

IT'S CALLED WORK FOR A REASON

**Your Success Is
Your Own Damn Fault**

LARRY WINGET

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MAIN IDEA

If you aren't achieving all you'd like to in business, look in the mirror rather than looking for external reasons why. Most people simply goof off too much at work, and that is the reason why their results are below expectations. If you want to achieve more, stand up, square your shoulders and work harder. Take responsibility for your own success because nobody else will.

Purely and simply your results always reflect the quality of your performance. To generate great results, you need to perform consistently well. There are seven specific things you can do to bridge that gap between poor and great results:



“These ideas are the things that have personally worked for me. I won't ask you to do anything that I haven't done myself. If my ideas make sense to you, then try them to see if they work. If they work for you, then celebrate, because it's all been worth it. If my ideas don't make sense to you, I suggest you try them anyway. After all, what you're currently doing probably isn't working so well and you are probably ready for something new. If you try my ideas and they don't work, what have you really lost? A little time, a little effort, a little money. But you will still be one step closer to knowing what is right for you.”

– Larry Winget

1. Work hard and don't fudge Page 2

If you're brutally honest with yourself, you probably only spend a small proportion of your work-day actually doing what you are paid to do. The rest of the time you're goofing off. Stop lying to yourself and find practical ways you can work faster, smarter and harder. Focus on your results, not your activities.

2. Sell whatever you have to offer – it won't sell itself Page 3

The only two ways to be profitable in business are to reduce expenses or increase your income. The easiest and surest way to increase your income is to get better at selling. In the final analysis, everything has to be sold so you might as well accept that fact and get better at selling.

3. Amaze your customers so they will do business over and over again – and they will tell their friends. Page 4

If you really want to destroy your competition, stop believing in them. Instead, you should focus on what makes your company or your offering unique and find ways to project and then exploit your uniqueness to maximum effect. Anyone can compete with your products but nobody can compete with your uniqueness.

4. Hire carefully Page 5

It's tough to hire the right people, especially because nowadays you can't legally ask those telling questions which separate the wheat from the chaff. The best you can do is trust your gut instincts, which won't be infallible. Try to hire good people and then train them to do what needs to get done. When you get a group of great people together, there's not much you can't do.

5. Fire people quickly Page 6

If you do need to fire people, don't beat around the bush and hope they will get the hint and fire themselves. Instead, be brutally blunt and easy to read. Bad employees can kill your business if left unchecked so you actually owe it to your quality people to move the dead wood out periodically.

6. Have fun, but do what you're paid to do Page 7

Love what you do so much you willingly pay the price to be great at your job. If the passion just isn't there, quit and find something else. Remember, you aren't being paid to like your job. Instead, you're being paid to do your job. If you get in a rut, come up with some ideas to spice up your job by all means but don't for one second lose sight of the fact you're paid to get results, not to be entertained.

7. Remember results are everything – they never lie Page 8

Focus on generating results that you're proud of. Results never lie – they are the true litmus test of what you're worth. If you can make yourself worth more than you cost, then you have reasonable grounds to feel good about the future come what may. If, on the other hand, you actually cost more than you generate for your employer, then there is a problem that sooner or later needs to be addressed. It's your responsibility to deliver results, not anybody else's.

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