WHY PEOPLE FAIL

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WHY PEOPLE FAIL

The 16 Obstacles to Success and How You Can Overcome Them

SIIMON REYNOLDS

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To my family: Tom, Jennifer, Guy, Hat, and Sam.

Thank you for a lifetime of love and support.

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introduction

There are thousands of books on success. But very few on failure.

Yet mastering failure is surely a vital step in achieving your aims, hopes, and dreams.

After all, success is often just a moment—a goal fulfilled, soon to be replaced with new goals. But failure is the ambitious person's constant companion, often dogging us for months, years, or even decades before we finally reach our aim.

We need to understand and conquer failure if we are ever to master success. You'd never know it from our education system. At school we're taught geography, history, mathematical formulas, and obscure scientific facts never to be used for the rest of our lives, yet how many of us, in all our years of formal learning, were ever taught how to overcome obstacles to any goal? Surely this is more important than all the other traditional school subjects put together.

Indeed, that is precisely what this book is about. In it I explore all the main causes of failure, in any field, and reveal solutions for overcoming them and creating a successful, happy life.

But who am I to be writing about this?

IF I CAN, YOU CAN

I wish I could say I was born a success, but the truth is vastly different. I performed very poorly at school. So poorly, in fact, that I remember several times my school principal hinted that I had little future there. I recall that at the bottom of one of my end-of-year report cards he even wrote, "If things do not improve, I think that Siimon had better leave the school." Ouch.

As you can imagine, those years weren't fun. But looking back on them now, I see that I could have excelled in class (and had a lot of fun at school) if I had only understood the principles of success and high achievement. It's those principles that I will reveal in this book.

The great turnaround in my life came when I made one momentous decision and stuck with it. That decision was simply that I would no longer put up with being mediocre, barely achieving anything noteworthy. I decided that I would become an expert at overcoming the kind of failure that had been shadowing me for most of my teenage years.

And so I began reading. One book, two books, 10 books, over time 100 books, then 1,000 books—on how to be a better, more successful person. I read biographies, motivational books, psychology manuals, science journals, anything and everything about how the human mind works and how I could make it work better.

Slowly I began to change. Old habits lost their controlling power; new habits gradually formed. I started getting better results at work and in my personal life. As you can imagine, as I began to see tangible changes in my circumstances I became even more encouraged and excited. Could it be that my future was actually in my own

hands? Was it possible that I myself could create my life, rather than blaming my situation on other people and events or just plain old bad luck?

I became totally dedicated to studying the science of achievement and the art of personal fulfillment. I'm still studying success (and how to avoid failure) today, only now I have the good fortune to have made millions of dollars in my advertising career and have the freedom to do or be whatever I want.

So was I just lucky? I must say, although I have been lucky many times in my life, ultimately I think we make our own luck. At least in the long term. I believe I have arrived where I have in my career because I studied failure deeply and slowly worked out ways to get around it and clamber my way to success.

It wasn't easy. Lasting success never is. In fact, I reckon I have failed hundreds of times each year to achieve my aims. But by sticking to certain timeless strategies that I have learned from books, seminars, and bitter personal experience, eventually I have prevailed.

FAILURE LEADS TO SUCCESS

The most important message in the book is that failure leads to success. Even if you have experienced countless failures in your life, it doesn't mean you are destined to have success pass you by. If you learn the 16 principles in this book you'll be able to do more than turn your life around. You'll be able to uplift and transform it, taking it to levels that will amaze and delight you.

If I can, you can. I'm nobody special, but I've learned some special techniques and strategies that I'm incredibly excited about sharing with you in these pages.

Rest assured—success is a science. Long term it is highly predictable. No matter what field successful people excel in, no matter what time in history they ruled, ultra-achievers have performed a certain way and thought in a similar manner. In fact, the rules of success are so similar in every field of life that many people have excelled simply by

copying the thoughts and methods of other high achievers in any field. As philosophers, spiritualists, and scientists have proclaimed for thousands of years, the earth is ruled by cause and effect. As one of the basic laws of physics states, "To every action there is an equal and opposite reaction." It is an ordered world in which we live, subject to ancient natural laws. Just as there are laws of gravity, motion, chemistry, and biology, so too are there laws of success and, inversely, definite paths to failure.

We need to learn the success laws. Study them. Master them. Then teach them to others. Because mastering these foundational life principles will bring us more wealth, achievement, and happiness than any university course or tertiary study.

STRATEGY IS IMPORTANT

Remember: if someone has achieved more than you, it's not usually because they are better than you or smarter than you. It's because they have discovered a better strategy for success. What they have learned, you can learn. What they have succeeded with, so too can you, if you learn the formulas of success. Some of these formulas are mental and others are practical and action oriented, but all of them can be mastered by those dedicated to the task.

Keep in mind that the human mind is an unfathomably awesome instrument. Almost everything we know about the brain has been discovered in just the last couple of decades. We have barely uncovered a fragment of the mind's potential, yet we already know that our brain is so powerful that it puts the world's largest mainframe computers to shame. We are super-beings, if only we knew it. But we need an instruction manual, a guide to how we can use our mind to create the most fulfilling life possible.

I'm certainly not suggesting that this book is a definitive summary of the human mind, but it is certainly a series of guideposts to show you how to experience vastly less failure and much more happiness in your life.

POWERFUL PRINCIPLES

The principles I share in the pages that follow have helped me enormously, and if you apply them diligently to your own life, they are sure to do the same for you.

Here's a brief review of some of the areas of failure I examine in this book.

In Chapter One, I look at the importance of developing a crystal-clear direction and purpose for your life. Most people simply do not have one. As motivational speaker Zig Ziglar famously remarked, "Most people are a wandering generality rather than a meaningful specific." This lack of clarity about our life purpose weakens our effectiveness to a massive degree. So, I look at some potent exercises to get you clear and motivated about what you most want out of your life.

In Chapter Two, I investigate the insidious damage that destructive thinking does to your psyche. I show you that such negative thinking is common in the mindset of a failure. Not only is destructive thinking disastrous for our chances of success, I provide evidence that it damages our health as well. I also reveal some simple ways to turn your thinking around and increase your sense of well-being and happiness markedly.

Next up, I look at productivity in Chapter Three. We all have the same 168 hours a week, but some people achieve enormous things in that time and others do little more than eat and sleep. Why? The answer, to a large degree, depends on how productive you are each hour of the day. You can be motivated, you can be intelligent, but if you are disorganized and ineffective in your actions then failure will be your close companion.

Actually, in my early to mid-twenties I was one of those people. Time and time again I let myself down with my lack of organizational skills and productivity systems. I have subsequently spent hundreds of hours studying the world's most respected time-management experts' works and integrated their best ideas into my life. It has made a crucial difference to both my success and my stress levels, that's for sure.

In Chapter Four, I reveal one of the biggest causes of failure in our society: fixed mindset. I show you research that proves that if you have this kind of mindset your chances of great success in life are small. But I also reveal an alternative mindset that will enable you to beat most of your competitors consistently. Apply this simple paradigm and your life will blossom in every area.

I delve into the importance of energy in Chapter Five. It's an often unappreciated aspect of success. But think about it: isn't it true that the person who has the energy to keep going is often the one who triumphs? Look at any high achiever and you'll see they have bountiful energy and verve. I share some really useful tips on how to boost yours.

In Chapter Six, I examine the dangers of not asking the right questions. The truth is, it's the quality of the questions you habitually ask yourself that determines the progress you make. Ask yourself shallow or negative questions and you'll get uninspiring answers. But train yourself to ask insightful questions and you can often turn around even major failures occurring in your life. I present you with a series of powerful questions I ask myself to overcome setbacks and problems that arise in my life. Make them a part of yours and you'll be amazed at how fast situations can improve.

Chapter Seven is all about poor presentation skills. They're a big reason people fail in their careers. You can have great content in your presentation, but if you don't present in a pleasing, confident, inspiring way many people will not treat you as a serious contender. Like it or not, people do judge by appearances. Are you sabotaging your success by presenting yourself physically, attitudinally, or verbally in a bad way? Don't worry if you are. I've got some easy ways to fix it and get you presenting superbly and making a major impression on the people around you.

What about your IQ? Do you think you score poorly in that area? Well, I show you important research that says that your IQ matters much less than most people think. What really counts is your EQ, otherwise known as emotional intelligence. Chapter Eight alone is

enough to turn many lives around. Once you learn how to develop your EQ, your success level will leap dramatically.

Chapter Nine looks at self-image. It's very common for failures to have a poor self-image. When they look in the mirror they usually don't see someone highly competent and confident and an elite performer. No, they usually see themselves as a bit of a loser. Once anyone has a self-image that's not positive, it affects almost every area of their life. They try fewer things, take fewer risks. They don't take the inevitable rejections of life well and soon give up. They perform poorly socially. Alas, for people with a bad self-image, failure is just around the corner. But it doesn't have to be that way. Self-image can be changed, sometimes quite quickly. There have been mountains of research done in this area and in this chapter I give you some strikingly effective ways to boost your self-image.

Chapter Ten focuses on thinking. The fact is, life has become so busy that many of us spend all our time rushing around doing stuff, rather than balancing that action with constructive thinking. This is a terrible mistake. By simply learning to think more creatively more often, I believe you can transform the quality of your life. I have spent most of my career running the creative department of an advertising agency, so I've had to learn how to think up ideas fast. I show you some of my best thinking methods and give you tips on how you can use brainstorming to improve virtually any part of your life.

I focus on the amazing power of daily rituals in Chapter Eleven. Look at a failure in life and you'll always find that they do not follow consistent, life-enhancing rituals. They are unsystematic, up and down, and ever-changing in how they work and think. By establishing some basic supportive systems in your life, I'm certain I can increase your level of success, even if you're already a high achiever. After all, it's not what you do occasionally that builds your future—it's what you do regularly.

Chapter Twelve is all about the horrendous impact of stress on your life. It's a life crippler in so many ways. But if you're driven and ambitious, can you escape it? Not really. Some stress will be inevitable for

anyone who's aiming for the stars. The trick is to manage that stress and even convert it into more motivation and achievement. You really can have success and peace of mind, and I'll show you how.

In Chapter Thirteen I examine how the quality of your interpersonal relationships affects your chances of failure. It's incredibly difficult to succeed at any endeavor on your own, and ultimately it's unfulfilling. Your network of business and personal relationships not only massively increases your chances of high achievement, it gives you an exceedingly valuable support system when the going gets tough—which at some stage it surely will. I've developed a simple yet highly effective system for enlarging and maintaining your set of relationships so that they support you in an optimum way.

In Chapter Fourteen I get into one of the biggest causes of failure in the world today: lack of persistence. It's a crying shame to see talented people so often fail for no other reason than that they gave up too early. The ability to continue toward a goal long after your enthusiasm for the journey has waned is at the very heart of a successful life. But society today promotes the quick fix, the shortcut, the easy money. Now more than ever in history, we are being tempted to move on to the next big idea rather than persist with our original aim. I know how tough it can be to keep persisting. I've struggled with it often in my life. In this section I give you the best methods I've developed to keep going when things are hard.

You may be surprised by the discussion on money obsession that follows in Chapter Fifteen. Am I really suggesting that being focused on money makes you less successful? You bet I am. Great achievements are rarely created by people just trying to get rich. Usually the titans of history were motivated by grander visions than just being able to buy a Ferrari. I discuss the limitations and dangers of money obsession and suggest some healthier alternatives.

Finally, in Chapter Sixteen I look at one of the primary causes of failure in life: not focusing on your strengths. It's an area too few people think about, but new research shows it's a crucial determinant of how

far you go in life (and how much you enjoy the journey). Most people hardly spend any time each day doing what they are good at and love. As a result, their performance is often average and their motivation low. It's hardly a prescription for success. In this chapter I provide you with a questionnaire that can quickly help you get clear on what your primary strengths are (most people don't know) and give you some pointers on how to spend much more time each day doing stuff that you're excellent at and that delights you.

HOW TO READ THIS BOOK

The best way to digest this book is to first read it through, beginning to end. Then pick the three areas of failure that you feel most apply to you. Reread those chapters with a pen and paper handy and make notes and observations about your feelings and past experiences relating to those issues.

Finally, pick just one principle that you feel is most relevant to your life at the moment and make a commitment to conquer this aspect of failure. Write a list of ways you can overcome this obstacle and stick it up where you can see it each and every day, both at home and at work. Then do something, anything, every single day for a month to master it.

After you've conquered that area of failure, move on to the next of your top three failure challenges. This single-minded focus will ensure that meaningful improvements in your life will occur within weeks, even days. The mere fact that you are concentrating your focus on just one area at a time to improve will guarantee swift change. Concentrated effort works.

Finally, get excited. You're about to discover countless ways to avoid failure and maximize your success. Many people have entirely changed the course of their lives by mastering just one of the timeless principles in this book. Improve on five or ten of them and your life will rocket to a totally new level. You are soon to learn the master skills of

ultra-achievement, skills you'll be able to use for the rest of your life to increase your wealth, success, contentment, and happiness.

I believe human beings are designed to grow, improve, and excel. Our possibilities are virtually endless. All we need are the instructions on how to unlock our mighty powers.

This is that instruction book.

WHY PEOPLE FAIL



unclear purpose

Here's the truth about success: You don't have to be smarter than everyone else, or better looking, or more connected, or luckier to make it big in life. You just have to focus—really focus—on what you want and how you can get it.

The reality is that most people are really quite unclear about their desires for life. Sure, they want to be successful, sometimes very much, but when you ask them the how, what, who, and why of their purpose they are usually foggy about the details.

The average person has no clear purpose, and that's why people end up average. But very occasionally you'll find individuals who are not necessarily brighter than their competition but much more clear about what they desire, who they want to be and where they want to go. And they are the ones who make it in the game of life.

I went to a very academically oriented school—in fact, some of the most intelligent teenagers in the state were students there. But curiously, many of the best and brightest minds didn't end up excelling in later life. They were overtaken by other people who may not have been as

intellectually bright but who had a strong sense of where they were going, took daily small steps to get there, and ended up ahead.

It reminds me of that science experiment we used to do in school. Remember using a magnifying glass to burn paper? You could leave a piece of paper in the sun all day and it would be almost unaffected by the sun's rays. But concentrate the sun's rays with a magnifying glass and within a few seconds the paper would be on fire. That's the power of focus. People with a clear purpose are far more focused than the majority of the population, and the results show in every area of their lives.

There are three areas where you need to be absolutely clear about your purpose.

LIFE PURPOSE

If I asked you, "What is your life purpose?" what would you say?

Do you have an overall philosophy of life, a primary reason you get up every morning? Or are you just pulled along by current events, deadlines, and people asking you to do things?

Amazingly, most people can't articulate what their life purpose is. They literally have no reason that they are here on the planet. As a result there is little dynamism in how they live. They coast through life, looking for the next small pleasure and trying to avoid any possible pain. They are rudderless. Often not miserable, but not bursting with optimism either. If that describes you, let me give you a few ideas about what your purpose in life could be. Take a look at the following list and see if any of these possible life purposes strikes a chord with you.

Possible Life Purposes

To create a beautiful, happy family
To become an outstanding human
To be a master of my field
To have a series of enriching relationships
To make a major contribution to humankind

To change the world
To help as many people as possible
To be a great friend
To reach a high spiritual level
To have amazing adventures
To leave a legacy
To enjoy every day

If none of these fits your vision for your life, take a minute or two to write three possible life purposes that appeal to you.

It doesn't really matter what your life purpose is—it just matters that you have one. Why? Several reasons, actually.

A great life purpose inspires you. It gets you up in the morning. It excites you. It involves you in life. It enriches your existence and that of those around you. It makes life more interesting, more fun, more adventuresome. When times are tough, the inspiration you get from your life purpose pushes you to overcome any adversity in pursuit of your life goal.

A great life purpose makes you more effective. Instead of wandering around in a daze, having a strong life purpose clarifies your life, makes you focus on what you have to do and how to do it. It keeps you from being lazy and performing at a low level. It gets you up early in the morning, working on making the vision for your life a glorious and fulfilling reality.

A great life purpose makes you grow. Just attempting to fulfill your life mission unlocks many of your latent powers. It stretches you out of your comfort zone, encouraging you to go beyond what you may have thought you were capable of. It awakens you to your higher potential and makes you feel truly alive. A great life purpose can be the impetus for substantial self-improvement, even self-revolution.

With all these great things arising just from having a life purpose, isn't it absolutely extraordinary that so few people have one?

If you do only one thing suggested in this book, make it this. Decide what you want your life purpose to be, commit to it emotionally in your heart, then put up a reminder where you can see it every single day. As you begin focusing on your life purpose daily, you will see your life quickly transform and become simpler and more gratifying. You will have direction and unstoppable momentum. And believe me, the people around you will sense it.

After defining your life purpose, the second type of purpose you need to achieve clarity on is your job purpose.

JOB PURPOSE

Once again, it is astonishing how unclear most people are about exactly why they're employed.

In the next 30 seconds, please write below what your three most important tasks are at work. If you're a stay-at-home mom or dad, make it the top three at home.
Now number them in order of priority, 1, 2, and 3.

If you're typical of the majority of people I give this quiz to, the answer won't come immediately. You'll probably have to think for quite a while to work out what the correct order is, too.

However, if you immediately listed your most important job tasks, the ones you're really paid for, then congratulations—you've got a crystal-clear job purpose. If you couldn't do this, then it's definitely worth taking the time. Because once you're clear on your top job tasks, you'll immediately start doing your job better. You'll waste less time, finish tasks sooner, get better results more quickly. Such clarity creates extraordinary power and momentum and much greater vision. When you're absolutely clear about the three most important tasks in your work life, it shows. You won't accept time wasters, you'll work more effectively, you'll get things done with a minimum of fuss, and people will respect you for your inner centeredness.

Vagueness Leads to Failure

Compare staff members who have total clarity of purpose with those who have only a vague idea of what their job is. The latter will be less motivated, far easier to distract, less efficient, and less effective. They'll spend loads of time on unimportant tasks, as if they have nothing better to do. (In their view, they don't.) They'll be happy to attend trivial meetings and take long lunch breaks, because there's nothing in particular driving them to succeed.

Surely one of society's greatest diseases is the overwhelming number of tasks we must do every day. An avalanche of e-mails, a maelstrom of meetings, endless To Do lists—these days it never stops. Work life is more intense than ever. But because there is always so much that needs doing, the person who isn't clear on his or her top job priorities can easily get caught up doing the endless trivial tasks we are all bombarded with every day. That person majors in the minor things.

It's not unusual to see people working 12 hours a day and still not getting anything substantial done. Why? At the heart of it, their lack of clarity about the best use of their time leads them to work on what's urgent, not what's important. Time-management excellence (which we will cover at length in Chapter Three) begins with total clarity about your ideal outcomes. Foggy purpose always leads to mediocre results, no matter how intelligent you are. In fact, if I had to choose between a person of average intelligence who was working with a clear purpose and a brilliant one who had no clear purpose, I would bet on the average person to win every time.

Which brings us to the third level of purpose—being clear on what your weekly purpose is. This is such a simple idea, but it can revolutionize your level of achievement.

WEEKLY PURPOSE

All that your weekly purpose involves is being disciplined about sitting down once a week, often on a Sunday, and thinking about the

one or two most important tasks for the following seven days. It's a terrifically powerful exercise that takes only a few minutes but can lead to a sizable improvement in personal effectiveness. Very often, once the week begins we get caught up in all the activities of life. Then Friday evening comes and we look back and realize we haven't achieved anything of note. We've just done lots of unimportant things—sometimes to a high standard, but as investment guru Warren Buffett likes to say, "What is not worth doing, is not worth doing well."

But make the weekly purpose a habit and you'll be much more likely to achieve at a high level. Once you're really clear about the week's über-important task, your mind tends to return to it again and again until it gets done. You'll focus on any task that's related to it, while avoiding irrelevant jobs and trivial to-dos.

The weekly purpose is also a great barometer of whether you've had an effective week. Each weekend, simply ask yourself whether you got those top two jobs done. If you didn't, then to be brutal, you failed your week's mission. If you did, well then, congratulations. You're a top performer.

In some respects, high achievement is very easy. If you did just *one* important task each week you could achieve 52 important tasks a year. And you can make a lot of progress taking 52 big steps toward any goal, that's for certain.

Try the weekly purpose process this weekend, and I think you'll experience a quantum leap in your efficiency. Do all three purpose exercises and your speedy progress will astound you.

(To watch a free video where I discuss the Power of Purpose, visit www.whypeoplefail.org.)

THE REMARKABLE RAS

These techniques work so well because they help your brain process information far better than it can when you are not clear about your

key purposes in life. This is largely due to a part of your brain called the reticular activating system. To me the RAS, as scientists like to call it, is one of the most exciting parts of the brain. Let me explain why with this little three-step test.

Take 15 seconds and look around the room you're in at this moment.
Now memorize the location of anything that is black in color. Do that now before reading the next step.
Right, now without looking around the room again, see how many objects you can remember that are blue, white, or brown.

You'll find it very hard to name any at all, even though your eyes passed over them several times. The reason you can't is largely because of your brain's RAS.

The RAS works like this: because there are billions of pieces of information in the world, your brain has to choose which of them are useful and which aren't. For instance, if you're a keen tennis player your RAS will pick out articles in the newspaper about tennis, notice advertisements for tennis matches, or spot tennis shows on TV, even out of the corner of your eye. Because you've programmed your brain's RAS that tennis is important to you, it dutifully goes to work to bring you tennis-related data.

But imagine if you had no clear purpose for your life, your job, or your week. How could the RAS help you spot opportunities and see stuff of relevance for you? It couldn't. A wishy-washy purpose prevents the awesome power of your brain's RAS from assisting you to achieve what you desire. It dramatically reduces your ability to move toward your ideal life.

Most people don't know about the RAS, so they miss out on using its incredible computing power to help them get what they want. Now that you do know about it, be sure to take the time to tell your RAS what you want clearly, so it can help you find what you're looking for in your life, job, and week.

YOUR BRAIN IS YOUR ALLY

Your brain is designed to assist you in the most extraordinarily powerful ways. But if you never give it clear instructions about what you're seeking in life, it will struggle to help you make progress. As the saying goes, "If you don't know where you're going, any road will take you there."

Clarity leads to greatness. In fact, a clear purpose is an absolute prerequisite for excellence in any aspect of your life. I guarantee that if you are having long-term trouble in any area of your life, it is because of uncertainty about your real purpose in that area.

The power of clarity is absolutely stupendous. It really is one of the primary determinants of the level of success and happiness you'll reach in your life.

With that in mind, it pays to go even deeper with your life clarification. This won't be time-consuming, either. Just grab a clean sheet of paper and a pen and I'll show you how to get greater clarity on your life than you've probably ever had before, in just minutes.

I call these next exercises "The Three-Minute Masterplans," because in only three minutes you can take a good look at your life and get absolute clarity on what you want.

1. Ideal Person Clarity

Now, while you're on a roll, take three minutes to brainstorm your ideal person clarity. This one's all about you. What type of person would you really like to be? What's your ideal personality? Are you noble? Confident? Efficient? Relaxed? Spiritual? Joyful? Write down five character traits you wish you possessed. Remember: you don't have to think deeply about it, just jot some thoughts down. You can always change them later.

Now take a look at that list. You should find that ideal person inspiring. You should even feel a little excited at the possibility that you could become that type of human. Well, I can promise you this: if you read that list each morning and train yourself to think about those charac-

Take three minutes now to write a list of five character traits you'd like your friends to have.

Once you review the list, you'll probably realize that a few of your friends don't really make the grade. They are lacking almost all of the traits you'd like in a good friend. Possibly you became friends almost by accident, and remained friends largely because of habit. Well, maybe it's time to cease the friendship.

Now don't get me wrong—I'm not suggesting you terminate important friendships just because your pals aren't "ideal people." The truth is, you may get along fantastically with them and greatly value your time together. But I am asking you to take an honest, hard look at your friends and ask yourself this question: are these the type of people I really want to spend the rest of my life hanging out with?

If the answer is no, then you should consider seeing less of them and spending more time each month looking for the kind of friends you know (deep down) you deserve.

TOUGH DECISIONS

These exercises present challenging issues, I'm sure you'll agree. But isn't it interesting that it was only when you got some clarity about your friendships that you even questioned your friends' qualities? Without getting clear about what we deserve in every area of our lives, we all tend to just put up with mediocrity.

So with that in mind, I have another question for you: is there any other area of your life that you're a bit foggy about? Even if you take just three minutes, get clear on what you want in that area. That's often all it takes. You'll be amazed at how quickly you can clear up any greyness you have about an issue when you consciously focus on it. This technique is simple and effective.

Once you've created all these lists, you must stay reminded of them. Otherwise, you'll end up slipping back into your old habitual ways of operating. A good way to keep them in mind is to write each of your Clarity List answers in a journal and spend a minute or two each day

reading through them and reflecting a little on whether what you're getting in these areas is what you're wanting.

The simple truth is this: the more clarity you have about what you want in every area of your life, the more likely you are to get what you want.

Clear?