

WINNING ISN'T NORMAL

1. Winning isn't normal.

- a. That doesn't mean there is anything wrong with winning.
 - i. It just isn't normal.
 - ii. It's highly unusual.
 - iii. Every competition has only one winner.
 - iv. No matter how many people are entered, only one person or team wins the championship.

2. Winning is unusual - as such it requires unusual action.

- a. In order to win, you must do extraordinary things.
- b. You cannot just be one of the crowd. The crowd doesn't win.
- c. You have to be willing to stand out and act differently.

3. Your actions need to reflect unusual values and priorities.

- a. You have to value success more than others do.
- b. You have to want it more.
- c. Wanting it more is a decision you make and act upon - not some inherent quality or burning inner drive or inspiration!
- d. You have to make that value a priority.

4. You cannot work like everyone else.

- a. You have to work more and work better.

5. You cannot talk like everyone else.

6. You cannot think like everyone else.

7. You cannot be willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what is "in."

- a. You need to be willing to stand out in the crowd and CONSISTENTLY take exceptional action.

8. If you want to win, you need to accept the risks and perhaps the loneliness because...WINNING ISN'T NORMAL!!!