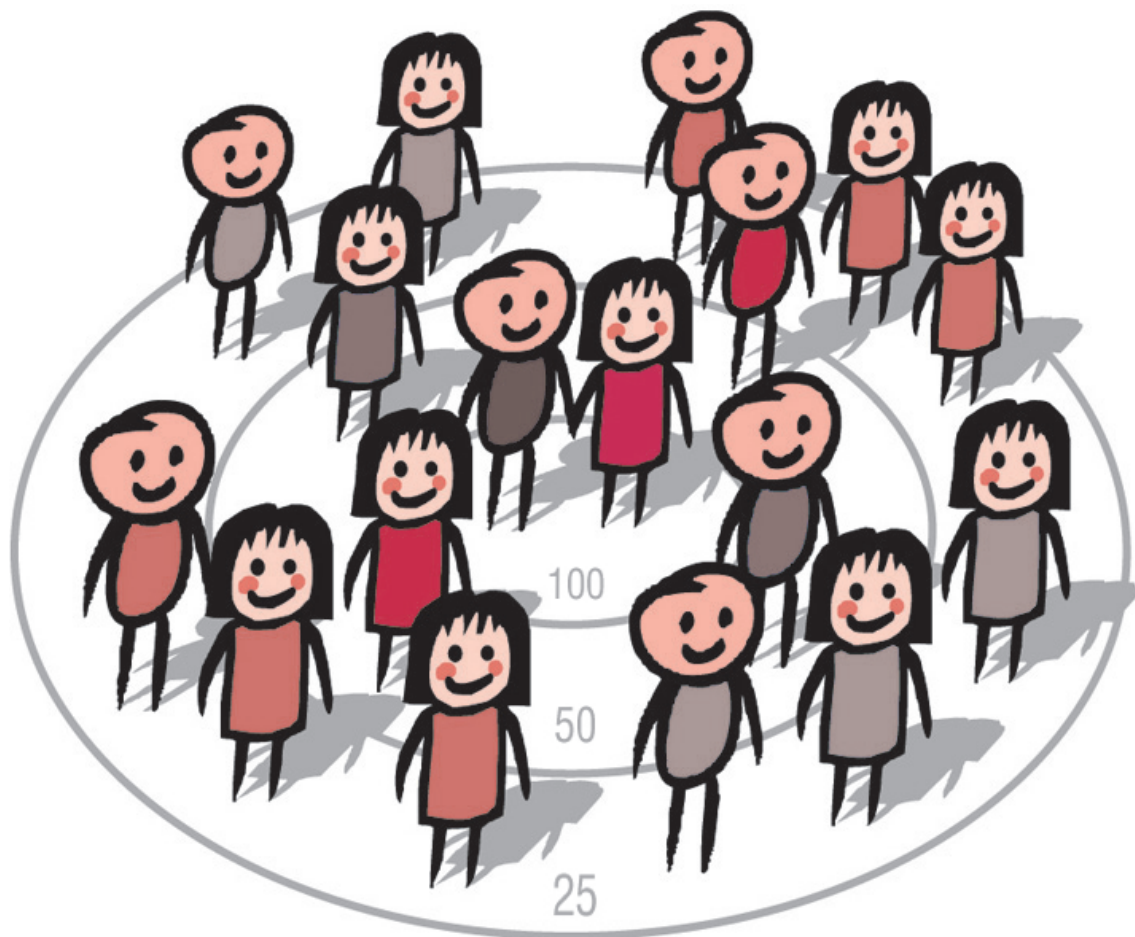


THE PROFIT CLINIC

THE LITTLE-KNOWN LAW OF SUCCESS

(AND THE EVEN LESSER-KNOWN LAW OF FAILURE!)



SMALL BUSINESS WHITE PAPER SERIES



THE LITTLE-KNOWN LAW OF SUCCESS

AND THE EVEN-LESSER-KNOWN LAW OF FAILURE

Few people have heard of the **Law of Success**. That's one reason why so few succeed, especially in small business. But *even fewer* have heard of the **Law of Failure** – which explains why 90% or more *obey it by default*.

Each of these unchangeable laws contains the promise of its own fulfillment. Obey the **Law of Success** and you WILL *succeed*. Obey the **Law of Failure** and you WILL *fail*.

The astonishing thing is that so many people obey the **Law of Failure** and expect to *succeed!* (I'm serious. It happens all the time. And it's a fairly safe bet that *you* do it, too!)

WHY DO THEY DO IT?

Simple ignorance, once again. How can you obey a law if you don't know it exists? And, since these two laws oppose each other, like yin and yang, if you're not obeying one, you *must* be obeying the other. Since one law requires *knowledge* and the other doesn't, guess which law most people obey *without knowing it?*

It really is that simple. After you've read this white paper, this reality should become crystal clear to you.

THE LAW OF SUCCESS

The Law of Success is brutally straightforward. You can't change it and you can't break it. All you'll succeed in doing, if you try, is to *break yourself against it*. Here it is...

“Do *only* the right things for *only* the right reasons.”

Can it really be that plain and simple and still be real?

Absolutely. Think it through carefully. If you do *only* the right things for *only* the right reasons, you *can't* make mistakes. So you *can't fail*. You MUST succeed!

But if it's that simple, why do 90% or more still fail?

Equally simple... they *don't know* the right things to do, or they *don't know* the right reasons for doing them. And you either *know* them or you *don't*.

There's an added complication at work, too. It seems to be basic human nature to think that unless we can complicate things to the point where they can no longer be understood or made to work, they can't possibly be real. So we dismiss simple things, with no serious investigation or testing, just because they're “too simple!”

GUESSING WON'T WORK.

At best, you have only a 50:50 chance of being right if there are only TWO choices available to you. There almost never are. If you think there are only two, you're probably not seeing all the other choices hiding in that forest you can't see because of all those trees. And every additional choice slashes your chances of being right!

I call this the “Reverse Russian Roulette” approach to decision making... *management by chance*. (Russian Roulette is the lethal game where you put a gun to your head, with only one of the six chambers loaded, and pull the trigger. If you're lucky, you live to play again, until your luck runs out. In this *even-more* suicidal version of the game, only one chamber of the gun is *empty!*)

PLAYING SAFE AND DOING WHAT EVERYONE ELSE DOES WON'T WORK EITHER.

There's NO “safety in numbers” when it comes to obeying the Law of Success. 90% FAIL, remember? So doing what everyone else does is nothing but a surefire recipe for FAILURE!

They're all obeying the Law of Failure *by default*. (I call this the “Lemming” approach to decision-making. *Management by imitation*.)

So who are they all following over that cliff?

In most cases, *someone who took a guess!*

Leadership Lesson: Be decisive. People don't care whether you're right or wrong, as long as you're decisive. And if you're wrong, but decisive, they'll usually give you the chance to fix it. (Just don't be wrong too often, or they'll turn on you just as mindlessly.)

THE LAW OF FAILURE

The Law of Failure is *three times broader in scope* than the Law of Success. So it stands to reason that you have a three times greater chance of obeying it through ignorance. It says...

“Do the *right* things for the *wrong* reasons.”

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Can you see the inherent problems here?

Doing the *wrong* things for the *right* reasons is the Win-Lose*, Macchiavellian notion that “the end justifies the means”.

“Anything goes”. “All’s fair in love and war”, etc. (Dumb, as Macchiavelli discovered to his lasting regret).

Doing the *right* things for the *wrong* reasons is the Lose-Win* absurdity that “the means justify the end”. Huh? Explain that to me again? (Dumber!)

And doing the *wrong* things for the *wrong* reasons is just plain suicidal. It’s Lose-Lose*, terminal stupidity. It’s a death wish for your business that WILL come true!

(* See [The Winning Perspective](#) for some revealing insights.)

Your chances of obeying the Law of Failure by default are not just THREE times greater than obeying the Law of Success, however. They’re actually 3^2 – or 3×3 .

That’s NINE times greater, or 9:1. Or 90% to 10%.

Think about that carefully. Only 10% *succeed* while 90% *fail*. Those are the *historical facts*... in small business, in network marketing, in Internet marketing, in stock and options trading and in residential property investing, 90% *lose* money.

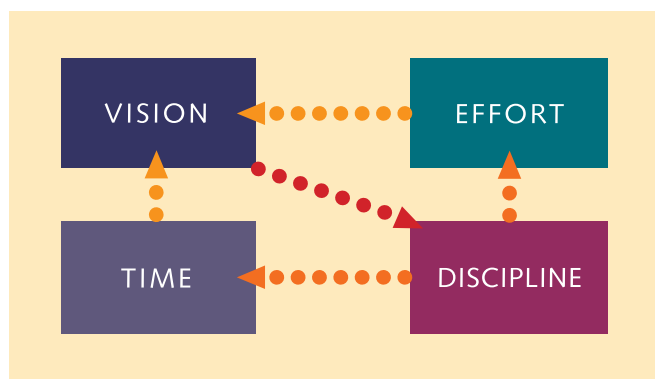
See any connections in all of this?

Here’s another important set of connections that form the foundation of success in all of life – not just in business and marketing.

THE FOUR CORNERSTONES OF SUCCESS

Success in any field is built on *four* cornerstones. If any one of them is missing, the entire structure will collapse, sooner or later.

It’s *inevitable*. It’s not a case of IF it will fail, but WHEN. All it takes is time.



1. VISION

You need a clear vision of what you want to achieve. Vision is the first essential attribute of true leadership. It’s also the last, because it becomes the final reality of the process.

Beware, though... a *flawed* vision, based on laziness, ignorance, fear of loss, gullibility or greed, will cause you to do the wrong things for the wrong reasons.

True vision is an *accurate perspective* on a potential reality – a future that doesn’t yet exist for you. Most peoples’ visions are based on other peoples’ current realities.

It’s one of the biggest benefits of being in business for yourself. Even *vision* can be duplicated.

2. TIME

No matter how much leverage you apply, you *can’t* eliminate the need to invest time, especially in the initial business building stages.

Sure, if you work intelligently you can ultimately sever all connection between the time you invest and the money you earn. But that’s a *consequence* – an *effect* or *result* of success. It doesn’t *cause* success. Don’t confuse the two.

3. EFFORT

Another dirty word for a lot of people, but just as indispensable as **time** when it comes to building success. Once again, you can leverage your efforts until you finally break all connection between your effort and your earnings. But, like time, that’s a *consequence* of success, not a *cause*.

4. DISCIPLINE

Without *self-discipline* you’ll never invest the time and effort required to realise your vision. And without your clear and compelling vision to motivate and guide you, you’ll never have the discipline you need to achieve success.

It’s so simple, common-sense and logical that you’d think it would be obvious to everyone. But it’s not, or so many people wouldn’t waste so much of their time and effort in the *undisciplined* quest for the “fast buck” by desperately trying to *avoid* any kind of investment of time, effort or discipline!

SO WHAT DOES IT ALL MEAN FOR EVALUATING BUSINESS OR MARKETING OPPORTUNITIES?

It means that you now possess the Secret Keys that can unlock the truth about *any* opportunity... but only if you can *recognise* them and *know how to use them*.

THE LITTLE-KNOWN PRINCIPLE OF KEYS

Until you understand this principle you’ll be unable to recognise or make sense of the Keys to Success themselves. It’s a principle that very few people have heard of, let alone understand, and that ignorance costs them dearly, in every aspect of their lives. Here it is...

“Success is a process, and at every stage of that process there are invisible barriers that block our access to the next stage.

Until we can...

- identify each unseen barrier;

- identify *and obtain* the key that will unlock it, and
- identify *and master* the action that will turn that key, that's where we'll stay... busily going nowhere, running on the spot, spinning our wheels, chasing our tails, treading water, going round in circles, banging our heads against brick walls or glass ceilings – and all those other sayings we use to describe this frustrating, all-too-familiar pattern.”

There are some important points to note about this principle:

- The barriers to each stage are *invisible*. We can't see them. They're not self-evident or self-explanatory. Like the Law of Success itself, we either *know* them or we *don't*.
- There's a different key required to open each different barrier. And, like the barriers themselves, the keys are invisible. We either *know* what they are or we *don't*.
- There's a different action required to turn each key. Once again, we either *know* it or we *don't*. There's no point guessing or doing what everyone else does. Everyone else is running on the spot, treading water, spinning their wheels, chasing their tails, going around in circles, going flat-out and getting nowhere, banging their heads against brick walls or glass ceilings.
- This situation is so familiar that we have *lots* of sayings to describe it. We don't even *recognise* the unseen barriers, let alone the keys or the actions that turn them. (Almost nobody has heard of this Principle, remember? Had *you* heard of it before now? If you *had* heard of it, did you *understand* it? More to the point, did you *recognise* it?)

So if we want to evaluate a business opportunity or a process of any kind properly, we need to know what to look for. We need to know the barriers we encounter, the keys that will unlock them and the actions that will turn those keys. If we can do all that, then we should stand a reasonable chance of being able to reach a reliable conclusion about it.

THE SECRET KEYS TO SUCCESS AND HOW TO USE THEM

Since there are multiple stages in the process of success, there are also multiple keys. But there is NO *master key*, regardless of what any misguided – or malignant – “guru” (or their mindless followers) tries to tell you.

Actually, that's one of the first Keys to Success – but let's not get ahead of ourselves just yet.

Remember that I told you, earlier in this article, that you *already* hold the Keys to Success in your hand?

I was serious. It's true. But the *real* issue, even when you *understand* them, is whether or not you can *recognise* them!

SECRET KEY #1

The first secret key to success is the Law of Success itself. Did you know it before now? I don't mean did you *hear* or *read* it before now. I mean did you *know* that it was the LAW of SUCCESS, and not just a nice saying? You may *understand* it, but did you *recognise* it for what it really is? (Like I already said, almost nobody does, or there'd be a lot less failure.)

It's the first key because it tells you the most essential thing you need to *know* about success, right from the start... that it's *not enough* to just do the right things. You have to do them for *the right reasons!* And vice versa... doing the *wrong* things for the right reasons doesn't work either. “The road to hell is paved with good intentions” is a classic monument to so many unforeseen and unexpected failures.

Everyone's in such a hurry to learn HOW to do things to be successful that they pay little or no attention to WHAT they need to be doing and WHY. A typical response is “don't bother with all that *theory* stuff... just tell me *how* to do it!”

But did you notice? The word “HOW” doesn't appear *anywhere* in the Law of Success! It only talks about **what** and **why**. Because when you understand the cause-and-effect process they define, you can *invent your own* how-to!

SECRET KEY #2

The second secret key is deceptively simple. It's KNOWLEDGE. You either *know* what you need to know to succeed or you *don't*. You can't “fake it 'til you make it” with this key.

Knowledge is based on cold, hard FACTS and TRUTH. Opinion and belief are often more than deceptive *counterfeits* of knowledge. No matter how fervently you *believe* or how much you *want* something to be true, *wishing won't make it so*.

Stop deluding yourself. Dig deeper. Get the FACTS. Learn the TRUTH. And make sure you *test it thoroughly* so you KNOW it's the truth – or not!

Even the Good Book teaches this principle, repeatedly. “You shall *know the truth* and *the truth* shall set you free.” “And this is life eternal, to *know* thee, the only *true* God.”

Belief is an essential first step on the path to knowledge, but until you exercise faith and *put it to the test*, you can never *know* whether or not it's *true* with any degree of certainty. “Faith without works is dead,” remember?

[Why have I included this comment here? Because so many of the people I talk to in small and home-based businesses, and direct selling – people who are failing or who've been deceived, exploited and robbed – blindly accept claims by unscrupulous sellers and recruiters that they're “spiritual”, “religious” or “Christian”. Putting your brain into *neutral* like this is a guaranteed way to put your money, reputation and trust in others into *reverse*. Fast!]

SECRET KEY #3

The third secret key is *understanding* and *recognising* the Four Cornerstones of Success. When you come across any business or marketing opportunity that tries to appeal to you with promises that NO time, effort or self-discipline are required for success, *you KNOW, with absolute certainty*, that it's a *false* vision. Appeals to greed, fear of loss, ignorance, laziness or gullibility always cloak something that the promoters don't want you to know.

It's pure "sucker bait". Avoid it like the plague, no matter how powerful the emotional appeals may be. This is *business*, and you need to make rational, objective business decisions based on *reason*, not emotion. Emotion is what *consumers* base their decisions on, not marketers and entrepreneurs!

If the person trying to sell you anything using these techniques knows exactly what he or she is doing, *they're a scammer*. If they *don't* understand the reality of what they're trying to sell you in this way, *they're an ignoramus*.

You can't afford to do business with either!

SECRET KEY #4

ACCURATE PERSPECTIVE is the key to success in *everything* in life – but particularly our *motives* and *knowledge*. It usually requires a higher vantage point to give us the bigger picture, and we need to move around until we find it. The *wrong* perspective will distort our perceptions and interpretation of events, and our responses to them, putting us at risk of doing the *wrong* things for the *wrong* reasons.

SECRET KEY #5

BALANCE is the key to the *emotional* aspects of our decision making, especially our perceptions and attitudes. Finding the accurate perspective will *automatically* give balance to our perceptions, interpretations, attitudes, emotions and responses.

We need to find the right balance in everything to do. We have to balance people with profit, business with family, money with time, work with play, working *on* our businesses with working *in* them, and so on.

SECRET KEY #6

PURPOSE is the key to success in our *words* and *actions*. Otherwise we risk ending up like the characters from the 1949 movie "A Connecticut Yankee in King Arthur's Court"...

"I'm busy doing nothing,
Working the whole day through,
Trying to find lots of things not to do.
I'm busy going nowhere,
Isn't it just a crime?
I'd like to be unhappy
But I never do have the time!"

In other words – and we've seen them before in this article! – we end up "running on the spot, spinning our wheels, treading water, going flat out and getting nowhere, chasing our tails, banging our heads against brick walls and glass ceilings."

Sound familiar?

The *good* news is that finding the accurate perspective not only gives balance to our emotions and attitudes, but it *automatically* gives purpose to our words and deeds!

Our *activities* now have direction and focus that lead to *results*.

There are other keys involved in actually running your business successfully. You can learn more about them at our web site at

www.profitclinic.com

A SYSTEM FOR SUCCESS

If you're a small or home-based business owner, and you can't find a solution that helps you to do only the right things for only the right reasons, take a look at our training and support programs and resources below and on the next page. They're all based on powerful Fourth Generation™ principles and practices, combining specialised knowledge, skills and experience to provide a solution that works synergistically – and with integrity and intelligence!

THE AUTHOR



JOHN COUNSEL is the founder and CEO of The Profit Clinic, a management consulting, training and publishing firm based in Melbourne, Australia.

It specialises in small business and the direct selling profession. Its powerful concepts of Fourth Generation™ Thinking, Fourth Generation™ Systems and Fourth Generation™ Selling are winning international recognition and acclaim for their penetrating insights and sensible, practical applications.

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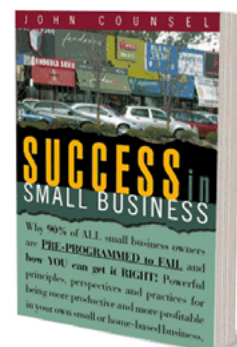
This article is from John's latest book on small and home-based business...

SUCCESS IN SMALL BUSINESS.

The book reveals the *real* reasons why small and home-based business owners fail at such an alarmingly high rate and explains how *you* can succeed by doing only the right things for only the right reasons. Learn more, and buy, here...

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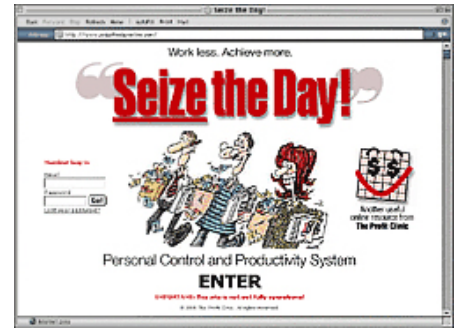
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