, you can set goals for yourself and begin developing life plans that will make your to-be list an "I am" list. In order to be successful, you must set clear goals for yourself and write them down.

By clear, if a stranger were to read your list of goals, they would have a perfect understanding of what you mean to accomplish. Your goals must be specific so that you can make the best and most effective plan of action possible. As important as it is for your goal to be specific, it absolutely must be attainable. Don't start out by setting yourself up for failure.

Continuing the former example, think, "I want to finish my book in X amount of days. I want to spend X amount of money on the website and publishing. I want to make X amount of money in the six months following the launch, and X amount of money after a year. I want to publish my second book X amount of time after the first." If you are practical and reasonable, you can set goals and make plans that are absolutely within your reach.

Another success indicator is keeping "to-do/project" lists. You have your goals. Now figure out the things you need to do to accomplish them. Start at the beginning, again be practical, and make a list of the things you need to do to get the ball rolling.

A mistake that many unsuccessful people make is not evaluating the task at hand before they begin. Instead of taking a hard look at the project and the desired outcome, those people simply try to get it done without coming up with a plan first. Make sure you are organized and you have a step-by-step plan of attack. What needs to be done first is at the top of the list.

The non-published authors' to-do/ projects lists would go something this:

1. Finish each chapter in x amount of days to reach the deadline.
2. Research all possible methods of self-publishing. Determine which is best for me in the long-term.
  - a. What does each cost?
  - b. Which is most effective?
  - c. What type of revenue can I expect from each?
3. Research pricing. Determine how to price the book in order to meet six month, then one-year revenue goals.
4. Research website formats and costs, etc...

The reason most entrepreneurs fail is because they focus on the wrong tasks, usually tasks that don't yield revenue. It is human nature to work on tasks that you can easily accomplish. These are generally the tasks that you don't feel overwhelmed by or fear. But, by no means does that mean they are automatically important to your business.

If the non-published author is not on track to complete the book by the deadline, there is no reason for him to pay for a website that isn't in use. He would be making a mistake by focusing more on the website than on the book, because the website is useless without a product.

Successful entrepreneurs are successful because they are able to take a project and break it down into small doable steps. They are skilled in making sure that all of these steps are actually necessary to complete the project and time is not being wasted on needless tasks. They know how to delegate jobs and make sure that each step is completed in the best, most lucrative way.

Of course, these skills come with trial and error and experience. But before you can become a success, you have to put in the work necessary to get there. The Success Indicator will give you an understanding of the traits and characteristics one must possess to actually become successful, but you must first understand exactly how you want to be successful and the tasks you need to complete to get there.

Keeping a journal, setting goals and developing life plans, and keeping "to-be" and "to-do/project" lists are surefire ways to keep you on the road to success. Some people say they are going to write down their ideas, but they never get around to it. Since they don't bother to gather their ideas, they never set goals for themselves. Without goals, these people don't have a clue of who and what they want to be, making it impossible for them to stay organized and plan. Instead they fly by the seat of their pants.

Never doing what you say you are going to do, never setting goals, not knowing what you want to be or do, and never having a plan are self-destructive traits and they are

not indicators of success. They cannot lead to achievement. These are self-constructed roadblocks that make a person unsuccessful.

I believe you get out of life what you put into it. When you know what you want, prioritize tasks, and make good decisions, you will have the time, energy and drive you need to become successful. If you write it, you will live it. Start journaling, set goals, develop life plans and make lists to keep yourself on track.



## Chapter 3

# The Art of Connecting and Effectively Communicating for Success

If you study The Success Indicator, you can see that the first words used for successful and unsuccessful people - compliment and criticize - set the tone for the qualities to come. The word compliment has a positive connotation, while criticize has a negative. One of the overall keys to being successful is positivity – praise as opposed to disapproval, gratitude as opposed to entitlement, and most of all joy as opposed to anger.

In order to succeed, not just financially, but in all aspects of life, you need to be able to accomplish the things you set out to do. In order to accomplish something, you need to be able to communicate effectively. Effective communication is a two way street.

A successful person doesn't just talk for the sake of talking; he speaks because he wants to share his thoughts. He doesn't listen to others because he has to; he listens because he is interested in what others do and think. In order to communicate effectively, one must be complimentary, gracious and happy.



These qualities are huge factors of communication. Whatever your business may be, if you want to be successful, you must be able to clearly and effectively make your message heard. You must make people want what you have to offer. You need to be able to move people to action with your words. You must be able to connect with people.

When I say you must be able to connect with people, I do not mean “networking”. “Networking” is a self-marketing tactic that has been around for years, but honestly, I hate the term. When you get down to it, networking is cold and sterile, and it seems self-serving: one person trying to form a web of contacts with the sole purpose of personal gain. There is nothing complimentary about that, and it is not how I like to do business.

Most business owners and professionals know that developing key relationships and partnerships within their community plays a pivotal role in their success and their business' success. This is probably why, today, so many people are turning to networking as a means to making new business connections.

Lately, I've been rethinking what “networking” means. I've started to wonder if networking really gains you any success in terms of business. Setting out to gain a contact, or merely to get a new business card, seems pointless to me. Another business card to file, or email address to add to a list, means nothing if I can't put a face to the name or know what that person is really about.

When I meet people at a so-called “networking” event, what is my desired outcome? You know what? My ultimate goal is not to network with them, it's not to find out what they can do for me, and it's certainly not to add them to my address book until I need something from them. My ultimate goal is to make long-term real business connections with them.

When I meet people, I want to really understand why they do what they do, to really “get” their true purpose. I want to find out if their purpose and mission is synergistic with my own, and, if it is, how we can work together or for one another to best serve our prospective communities and actually bring each other success. I think of it as “what can we do for each other and each other's communities?” Or, “how can we assist each other in the long run?” instead of “what can you do for me?”

When I focus on these goals, deals follow. And when a deal is made between two people - notice I did not say two businesses - which have connected, as opposed to “networked”, money usually follows. This is simply because the two people involved were not thinking “Me, me, me.” They were thinking, “Is there a potential ‘Us, us, us?’” It's from this place that I have found real deals and partnerships occur.

Making a connection that will lead to a prosperous relationship, whether business or friendship oriented or both, comes down to both parties involved being complimentary, gracious, and happy. Yet, all too often, people are scared to put themselves out there.

Very often, people allow opportunities for valuable partnerships to pass them up, because, unfortunately, insecurity and discomfort can be perceived as arrogance,

entitlement or even disinterest. Sometimes, fear and uncertainty come across as a “what’s in it for me” attitude. The very people whom these people meant to connect with may feel the only interest lies in what they can provide rather than how they can partner together. And before you know it, a potential million-dollar deal could fly out the window because you didn’t seem to appreciate what the other person had to say.

Recently, I spoke at an event. I had just met Lisa Nicholas of *The Secret*. We were enjoying a lovely conversation over lunch, when suddenly, a woman I had met a few months prior at another event sat down at the table and interrupted our conversation.

She said – and I quote – “MaryEllen, you are certainly a hard woman to get hold of. I emailed you last week and I have not heard back from you.” There was no “Hi, how are you?” or “Nice to see you again.” There was nothing happy or endearing about the way she approached me. It was just the typical “what’s in it for me” approach.

My first thought was, “Do you really think this kind of behavior is conducive to me wanting to do business with you?” But what I said was, “Yes, Sue, I received the email on Thursday. I was planning on returning your email later in the week.”

This is the perfect example of ineffective communication on her part. It is also a prime example of why many people do not end up with business from networking events. They have not mastered event etiquette. Nor have they discovered the best way to make lasting connections that lead to successful relationships.

If Sue had waited for a lull in the conversation Lisa and I were having and then politely excused herself for interrupting, our conversation might have ended with a better outcome for her. Sue and I may have discussed whatever it was she had emailed about, and she may have had the chance to meet and form a connection with Lisa. Instead, she was haughty when she approached and did not consider my time or me when speaking to me.

The biggest mistake I see people making is assuming that their highest priority is also the highest priority of the person they are trying to do business with. When it is obvious that people are only out for themselves, it makes others less inclined to want to communicate and connect with them. Don’t make this mistake.

According to The Success Indicator, unsuccessful people criticize, have a sense of entitlement and exude anger. They complain and believe they are privileged, which causes them to be angry because their approach rarely leads to their desired outcome. Whether in an event setting where connections can be made or in an office setting where work needs to be done, these traits will do nothing to help a person thrive. In either situation, no one wants to work with someone who is openly negative and if they are forced to, they can’t put their best foot forward.

A successful person admires others for what they do, is grateful for the accomplishments he has been able to make, and is happy because he worked hard for what has been achieved. And he used these traits - compliment, gratitude, and joy to become successful in part through connections made.

Every successful person started somewhere, and it certainly wasn't at the top. As an entrepreneur, you start with an idea and you have to find a way to make it work. If you want a job, you have to interview. Either way, to be successful, you have to form connections. My top seven secrets to creating moneymaking connections perfectly sum up how important it is to be complimentary, gracious and happy in order to be successful when creating business connections.

## **The Top Seven Ways to Make Moneymaking Connections**

**First, Cultivate your connection the way you would any relationship.** Treat each contact as you would a friend. Be genuine. You want others to appreciate your time, so make it a point to return the favor. You should take an interest in everyone you meet, remember their names, and really listen to them. Try to understand their needs and determine how you could assist each other.

Even if your missions don't line up, be kind and gracious. Continue to engage in conversations; although you may not be able to work with each other now, you never know what opportunities may arise in the future. Your goal is to make long-lasting connections with the people who you see as beneficial business contacts.

See how you can assist them and only ask for something in return when it is absolutely necessary. You will only receive benefits from your contacts if there is a real connection between the two of you. If there is not, they owe you no obligation.

**Second, "Small talk" is the road to "big time".** Being able to talk to anyone about anything is a valuable skill in its own right, but being able to initiate small talk is absolutely essential for making invaluable connections. Small talk can be difficult at times, but pushing through those insecurities and feelings of discomfort is essential for building successful business connections.

Sure, small talk can be awkward at times, but the money lost in the long run will have a much more permanent effect. Don't let any opportunity pass you by. Eliminate nervousness or intimidation by putting the attention toward the person with whom you want to connect. Keep a few key phrases up your sleeve such as "Where are you from?" "How did you get started?" and "Do you have children?" to start a conversation off on the right foot.

**Third, It is imperative to develop active listening skills.** Connecting is not about selling yourself, your products or services, or your business. Never start a conversation with a new contact by stating what you think he can do for you. This person has likely had many propositions of people telling him about their "brilliant" ideas, and he will categorize you as just another networker.

It is about listening to the other person and showing them that you are truly interested in them. Give them your undivided attention even if it is only for a few moments. Make sure they know you are listening by displaying positive body language. Don't check your phone or look over his or her shoulder while someone is speaking to you.

**Fourth, Be a Giver.** When you are generous and gracious, as opposed to greedy and entitled, people will notice and respect you. And people generally prefer to do business with people that they respect, trust, and like. When you make a business contact that you see you can be of assistance to, make sure you communicate this to the person in a way that shows you want to help them out as well.

Doing this sets you apart from the rest of the "networkers" and shows that you are actually worth it for him or her to take your business card. Don't gossip about other people, instead connect people with each other and talk kindly about others. These simple complimentary acts allow you to focus on others while building "social" equity among your peers.

**Fifth, Don't be a Debbie Downer.** Put on a happy face and smile. A successful person exudes joy! People will look forward to seeing you and meeting you if you are energetic, positive, and outgoing. Don't go overboard or be fake, as you will come across as being pretentious. Again, people enjoy doing business with people they like, so be genuine and attentive.

If you are nervous before an event, or if you have stresses at work or at home, take a few seconds before you walk into an event to remind yourself of everything you are grateful for. If you let nerves or personal problems enter a conversation with a person you have just met, it may come across as complaining or anger, which is exactly the opposite of the impression you want to make.

**Sixth, Don't sell.** Remember what I said earlier about listening rather than trying to sell yourself or your business? Connecting is not about trying to push your agenda. It's about building relationships with people. If you know their goals and priorities, it will be easier for you to find a way to be beneficial to each other.

Ask questions and be interested in who they are and what their business is about. Take it a step further and find out what they need and where they want to go in their future. Once you've made a connection, those people will likely be happy to tell

others about who you are and what you do because you genuinely took an interest in them.

Word of mouth and social proof are a thousand times more valuable than you talking about how great you are. These are the things you want others to know about you, that you are complimentary, gracious and happy, and asking these questions opens doors to all kinds of future partnerships.

**Seventh, Follow up with Originality.** Many people think that the same old email follow-up is okay. Well, it's not. After the event, send a hand-written thank you card or token of gratitude. Mention something from your discussion in whatever communication you make. If you have truly made a connection, your follow-up will be easy and effortless and will not go unnoticed.

But don't make the mistake of thinking the initial follow up is all you need to do. You are trying to form a relationship. In order for this connection to be successful, it must be continual. A phone call or e-mail every month will keep you in the person's mind and create a partnership that isn't only based on "what can you do for me."

For example, let's say you have the contact information for the CEO at Big Brand Manufacturing. But, you have not spoken to him since you met him at a luncheon a year ago. This person is of no value to you and your business.

If you want to start a new business venture and need some promotional items made, if you call this person it is doubtful he will give you the big "friend" discount you might want because you didn't take the steps to actually become a "friend". You have to create a genuine partnership with your contacts and for them to be of any value to your business, you must learn to be of value to theirs.

You may know lots of people. But, if these acquaintances are not creating results for your business then there is no monetary value in their connection to you. Are your business connections persons who you can call on when you need someone to introduce you to a new market or the big players in that market? If not, it may be time to re-evaluate your process for establishing new business connections.

An important factor is the quality of the connections you make. Making key connections means having real relationships with influential people whom you can call on for help and that you serve some purpose to in return, as well. You don't want to have "I'll call on you when I need something" relationships. Those just never work.

## **It's Better to Give Than to Receive**

We have all heard the saying, "It is better to give than to receive." Your main aim when you meet this new contact is to see what help you could get from him/her.

However, you have to be willing to be of some benefit to your contact. As I stated before, treat your influential friends like your real friends.

You may not be able to "move mountains" for your contact, but little things add up. Eventually, you will have built something much more valuable than just a connection. You will have built a long-lasting relationship and partnership that will bring you money for years to come.

By having a game plan for communicating with people, connecting with others can become second nature. Remember to cultivate connections, understand the importance of small talk, develop listening skills, be a giver but never a Debbie Downer, don't try to sell, and always follow up with originality. People will see you as you are, not as a self-interested business focused on making sales. Become the kind of person that others want to work with and success is inevitable.

Success is not just monetary, success is an internal satisfaction coupled with financial prowess. When I listened to Steve Wozniak speak about his adventures with his late business partner, Steve Jobs, I was inspired. He wasn't selling anything, there wasn't any business opportunity there, but the way Steve spoke forced me to think.

If he had stood up in front of that room and read a rehearsed speech from a prompter or note cards, the effect of his words would have been greatly different. But because he addressed the room with clearly unpracticed and passionate words, I could feel how happy he was to be where he was, to have achieved what he had, and to have known the people he had known. Yes, Steve is a very wealthy man. But after listening to him speak that day, it was very apparent that he is also a very happy and gracious man who knows how to make a connection.

## Chapter 4

### Share, Listen, and Learn For Success

Successful people compliment, have a sense of gratitude, and exude joy. Those qualities make them effective communicators. Successful people, as effective communicators, share information and data with others. They talk about their ideas and they are constantly learning. On the other hand, unsuccessful people, as poor communicators, hoard information and data, talk about people instead of ideas and they think they already know it all.

The ability to communicate with others, to be open about your ideas and share the information you have, will allow you and your business to learn and grow. When you are open to sharing your thoughts, but more importantly, open to listening to others' thoughts and ideas, you can gain the perspective of others and learn how to make yourself and your business more successful.



Years ago while I was president of a large financial publishing company, I had a standing phone meeting with my top copywriter and marketing strategist at 7:30 EVERY morning. Yep, Monday through Friday, The reactions I received were the same. Most people were astonished and thought I was crazy.

However, I was well aware of the benefits these morning meetings offered to my business. But just as important, this one-on-one time was deeply critical to my own knowledge, personal growth and expertise. More than just marketing strategy discussions, these meetings were personal mentoring sessions with one of the smartest and most successful direct response experts in the world.



Did I HAVE to do this? Of course not! Did I WANT to do this? Of course I did! What most people just don't get is that 7:30 in the morning was the perfect time for me. It was perfect because any time when I could get specific, useful advice and information that would improve my career and business was the perfect time for me.

I've always been a pretty serious person when it comes to building my knowledge base. I grew up in a fairly modest environment where my parents struggled to maintain a middle class lifestyle. I could see how having an education could help me create a different sort of life for myself. So I set my sights on getting a college education, knowing my parents wouldn't be able to help me much, if at all. I started saving when I was 10 years old and I ended up paying every cent of my own college education.

While in college, I soaked up every word my brain could hold during the day. At night, I reviewed my notes and rewrote them so that the next day I was ready for whatever was coming next. I did not regret giving up parties or late-night socializing sessions. I was making a time and money investment.

I was investing in myself. I knew that I would be able to put every ounce of knowledge I accumulated to work for myself at some point in the future. Eventually, I was certain, the library in my mind would make me a lot of money. And I was right!

So it should come as no surprise to you that I refused to stop learning even after I'd finished school. I make it a point to try to learn something from every person I meet and every experience I have. I seek out the people who can help me grow my business or advance my career, and ask for their advice. The lessons I've learned from these personal success mentors have had a profound impact on my career and life.

## **The Power of Collective Brilliance**

One of the most important lessons I've ever learned was that regardless of your professional status and your experience level, EVERYONE needs mentors and partners. Yet, I see so many entrepreneurs fight this. They think they can do it alone, and it usually blows up in their face.

Over and over again throughout my career, I've discovered the truth in the old saying "two heads are better than one." I like to call it The Power of Collective Brilliance. When I've had the chance to team up with or learn from the successful people in my industry, I've been able to skyrocket my knowledge, my earnings, and my business revenues.

From the start of my business career I attended conferences and seminars as often as possible. In New York City, there was a plethora to choose from. In 1985, when I

saw that Dick Benson - a legend in the world of direct response marketing - was holding a very intimate roundtable, I knew I had to attend.

The company I worked for had recently acquired a new VP of Human Resources whose main goal was to prove to the higher ups that she could save the company boatloads of money. In her opinion, \$500 for a two-hour session was excessive, so she would not approve the expense.

This was my first corporate job out of college. I was making a whopping \$12,000 a year. But I had a gut feeling that meeting Dick Benson would have a powerful effect on my life. Instead of missing the seminar, I paid for it myself.

My gut feeling turned out to be right, because that two-hour session changed the course of my career. Sure, I had read every book that Dick Benson had written. In a sense, I'd already read much of what he had to say. But when you are able to ask a guru questions that pertain to your business and your life specifically, you will find that the advice takes on new meaning and that you can more easily take action and implement the advice you have learned.

So that is exactly what I did. I took one little idea I'd learn from Dick back to my employer. The idea was to include an 800 number on renewal offers. Up until that point, we only included a self-addressed stamped envelope (SASE) in the letters we sent to potential donors. That one little idea brought in so much incremental revenue that within eight months I was promoted and my salary jumped to \$20,000 a year.

But going to see Dick Benson was not only life-changing in that it helped boost my salary and advance my career. It also taught me the tremendous value in finding advice from already-successful business people and implementing that advice in my own life.

A successful person understands that they don't know everything and they have no problem admitting it. No matter what it is that you are trying to do, there will always be things that you just don't know. You may know everything you can know about something today, but tomorrow there will be new ideas and information to learn.

Professionals in every field know the importance of gathering information and the impact continuous learning can have on their success. A scientist planning experiments checks the abstracts to see what similar experiments have been performed. An author writing a book collects everything he can on the subject - newspaper clippings, photos, official records, transcripts of interviews and magazine articles. A business consultant may spend months researching a company before coming up with a solution to the company's problems.

Those professionals, the scientist, the author, the business consultant, all do the same thing in order to be well informed and knowledgeable in their fields. They all do research. They all consume as much information as they can in order to be successful. They each exhibit the same success indicator; they read every day.

To be successful, it is necessary to constantly build your knowledge base. You should always be on the search for information that can help you further your business. There are always opportunities to learn, you just have to find them and take them.

## **Homework is Not Just for Kids**

You will accelerate your own education by becoming a student in the many areas that relate to your business. Subscribe to trade journals that relate to your field. Read books authored by others in your field and start a reverence library. Attend seminars, conferences and trade shows. Make connections with people in your field and exchange information, stories, ideas and resources.

The majority of SUCCESSFUL entrepreneurs are information junkies. By becoming one you can learn in a few short weeks what took others 20 or more years to accumulate. Taking the time to share your information and ideas is key, but continually looking to learn for more is also an absolute necessity for success.

I cannot count the times I have heard someone say something along the lines of, "I love working from home! I have so much more time doing the things I couldn't before." When I ask, "How is your business going?" More often than not, the response sounds something like, "Well I just don't have time to focus on developing new products or work on my marketing plan." Which really means, "I have let distractions like laundry, afternoon television, nap time - get in the way."

A successful entrepreneur didn't become successful because he or she didn't have the time to focus. He or she made it a priority to make every minute available to work on business count. Do you want to make it? Turn off the television.

There will always be things to learn, so read something informative every day. Reach out to others for their knowledge. There are people out there who have been where you are, who have encountered the same problems. Seek them out and learn from them.

This leads to another trait from The Success Indicator. A successful person wants others to succeed, while an unsuccessful person secretly hopes others fail. I spoke about sharing ideas and information and how important continuous learning is for your success. Learning from others and in turn trying to help others is how people get ahead.

I have been working with and studying some of the most successful people out there. I based The Success Indicator on the traits that those people have. I have been successful in my career and in life because those people were willing to teach and willing to share ideas. As I do the same.

Why am them and I willing to put ourselves out there, make connections and mentor others? Because we knew that connecting with people, speaking with them, listening to them and advising them help them succeed, in turn making them more successful.

Once I made the decision to start Working Moms Only, my friend Joe Polish invited me to a private brainstorming session with Richard Branson, the founder and chairman of the Virgin Group. However, this invitation did not come cheap.

Even though I have read every book Sir Richard has written, I knew I needed to be at that private meeting. So I paid \$10,000 to attend. Yes \$10,000 for 60 minutes! And you know what? I would do it again!

There were about 10 of us around a table and we each got to ask Richard his advice about our businesses. When he spoke about my business, not only did he give me some great advice, he also asked that I send him some content for him to review. Of course, I sent it.

Yes, I paid for this meeting, but Richard Branson saw something in my business and me. Enough so that he went out of his way to review my work after the session was over. The beauty is that after reviewing the material I sent him, he then directed me to a few people who could help me going forward. I have since contacted these people and they have been of tremendous value.

As you can see, I have had the opportunity to learn from some of the top marketing and business minds in the world. Each of these mentors helped contribute a critical piece of advice or information that helped me climb the ladder of success. Did they have to help me? No, of course not. But they did it because they want others to succeed.

Very often in business many people think that “cut throat” tactics will help their business grow and that will help them come out ahead, when in reality it is collaboration and unconditional giving that helps you succeed every time. When I help a colleague or a contact by doing them a favor, I do so because it makes me feel good.

I am grateful that I am in the position to help others further their business. I love making connections with like-minded people and am willing to help others when I can. But to be successful, you also have to give when the time for taking is over. The leading gurus help others because someone helped them. They truly want others to succeed, which is one of the reasons they have accomplished so much.

I recently re-launched my new and improved Inbox Empire program. In doing so, we asked for very limited joint venture support. After the campaign was over, I was able to divide the folks we requested support from into three separate groups: the Givers, the Fair Weather Friends, and the Fakers.

## **Givers Always Win**

The Givers were friends who are also colleagues. This group jumped on board instantly and followed through exactly as they said they would.

The Fair Weather Friends were colleagues, but not close friends. Yet, when they attended business functions, they would drop my name and position us as good friends. They chose not to participate, but they had responded to the request by politely declining.

The Fakers are the ones who showed their true colors.. Again, these were folks that were more colleagues, not close friends, yet they dropped my name at industry functions where they positioned us as very close friends for their benefit. Only this group did not even have the decency to respond to emails, text messages and phone calls.

You may be thinking, "So, what? They didn't want to participate." That's fine. However, what you don't know is that each and every person from all three groups had asked me for multiple business favors over the years. I have either mailed my community for them, spoken at their conferences, let them interview me, or participated in their webinars or telesummits.

And, when I did so, I did not do it with the intention that someday they would owe me. I did it because I believed them to be good and honest people that I wanted to help out. And yes, if I mailed, I only did so with the premise that it would benefit my readers. But as far as the interviews, webinars and telesummits, I did not benefit from these time commitments monetarily. I truly did it for their benefit, because I enjoy helping others.

Though some of the people I had helped in the past had decided not to participate in my re-launch, the third group, the 'Fakers', were not gracious enough for my past help to even send a reply. Again, to be successful, you have to be an effective communicator and you have to be complimentary, gracious, and happy. The third group exhibited none of these traits when they were dealing with me. And, I wish them well, but I will no longer give them access to me or my time going forward. I hold no grudge. However, I see their failure to respond as a sign of disrespect, which I do not tolerate in any aspect of my life.

From this experience, I learned that some people will do what is best for *them* only. While others, the 'Givers', people who have an abundant mindset, will help others out at the drop of a hat. The Givers possess the traits needed to be successful, and for that reason, I will always be grateful to them.

Earlier, we spoke about how important it is to make real, lasting business connections. The Fair Weather Friends and the Fakers are "networkers" in the cold and sterile sense of the word. They name drop, but their claim of having a working relationship with people is false.

You are reading this because you want to know what it takes to be successful. Take a look at your past business relationships and determine which group you are part of right now. Are you a Giver, a Fair Weather Friend, or a Faker? Determine which group you would like to be in, and then take action.

The Success Indicator is giving you the tools you need to become successful. By reading this you are learning. Get out there and share your information and ideas. Make connections with people and be open to helping them further their missions. Do you think Steve Wozniak is where he is today because he kept to himself?

## Part 1 End

Stay Tuned for Part 2 Coming June 2022

### *More from Centerpointe:*

**Ready to Supercharge Your Financial Potential?  
Register for Our Most Popular MoneyMaking Course:**

#### **Secrets to Success & Making Money (in Good Times and Bad)**

Did you know that there's a **master key to success** that works on just about EVERYTHING?

**If you've dreamed about being a success at something new, such as:**

- Being an artist of some kind (actor, filmmaker, musician, painter, etc)
- Being a professional (lawyer, teacher, doctor, marketer, CPA, etc)
- Being a super-great parent
- Starting your own business
- Writing a best selling book
- Learning a new skill
- Or anything else...

**...I'm going to give you the master key.**

This key has always existed - and for most people **it is hidden in plain sight!**

But right now, it's **easier than ever** to not only grab hold of the **master key to success** for yourself, but also **use it effectively**.

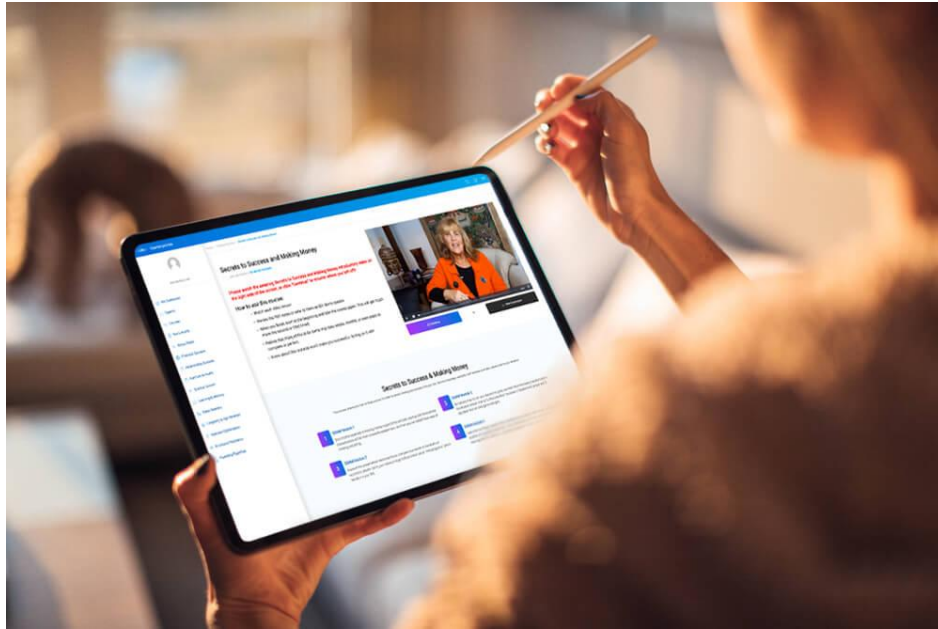
It's all thanks to one of the greatest minds and most successful people in the personal development field - **Centerpointe Founder, Bill Harris**.

**Fortunately for all of us, before his passing in 2018...**

...Bill poured everything he knew about purpose, fulfillment, motivation, obstacles, modeling and much, MUCH more into an online course.

**Sign Up Here**

**Secrets to Success & Making Money in Good Times or Bad** is like having a brilliant teacher and personal mentor, dedicated to your success, in your own living room.



Thirty-two powerful video lessons will walk you through EVERYTHING you need to know to become successful at ANYTHING.

If you've been trying to figure out how to create the results you see other people achieving, but you haven't yet figured out how to do it...

**...this course is MADE for you.**

[\*\*Sign Up Here\*\*](#)

In fact, just to get you started, here's a principle that underlies ALL success.

It's deceptively simple, but it's REALLY powerful. This is a HUGE clue for anyone who wants to be successful (at anything), but who hasn't yet "flipped the switch."

**This secret alone will make success as easy for you as it seems to be for those you want to emulate.**

Here it is:



***For any outcome you want, there's a certain way of thinking and acting that will get it for you.***

Read that again. Think about it. (Really. Read it again.)

What you need to do, then, is to FIND that way of thinking and acting...

**...and then, ADOPT IT.**

Finding this way of thinking and acting is actually the easy part, especially with all the information available online these days.

**Getting yourself to adopt it is a little more of a challenge.**

This little principle says a LOT, and Bill "unpacks" for you all the fabulous information this principle contains.

**Secrets to Success and Making Money** will teach you exactly how to do this. And, a lot more.

Bill wanted more people to have this information, and here's why: He'd learned something that (unfortunately) few people believe:

**Success comes from giving and helping—from serving others.**

We need MORE people who realize that success comes from serving. And that's part of what you'll learn from Bill:

**How to be a huge success by meeting the needs of others.**

And though this course IS about achieving financial success, it's even more about...

**...being a success at LIFE.**

I want you to be rich (if that's what you want) AND happy. After seeing what I'm proposing, if you want to get involved...

**...please register!**

**Sign Up Here**