

MILLION DOLLAR HABITS

Make Success The Habit Of A Lifetime

ROBERT J. RINGER

Main Theme

The three major conclusions of this book are:

1. Success is not the result of superior intelligence, special skills, formal education, hard work or luck.
2. The difference between success and failure is not as great as most people think. In fact, it is extraordinarily small. There are no closely guarded mysterious secrets, the possession of which bring success.
3. Success is a simple matter of understanding and unfailingly applying specific, simple habits that always lead to success. This is exciting because they work, and these habits can be developed by anyone.

Everyone gets results from their actions. The key is to channel your actions day-in and day-out through developing success habits. A successful life is simply the sum total of a number of successful days. Practicing the right habits day in and day out is the only way to win over the long run.

Habit 1 - Reality

If you consistently stick to the way things are rather than the way you wish they were, you are laying a foundation for developing success habits.

Habit 6 - Human Relations

You have to deal with other people to achieve a meaningful degree of success. Gaining the goodwill and cooperation of other people makes achieving your goals rewarding and multiplies your efforts.

Habit 2 - Attitude

Although we are never free from the inevitabilities of life, we are free to choose our response and our attitude to them. By changing our attitude, we can alter our chances of success.

Habit 7 - Simplicity

All other things being equal, you have more chance of success if your concept is simple than you do if it is complex. Keep everything you work on as simple as possible. Try to choose the simplest route to your goals.

Habit 3 - Perspective

When confronted with negative situations, the perspective habit suggests you should always consider the larger picture. Keep everything in it's relative order of importance, and maximize the positives in any negative situation.

Habit 8 - Drain People Elimination

Concentrate on actively avoiding people who will drain you of your time and energy by their approach to life. Avoid this type of person actively, and be true to yourself rather than trying to please other associates.

Habit 4 - Present Living

Don't wait until you achieve your goals to start living. Turn the process of striving for your goals from a means to an end into part of the destination. Enjoy the efforts you are making on the way to achieving the bigger goals.

Habit 9 - Self-Discipline

Being self-disciplined means your intellect controls your actions, not your emotions. Self-discipline leads to positive long-term results, sometimes at the expense of emotional short-term gratification.

Habit 5 - Morality

Integrity comes from adhering to your own personal code of ethics. Only you can keep a totally honest scorecard. Live your entire life as though your every action was being published in the daily newspaper, and live completely your own creed.

Habit 10 - Action

Without action, none of the other habits are of any use. Theories are great, but their true value comes in their implementation. Knowledge and wisdom without action are useless. There is no substitute for intelligent action.

1. The Reality Habit

Main Idea

If you are willing to subordinate your dreams, desires and wishes to reality, you are well on the way to developing the first habit of success. Your love of truth must be greater than your desire to make your dreams come true. The pay-off is that you exchange a world of walking dreams for a payoff of high-level success.

Supporting Ideas

Reality, and a correct perception of reality, are the foundation for all of the success habits. Most people are so busy trying to make true that which they like that they avoid trying to find out what is actually true. Reality is nothing more than truth, and emotion has no part at all. There is only one reality, but differing perceptions of it. Reality isn't the way people wish things were, just the way they actually are.

Reality is based on principles that exist whether we understand them or not. For example, there is the immutable law of nature that forms the foundation of reality itself - that actions have consequences. The first step toward developing the reality habit is to rise above any delusions, and to view the world through the eyes of realism. An old marketing adage says: *"If you want to do well, sell people what they need; if you want to get rich, sell people what they want."* In other words, the entire world of advertising is built on the principle of creating an alluring delusion for people to live in. Your success is proportionate with your commitment to avoid delusions and base all decisions on the bedrock of reality.

A part of the human mental psyche that must be controlled is the something-for-nothing urge. Everyone suffers from this urge to one degree or another. You need to frequently stop and examine your motives in any business transaction to make sure you aren't being driven by a deep seated something-for-nothing urge.

Still another urge that must be controlled involves delusions of grandeur, particularly in negotiations. Anyone who approaches a negotiation with an unrealistic grasp of exactly what they are bringing to the table usually finds people aren't willing to deal with them or walks away with nothing. Realities can be pretty brutal, and the guys who make the serious money are smart, quick and ruthless.

Major success comes only to those with the habit of avoiding the tempting world of delusions. It is not as comfortable in the world of reality as it is in the world of delusions, just better in the long run.

The fact that actions have consequences has an important consequence of its own - the higher the price, the greater the benefit. The better you grasp the intricacies of this reality, the better the quality of your results and the quality of your life.

To acquire an accurate perception of reality, you must consistently look to yourself for the cause of any problems. This takes discipline, intellectual honesty, foregoing of ego and commitment to face the truth. It also means that no matter what other parties did, you were ultimately responsible for your own direction.

Reality is simply truth. The search for an accurate perception of reality is the search for truth. Truth is found in knowledge and wisdom, the building blocks of an accurate perception of reality.

1. Knowledge increases your chances of understanding how the world works. It requires time, effort and discipline to acquire knowledge in a usable proportion.
2. Wisdom is simply common sense or good judgment. It is the practical application of knowledge.

The shortest route to success in any field is to surround yourself with wise people who can advise you on how to benefit from the prior experiences of other people. One effective way to do this is to read the works of great philosophers. Like it or not, we gain most of our wisdom through our own experiences. The trick is to extract lessons learned from each negative experience and apply that wisdom in future situations.

Key Thoughts

"I have abandoned the search for truth, and am now looking for a good fantasy."

— Ashleigh Brilliant, humorist

2. The Attitude Habit

Main Idea

Although we are never free from the inevitabilities of life, we are free to choose our response and our attitude to them. By changing our attitude, we can alter our chances of success.

Supporting Ideas

Many people are convinced that life is absolutely random. For proof, they point to any number of injustices that occur in the world. They believe that there can be no alternate results of any actions, and that everything has already been predetermined. However, it is just possible that luck isn't the only factor in the life equation. The good thing about being alive is that you have the ability to intervene, and thereby to affect the odds in any specific situation.

To permanently embrace the attitude habit, you need to understand what the essence of a positive mental attitude is, and why it works. There is nothing mystical or magical about a positive attitude - it is simply a strong belief in action. Invariably, you will find that the greater your knowledge and wisdom, the stronger and more positive your attitude will become.

There are four basic realities that you need to understand to be able to sustain the attitude habit throughout life;

1. Problems are an integral, ongoing part of the living experience. The trick is not to focus on why you are facing problems, but to accept they are an ever present reality and focus on how to benefit from them.
2. There is a natural law of balance. Every positive has an offsetting negative, and every negative has a corresponding positive. You must always give up something in order to be able to gain something else. Ignoring offsetting balances means you are ignoring reality, which you should do at your own peril.
3. An accurate understanding of the law of averages is essential. Simply put, in the long term, you have more chance of success if you try more often. If you try to put a deal together 10 times, you have 10 times the chance of success you would have if you tried once.
4. Through the power of the mind, it is possible to exert control over your ultimate destiny. There is now a vast body of empirical evidence that there is a direct correlation between what the mind visualizes and the results a person achieves. Theories suggest that when your mind believes something to be true, it stimulates your senses to draw to you the circumstances necessary to convert that mental image into reality.

The more positive your system of beliefs, the more overall belief you will gain in your ability to control your destiny, and the more

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