
WHAT IS SUCCESS?

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Let's try to define "success" by asking a few questions.

If you have lots of time but not much money, are you successful? If you have a ton of money but no free time at all, are you successful? How successful are you if you make a lot of money at a job you hate? If you have lots of money and lots of free time but you're a miserable human being, can you truly call yourself successful?

The idea here is to make you think about what "success" means to you.

For me success means "Making a good living doing something I enjoy, trying hard to be a decent human being while having enough free time to spend with my family and to do some of the other things I enjoy." Now it's your turn.

I recently spoke to a friend of mine. He does a little maintenance but mostly landscape installation. After several years of trying, he's finally becoming truly busy. But the time he used to spend with his family has virtually disappeared. I called him on Sunday of Labor Day Weekend and he was out working. In addition, the problem of cash flow has left him nearly broke even though he's doing a lot of business. This sounds like what many small businesses have gone through or are currently experiencing.

Are you running the business or is the business running you?

Every one of us is limited to 24 hours a day. Those that are poor and miserable and those who are truly successful have to live with the same limitation of 24 hours in a day. The difference is how effectively we manage our time. The truly successful people of the world don't spend 24 hours a day working. The time they spend working is carefully managed and effectively spent.

Your knowledge and effectiveness can be multiplied many times through education. Education can be formal, like college, or education can be informal, through classes, seminars or by just reading a lot.

When you multiply your effectiveness through education, the education becomes an investment, not an expense.

How do YOU define success?