

Giving it Your Best Shot --by John Tschohl

The only person you are destined to become is the person you decide to be.

—Ralph Waldo Emerson

I have trained trainers and employees all over the world and have taught them to believe in themselves and their abilities. I have written several books to spread the word about service strategies and the effect it has on your company, your employees, your customers and your bottom line and one of my favorite sayings is by the late Zig Ziglar... *You can have everything in life you want, if you will just help other people get what they want.*

The biggest difference I've noticed between successful people and unsuccessful people isn't intelligence or opportunity or resources. It's the belief that they can make their goals happen.

What you believe influences the way you interpret events, how you feel, and how you behave. And much of the time, those beliefs turn into self-fulfilling prophecies.

*You weren't an accident. You weren't mass produced.
You aren't an assembly-line product. You were
deliberately planned, specifically gifted, and lovingly
position on the Earth by the Master Craftsman. Max
Lucado, Best selling author*

Use a skill called "acting as if." According to Jack Canfield, co-creator of *Chicken Soup for the Soul* and author of *The Success Principles*, by acting "as if," you will become the kind of person who is capable of creating the kind of success you want – and this will trigger your subconscious mind to find creative ways to achieve your goals. You will start noticing anything that will help you succeed. Best of all, you will start acting on these opportunities, because you will have the confidence that your efforts will yield great results.

You are a "Brand". Write down all your positive attributes. Ask parents, ask siblings, ask friends what they like most about...you. That's you, that's "Brand You". Now, just act like it and dress like it. Be confident and behave as if

you *are* a savvy person. That doesn't mean you need to be a phony; instead, behave in a way that follows these simple concepts:

Belief – Believing in yourself is all about being sure that you are going to do what you want even if others stand against you. Remember, it's your goal, not your brother's, not your best friend's, not your parent's. Don't waste time focusing on what others think, it's what you believe so take control and use positive thinking daily and watch yourself becoming more successful and getting closer to the prize.

Dedication – It's part of your make-up. It's part of the way you do things. Remember that all successful people have been dedicated to what they are doing. So should you. Write it down and look at it every day.

Focus – It's a focal point that you aim for. For example, the object in target shooting is to aim for the center. The same standard applies for success. Successful people call these centers their goals.

Skill – It's the right combination of skill sets in order to be great. In order to be successful in whatever you have chosen as your path to make a difference in the world. If you are going to be the best on the rodeo circuit, you will have to have mastered the skills necessary to stay on that horse and how to get back up without fear and get back in the saddle.

I constantly remind employees and clients that it's about *your* life, it's about succeeding in whatever *you* choose to do. It can be anything you can dream of. It's about taking chances, being proactive and ready. Great things are not going to happen for you unless you believe it, see it in your mind and focus on that goal. Keep your eye on your goal...your prize.

The success you will enjoy will be because you have helped other people get what they want. Plus you will recommit to the people and passions important in your life.

Repeat after me.... *“I believe in myself. This confidence has made the difference for me again and again. I didn't need intelligence or opportunity or resources. Just a simple belief in myself.”* -- John Tschohl



John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.