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Innovating Your Way to Success

By Julie Jordan Scott

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The calendar is chock full of fun facts like this: "The first successful parachute jump from a MOVING airplane was made by Captain Berry at St. Louis, Missouri in 1912." Naturally my mind immediately jumped in wonder to the first successful parachute jump from a NON MOVING airplane. Has there ever been one?

I also learned about the skills of a funambulist. What is a funambulist? A tightrope walker! Better issue a warning to my next challenger at Trivial Pursuit!

Finally, I discovered Andrew Jackson was the first US President to ride on a tran.

>From there my brain immediately jumped from President on a train to Trains + President = Whistle Stop Tour.

With some supportive help from my favored Search Engine, Google, I quickly learned some fascinating details even above and beyond Whistle Stop Tours. I studied my way into the delightful path of innovation.

For example, did you know that the first president of the United States, George Washington, took an earlier version of a Whistle Stop Tour? He took a "Ship Tour" of the Eastern Sea Board while he was in office. Reportedly the citizens of New Hampshire had an especially intense celebration for Washington. They reverently compared their President to royalty or deity.

Impressing the American citizenry using common modes of transportation is as old as the USA. The main difference is how innovatively

individuals have used this tool. From here, my brain leap frogged to asking this question: How could anyone leverage something ordinary to create something truly extraordinary?

While Presidents Taft, Wilson, and both Roosevelts used Train Transportation as a campaign method, it was Harry Truman who made the Whistle Stop Tour into a franchise.

He took something that his predecessors had tried and used successfully and exponentially improved the method right back into re-election! As history has shown us, it was TRUMAN who defeated DEWEY. Not the other way around.

Innovators create success.

How do they do it?

1. They listen to the passion within their hearts and subsequently take action towards their vision. They are not passively waiting for someone else to do something, they are creating life. They are collaborating with "the flow".
2. They follow the sometimes unusual path of the strongest computer at their disposal every moment of every day. Their Brain! Did I know that reading some trivia would invite me to write about innovation? Nope! Did I benefit from going with it? Yes! Did You?
3. They study past methods of success and determine how to make small improvements that when added together make a huge difference. Instead of looking at the cavernous difference between here and there, they focus on the next step on the bridge and build from it.
4. They are willing to step up to the plate repeatedly when others are not. It reminds me of the many stories of baseball greats with huge hitting successes. Those same successes also had many "failures". Often those with the most home runs also have the highest number of strikeouts.
5. They take A and add B and come up with a surprising WXYZ as the solution. While others see A and B adding up to AB, innovators see the possibilities inherent in synchronicity. They are not satisfied with the status quo. As Harry Truman said, "Why try again? There is business to finish!"

In what ways will you begin to bring an innovative brand of thinking

into your own success in life?

How can you take YOUR "A" and YOUR "B" to equal YOUR "WXYZ"? Each person on the planet has certain assets at his or her disposal.

Taking a couple of YOUR assets (perhaps you have thought of these as your personal gifts both tangible and intangible) and mixing them up in a new way will bring uncommon success when you allow them to nourish each other. Get out of the way as you grow alongside them!

What dazzling orchestrations is your brain playing that you might have been too busy to notice? One of the most effective methods of keeping your brain in tip top shape is to actively seek out the connections it is constantly making and using them as the seeds to more greatness in your life.

What is your current "batting" average? Are you getting enough "at bats" for it to mean anything? In other words, if you are not getting

out there and creating on a regular basis what will happen? Nothing. And more of what? Nothing. It takes time, diligence and repetition to see the outcomes you most desire.

Decide today to think and perform innovatively. Leverage what you've got to go where you long to go.

Take the path towards YOUR Whistle Stop Tour. There is a world out there waiting for you!

Julie Jordan Scott is a Personal Success Coach who left her career as a government bureaucrat and built a successful business in less than six months. She inspires people worldwide with her books, ezine, teaching and personal coaching. To subscribe to her newest ezine, Daily Passion Activator, the Little Ezine with the Powerful impactsend a blank email

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Great Ideas and Tips for Entrepreneurial Success from Jeff Bezos of Amazon.com

By Kanaga Siva

For ten years the world has been watching with Awe and Admiration the Phenomenal success of Jeff Bezos the Founder and CEO of Amazon.com. The goal of each and every Entrepreneur be they Home Based Business or not is to achieve success and rise to the top.

Success does not come easily. It requires Hard Work, Commitment and Dedication to reach the top as

an Entrepreneur. Attaining your goal is often easier if you can follow the path already trodden by Brilliant Entrepreneurs. Pick up some Great Ideas and Tips that rocketed them to Fame and Fortune and try to implement them.

In this respect the Phenomenal success of Jeff Bezos, dubbed by Time Magazine as the " King of Cybercommerce" comes to mind. His spirit of Adventure, Imagination, Innovation and Creativeness are some of the qualities that have made Amazon.com what it is today.

In 1994 he set up his Home Based Business in a two bed roomed house in Seattle with extension leads running to his garage. There was no turning back and the tremendous progress he made is history.

Today Amazon serves over 45 Million customers and well over 600,000 Associates. Amazon.com is the Internet's most popular brand name. It is the largest Internet retailer in the world. Jeff Bezos the founder and CEO is a multi-billionaire and one of the richest men in the world.

A few quotes of Jeff Bezos will display the characteristic thinking behind the success of this brilliant entrepreneur and the dominance of Amazon.com.

1."A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well".

2."If you do build a great experience, customers tell each other about that. Word of mouth is very powerful".

3."There are two kinds of companies, those that work to try to charge more and those that work to charge less. we will be the second".

4."We see customers as invited guests to a party and we are the hosts. It's our job everyday to make every important aspect of the customer's experience a little better".

5."What we want to do is something completely new. There is no physical analog for what Amazon.com is becoming".

About his vision Jeff Bezos says "Our vision is the world's most customer-centric company. The place where people come to find and discover anything they might want to buy on line."

To top it up he places great emphasis on the importance of the six core values—he insists on. 1.

Customer obsession. 2. Ownership. 3. Bias for action. 4. Frugality. 5. High hiring bar. 6. Innovation.

Here are some very useful Ideas and Tips that all Entrepreneurs including the Home Based Business Entrepreneur can pick up from Jeff Bezos.

You have to be:

Innovating Your Way to Success

1. A Dreamer and never give up your dream
2. An Optimist and be Confident in what you do.
3. A Strategist, ready to meet all situations and circumstances.
4. Prepared to tread into areas where others have never trodden before.
5. Customer focused more than Marketing focused.
7. Obsessed about customers not competitors.
8. Innovative and keep on innovating.
9. Always thinking Big.
10. Working hard and charge less.

Finally a tip from Jeff Bezos for all Entrepreneurs, " Work hard, have fun, make history". Yes, That's what the "The King of Cybercommerce" has done with Amazon.com.

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for Articles, Resources, Ideas and Advise to start a Home Based

Business and for other recommended Programs.



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