

Published based on [Preparing for Home Business Success](#)

# **Preparing for Home Business Success**

All the successful people I've studied, worked with, modeled and have admired share three important qualities:

- They know where they are going,
- They are prepared to put in whatever work is necessary to get them from where they are to where they want to be, and
- They are quick to make adjustments based on their results or lack of results.

Great golfers practice, practice, practice. They hire coaches and practice even more. Great speakers spend many hours in front of a mirror or a video camera rehearsing their presentation, mannerisms, voice inflections and cadence. They, too, hire coaches and practice even more.

Practice, drill and rehearse. Practice, drill and rehearse.

## **Are You Prepared for Home Business Success?**

One of my favorite quotes of all time comes from Lewis Carroll's *Alice in Wonderland*:

*"Where shall I begin", please your Majesty?*

*"Begin at the beginning", the King said gravely, "and go on till you come to the end: then stop."*

Doesn't that make sense? When you start a new business, affiliate marketing campaign or even a new period of personal growth - we should always start at the beginning.

*"And where is the beginning," please your Majesty?*

You have to know exactly where you are going! You have to have a very specific goal, destination or target in mind.

Yet most of us are wholly unprepared for home business success because we never took the time to MAP OUT specific dreams, goals and results we are aiming to achieve. I mean, think about it. If I were to ask you directly: "So what's your goal for your new XYZ business? Do you have a concrete answer? Something more tangible than simply... "I want to make more money?" Because how VAGUE is that?!

## **Begin at the Beginning with the End in Mind**

Stuart Lichtman in [\*How to Get Money for Anything Fast\*](#) makes this seemingly fantastic promise:

*"I promise I can show you how to get the things you've always wanted - no matter how many times you've tried and failed - even and especially if you don't believe that's really possible for you right now."*

And he makes good on this promise by spending an incredible amount of time teaching everyone how to create specific, highly targeted objectives. Because if you don't know precisely where you are going, how can you ever hope to achieve home business success? Seriously.

Here is an example of a well-formed objective:

On or before January 22, 2009, with the full and effective support of my Success Team, I will have done whatever is necessary and appropriate to have created a home business income of at least \$31,000 per month. I will have done this easily at a level of at least an 8 with 10 being exceptionally easy and with great energy, clarity of purpose, fulfillment and balance. I will do this in ways that are for the highest good of me and everyone else involved.

You have a target, a specific destination in mind. And the next step is to outline a MAP designed to take you from where you are now to where it is you want to go. But that's a topic for another post. Right now the most important, most life-changing thing you can do is to go have a serious heart-to-heart conversation with yourself and jot down, specifically, exactly what you want to accomplish... and when.

Write it down. Commit it memory. Make it happen!