

Do NOT Do These 11 Things If You Wish To Be Successful



By Matthew Turner / Turndog

If you have ambitions to be a successful person who lives a life of freedom, listen up — you may be going about it all wrong.

Too many people link success to money and fame, never appreciating what it means to **YOU**.

And I recently wrote about six simple qualities all Successful Entrepreneurs & Business Owners share, which is fine but there happens to be certain things you should **NEVER DO** if you wish to lead a successful and inspiring life.

That's what you're about to learn in this short guide, where we focus on 11 things you **SHOULD NOT DO** if you wish to stand shoulder-to-shoulder with those you admire.

This won't take you long to read at all (*about 8 minutes*), but at the end you'll be in a position to bring success into your life... Today!

Although I warn you, you won't want to read this guide just once, oh no.

Keep it handy because you'll need to revisit this again-and-again :)

1: **DO NOT...** TRY TO DO EVERYTHING ON YOUR OWN

A large part of being an entrepreneur is to involve other people because there's only so much you can do.

The sooner you start outsourcing, sharing responsibility, and passing on tasks to another, the sooner you'll stand shoulder-to-shoulder with those you admire.

Don't get me wrong, doing so isn't easy.

It costs money to outsource task and jobs — *money you may not have*.

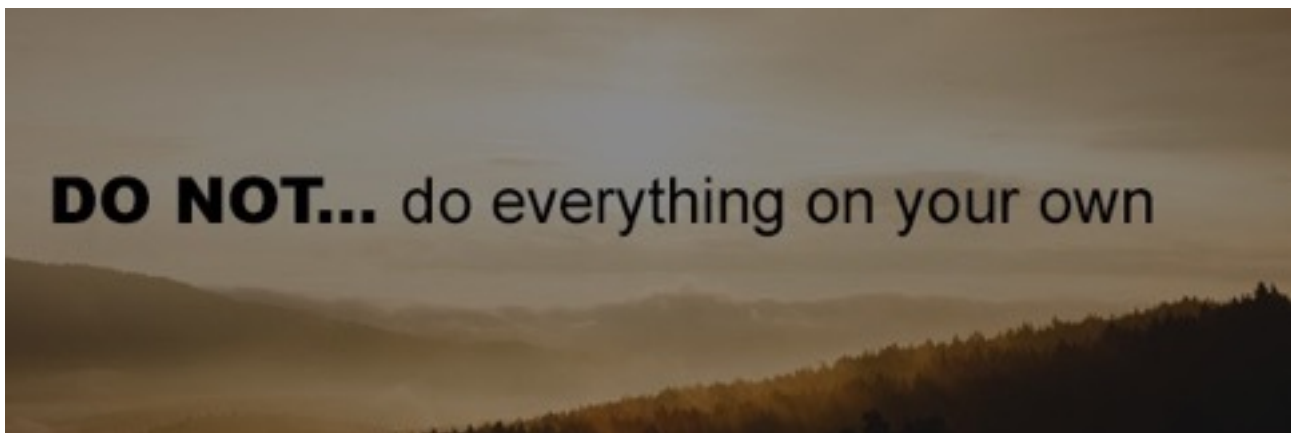
This is your baby, so bringing someone else into the equation puts you on edge.

But having interviewed 163 successful entrepreneurs for my latest book, I've yet to meet a single one who doesn't have an assistant, VA, helper, intern, or black book of freelancers to share their burden with.

You cannot do everything on your own.

Successful entrepreneurs share their workload at all times.

The sooner you accept this, the sooner you'll thrive.



2: DO NOT... ALWAYS BE SELLING

Although the saying goes you should always be selling and closing the deal, I've yet to meet a successful business owner who lives by this mantra.

A good salesperson, sure, but do you intend to be a good salesperson the rest of your life?

Or would you rather be the type of entrepreneur people admire and look up to?

I thought so, which is why you should stop selling every opportunity you get, and instead **GIVE** whenever you can.

This is what successful people do.

A lot of the interviews I did for the book took place over Skype, and after we finished our recording, the successful person on the line wouldn't try sell something to me, instead ask how they could help me

... Who they could introduce me to.

... What else they could do to help.

Despite taking time out of their busy day to help me in the first place.

Stop selling. Start giving.

It's generosity that wins the race, my friend, not sales talk.



3: DO NOT... CREATE A VISION AROUND MONEY

If you'd like to spend the rest of your life miserable, frustrated, and wishing you had more, build your entire vision and version of success around money.

But if you'd like to be happy and free, make sure money remains in the back of your mind.

It isn't to say money isn't important (*let's face it, it is*), but it is a means to an end.

Because if money is your end goal, when does it stop... where's the end of the string?

You yearn for a million dollars, but let's say you reach it... what happens then?

You push for ten-million, but then what?

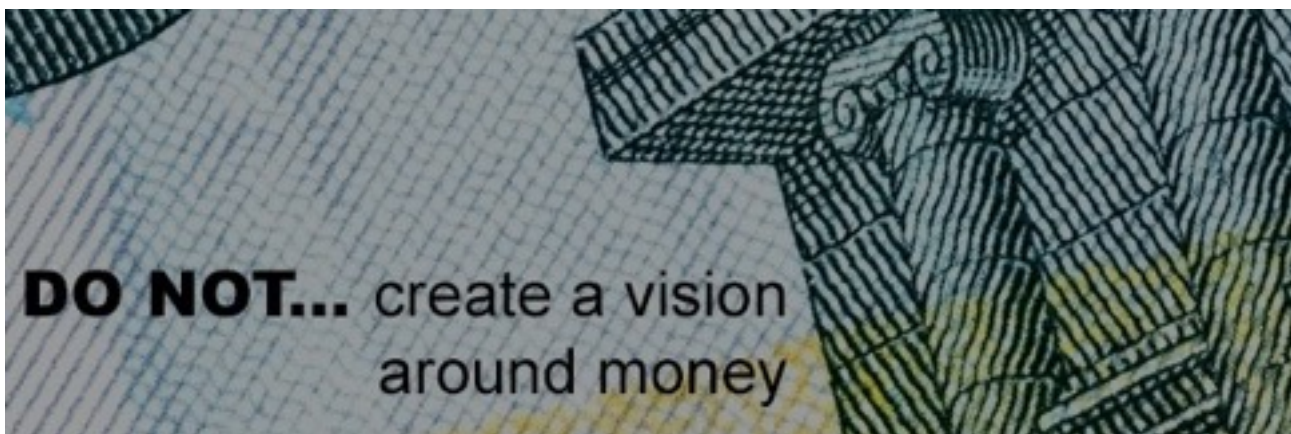
You make one-hundred-million, but what do you do when you reach that mammoth goal?

If there's one thing successful people have taught me, it's how unimportant the number in your bank account is.

Your life offers greater meaning than the cash you possess, and the sooner you craft a more meaningful version of success, the sooner you'll find happiness and freedom.

Best of all, money and fame often follows as a result.

Because where you find a successful someone who's helpful and giving, you'll find an army of people willing to hand them money because of it.



4: DO NOT... FORGET ABOUT YOUR HEALTH

As a go-getting entrepreneur, you work long hours and push yourself to the limits again-and-again.

It's part of the rollercoaster ride, I'm afraid, but what sets successful people apart from those who only wish they were, is the stubborn focus towards only having **one life**.

Your health matters.

Your emotional well-being matters.

Surrounding yourself with good people... it matters!

I've spoken to a lot of successful business owners who struggled for years with sleep deprivation, obesity, lethargy, and the overall feeling of *not quite right*...

It isn't desirable.

Working 15 hours each day without any food isn't some badge of honour.

It's a fast track to failure and burnout, so no matter what you work on... no matter how hard you need to step up to the plate... accept the fact your health is one of (*if not the most important*) aspects of your life.

This never changes, because where would your business be without you?



5: DO NOT... SAY YES TO EVERY CLIENT

We all like the idea of picking-and-choosing your clients and saying no work, but it's easier said than done when you have bills to pay.

Am I right?

Of course I am, but the truth is successful people fight the fear and worry by perfecting the art of saying no.

Because every time you say yes to a client, you sacrifice time with your family... your own projects... a better client... and so on.

In the universe time may be relative, but here on planet Earth it's most certainly finite.

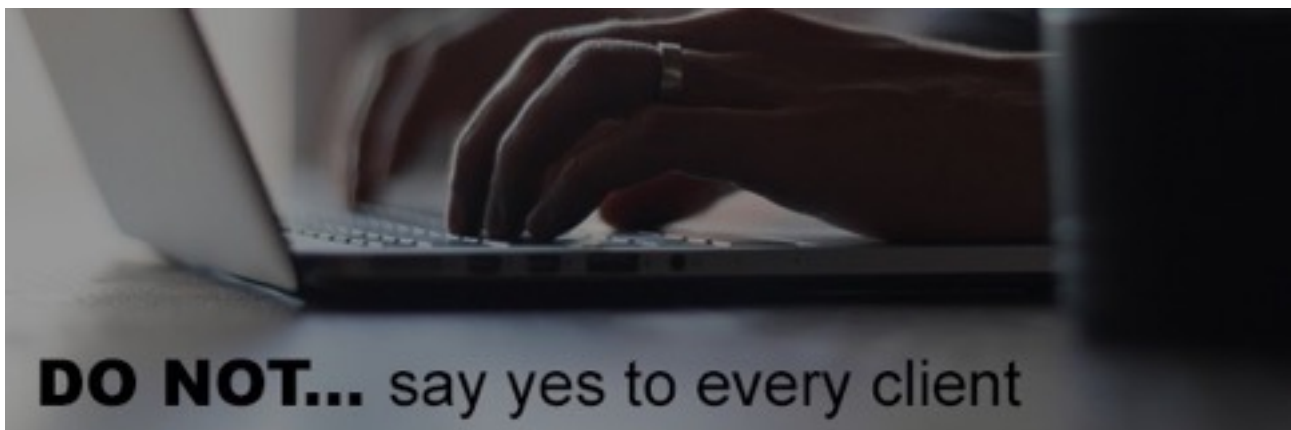
You have twenty-fours each day; no more, no less.

And if there's one thing that sets successful people apart from everyone else, it's how they master the art of saying no.

It's not to say you should say no to all your clients because that would be crazy.

But if you only ever say yes, you'll never reach your potential.

You ultimately become an employee once again, which I'm guessing isn't what you're striving to achieve...



6: DO NOT... ASSUME YOUR MISTAKES WILL FIX THEMSELVES

It's hard to admit your failures or when you've made a mistake, but if you have ambitions to become a successful business owner; the type others look up to and admire... remember this:

You. Will. Fail!

You cannot avoid this, and no matter how famous, rich, and successful you become, you'll never escape the risk of failure.

Successful entrepreneurs accept this, and when they make a mistake they own up to it.

They embrace it and ensure they overcome it; learn from it.

And you can only do this if you face it head-on.

Procrastinating... giving it another week... assuming it'll fix itself... hoping and wishing and preying for the best... get your head out of the clouds and join the rest of the world, my friend.

Your mistakes and failure do not define you, but if you pretend they don't exist in the first place, then one day they will.

Nobody will fix your mistake for you.

It's down to you, and the moment you own up to it is the moment you begin transforming it.



7: DO NOT... SETTLE FOR 'OKAY'

I don't know about you, but I don't wish to live an 'okay' life.

Okay isn't good.

Okay isn't great.

Okay is okay for some, but it isn't good enough for you.

With this in mind, never settle for okay!

It isn't to say you should obsess over every detail and refuse to ship something until it's perfect, because successful people don't do this, either.

But the moment you settle for less... for okay... for *it will do...* is the moment you sacrifice all your hard work.

Successful people dedicate themselves to being the best they can be.

They write the best book they can write.

They create the best products they can create.

They serve their audience in a way that will blow them away, and they don't settle for anything but.

You don't need to achieve greatness today, but you should pursue it.

Don't pursue okay.

Don't settle for less.

Dedicate yourself to being the best; being part of that special 1%.



8: DO NOT... ALLOW FEAR TO STOP YOU FROM BEING DIFFERENT

Chances are you've given into peer pressure at certain times in your life, and I'm afraid this isn't reserved for teenagers.

That fear of being different or *not quite good enough* remain, but those who find true success in their lives discover a way to push this fear to one side.

Successful folk don't let this fear or worry rule their decisions.

They fight it in order to find their true path, and more often than not this involves doing things other people don't.

It's okay to look different... write different... work different... be different... so long as it's the right thing for **you** to do.

The truth is, you'll never become successful by copying someone else.

Successful individuals create their own path by striding away from the road with their head held high.

Don't allow your fear to stop you from pursuing this almighty adventure.



9: DO NOT... SABOTAGE YOUR RELATIONSHIPS

As an entrepreneur, you go through an array of ups-and-downs: sometimes large, other times small.

It's a true rollercoaster ride, and one where it's easy to lose focus.

You become so obsessed with your own to-do list and workload, you forget about those around you.

You begin to ask for too much.

You forget to give in return.

You tell people about your problems, but forget to listen to theirs.

You take-take-take and bit-by-bit sabotage those relationships you've spent a lifetime building.

Every single person is guilty of this, but successful people reach a point where they say enough is enough.

They nurture their connections at all times, refusing to let them waste away.

They find time to do this because without those around you, what life do you expect to live?

You need those you know, so stop sabotaging your relationships in the name of ambition or success.

It's a lie, and a counterintuitive one at that.



10: **DO NOT...** LEAVE FOR TOMORROW WHAT YOU CAN DO TODAY

As you know, you have a to-do list that never quite disappears.

Each day brings new work and new opportunity, and it isn't as simple as getting to the weekend and relaxing for a few days.

This is the life for some, but it isn't the life you wish to lead.

And during all the chaos and all the work, you face daily temptations to procrastinate and put something off you can do right now.

Maybe it's a phone call... an email... paying a bill... asking a question... a 2-minute task that isn't important, but keeps playing on your mind...

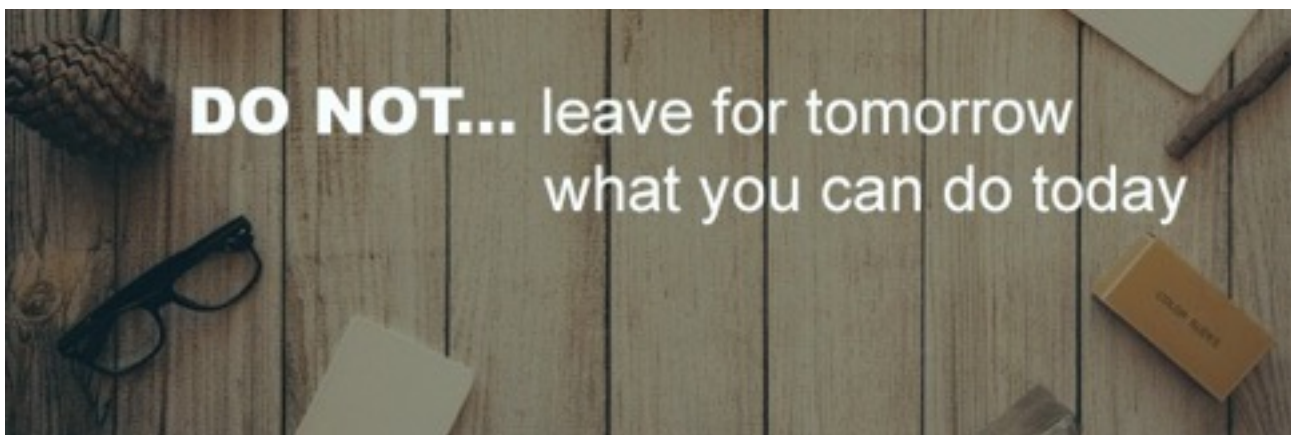
Do it!

Do it now! Get it out of the way. Stop putting it off.

Yes, you can do it tomorrow, but tomorrow brings new tasks you'll be tempted to put off.

Don't leave for tomorrow what you can do today.

Successful people are busy too, but you rarely see them procrastinate.



11: DO NOT... GIVE UP!

Barely a day goes by where a sneaky thought doesn't enter my mind and encourages me to give up and get a job.

It would be easier, right?

I'm sure you have thoughts like these too, but fear not for those you look up to have them as well.

This journey you're on... it's hard.

What you want to achieve... it's hard.

But the only time you truly failure is when you give up.

And when I say give up, I mean when you give up on you.

Sometimes you have to give up on an idea or a project, but that doesn't mean you give up on you and your dream.

Successful people fight for it; they live and are willing to die for it.

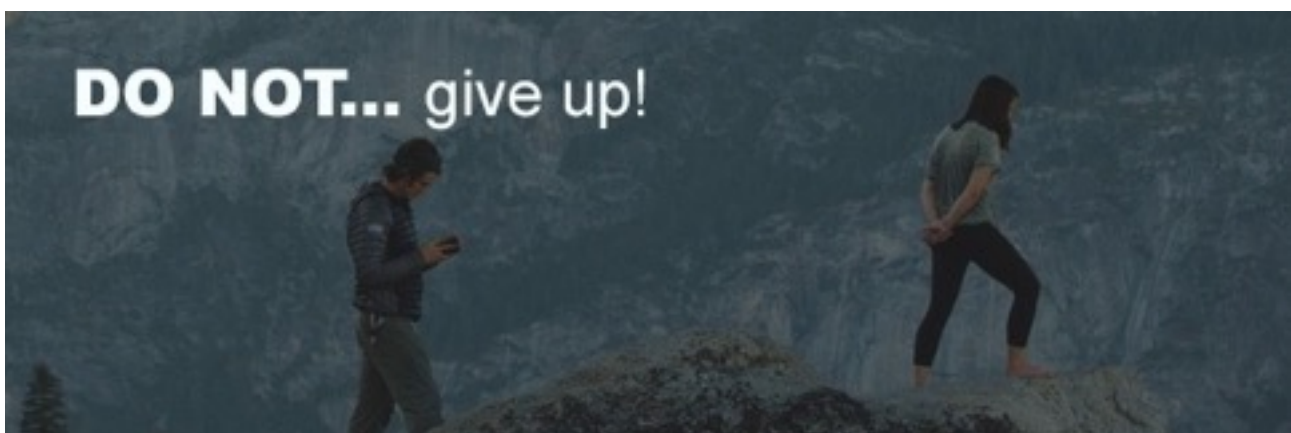
It won't come easy, but nothing good does.

So, make sure you fight and push and prod and hustle, and pant for every last breath you can.

Don't quit, my friend.

I've met 163 successful people who wanted to at times, but none of them did.

I'm glad to say the world's a better place because of this.



There you have it, 11 things you should not do if you desire success and freedom.

I've formed these after interviewing 163 successful business owners for my latest book, and although those I spoke to stand out against the vast majority, none of them were destined or born to be successful.

They're successful because they have a different mindset to most, and avoiding these 11 things play a role in this thinking.

Of course, this only scratches the surface.

I have 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 tips, stories, and exclusive content because I'll send it direct to your inbox in the coming days.

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:

Article One:	Tweet This	Share This
Article Two:	Tweet This	Share This
Article Three:	Tweet This	Share This

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

Matthew Turner (aka: Turndog) — Author of The Successful Mistake