

## The BEAT Success Formula



BELIEVE

EXPECT

ACT

THANKS



What does it take to be successful?

Well, of course, a lot of hard work.

And...mostly, not giving up. Owning an unshakable persistence and focus.

But why do some people have this persistence, while others “try” for a while and then give up?

It all starts with a person’s beliefs and expectations.



### \*BELIEVE

When you think about your goal, your event, or that “thing” you want to accomplish, you have to first believe it CAN happen. Well, for most of us, this is a given and we do believe it can happen. This is because the visions we see in our minds are created from our experiences and environment. Our ideas, goals, and dreams are based on what we already know and we can only design them to act within the structure and physical properties of the real world. Said another way, we cannot visualize something that cannot actually occur.

### \*EXPECT

Although belief is crucial to have success in achieving a goal, it is far from enough. Belief alone will not make a person take action or stay focused. Expectation is also needed.

Expectation is actually a huge step-up from belief. It is not only believing that the goal, event, or “thing,” can happen, but that it WILL happen. When you expect your goal to become a reality, you go in one-hundred percent.

However, many people defeat themselves at the expectation stage without even knowing it. They defeat themselves through their negative self-talk...meaning what they are saying to themselves in their

minds based on negative thoughts they carry about themselves and their abilities (and these thoughts are almost always not true!).

For instance, many who want to learn something new, such as a language like French, or a skill like coding, know of course it's possible. They can see the vision in their minds of them traveling to Paris and speaking French or, creating an "App" for that new business idea they've had for a while. But, at the same time that they're seeing that vision that excites them, they are also defeating themselves by saying in their minds phrases such as, *"...I probably won't follow-through, ...this will be yet another project I started but didn't finish, or ...I'll probably not understand the class and need to drop out."*

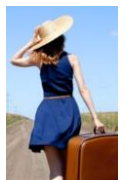
With this (very unfortunate) self-talk, a person cannot be 100% committed. We've said earlier that achieving a goal takes a lot of hard work and unshakable persistence and focus. But, if you're not 100% committed, then when it gets hard and there are distractions, you will give up, and those negative self-talk declarations will become reality.

So, how do you develop and keep an unshakable expectation?

Well, to be honest, it's not easy, and it usually happens when you're totally fed up and don't want to settle for the status quo even one minute longer. Expectation happens when you make the decision that you are going to do this NOW and there is no other option. When deep inside you expect to reach that desired outcome, you are actually telling yourself... *I have now made the decision to take the required action and follow-through until accomplished!*

Then, to keep those expectations strong, you need ongoing reinforcement. You can do this by writing your goal on an index card. Write it in the form of.... I will (GOAL) by (DATE). Keep the card by your bed and read it out loud both morning and night. Also, keep it in your pocket as you go about your day, taking it out regularly to read it. Be sure to read it out loud, as hearing your own voice makes it more ownable to you.

Also, it's important to reinforce the positive. For instance, if you want to plan a family vacation, focus on the joy you will have and memories you will make. Don't give any time to those negative thoughts that pop into your head about lost luggage, motion sickness, or all of the tasks waiting for you when you get back to work. To help with this, print out beautiful online photos or cut them out from the brochure. Attach them to your index card and hang them up in your home and at work.



### \*ACT

Once you've made the decision and expect your goal to happen, it is important to starting taking action immediately. Taking action and making progress will further boost your expectation and in-turn push you to take more action! *Momentum builds momentum!*

Consistent progress is the key to keep you motivated and your expectations strong. Break-down your goal into smaller weekly chunks and focus on one chunk, one week at a time. This will make the overall goal seem less daunting. Make sure to put each weekly task or tasks on your calendar and check them off as you go. Finishing a task and checking it off will make you feel empowered and capable, which again will further fuel your expectation and make you want to take more action.

If you miss a task and start falling behind, immediately adjust the remaining weeks to incorporate the missed item. Try your best to not change the end date and push yourself hard to get back on track. Keeping the same end date will make you feel in control. When you start moving out that end date, it becomes a slippery slope where your mind starts thinking, this *may never* happen.

### \*THANKS

Give thanks to God. Be grateful. Having gratitude will counteract your fear and anger and serve to keep you motivated. When you are thinking of all the blessings in your life, you are not focusing on yourself and your shortfalls (again, most of the time not true!).

Practice gratitude daily. Like anything else, when you practice, you get better, stronger. Gratitude is the same. Each morning and night look in the mirror and say out loud three things you are grateful for. It could be things from the day, the week, or from years ago. Honing in on the power of gratitude will help to combat the *Law of Familiarity*, which states that anything or anyone you are around too much you start to take for granted.

Not taking things for granted and living with gratitude can bring joy to even the most mundane daily tasks. It can make life seem magical and you may start noticing many little miracles happening every day.

Living in a state of gratitude will enlarge your belief, expectations, and push you to take action. Gratitude is the essential foundation for success!

