

# THE SEVEN C'S OF SUCCESS

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Get ready to sail the Seven C's – the Seven C's of Success that is. Learn to navigate your ship of destiny in these seven "C's" if you want to be a total success. Here they are:

1. **CARING** – I believe that to be a true success in this world we must have a bigger vision than simply accomplishing a goal for ourselves or simply lining our own pockets. I believe that successful people have a deep care for others. Yes, they are aggressive, but they are not aggressive to the point that they run roughshod over others.

**Question:** What is your care factor? Have you placed people in their proper place, as people worthy of dignity, respect, and proper treatment? Or have you begun to treat others as a means to an end for yourself?

2. **CHARACTER** – Becoming a success is more than increasing the digits in your bank account. In fact, I believe ANYONE can increase his or her bank account with a simple plan. Financial development is the easy part. Character development is the hard part, letting each and every experience shape and mold us as we experience them, always moving toward our goal and never allowing negative circumstances to destroy us but make us better people. This is what true success is about!

**Question:** How is your character? Are you becoming a better person with each passing experience? Are you becoming a rock of wisdom and experience, deepening your foundation of character?

3. **CHOICE** – Eisenhower reminded us that our histories are written by choice, not by chance. Every movement you make toward your ultimate success and destiny will be because you choose to move toward it. The actions that you choose, each and every day will add up, over the long-term, to your final destination. The power we have as humans to choose is one of the greatest gifts known to mankind.

**Question:** Do you choose success with each and every choice you make? Each choice you make either moves you toward your goal or away from it. Which do you choose?

4. **CONCENTRATION** – Often those who fail do so because they lose their concentration. Something else comes along and becomes their newfound fancy. They move from whim to whim, tossed to and fro by the strong blowing winds. The successful person however, stands firm, with their eyes

transfixed on the goal. One of my favorite posters as a boy was of George Brett of the Kansas City Royals baseball team. The picture was taken just as the bat was hitting the ball. Where were George's eyes? Straight down the barrel of the bat, looking at the point where the ball and bat came together. Now that is concentration!

**Question:** How is your concentration? Do you stick to your goal and focus firmly on it, or do you let your mind and heart wander from whim to whim?

5. **C**ONFIDENCE – Success comes to those who have the confidence to try, and more than that, the confidence to win. Confidence is something that you can grow in your mind and heart. Each passing victory that you achieve builds more and more confidence in you to draw from the next time you go to fight another battle on your journey to success. Do what you can to build confidence inside of yourself so you will be able to dip deeply into that well when you need it!

**Question:** How is your confidence? Do you believe that you can achieve what you conceive? Are you winning victories that you can then draw on later?

6. **C**ONSISTENCY – People who become a success realize that to a great degree, success is a formula. At the very least it is sticking to doing the right things for a long enough period of time for them to create their destiny. This is consistency. They consistently do the things that will bring them their success. Tiger Woods hits hundreds of practice balls each and every day. He doesn't do 100 one day, then two days off, then 500 balls, then a day off, then 300 balls, then three days off. No, he knows the power of consistency and has achieved a level of success that that consistency formulated for him.

**Question:** How is your consistency? Are you consistent? Are you doing the things you need to do each and every day that will bring your goal to you?

7. **C**OURAGE – Successful people are brave people. They know that even success has its challenges, yet they face them head on and move forward anyway. No mountain is too high, no river too wide, no foe too large for the person who will choose to live out their dreams! They are courageous people who continue on even when others have quit. And for that they receive their reward!

**Question:** How about you? Are you courageous? Are you willing to face the obstacles and move forward in spite of the fear that may try to well up within you? Be courageous and you will succeed!

There they are, *The Seven C's of Success.*