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**Not Another Article About Success**

**By Laura Koehne**

Articles and books that promise a formula for success drive me crazy! Personal success is the intersection of an individual's life values, passions, and material goals. Just as no two human's life experiences are exactly identical, no two definitions of success can truly be the same.

Yet the word success is constantly bantered in our society and we discuss it like we know what it means. Someone says, "He is so successful!" and you might agree as long as he has money and power or extraordinary altruism that match society's standards for the word. But what do you know of his real success - that of his own standards? How successful does that man feel if he has destroyed his marriage, lost time with his child, put aside a artistic passion, or felt extreme loneliness on his way to achievement.

Recently, when I asked clients their definition of success several told me that they needed to ditch the word itself. What a step in the right direction! For one the new word was "achievement," for another the phrase "being real" summed it up. In one case, my ambitious, and (by conventional standards) very successful friend used one definition for success as society would define it and then, admitting the description left her cold, blurted a second definition for "meaningful existence" which she finds much more motivating.

While, in my mind, it isn't possible to give someone a formula for becoming successful, one powerful step toward defining and processing success in your own unique way is to shed that useless word!

Here are three ways to start defining success in your own terms:

1) Feel It. How do you feel when you achieve personal success? Identify at least 7 times in your life when you were very proud of your achievement or felt extremely fulfilled. Write down every remembered detail: the situation, who you were with, what you wore, and the smells and sounds of your surroundings. Relive the experience in your mind. What does your satisfaction feel like? Are there common threads in what you experienced and how you felt?

How do you feel when you've achieved something meaningful? Let those feelings guide your future activities.

2) Boil it Down. Steve, a dear friend of mine, fondly recalls a sign hanging in a Vermont country store. It says, "Sleep, Eat, Ski, Hike, Fish" and embodies to him a fun and fulfilling existence. Day to day, he works his 9–5 job in Washington, DC but still retains the five word mantra to remind him of his true passions and goals. For him, successful living is embodied in that sign: in those 5 words and the context of Vermont country life.

Can you boil your idea of success and fulfillment into five words? What metaphor or symbol embodies your ideal life?

3) Expand the Context. Sometimes defining success is overwhelming because it seems to require you to nail down ideas of lifetime achievement. While that is part of it, applying a single idea of success to all the situations and times in life is far too limiting. The terms of success must change as the context

changes, and you are likely to have many different definitions. Keep your overarching goals in sight but also focus on day–to– day events to weave your personal view of success into the process of life.

How do you think about fulfillment in the different contexts of your life? What makes this one moment meaningful? What is achievement for you in this one hour, one month, one job or one relationship?

Laura Koehne, founder of THRIVE Against the Grain, coaches you to take the road less traveled with complete confidence. For additional exercises, support and inspiration for your journey, visit her website at

<http://www.ThriveAgainstTheGrain.com>

and subscribe to Laura's DoWhat!? monthly eZine.

## **SUCCESS: WEAR IT LIKE A SECOND SKIN**

**By Shery Ma Belle Arrieta**

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What do these examples have in common?

The answer -- they're all the faces of success. Sure, the numbers are small, but hey, success doesn't have to be in large numbers or very big to be called a "success."

Success is a relative word and a relative experience. It's like a piece of clothing or an accessory -- either you wear it well or you don't.

And on the Internet, if you want to achieve the goals you've set for yourself, you have got to wear success well.

Take a look at all the successful people you know. How do they act? How do they carry themselves? How do they speak? And most importantly, how do you think they dealt with failure before they became the success they are now?

You don't have to have Einstein's IQ to figure out that they wouldn't be successful people today if they folded and got discouraged by their failed attempts, or if they stopped doing what they were doing because they didn't think any of their small successes were significant enough.

Success, even if it is small, is still success.

So wear success like a second skin and each of your small

successes will build up into bigger ones!

Shery Ma Belle Arrietamailto:shery@emailworkshopshowto.com Discover how and why successful people like Benjamin Prater, Dr. Mani Sivasubramanian and Tom Hua use e-mail workshops and eCourses as important tools in building and promoting their business!

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