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Work and Preparation Equal Success and Confidence

By Raymond Johnston Jr

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You have decided to start your own business on the internet. The first question is what do I do? What kind of service do I offer or what product do I sell.

What field are you knowledgeable in? What do you have to offer others? Am I qualified to help others?

Most everyone has the knowledge and ability to help others. The problem is that most do not have the confidence to share that knowledge. We question ourselves and the abilities that we possess.

Years ago when I was in the United States military, I learned some valuable lessons about people. The majority of people are content to follow. There is nothing wrong with this and the world needs followers as well as leaders.

The world also needs leaders and the confidence that goes with that role. To be a successful leader, you must have the confidence in your own abilities. And to be successful in the marketing world, you must be a leader.

You must have the confidence that you can help others and have the ability to convey that confidence to them. You must possess the knowledge to allow you to portray this confidence to your clients as well.

If you cannot convey this confidence to your potential customers, you will have a very difficult time being successful in any type business. People come to you for help, you must project a sense of confidence or you have little chance of attaining that success.

A few years back when I was in the advertising business, a client told me one day that I seemed so confident that the ad campaign I had just written would be a rousing success. He asked me how I could be so confident when we had yet to even test the campaign?

Work and Preparation Equal Success and Confidence

My answer to him applies to almost any task or any field. I told him that I was confident because I had spent many hours studying the market that we were targeting. I had also spent many hours looking at other ads, both successful and unsuccessful. I had then spent a lot of time putting together the campaign and when I finished, I went back and spent even more time ensuring that everything was just right.

The key here was preparation. I was totally prepared and felt like I had exhausted every possible means to ensure that the ad campaign was the best that it could possibly be. How could I not be confident.

It reminds me of school. When I spent the time studying, I always felt confident when test day arrived.

The times that I did not spend the time studying, the confidence was just not there, no matter how hard I tried to convince myself.

Back in those days, confidence seemed to come because you were driving the fanciest car on campus and everyone looked up to you. Or you were the captain of the football team or the head cheerleader. At that point in life, most looked up to you for the wrong reasons. Well, I am here to tell you that those things mean nothing in the today's world.

You have the ability to start your own business and turn it into a successful venture. What does it take? You are going to have to have the confidence to pass along to others. How do you acquire this confidence? Well, it does not come because you are good looking, popular or inherited a million dollars. It comes from work and preparation.

Do you have the ability to make it happen? Of course you do. The question is, are you willing to put forth the time and effort that it takes. Success and Confidence take work and preparation.

Discover the Key to Self-confidence

By Colin Dunbar

"One important key to success is self-confidence. An important key to self-confidence is preparation" – Arthur Ashe

Self-confidence is necessary for success

As Arthur Ashe says preparation is an important key to self-confidence. And preparation can be achieved by using the goal setting tool of questions. Asking questions, that is, doing research, can enable you to become proficient in whatever subject or area you want you to.

Self-confidence is necessary not only to achieve success with our goals, but also to live a happier and contented life. When we have self-confidence, we can overcome many of life's obstacles easier. How then do we find the key to self-confidence?

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Identify the obstacle

Before you can work on gaining more self-confidence, you need to clearly identify the area that is an obstacle for you not having self-confidence. When you have identified the obstacle, you can use a variety of goal setting tools to solve it. And yes, you should undertake your development of self-confidence as a goal. This way you can make positive progress, and have eventual success.

Can I share the following true story with you...

Having had over eight years experience in technical writing, but lacking the industry software skills, I turned down positions as result of a lack of self-confidence. It did not take any rocket science for me to realize that I needed to become skilled in the software that was being used in the industry.

The industry standards at the time were Microsoft Word and CorelDRAW. If you are familiar with these software packages, you know there are a myriad of features, and in technical writing, many of these are used.

There was only one way I could master this software...

Use a step-by-step approach

Adopting a step-by-step approach is a practical tool for reaching your goal, and a key to gaining self-confidence.

Before starting, you should determine as accurately as possible as to what the steps are. This forms part of your preparation, or research, in many cases. Become familiar with the subject matter.

For me, the starting point was finding out what the most used features were in producing technical

documentation. Armed with this knowledge, I could begin my step-by-step approach.

Using this approach I began with one or two features only, and I would practice these until I could do it almost blindfolded. And from there I would move onto the next feature or two.

This is similar if you want more self-confidence for public speaking, starting your own business, or whatever other area in your life.

Self-confidence will come

Using the one goal setting tool of a step-by-step approach, you will become more knowledgeable, and as a result your level of self-confidence will rise.

In using this tool, my self-confidence rose to the level where I eventually lectured freelance at a leading computer training school.

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For the effective attainment of your goals, no single goal setting tool should be used in isolation.

Make it your goal to...

Identify the obstacle or obstacles that are preventing you from having self-confidence. Do your research, and begin as soon as possible to use the goal setting tool of a step-by-step approach. Follow Arthur's advice of the key to self-confidence.

Colin Dunbar's eaziGOAL offers you 12 practical and proven goal setting tools to enable you to get what you want. Manual, workbook with goal setting worksheets PLUS companion software. FREE newsletter. New articles every week.

Discover the Key to Self-confidence

Self-Confidence Is The Key To Personal And Professional Success

MIND-OVER-MATTER

Greasing the Path to Success: Finding the Confidence to Step Up to Key Moments

What Is Self-Confidence?

Page Rank Explorer Pro

Success Secrets

Mind Power Creative Thinking

Cure Bad Breath

Killer Conversion Tactics



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