
The Four M's of Success

Those who have studied successful leaders over the last 300 years or more have found certain traits successful leaders had in common that were responsible for their achievements.

These success techniques not only helped them forward but also sustained them even in times of depression, recession, or other personal disasters.

The Four M's of Success in business, and in life, are Mentoring, Masterminding, Marketing, and Motivation.



Mentoring

It's been repeated over and over again, "Get yourself a mentor." *Everyone* needs a coach! Get help, advice, and guidance from someone who has already been there and made it. A mentor can save you years to a lifetime of mistakes. They can excel you forward in ways you never could on your own. You'll have a much greater ability to achieve your goals because you will have a blueprint to guide your way.

Surprisingly, many people... if not most... will go to a friend or relative for advice. They could possibly be people who have never succeeded and have no ambition to go anywhere, and then these same people are surprised when they too don't succeed or even get very far. Then they look for excuses and reasons outside themselves for the failures, such as recession, location, or even competition muscling in.

Masterminding

Accomplished people also belonged to a mastermind group. They are people like you, people working towards a better life.

The collective power of the group brings increased knowledge that can help you resolve challenges that you may have. They also keep you motivated and accountable. The power or synergy of the mastermind group has shown over and over its ability to help people overcome any problems.



Each time they meet, each person in the group states what they have accomplished, what they have planned doing next, and asks for assistance with any matters. The group as a whole then works together to come up with solutions. Discover just how powerful this is in moving you forward and achieving your desires. It also gives you the very important ability to give back to the group by helping them.

A small sample of people who are or were in masterminds are: Henry Ford, Harvey Firestone, Napoleon Hill, Andrew Carnegie, Tony Robbins, Mark Victor Hansen, Jack Canfield, Joe Vitale, Joel Christopher... and many, many more.

Marketing

The third M is marketing. No matter what your business is, if you don't market yourself or your business, you won't get very far. You can't expect to hide under a blanket in the corner and hope that someone finds you. Remember... it's not who you know, it's who knows you!

Marketing is more than just advertising. It's understanding your target market, knowing how to promote to them, and the benefits that your product or service will provide them. Without this knowledge, you will either not attract anyone or you can waste a lot of money with zero results.

It pays to find people who understand this and can help guide you. They can help you define your niche' and explain copywriting and the magic of words. They can show you the difference between features and benefits and why they are so important. And they can teach you how to test everything for positive and increased results.

Motivation

Finally, the fourth is motivation. Motivation is the juice that keeps you going, that allows ideas to progress and persevere when times are tough. No matter how great your product or service is, if you don't stay motivated, you probably won't last through the hard times.

There are many ways to help you stay motivated. One is to be around others that are also moving forward. A second is to write down why you are doing something. Get as specific and detailed as possible. Then post it in front of your computer or where ever you work the most. Look at it often to remind your self 'why'... and let your motivation soar.

Grasp the marvelous M's and jumpstart achievement of your own goals, dreams, and desires!