

23 lessons about the psychology of success and failure that schools won't teach you:

- 1. There is no fixed definition of success.**
 - a. It varies from person to person.
 - b. However, achieving success in life should be an obligation.
 - c. Treating it like a choice is one of the major reasons why people don't have it in life.
- 2. It is your thoughts and actions which have brought you where you are right now.**
 - a. In order to go farther than you ever thought possible, you must both think and act at levels higher than the norm.
- 3. If you duplicate the thoughts and actions of successful people, you too will become successful.**
- 4. One of the major differences between successful and unsuccessful people is that the former look for problems to resolve, whereas the latter make every attempt to avoid them.**
- 5. If you're willing to take credit when you win then you have to be willing to take responsibility when you lose.**
- 6. Never reduce a target.**
 - a. Do not explain away failure.
 - b. Always increase your actions.
- 7. Stop behaving like there is a shortage of success in the world.**
 - a. It's not like depleting oil reserves.
 - b. It is created by people who have no limits.
 - c. And, it is entirely possible for anyone.
- 8. You have two options:**
 - a. Either go for your goals with a do or die mentality, or
 - b. Live a life making excuses as to why you couldn't achieve them.
- 9. Don't worry about how much work it is.**
 - a. Think about how great the results will be.
- 10. Weak and overwhelmed individuals respond to other people's success by attacking it.**
- 11. Success tends to bless those who are most committed to giving it the most attention.**
- 12. Money and power follow attention.**
- 13. You don't have to be the first to do something, but you should be the best at it.**
- 14. You have to be obsessed.**
 - a. Nobody has ever accomplished something incredible without obsession.

- 15. You will either work to accomplish your goals and dreams or you'll be used to accomplish someone else's goals and dreams.**
- 16. Any goal you set is going to be difficult to achieve.**
 - a. So why not set them higher from the beginning?
- 17. Top achievers don't copy or compete.**
 - a. They dominate.
 - b. They set the pace.
- 18. Fear is a signal to do what you fear right now.**
 - a. Do not feed fear by waiting and letting it build.
- 19. Weak and overwhelmed individuals resort to criticism.**
- 20. Criticism is not something that you should avoid, nor it is something that should stop you from doing what you were doing.**
 - a. It is something that is bound to come when you start hitting big.
- 21. The best revenge against your critics is massive success.**
- 22. When you start taking responsibility, then you start finding solutions to your problem.**
- 23. What if the only thing standing in the way of your greatness was that you just had to go after everything obsessively, persistently, and as though your life depended on it?**