

11 Vital Questions EVERY Successful Person Asks

And Why You Need To, Too



By Matthew Turner / Turndog

With his Manhattan corner office and a hefty salary wired to his account each month, people looked at AJ Leon and saw a successful individual. After all, he had a nice apartment in one of the liveliest cities in the world, went out to nice restaurants, and wore expensive clothes.

He lived *the life*, so when his boss offered him a big promotion a few weeks before his wedding day, he smiled as his great lifestyle transformed into a perfect one.

He had to smile, right?

Such a scenario defines what it means to be successful, so there's no way in hell AJ quit his job out of the blue to become a modern day gypsy and humanitarian...

Except, that's exactly what AJ Leon did a week before he married his sweetheart.

You see, something didn't feel right, and although accepting this new promotion would set him up for life, the thought of leading this particular life for the rest of his days sent shivers up his spine.

The thing is, successful people are successful because they define what it means to them. They ask themselves difficult questions and search for almost impossible answers, and once they do they set themselves on a new and more meaningful path.

So, if you'd like to be a true success story yourself, it's time you stopped striving towards someone else's version of success. Right now, you need to define it for **YOU**, and it all begins by asking yourself questions like these...

1

“If I gave you \$1 Billion today, how would you spend the rest of your life?”

With \$1 billion in your account, you'd no longer have to work for money. But I sense you wouldn't sit around on a beach all day, either. So... how would you spend your time? What impact would you create? What legacy would you leave?

2

“Are you offering your audience a vitamin or a painkiller?”

Your audience suffers and has a problem you can solve, which begs the questions: *are you actually solving it?* A vitamin is nice to have, but it takes time to kick in and leave its mark. A painkiller, on the hand... that has a more immediate effect!

3

“Are you building a legacy or a product?”

Anyone can build a new product and make some quick cash. It's not that hard to do, but how long this lasts is another question all together. Whereas the legacy you build and leave, this has a more lasting effect that spans over multiple products, offerings, and industries. Which would you rather bring into the world? Which would you rather dedicate your life to?

4

“If everything you're building failed, what's the worst that would happen?”

It's easy to imagine the world's out to get us or that we're unlucky. It's easy to play the victim and stop yourself from pushing onwards due to fear and responsibility. But if everything you're building went wrong, what's the worst that would happen? Would someone you love die? Would you end up in prison? Seriously, how bad would life be if you failed, and would this outweigh never trying to begin with?

5

“Do you know what you do best?”

You may be passionate at what you do, and you may enjoy it. But are you good at it? Are you the best at it? What do you do that few others can't, and are you spending your time honing this craft and perfecting it? Or... are you wasting precious minutes on something you like, but don't excel at?

6

“Is what you're doing scalable?”

It isn't about building something that matters, rather growing this so it serves more people. This is how a true legacy lasts the test of time, so if you happen to be creating a wonderful product/service, but you know its ceiling can only go so high, is it what you want to be dedicating your life to? Be honest with yourself, if I sent 50 new customers your way tomorrow, or 100... 1,000... 100,000... would you be able to fulfil all of their needs?

7

“Who are your 50 VIPs?”

Not customers per se, rather who in your network do you value above all else? You see, you'll meet lots of new people as time goes by, and as your schedule grows more intense, keeping up with those you know becomes harder and harder. But those you know determine so much of your success, so who are the 50 people you wish to keep up with at all times? Who are the 50 VIPs you value above all else?

8

“Are you willing to sacrifice your health and family for your business?”

I'm not saying your business isn't important, because it is. But would you sacrifice your health and family for it? Would you be willing to push them to one side in order to make a lot of money. This, my friend, isn't where success lies. Success is a far grander entity, and it involves freedom and happiness as well as wealth and fame.

9

“Are you saying yes for the right reasons?”

Although people say the customer’s always right, this isn’t to say you should say yes to them each time. *Yes* is both an easy and nice word to say, but often leads you down a tainted path. *No*, on the other hand, keeps you focussed and working on what you set out to achieve. So... say yes by all means, but make sure you say yes to opportunity and possibility, not to every customer that knocks on your door.

10

“Have you niched as far as you can possibly niche?”

Although you want to reach as many people as you can, and although it’s scary to niche down and focus on only one type of customer, this is where true success lies. You can always grow and expand later, but it’s better to become a true master at one industry instead of a decent dude within a lot.

11

“Do you know what success means to you?”

The simplest question of all, but dare I say the most difficult to answer. If I were to sit opposite you, could you tell me what success means to you? Could you tell me how you plan to spend the rest of your life, and what happiness and freedom means to you?

Could you write all this down in a 100 words and email it to me right now?

Because if you can’t do this, you don’t appreciate what success means to you. And without this, my entrepreneurial friend, you’ll more than likely continue to strive towards someone else’s definition of what it means (*your family’s... idol’s... society’s...*).

In fact... I’ll end this short guide with a quick challenge for you:

Email your definition of success to me at: matt@turndog.co

What do you say? Are you brave enough to do what it means to be successful? I sure hope so because the world needs more walkers — *we sure as hell have enough talkers.*

— — — —

A lot of people talk about success and how much they want it, but too few figure out what it means to them. The truth is, successful people ask tough questions and go in search for the right answers.

They ask questions like those you've just read, and if they don't know the answer — *or they don't like what they come up with* — they work hard to change course and fight for what's important to **them**.

Because to build something is one thing, but to build something of worth (*and that fuels you until the end of your days*), this is what it's all about.

Of course, this only scratches the surface, but fear not for I've much more to share with you and I'm excited to do so in the coming weeks.

Best of all, you don't need to do anything to get these valuable tips and stories designed to help you succeed and thrive because I'll send them direct to your inbox very soon.

All you have to do is open my emails.

That is it. That is all :)

In the meantime, if you'd like to help share the work we're doing with The Successful Mistake, please considering spreading these three articles far & wide:

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Thanks for being part of this journey, and if you think I can help you apply what you've just read, email your questions and thoughts to: matt@turndog.co

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