

# CREATING A MINDSET FOR SUCCESS

*12 Principles for Achieving  
Outstanding Results*



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**What makes successful, high performers different than others? It's not their social status, their education, their luck or good fortune. Success starts as a mindset. It's a way of thinking that leads you to act and take measures that move you toward your goals. It's a relentless belief in the possible and a persistent confidence in yourself. It's being fearless in your pursuit of your goals.**

Simply stated, success starts within. It is primarily a mental game. One you play with yourself where you choose what you think and believe. And your thoughts determine your actions.

It starts with your thinking.

How do people who start with nothing, are born into low income families, have disadvantages with education climb to the top of financial success? What changes? It's not their background or circumstances. It's their thinking. They think new thoughts. Ones that stretch their belief in what is possible for them. They keep thinking new thoughts. Keep stretching their boundaries.

And those thoughts lead them to take actions that often lead them to the next level of success. They keep climbing. But it all begins and takes place first within. It's their thinking that changes first. Their circumstances follow. Because our thoughts create our reality. As we think new thoughts, we let go of old ones. Old beliefs and limitations fall away and new expanded ones take their place.

If you believe you can, you can. If you don't believe you can, you can't. It's often that simple.

This may be new to you, or not. But what follows are 12 principles that have led me to achieve great success in life and to keep climbing when the going gets rough. I didn't come from a wealthy background, I don't have a college education. But what I do have is a mindset for success. And that's what allows me to keep setting my goals higher and higher.

Retrain your mind to think in a way that serves you. Because nothing will change until you do.

## **1. Be clear about what you want.**

What do you want? Most people only have a vague idea. You can't measure success unless you know exactly what you want. So get clear about what you want. Make sure it's detailed. You want more income? How much? When? You want to get a different job? What company? What would your daily schedule look like? Getting clear on your goals is the most important first step you can take. Without it, success remains a hazy, far-off concept. If you don't know what you want, how will you ever know when you've achieved it?

## **2. Be in it to win.**

It's amazing how many people are just playing the game of life without much thought about winning. But once you decide to win, it changes your whole strategy. Let go of old thinking that keeps you safe by never imagining how it would be to actually get what you want. Imagine winning. Imagine getting the prize. Decide you're going to have what you want.

## **3. Expect success.**

Why *shouldn't* you be successful? We get what we expect out of life, not what we believe or wish for. If you expect to succeed, you instantly set yourself up to make different choices, take bigger risks and make wiser investments of your time and resources. This all leads you toward achieving your goals. You should actually be surprised when you don't succeed.

## **4. Trust yourself.**

Successful people trust their instincts and rely on them when making decisions. Only you know what is truly right and good for you. Only you can decide what will make you happy. Your inner guidance is there to tell you what you need to know. You have to trust it. Trusting yourself means that ultimately you take responsibility for your decisions. You reach out for the input of others who you respect, but in the end, it's your own gut feelings that guide your decisions.

## **5. Make the decision.**

People waste time debating decisions, because it's easier not to make a decision than it is to risk making the wrong decision. When you are on your success path, life will present you with many opportunities to up the ante and take your success even further. These opportunities often demand fast decision-making. Are you in or are you out? Buy or sell. Here's where you have to trust your gut and make the decision, knowing that you may make a mistake. But if you never try, you'll never know, will you?

## **6. Learn from your mistakes.**

You're going to make some great decisions and you're going to make some mistakes. What matters is that you keep moving forward. Learn from your mistakes. Figure out what went wrong. Examine how your thinking and what you expected to happen played into it. Then let it all go and keep your eye on the goal. Mistakes are a natural part of the path to success. They help you get even clearer on what you want and how you will go about achieving your goals.

## **7. Don't worry about what others will think.**

Most people's opinions simply don't matter. Obviously, the people most important in your life do matter and their opinions deserve your attention. But only you know what is right for you. People who achieve success do so because they don't let public opinion stop them. Hear out those whose wisdom you respect. Then trust yourself most for the final decision. The only opinion that actually matters is yours, particularly about what you believe about yourself.

## **8. Embrace challenges.**

You're at your best when the odds are stacked against you. Why? Because challenges bring out the best in you. They cause you to dig deeper, think more creatively, and consider alternate approaches. They also inspire your deepest growth. Embrace challenges. They're part of the path you're meant to be on. Look at them as gifts that help you broaden your horizons and stretch your thinking.

## **9. Do it your way.**

Everyone has an opinion about how other people should act, what they should or shouldn't do. Do it your way.

## **10. Have fun.**

Pursing success should be fun. If you chase your goals out of desperation or a sense that unless you achieve it you lack worth, then attaining your goals won't bring the joy it's designed to create. Knowing who you are and that you're a worthy being regardless of what you do in life is the foundation for allowing success to be what it is: a game. Games are supposed to be fun. Have fun with what you're doing. If you're not having fun anymore, you may need to play a different game.

## **11. Keep the big picture in mind.**

Having a single focus is good. But having a broader focus on what success looks like for every aspect of your life is even better. Work and money are worthy pursuits, but they don't mean much if you're not happy with your relationships and family life, do they? Make sure that while you are having fun pursuing your goals, that the people who matter in your life are part of the game and feel that they matter, too. Keeping the big picture in mind also means that you keep your eye on your highest goals: happiness and health. This means keeping balanced, setting limits on work hours and availability, maintaining a healthy lifestyle and enjoying time with your loved ones.

## **12. Never stop expanding and reaching for what's next.**

You will never stop setting new goals and reaching for what's next. There will always be a higher number, a better job, a new level to pursue. And through it all you will keep growing, expanding your thinking and learning. Don't assume that you will ever truly "arrive"—because as soon as you attain one goal, the next one fills its place. So make sure to enjoy the journey. Celebrate your success at every step and keep moving forward.

These 12 principles are at the core of how I pursue success in life. They guide and define my thinking and my actions and have led me to create successful businesses that earn millions, all the while never being afraid to let go of my current success to reach for something different.

You can achieve your dreams and your goals. Begin with your thinking. Let go of old thought patterns that no longer serve you and start thinking new thoughts. If you're not sure how to do this, or would like a coach to help you break it down into step-by-steps, contact me. I'm happy to help you achieve the mindset for success that will literally change your life.