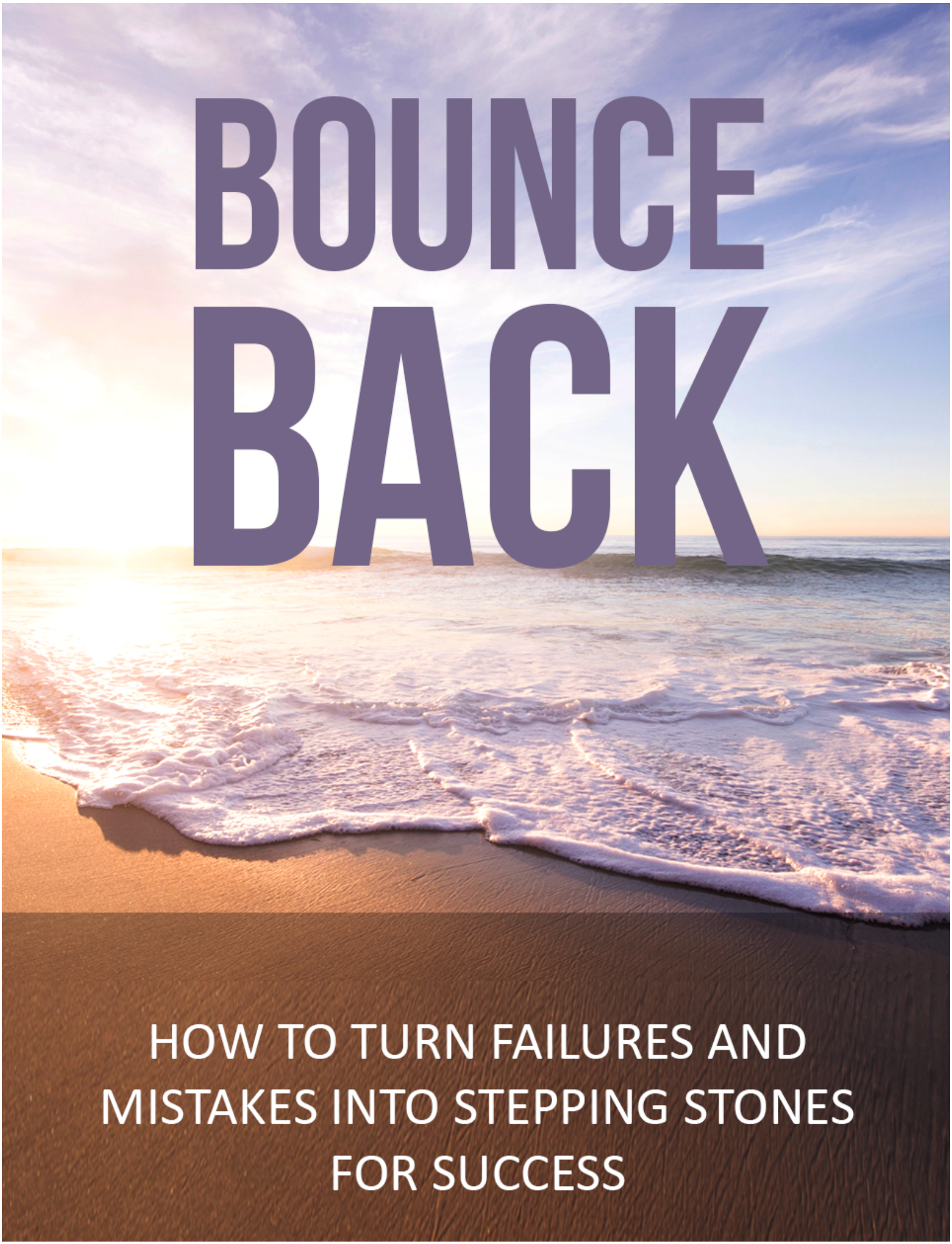

BOUNCE BACK

HOW TO TURN FAILURES AND MISTAKES INTO STEPPING STONES FOR SUCCESS

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Introduction

There's probably nothing more crushing than failing after you've given your all, *your everything*, to a project, a business, a relationship, or to life, in general. Just the thought of being rejected, of being declined, of failing, is a depressing thought.

All the hours you've spent building up your strength, your knowledge, or your finances, all will have been for nothing. And it hurts, it truly does. But it's not the end of the world, you know.

Time and time again, if we study history, we'll read about stories of people who've failed spectacularly. But, as you'll read in this eBook, many of them have managed to overcome their failures by getting back up and learning from their mistakes.

You'll learn inspiring stories of modern day heroes who've stepped up from the very bottom and risen to the pinnacle of success, power, and fame.

This eBook is meant to inspire you, and let you know that making mistakes and failing, no matter how catastrophic it may seem now, is not reason enough to give up.

If you're in a bad situation now, lighten up. For as long you've got life in you, there's no reason *not* to continue fighting for your dreams.

People have bounced back from natural and man-made disasters that almost cost them their lives. Surely, failing at something can't compare to that!

By the end of this eBook, you'll learn so many things about yourself, failure, and success. You may find it hard to believe now, but as the saying goes, there's light at the end of the tunnel.

Some tunnels may be longer than others, thus making you think its endless. But ultimately, you'll reach the end, and you'll have arrived at your destination.

Chapter 1 – Why Do People Fail?

"Our greatest glory is not in never failing, but in rising every time we fail."
– Confucius

Failure is a great equalizer. Rich and poor people alike will all fail at one time or another. From the littlest of things to the grandest of projects, the outcome will either be failure or success.

With that said, is there a way we can not fail at anything?

Look around you, remember your past, and tell me your answer. Do you know of anyone, or have you heard of anyone, who hasn't

failed at anything? Someone who's always had a hundred percent success rate?

To put it bluntly, I don't think so. As humans, we've been failing and learning, since we were babies.

You probably don't remember the things you did when you were a baby, but I'm sure you've seen how babies learn.

Trial and error is the name of the game when you're a baby, which leads us to our first reason for why people fail.

Fear of criticism and rejection

Babies love to explore and experiment and try out new things. They have zero knowledge of how the world works, but they love it anyway. You can tell just by the way they move around with so much gusto!

Toddlers don't think of themselves as failures just because they can't run as fast as the next kid. Or they had a delayed start communicating with the people around them, long after other kids had started speaking complete sentences.

The point I'm trying to make is that babies aren't afraid of getting criticized or rejected – they're far too young to understand the concept.

But, when they start understanding the world around them, and their bubble of innocence bursts wide open, that's when they'll start fearing criticism and rejection.

If that unhealthy fear isn't corrected while these kids are growing up, then they'll end up as adults who will be boxing themselves into mediocre lives.

Adults who are too afraid to go out of their comfort zones, too scared to commit mistakes, because they know there'll be people watching their every move.

It's quite sad when you think about it. People who live like this are setting themselves up to fail big time. Unless they finally gather the courage to venture out of their comfort zones and commit to pursuing their dreams, they'll never be successful in life.

Lack of ambition and enthusiasm

If you're ambitious by nature, you'll probably find it hard to believe there are actually people in this world who lack ambition. People who are satisfied with what they have, and who don't have aspirations to be anything more.

Now, there’s obviously nothing wrong with being satisfied.

What I mean to say is that if a wonderful opportunity presents itself to them, they won’t go for it because they don’t have the drive to excel and be something in life.

Even if they do want to grab the opportunity, they just don’t have the right amount of enthusiasm to succeed.

Ambition and enthusiasm go hand in hand. You can’t be ambitious and not be enthusiastic about what you’re hoping to achieve.

If someone tells you the exact ‘blueprint’ for succeeding in a particular business, then you have got to want it enough to succeed! You need to be enthusiastic about it.

You can’t give it a half-hearted effort and expect 100% success. If you don’t become successful, then you may even end up blaming the person who gave you the ‘blueprint.’

The truth is, you can’t succeed if you don’t give your all to anything.

Most people don’t get a so-called blueprint for success, they learn through trial and error just like babies do.

But when you factor in ambition and enthusiasm, you’ll be skyrocketing your chances for success!

Lack of self-discipline

It’s hard to succeed at anything if you don’t have the self-discipline to go after what you want. Mastering self-discipline doesn’t happen overnight, it’s a continuous process.

You have to be aware of what you’re doing at all times. You can’t give in to temptations and distractions and still expect success. No, it doesn’t work that way.

To master self-discipline, you’re going to have a healthy dose of self-control. You have to know and acknowledge your

weaknesses. If you don't, then you're not going to know what you're up against.

So, the first thing you're going to need to do is to identify your weaknesses whether it be your attitude, your habits, or any kind of material things like cigarettes and alcohol.

Then you'll need to replace these weaknesses with positive reinforcements that will help build your self-discipline.

At the same time, you have to make sure you avoid all sorts of distractions and temptations.

Building self-discipline is quite similar to putting blinders on. You've got your eyes on the road ahead, you don't get to look at what's beside you, and definitely not what's behind you.

When you first start working on your self-discipline, or when you first wear blinders, it's going to be very, very tough. The urge to take off your blinders will be overpowering.

You'd want to take a peek at your surroundings every so often. But before you give in, think of how far you've come along, and how giving in to temptations is going to hinder your progress.

With self-discipline, reaching your goals and achieving your dreams will be so much easier. But it's going to take a lot of work. So, double down and try your hardest not to undo all the good work you've done towards reaching your dreams!

An abundance of self-doubt

We've all probably doubted ourselves at one point in time, and that's nothing to be ashamed about. Doubt comes naturally to us, it's probably in our DNA.

But when you can't seem to shake the feelings of doubt, no matter how hard you try, then it's time to be alarmed!

You know you're smart, and you've got what it takes to succeed. But still, it seems hard to believe that you'll ever amount to anything.

The big question is, if you keep doubting yourself, how do you expect others to believe in you?

People are going to see right through you. Your self-doubt is going to manifest itself in the way you deal with people, with tasks, with deadlines, and other important matters.

They'll know it because you're not giving your 100% to the task ahead of you. You're probably wondering out loud some what-ifs:

What if I can't make it? What if they laugh me out of the room? What if I just don't have the skills to succeed?

If the only thing standing between you and success is doubt, then you need to stop doubting yourself right this very minute.

Instead of asking yourself if you can do it, tell yourself that you must do it! That you can, in fact, do it.

Tell yourself that you're in control and that no matter what the outcome is, you're not going to regret it because you gave it your all.

And you know you're going to do a great job because you've prepared yourself for the task at hand.

You're not leaving anything to chance, you've waited for this very moment. You're going to be confident, and you're going to believe in yourself.

Only when you finally overcome self-doubt and start believing in yourself can you truly succeed in what you've set out to do.

Lack of motivation and inspiration

Motivating ourselves is hard. You and I have both been there. Yes, you can probably talk yourself into putting in some work to reach your goals, but that little pep-talk can only carry you over for a few days.

After that, you're back to convincing yourself to stop procrastinating, and start doing the things you need to do.

There are actually some good reasons why you're not motivated enough to pursue your goals or your dreams.

First, are your dreams exciting enough? Is it what you really, really want? Or is it somebody else's dream for you? Obviously, you should be chasing after something you are passionate about.

If it’s something that your parents or your family want for you, then you may not want it as bad even if you tell yourself otherwise.

If you succeed, your family will be very happy and proud of you, but will you feel the same way?

Second, are your dreams achievable? Or are they over the top and practically impossible for anyone to achieve in their lifetime?

If your goal is too big in scope, try breaking it down into smaller and more realistic goals.

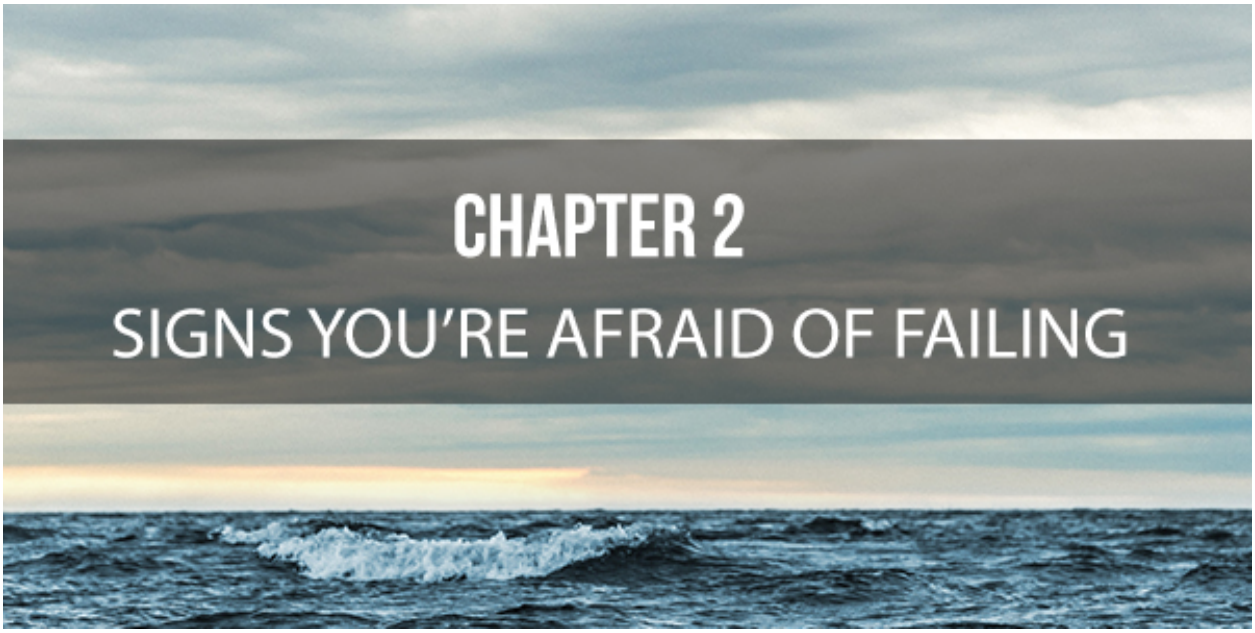
For example, if you want to have an annual income of one million dollars from your eCommerce website, then calculate how much you need to earn per day, per week, per month, or per quarter. You’re not going to earn a million bucks overnight, so might as well break up your monetary goals into smaller amounts.

Third, is the reward big enough? Is it worth all the time and effort you’re putting in? It doesn’t have to be monetary, but the reward should more than outweigh your effort.

Lastly, making yourself accountable to others is one of the best ways to motivate and inspire you to continue fighting for your dreams. Consider letting in some of your closest family members or friends.

Tell them what your goals are. Ask them to give you a firm reminder of your goals every time you stray from your path, or when you encounter hardships and failures along the way.

Chapter 2 – Signs You're Afraid Of Failing



"If you do what you have always done, you'll get what you've always gotten."
-Tony Robbins

Being afraid of failing is but a normal reaction. We all want to succeed. We all want to achieve our dreams and our goals for ourselves and for our families.

After all, failing is often perceived as a sign of weakness, incompetence, and to be quite frank, of being dumb.

No one wants to be called dumb. We don't want to see people laughing in our faces, or behind our backs. No, we want to stand

in front of people and have them admire and congratulate us for our brilliance, our talent, and our success. Anything else is unacceptable. Or is it?

As you'll find out in later chapters, failing at something does not equate to the end of the world.

In fact, in many cases, it opens the door for so many more opportunities that are bigger and better than what you previously hoped for. You just need to learn to recognize it when you see it.

But before you can get to that stage, you need to know first if you fit into the profile of someone who's afraid of failing.

It's important to know this because it's going to be hard for you to advance to the next stage if you don't even know you're afraid of failing!

You want to stay in your comfort zone

You never want to commit to anything that's going to be well outside your comfort zone. You don't want to take risks. Before you do anything, you want to be certain you're going to succeed.

Does this sound like you? If it does, then you're probably afraid of failing.

You have trouble imagining what your life will be like if you fail. Or, you have an all too vivid imagination, and you think everyone's going to talk behind your back when you fail.

If you think you're not afraid of failing, then how about you do something you don't feel comfortable doing?

Something you may have never tried before. Or perhaps something you have tried previously, but failed because you didn't prepare enough.

If you're scared, try leaving your comfort zone one step at a time. Don't leave too fast. Take it slowly, from one stage to the next. Get yourself comfortable at each stage, before you move on to the next.

Before you know it, you'll have made it safely all the way to the other side, well outside your comfort zone!

You’re procrastinating, and you’re stuck in preparation mode

You want to make everything perfect. You’re trying to make sure everything goes according to plan. This in itself is an admirable quality, but not if you spend all your time planning and then not actually doing anything!

Planning and doing are two very different activities, just in case you’re not aware. Planning is a key step to succeeding in life. It’s going to be hard for you to go anywhere if you don’t plan. But if all you do is plan and plan, and not carry out your plan, then something’s wrong.

You can have the best-laid plans from Plan A to Plan Z, but if you keep delaying when your plans should go into action, then nothing's ever going to happen.

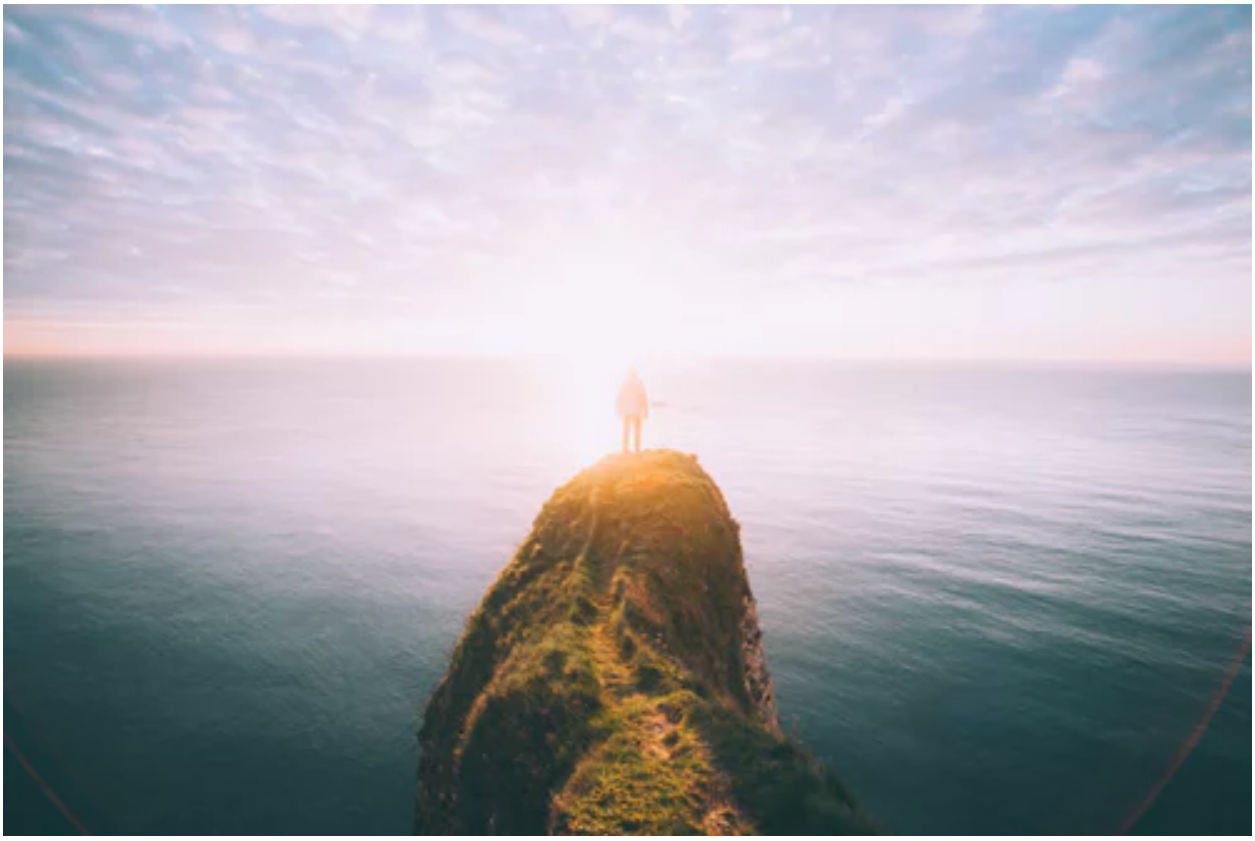
You spent too much time planning and preparing to take action on your goals, but then you ran out of time to implement what you actually needed to do.

The best way to solve this problem is to stick to your plans and quit trying to be perfect! When it's time to act, then stop planning and go with what you already have.

Stop delaying the inevitable and just follow what your plan tells you to do.

When you're too preoccupied with making things perfect, you're going to lose out big time, and it's going to be much harder for you to succeed.

You have bouts of anxiety just before you need to take action



Anxiety attacks happen to the best of us. Even the most well-prepared and the most successful individuals still get anxious from time to time.

You'll feel like you have butterflies in your stomach and you'll have last-minute headaches. You'll also feel like you've run up an entire building and you'll feel like you'll pass out anytime soon.

If this happens to you all the time, then you're most probably afraid of failure.

These ‘symptoms’ manifest every time you need to go up on stage, or every time you have something very important to do.

You can try taking deep breaths to calm yourself down. Or you can find a quiet corner and meditate for a few minutes just to get your head in order.

Think about what you need to do, and why you need to do it. Think about who you’re doing it for. Are you doing it for yourself? For your family? For your spouse or your kids? What are you hoping to achieve?

Ask yourself these questions and think of how disappointed you or your loved ones are going to be if you fail.

Then take another deep breath and step into the limelight and do your thing.

You’re far too easy to distract

When you’re afraid of failing, you want to take the easy way out. You try your hardest to avoid failing, and as such you do everything in your power to make sure you don’t fail.

When you’re about to do something you don’t want to do, you may look for an easy escape.

You know it’s important, but you’re not too confident if you can, in fact, do it to a good standard. So, you goof off with your friends or you binge watch on Netflix.

When you finally realize what you've done, you either try to come up with something half-heartedly, or you tell people what you did last night and use that as an excuse. Either way, you're not going to get very good results obviously.

Again, self-discipline will play a crucial role in fixing this 'condition.'

With self-discipline, you'll stay focused on the task at hand. You're not going to be acting all irresponsible and then using that as an excuse for why you failed.

You keep your dreams and your goals all to yourself

You're so afraid of failing that you can't even bring yourself to share your dreams and your goals with your loved ones.

You're afraid of being judged, that people are going to call you names if you don't succeed.

Even if you are a very private person, you'd probably still let someone in on what you want to achieve in your life.

You're telling yourself that you'll tell people when you finally make it, when you finally succeed. But how long is that going to take? Years? Do you think you can keep a secret that long?

The road to success is long and lonely. There'll be days when you may feel like giving up. And you probably will, if no one on the entire planet knows your goals and your dreams.

Your dreams are going to die a silent death, and it may as well have only existed in your imagination.

One of the greatest benefits of letting some people in on your big goals and dreams is that you'll have someone to cheer you on from the sidelines.

They'll encourage you when you feel down. They'll inspire you to keep on going.

If you have nobody to share your small victories with, then who's going to wait for you at the finish line?

When you finally succeed, you should have someone to cherish it with. After all, as humans, we are social creatures. We can't go very far without human contact, without sharing parts of our life with others.

When you're afraid of failing, however, you block the whole world out. You don't let people in because you're too afraid of what they'll think of you.

If you're surrounded by judgmental people, then perhaps you may wish to surround yourself with people who are more like you. People you know will accept you for who you are, and will help you reach your goals in one way or another.

Chapter 3 – Don't Be Afraid Of Making Mistakes And Failing

"Anyone who has never made a mistake has never tried anything new."
-Albert Einstein

Many people are afraid of making mistakes. They treat mistakes like a fatal disease, something to be afraid of.

People who commit mistakes and fail are automatically viewed as losers or failures, who will never amount to anything in life.

Making mistakes and failing are but a normal part of life. There's just no going around it.

You either fail now, or you try to delay the inevitable and fail later. If you were to choose, which would you prefer?

I think most of us would say, fail now. Because if we fail now, then we can learn from our mistakes sooner rather than later. The earlier we fail, the faster we can move forward.

If you're not convinced, then scroll down for even more reasons why you shouldn't be afraid of making mistakes and failing.

Mistakes are actually a good thing, if you learn from it

There are two kinds of people, those who learn from their mistakes and those who don't.

I think you'll agree with me when I say those who do learn from their mistakes are able to achieve their dreams. And those who don't learn either keep doing the same thing over and over, or they just stop altogether.

People in the second camp don't bother looking for alternate ways to make something work. They stick to what they're familiar with even if they know it's not going to lead them anywhere.

Here's an example. If an invisible wall is standing between you and your dreams, you'll eventually bump into that wall. You'll fall down and probably hurt yourself.

You'll wonder why you fell, then try again. Of course, you'll fall back down because that's a wall.

But on the third try, instead of trying the same point of entry, you'll look for another way to get past that invisible wall.

You already know what's going to happen if you walk straight, you'll just hit the wall.

So, what you'll do is you will probably feel your way around the wall until you find an opening large enough for you to fit into.

And that's how smart people learn from their mistakes.

For those who don't learn from their mistakes, they're going to keep on bumping into that wall.

Or they'll retrace their steps and go back to where they came from. Then they're going to use that wall as an excuse for failing.

Failures encourage you to explore different opportunities

Just like the example I gave in the previous section, when you hit an invisible wall, the smart thing to do is to try and look for another way in.

You’re forced to explore your surroundings, you’re ready to climb the wall if need be.

But, what you’re not going to do is throw in the towel and surrender simply because something stood in your way.

Here’s another example:

You’re trying to grow your online business, but no matter what you do, you just can’t seem to get your business off the ground.

You can’t get your prospects to trust you enough so that they’ll let you build their website or manage their online advertisements.

You’ve tried cold calling, cold emailing, walking into different offices, handing out flyers, advertising on Facebook, and many more.

You’re running out of cash, and you desperately need some money coming in.

But, have you considered hiring an experienced mentor?

Now, services like these don’t come cheap, but at the end of the day, you’ll be learning so much more than you ever will on your own.

Your coach or mentor may be able to help point you in the right direction. With their experience, they will be able to tell you what methods worked for them, and what methods they think will work for your kind of business.

If you can’t afford to get someone to coach you yet, then try looking into other business models.

There are so many ways to earn a living, you don’t have to get stuck on a business model you’re having a tough time breaking into.

If you've run out of cash, try getting a job again so you can save up for your next attempt at building a business.

Whatever you decide to do, don't forget the lessons you've learned in your failed business attempt.

Make sure to use that knowledge as a stepping stone for your future success!

Failure makes you stronger and more confident

With the right attitude, failure can help you improve your life in general. The more determined you are to succeed, the faster you keep on rising with every failure.

You become bolder and more confident with every failure because you know it's bringing you closer to success.

Most self-development experts say that if you want to succeed early in life, then you're going to need to start failing early too.

That way, you not only learn from your mistakes, but you become a better-rounded individual. Less sensitive to criticisms, and more open to change and new opportunities.

Bouncing back from mistakes will come naturally to you. You don't let it hold you back. Yes, you might nurse your disappointment for a day or two, but later on, you're ready to go back at it again.

You’re ready to battle for your dreams, and you know you’re going to get it because you’re strong and your experience has taught you well.

Failure brings you closer to success

You may think failing is a setback, and it is, at first. But it will also bring you closer to success. How? If you learn from your mistakes, then you already know what’s not going to work.

You explore other options until you find the perfect strategy that will get you over to the side.

What’s even more interesting is that when you fail many times over, then you’re crossing off things that aren’t working for you. So, what’s left are those options and strategies that may work.

You see, the smart way to handle failure is to keep track of reasons why you failed, not to use it as an excuse, of course, but to use it as a learning tool.

You would want to dissect the reasons why you failed until you get to the root cause of the failure.

When you find that cause, then you’ll probably have a ‘light bulb’ moment when you finally realize what you need to do to succeed next time. Rinse and repeat this process until you succeed!

Chapter 4 – You've Failed Before, So What?

"It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all, in which case you have failed by default."
– J. K. Rowling

J.K. Rowling certainly knows a lot about failing. Before she went on to become the world's richest author, she had failed in her marriage, her jobs, even her writing. Before Harry Potter was published, she was rejected by many publishers.

The average person might have felt like giving up, but J.K. Rowling believed in her work, and we've witnessed her stellar rise from poverty to multi-millionaire!

We all have different goals and dreams we want to achieve in life. We may not all want to be bestselling authors or even

millionaires. For some, we just want to succeed at something, no matter how small it is.

Here's something to keep in mind though: if it makes your heart race, then it's worth fighting for.

Stop looking backward and focus on the 'now'

Saying 'so what' to your past failures is a great attitude. You're not letting your past affect your present. You're not letting yourself be shackled to follies and failures from your past.

If you can’t move on from your past failures, you need to look deep within you and remove your excess baggage. What you did yesterday, it’s all in the past.

Every day is a new day, it’s an opportunity to learn from your mistakes. Greet each day with fervor. Be happy you get another chance at correcting your mistakes and overcoming your failures.

Get a grip on yourself and shake off the remnants of the past. Put your life into perspective and make each day count. Focus on what you have now so you can build your future.

Get some support and take your first steps towards success

Taking your first steps towards success is not going to be easy. Similar to having been kept in the dark for ages, you’d have to stand up slowly, stretch your muscles, and put one foot in front of the other very slowly.

You may need crutches at first. A supportive loved one who will motivate you and hold your hand while you find your way around.

In the previous chapter, I mentioned the importance of sharing your goals and dreams with a trusted family member or friend. They’ll be your crutch for when you fall. They’ll be there for you when you need them the most.

Without any form of support, you're going to fall back down, and you'll find it hard to climb up the ladder of success.

If you don't have any close family members or friends, there are probably support groups in your area who may be willing to help out.

Some people who don't get the kind of support they need wallow in their failures, and ultimately spiral into depression. It's a scary thought, but it does happen.

Don't be afraid to reach out to others for support. If you don't, no one's probably ever going to know you're in pain, that you're struggling, and that you need someone to hold your hand while you try to recover from your failures.

Success is a choice you actively make

When you fail, you have two choices after the fact. You can either choose to continue to fail, or you can choose to start again and succeed.

The choice is yours. If you choose success, then you have to make a conscious effort to actually succeed. You have to want that success, and you have to work hard for it.

Start working on building positive habits, and learn to let go of all your negative habits one by one. It's not going to happen overnight.

In fact, you're going to need several weeks before your new habit becomes a real habit. You've got to make the conscious effort to do it so that it becomes second nature to you.

Letting go of bad habits is also easier said than done. At the end of the day, however, you're going to have to decide for yourself if you want to succeed or not.

If you want to succeed, then you're going to have to leave old, negative habits behind, and move forward with your new success-building habits.

Start acting like you're going to succeed

You don't need acting chops like your favorite actors and actresses. But you do need to start believing in yourself and what you can achieve.

If you want to be a successful business owner, then you have to study what successful business owners do. Study their habits, their work ethics, all the good things that define their success.

When you start getting used to behaving and looking like a successful person, then success will come naturally to you. Make it your mantra. For example, "I am rich, I'm wealthy, this is how wealthy people act."

If you lack that belief in yourself, then you're not going to get very far in life. If you constantly doubt your thoughts, your actions, and your every move, then you need to work on removing that.

If you're trying to lose weight, then behave as though you've already lost the weight. Act like you're fit. Fit people take good care of their bodies, so you need to start taking care of yours too.

If you doubt you can ever go down to your desired body weight, then you're never going to slim down.

Really, success comes down to deciding how bad you want it. If you want it bad enough, then you're going to do everything in your power to succeed.

So, start like acting like the successful man or woman you're going to be!

Chapter 5 - How To Make Peace With Failure

“Every time I've failed, people had me out for the count, but I always come back.”
-Sylvester Stallone

You can try all you want to avoid failure, but whether you like it or not, you’re going to fail one way or another. You just can’t avoid it.

To be honest, you really shouldn’t want to avoid failure - you should learn to embrace it and learn from your mistakes.

You can be a much better person if you handle failure correctly. You’re going to become more mature, stronger, and more humble.

You'll find that you will have more compassion for others who find themselves wallowing in their failure.

Making peace with failure doesn't come easily to many people. But, if you want to ever succeed at anything, then you're going to have to learn how to make peace with it.

Accept things that aren't working

When you start getting overwhelmed by losses, mistakes, and failures in your life, you need to take a deep breath and look around you. Get a breath of fresh air, so to speak.

It’s okay to be afraid, it is but a normal reaction after all, but it doesn’t mean you’ll let yourself be trapped by your fear.

Learning to accept things that are not going to bring you any closer to your goal is one of the first steps you need to take to make peace with failure.

It’s equivalent to letting go of your excess baggage, that is, remnants of your past mistakes and failures.

For each failed event you experience, there are probably many factors that affected the outcome. Go through these factors and filter out those you know for certain aren’t working.

When you do this, you’ll have made peace with your failure, and you can then work on improving your next attempts to achieve your goals.

Evaluate your actions and weigh your options carefully

When you’ve had enough, and you just want relief from your problems, then you need to evaluate your actions and figure out how you got stuck in a rut in the first place.

You’re going to have to need to maybe take some time off and re-evaluate your options.

When weighing your options, you have to learn how to assess which option is going to get you closer to your goals.

Try to avoid options you think are probably going to slow you down, or maybe even lead you to failure.

When choosing the best option, you're going to use the lessons you've learned from your past failures. You haven't failed for nothing, not really.

You're supposed to learn from your failures and use it to guide you when weighing your options.

Think of failure as an opportunity cost

No matter how optimistic you are, there will be times when you'll feel really bothered and disappointed with failing at something.

If you tried your best and you still fell short, it's going to hurt. But that's okay. Your optimism will teach you to think of failure as a learning experience, or an opportunity cost.

Opportunity cost refers to benefits that you've had to give up in order to pursue another opportunity. When dealing with failure, you think of it as something that's a necessary evil, something that had to happen, so you'll be able to find a much better opportunity.

In the case of successful business owners, some may have had to give up 'smaller' opportunities so they can chase the 'big fish.'

They may view these ‘smaller’ opportunities as failed experiments, but they’ll chalk it up as an opportunity cost because at the end of the day, that’s what it is.

It’s an opportunity to follow the path they were supposed to have taken in the first place, the path that will lead to success.

Learn to embrace failure

It might seem odd to think about embracing failure right now. But if you want to make peace with failure, and find success, then it’s imperative that you embrace it.

Just think about it, how can you make peace with something if you can’t even bear to accept it, much less embrace it?

One way to embrace failure is by adopting a habit of associating failure with positive thoughts.

For example, whenever you fail, you may want to tell yourself, “I’ve failed. This means success is right around the corner.” Or, “I’ll use the knowledge I’ve learned from this failure to make me a better person so I can reach my goals.”

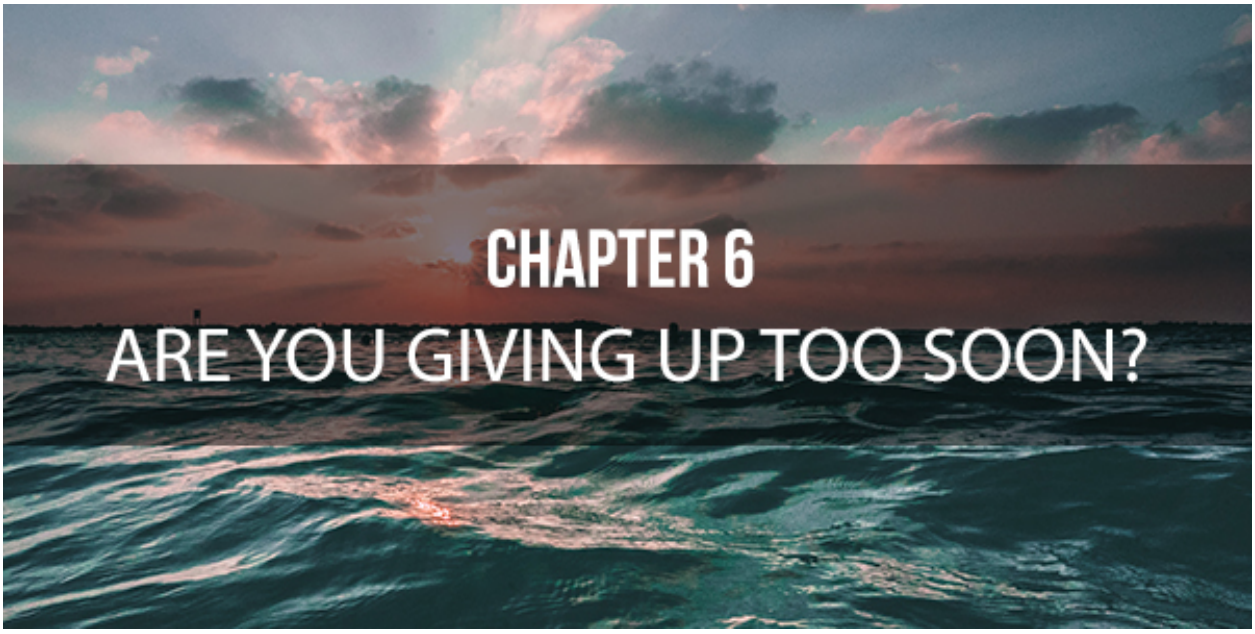
You see, it’s not so bad when you think about it. Reverse psychology may not work in all cases, but when it comes to dealing with failure, it’s actually a great idea!

Once you’ve finally embraced failure, you’ll be free of the negative thoughts that failure brings.

Sure, you might feel some sadness and disappointment whenever you fail, but it’s not going to hold you back in any way, shape or form.

You’ve already embraced failure, so you’re not worried about falling into a difficult cycle of negative thoughts.

Chapter 6 – Are You Giving Up Too Soon?



"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."
-Thomas A. Edison

One of the biggest and most common reasons for failure is when people give up too soon. Their dreams could be right around the corner, but because they chose not to continue fighting for it, or they think there's no end in sight, they'll choose to give up and quit.

Have you ever felt like this? You gave up too soon, and now you're living with the knowledge that if you'd only chosen to continue, you would be in a much better place now?

It's hard, isn't it? But as they say, hindsight is always 20/20. So, there's no point regretting your actions in the past.

Perhaps the best course of action would be to try again, and continue where you left off if that's still possible.

But why do people quit too soon? There are tons of reasons, here are some of the top ones.

You don't have the discipline to stick to your idea

Something brilliant's been cooking in your mind. You know it has the potential to earn you a sizeable fortune and change many people's lives.

But, you also know it's not going to happen overnight. In fact, it's going to take years before your plan finally comes to fruition.

In the first couple of years, you go work on your dreams enthusiastically. Every day, you make sure you take action no matter how tired you are.

But later on, exhaustion will get to you. You'll start taking breaks frequently – you'll go on a mini-vacation to clear up your head, you'll go out with friends instead of fixing another problem that's come up.

Before you know it, you've spent more time doing things that aren't related to your dreams. Things that won't contribute to your overall success.

Why? Because you didn't have the discipline to stick to your idea until the end. You let yourself be distracted by temptations, you've

procrastinated, and now you've got a half-baked project sitting on your hands.

You don't compromise or adjust

Some people just can't let go of their original expectations. They've got a vision, and they want to bring that vision to life, nothing else.

They won't accept another version because that's not what they dreamt of. It's either all or nothing. They'd rather break than bend.

But, when you study the history of successful people, you'll notice a pattern emerge. At some point, they had to compromise on some things just to make their dreams happen.

Most will probably settle for the next best thing. But there are some who are going to throw a tantrum. They'll turn their backs on their dreams just because they can't get things to happen exactly like they envisioned it.

People like these don't want to compromise because they think it will also somehow compromise their goals. If you're like this, then you'll definitely find it challenging to get what you want.

You keep comparing yourself to others

Your dreams are your own, not anybody else's. When you first start planning how you're going to achieve your goals, you may

think it's easy. But when you start encountering problems and issues, you begin to think it's difficult.

You then look at what people around you are doing, what their dreams are, and you begin to think about how their dreams are more attainable than yours.

For instance, your dream is to become a successful Internet marketer. Now, Internet marketing is a broad industry, and there are many different ways and methods you can use to earn money as a marketer.

Initially, you may want to build an eCommerce store. And it goes great for the next few weeks or months. But later on, you realize there's an easier way to make money, for example, affiliate marketing. You don't need to keep an inventory, you just write a blog post or an article, promote a product, and paste your affiliate link.

So, you quit your eCommerce site, and build a new one for your new affiliate marketing venture. A few months down the road, you're upset why you're not earning any money with affiliate marketing.

So, you look for another way to earn online. You start looking at social media marketing and you abandon your affiliate marketing site.

Do you see what I'm trying to get at?

If you only stuck to your eCommerce store, and learned everything there is to know about building a successful store, then you would probably have made your fortune already!

You don't believe in yourself

It's going to be hard to achieve anything you're aiming or hoping for if you don't believe in yourself. That's a fact.

The first step to success is actually believing that you can succeed.

Think about successful people you know. Do they look like they didn't believe in themselves? I'm a hundred percent positive they believed in themselves.

Setting goals is easy. But following through and actually doing the job are two different things.

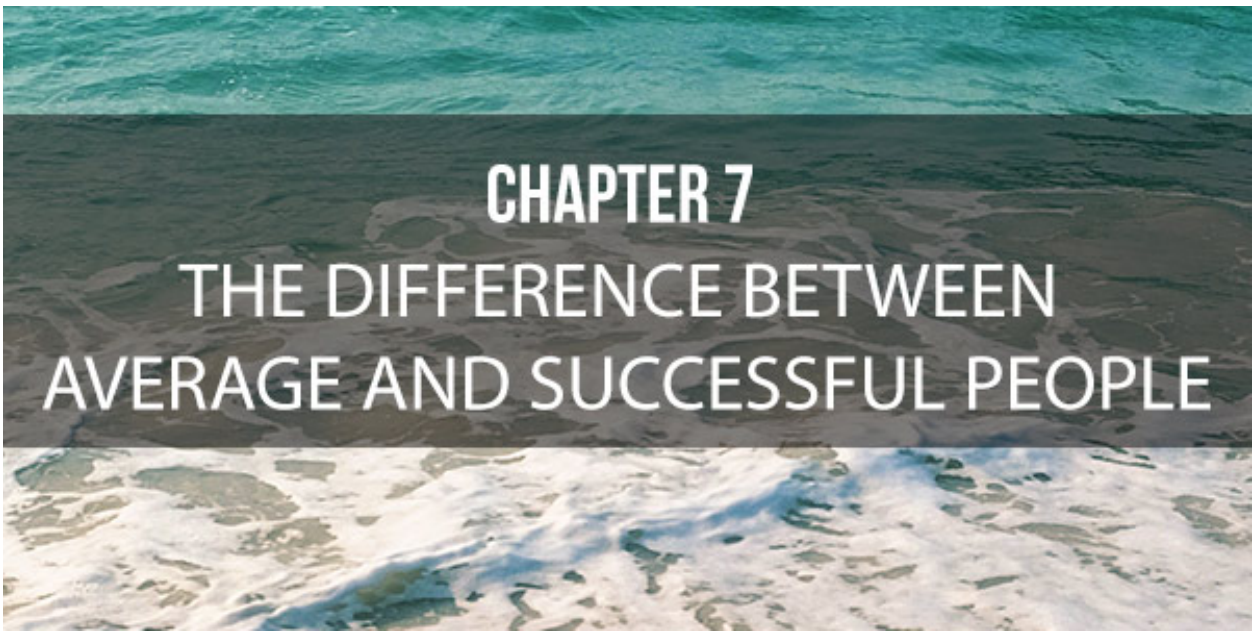
When you're working toward your goals, you're going to have to double down and set your mind to do the task at hand.

Your belief in yourself will power you through the tough and difficult days, and there won't be any shortage of these kinds of days.

So, you have to be prepared, you've got to love yourself well enough and believe that you can achieve what you've set out to do.

Without that belief, you’re going to be quitting and giving up long before you achieve anything.

Chapter 7 – The Difference Between Average And Successful People



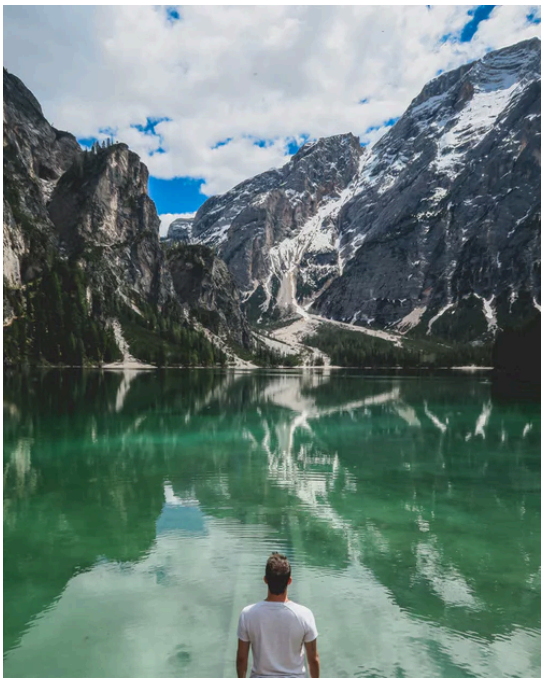
"The difference between us and them, between you and success, is not that you never fail, but it's how you recover from those failures - is that you keep getting up time and time again. You figure out what you did wrong, and then you make it right."
-Michelle Obama

Average and successful people have all failed at one time or another. As I've mentioned before, failure is inevitable. It's just a fact of life, and it's bound to happen whether you like it or not.

But, there are a few key differences in the way each group of people handles failure. I'll cover some of the more significant differences in this chapter.

Successful people thrive on rejection

It might sound crazy, but it's true. Successful people thrive on failure because they learn valuable lessons from failing.



Take, for instance, the bestselling author Stephen King, who has sold over 350 million copies of his books. He used to stack his rejection slips on a nail right above his bed, but it got to the point where he had to change the nail to a spike.

I think you know what it means – he had too many rejection slips, and the poor nail could no longer support the weight!

Stephen King is not the only one. I already mentioned J.K. Rowling in Chapter 4.

There are tons of other authors who've been rejected dozens of times until they eventually found someone willing to take a risk and publish their work!

An ordinary person may have given up when they receive a dozen rejection slips, or worse, a single slip.

They would have cried, felt depressed, and never recovered from it. They would find it extremely difficult to move on from the rejection, and that's why they will never find success.

Motivated and determined people, however, view rejection as nothing more than stepping stones to success!

Successful people never lose hope

In the face of failure, successful people held on to their hope that someday they'll get to where they want to go in life. When life became overwhelming, they didn't lose hope. They kept it alive and didn't give up their dreams.

As an example, there are numerous successful musicians who struggled to get their foot in the door. They performed in small venues, and lived a meager and spartan existence.

Some even lived in their cars. But they didn't give up hope because they know they have the talent. They just needed someone to give them a break, to prove that they have what it takes to succeed.

An ordinary person would have lost hope the moment they encounter difficulties.

They would not have been willing to let go of their cherished possessions just to chase a dream. No, of course not. They would

much rather stay where they're comfortable, where they don't have to live a difficult life.

Simply put, ordinary people lose hope fast because they aren't willing to sacrifice their comfort for their dreams.

Successful people take risks

Taking risks may sound scary if you've never once in your life taken a risk. You're afraid of leaving your comfort zone.

You think the moment you leave it, you're going to fail, and you don't want that to happen because you're scared of failing.

That's precisely what ordinary people do. They don't want to risk failure by stepping out of their comfort zone.

Successful people, on the other hand, love taking risks. The greater the risk, the greater the reward.

They want to be rewarded greatly for their efforts, so they take risks head-on. They relish the challenge, and they won't back down until they get what they came for.

Now, when we say risk, we're referring to calculated risk.

Successful people already have an idea of the risk/reward ratio. They're not going to jump in blindly without studying the market or doing a feasibility study.

They'll create a highly detailed plan of action to minimize the risk and increase the chances of success.

Average people will set out plans too, but they won't follow through like successful people do.

Or even if they do follow through, their plan won't be specific and detailed enough. They'd eventually lose track of what they're supposed to be doing.

Successful people never stop learning

Ordinary people think their education stops the moment they graduate from school. Most hate reading books or learning new skills.

Why bother learning new stuff when they've already got a great paying job that pays the bills and puts food on the table, right?

Well, successful people view education as never-ending. No matter how old they get, they're always hungry to learn more.

Take Microsoft founder, Bill Gates, for instance. He reads about 50 books a year! It means, on average, he finishes one book a week.

He's a busy man, but he still finds time to read. In his own words, "Each book opens up new avenues of knowledge to explore."

Reading opens up so many opportunities for you, and it helps you think outside the box. If you're chasing your dreams, reading up on what it is you want to achieve will provide you with plenty of ideas on how to get there.

Some ordinary people may love reading too. But that's all they do, they just read. They don't take action on whatever it is they've learned, so they remain where they are in life.

Successful people set realistic goals and take action

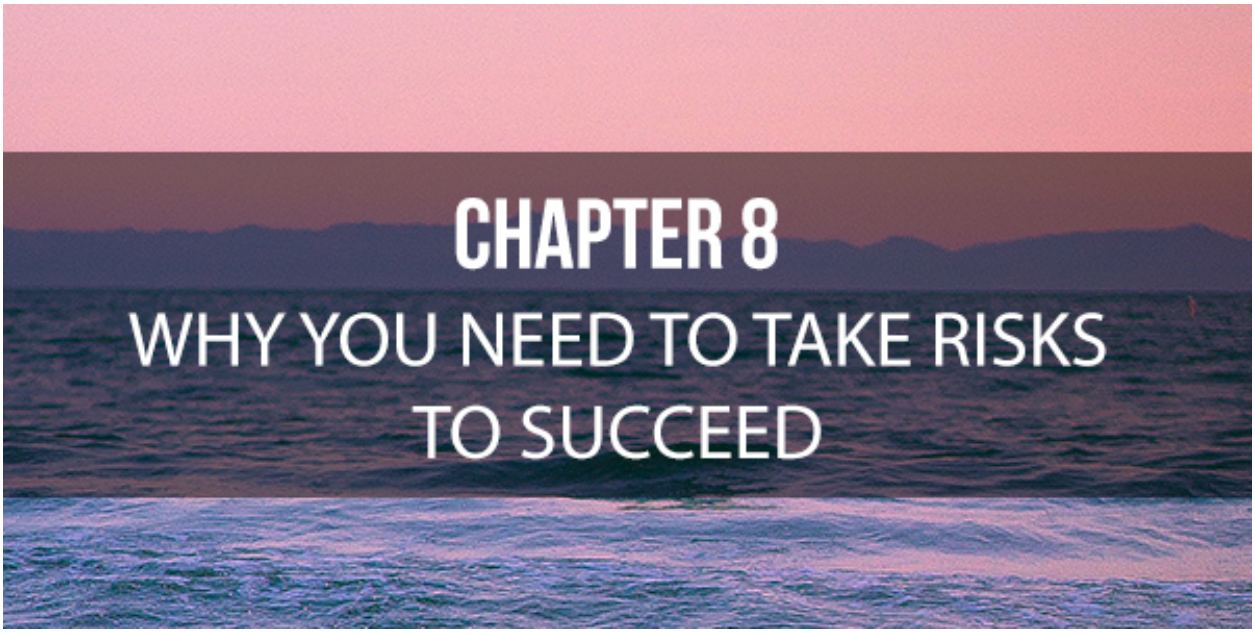
Combining realistic goals with action is one of the best ways you can succeed in life. Even if you have highly specific goals and

action plans, if you don’t take action, then nothing is ever going to happen to you. You’ll always be stuck in the planning stage.

Successful people, on the other hand, plan their schedules daily, weekly and monthly. And they have the self-discipline to stick to their plans.

They don’t get distracted by non-essential things, stuff that won’t lead them closer to their goals. They’re strictly focused on what they want to achieve, and they do everything in their power to make sure they get it.

Chapter 8 - Why You Need To Take Risks To Succeed



"The biggest risk is not taking any risk... In a world that changing really quickly, the only strategy that is guaranteed to fail is not taking risks."
-Mark Zuckerberg

Some people may think you're a bit of a daredevil if you like taking risks. That may be true to some extent, but unlike daredevils, successful people who take risks weigh their options very carefully before going after an opportunity.

Daredevils, on the other hand, like to 'wing' things. More often than not, they decide on the heat of the moment. Here are a few

good reasons why you need to take risks if you want to succeed in life.

Taking risks give you purpose

When you know you're taking a huge risk in whatever it is you've set your mind to do, then you would like to maximize your chances of success.

You don't want to waste risking your time for something that may have very little to no return for you. To make sure you maximize your probability of success, you do your homework carefully. You study everything fastidiously.

Sure, there's always the possibility of failing, but at least you tried your best. You're not going to regret your decision even if you fail simply because you took action.

Since you're a risk taker, and you truly want to succeed, then you will learn from any and all failures you encounter.

Your sole purpose is to overcome failure. And you'll do whatever it takes to make sure you get what you deserve.

Great opportunities come from taking risks

Some people are so risk-averse they never grab the opportunities that come their way. Even if a wonderful and life-changing opportunity is handed to them on a silver platter, they won't take it simply because they'd have to take a few risks.

They will tell themselves they're satisfied with what they have, they're happy.

That may be true, but deep inside they know that if they took a risk and grabbed that opportunity, their lives could be even better.

Not many people have opportunities handed to them. In fact, most people have to look for an opportunity to succeed. They have to chase it.

If you've got something good being offered to you, grab it. Otherwise, you'll continue to live a mediocre life, far removed from the dreams of your youth.

Successful people view risks as an opportunity to get ahead in life. A great way to get closer to their dreams.

But risk-averse people don't think that way. They'll see it as a sure-fire way of failing hard and fast. They can't think beyond the possibility of failing.

In fact, failing is all they can think of. And because of that, it will be near to impossible for them to succeed in life.

Taking risks shows great self-confidence

When you take risks, you set yourself apart from your peers who refuse to take risks. You put yourself on a pedestal, and you rise from mediocrity.

When you take risks, you don't settle for being a follower. Quite the opposite in fact. People take notice of you, and because of that, people are more willing to listen to what you have to say.

Taking risks shows people that you are a confident person – you're willing to face your challenges head-on.

With self-confidence, reaching your goals will be so much easier. You just need to buckle up, and make sure you don't fall down when challenges come around to try and knock you down.

Without confidence, you're not going to get very far. In fact, you may not even reach the middle of your journey because you'll falter, you'll sputter, and you'll fail.

However, when you're self-confident, you believe in yourself. You believe in your dreams, and you believe you can see your plan through until you reach the very end.

Taking risks help overcome the fear of failure

Overcoming fear of failure is easier said than done. But when you start embracing and accepting risks, then it's easier for you to overcome your fear. How? It's all in your mindset, really.

Try telling yourself that failure is but a necessary road to success. Even the most successful people in the world have dealt with failure, no one's excused from it.

The sooner you take risks and learn to embrace the fact that failure is a weapon you can use to build your knowledge, the faster you can achieve your goals.

Truth be told, failure is not something to be afraid of. You just need to recognize that fact and believe it.

Ariana Huffington of Huffington Post was taught by her mother that “Failure is not the opposite of success, but a stepping stone to success.”

With that kind of mentality, you’re practically guaranteed to find success in whatever you put your mind to.

It will be extremely difficult to achieve anything without risk

Staying in your comfort zone and expecting to succeed at the same time sounds like the best thing ever, right?

Imagine not risking anything at all, and still managing to somehow achieve your dreams! But does this really happen in real life? Of course not!

If you want to succeed in anything, you’re going to risk getting out of your comfort zone.

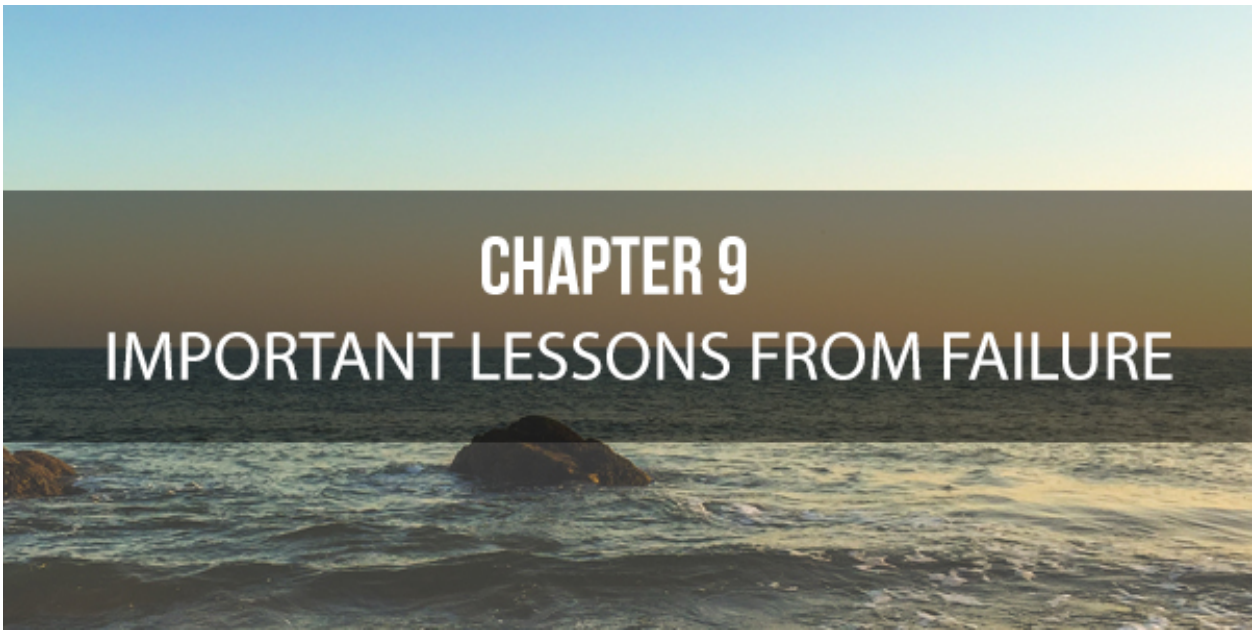
If you want to leave your ordinary, boring life behind, and chase your dreams, then you need to leave your comfort zone as soon as possible.

Take, for instance, athletes. Injuries and accidents happen all the time, yet they're risking their bodies and literally putting their lives on the line for their dreams.

They leave their comfort zones behind because they want to achieve something.

No matter how good you are at a particular sport, if you don't want to take risks, you're never going to have a shot at winning in life.

Chapter 9 – Important Lessons From Failure



"I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."
-Michael Jordan

Everyone probably knows who Michael Jordan is. You've maybe watched him play basketball on television. He's an NBA champion, and he's got a long list of awards and achievements in basketball.

In fact, he's widely recognized as the best basketball player ever. What everyone doesn't know, however, is that he has failed more times than he can count. And he used those failures to propel and motivate him forward until he reached the pinnacle of success.

Michael Jordan is just one example. Countless other successful people used failure as their stepping stones towards success. They learned from their failures, so to speak. These people have embraced failure and learned to adapt and change gears as needed.

If you want to succeed in life, use these important lessons which successful people have learned to show you what you need to do as well.

Failure isn't forever so never stop trying

For as long as you've got life in you, you should never stop trying to reach for your dreams. Because the moment you give up is when you become a total and absolute failure.

If you don't want that stigma to follow you around, and you don't want to look into the mirror every day knowing you chose to give up, then you have to keep fighting.

Failure will only be final when you say it's final.

Figure out where you went wrong or what caused your dream to shatter into pieces. You need to find out how you can improve yourself or your processes or methods.

Perhaps you need to work on building better habits, so you don't fall into an endless cycle of fear and negativity?

Whatever it is you need to do to succeed, you've got to figure it out first so you can get it out of your way.

Don't be afraid to change directions

When you come across a roadblock, don't be afraid to take a detour. In chapter 3, I talked about an 'invisible' wall. Well, one of the most important lessons successful people have learned is that there is always a way around that wall.

Whether you need to go sideways or climb up or dig a hole deep enough to get into the other side, it's up to you. You don't have to get stuck staring at the wall and think about giving up.

You just need to do more work, that's all it means. You've already done the work, you got as far as that wall.

If your dreams are on the other side, you just need to fight a little bit longer. You're not going to let a wall block your way to success. The moment you do that, then you're guaranteed to fail.

Use failure as an opportunity to start anew

Every day is an opportunity to start fresh. When you wake up with sunrise on your face, you feel like it chased your nightmares away.

Treat your failures the same way. Don’t let the hurt, the pain, and the disappointment linger. If you do, it’s only going to grow, much like cancer.

The best way to treat failure is to start every single day anew. No matter how hard you fall down, always remember that a new day will soon arrive. And each day will bring you another opportunity to try again.

Every day that passes by brings you closer to your goals. If you’ve been working on your dreams for the past year, and you’re still nowhere close to the end game, then think how much closer you are today than you were 365 days ago!

Put your timeline into perspective, and you’ll see that no matter how many times you fail, you’re still closer to your goals today than you were yesterday.

Get up when you fall down

Failure can literally weigh you down. When you fail at something, your shoulders droop as though you've got something heavy sitting on it. Sometimes you'll feel like you can't breathe and you need to lie down to get some air.

After some time, you'll feel comfortable lying down, and you no longer want to go back to fighting for your dreams. It's so much better where you are right now.

When you go back out there, you'll have to face many challenges again, and you're going to fail again. So you're thinking you might as well lie down.

Now, there's nothing wrong with taking a break every now and then, but when you reach a new low, and you want to stay there forever, then that's just not right.

Just ask Michael Jordan or any other basketball superstar. Did they keep on feeling sorry for themselves because they failed to score the winning shot? No, of course not.

When the arena's empty, they go back out into the court and practice until they drill that shot.

That's how they succeed – by getting back up every time they fall down.

Not everything is about you

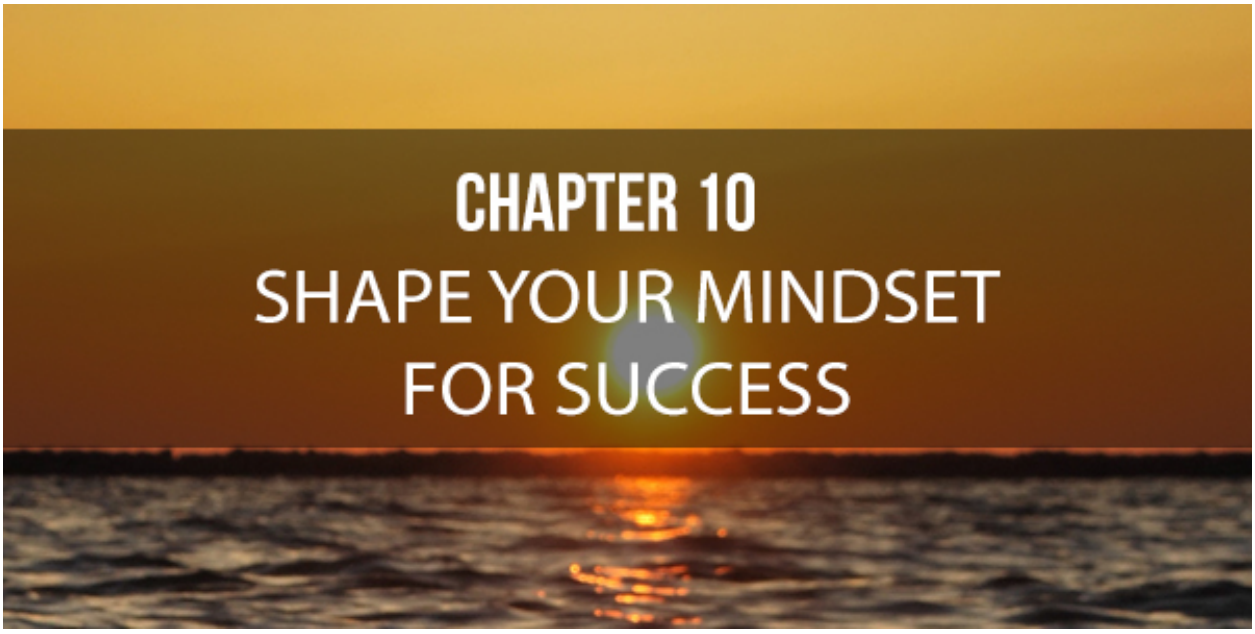
Successful people have learned the hard way that not everything is about them. They may have failed, but it's not because they lacked the talent or the skills to succeed.

Sometimes, it's because someone stood in their path. Someone who decided to reject them for their own reasons. Obviously, things of that nature will no longer fall under your control.

Don't let other people's decisions affect you. If you believe in yourself, and you know you have what it takes to succeed, then look for another way around that person. Maybe go to a superior, or even go to a competitor.

Somewhere along the way, you'll find someone who'll be more receptive to your ideas and won't be so quick to deny or reject you.

Chapter 10 – Shape Your Mindset For Success



"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."
-Colin Powell

Shaping your mindset for success is an important part of your journey. After all, the mind is a powerful thing.

If you tell yourself you're going to succeed in one way or another, then your mind will try its very best to come up with a roadmap to success.

However, if you tell yourself you're never going to amount to anything, then your mind will give you a million and one reasons why you're absolutely right.

You can bet your last dollar that successful people's mindsets are different from ordinary people. Successful people think differently and view the world in a different way.

Here are a few ways you can change your mindset to enable you to succeed in the future.

Have a growth mindset and establish your big dream

Most people think that just because they have the intelligence and the talent, then it's a sure sign that they're going to be successful in life. This is not true.

There are plenty of talented and intelligent people who live mediocre lives. They don't want to step out of their comfort zones. They prefer to live their lives without putting their talents and intelligence to good use.

On the other hand, you've got people who aren't so talented and who aren't Mensa-certified geniuses who are able to do so much more with their lives. People who are game changers. People who overcame all challenges that came their way.

And the main difference between these two groups of people?

Their mindset. The first group has a fixed mindset and the second group has a growth mindset.

Obviously, being talented and intelligent can give you a good headstart, but it's not the be-all and end-all of success.

You have to dream big and push your boundaries if you want to succeed. You've got to get out of your comfort zone and fight for your big dreams.

With hard work and dedication, you'll find success will soon be within your reach.

Focus on accomplishing your goals even when you need to take risks

The moment you step out of your comfort zone, you take a risk. Each risk you take will bring about failure or success.

Take small risks first until you get used to the idea of failing because you will ultimately fail at one point or another.

Don't let failure scare you, it's just part of the learning process, that's all. It will help you develop a positive mindset about failure.

When you learn to embrace failure, it gets easier for you to take bigger risks. But you don't mind because you know you will be learning from the experience, you're going to learn something new each time.

You know that with every new knowledge you glean from your failures, the closer you are to achieving your goals.

A successful mindset will allow you to focus on accomplishing your goals no matter how big the risks you need to take.

You've got blinders on. You want what's ahead of you. You're not looking sideways, and you're certainly not looking back.

If you have to jump off a cliff to get to your big dream, then so be it. When you land from that jump, you'll have learned a dozen new things – stuff you wouldn't have learned if you stayed within your comfort zone.

Replace your bad habits with positive ones

Positive habits play an important role in success, and bad habits don't. Highly successful individuals have not only gotten rid of

their bad habits, but they developed positive habits that helped define their success, too.

Building new habits don't come easy. It doesn't happen overnight. Most experts suggest you allow at least 3 weeks to a few months for a habit to stick. You have to work it into your routine and follow it religiously.

Another trick to build good habits fast is by anchoring a new habit to an existing habit. For instance, if you've already made it a habit of waking up at 5am or 6am every day, then you can add a journal-writing habit right after you wake up so you can plan your day.

When your mindset is geared for success, you'll be much willing to let go of old habits that are not going to bring you closer to your goals. It helps keep you focused on achieving your goals.

Learn from your mistakes and everything around you

Education is important. It's so important that it shouldn't stop after you graduate from school. You learn from your environment, you learn new things from books and from the Internet. You learn as you work your way to success, and above all, you learn from your failures.

When you've just established your big dream, you go about making as detailed a plan as possible to get from where you are right now up to the point you conquer your dream.

But along the way, you'll be bound to face challenges, something you may not have anticipated while you were planning your roadmap to success.

You may fail, and you may be forced to re-adjust your plans. It may set you back by a few days or a few weeks. It doesn't matter.

What matters is that you took action, and you learned from the events that eventually led to your failure. If you didn't take action, you wouldn't have learned anything from those events.

So, you see, failure is a great teacher. You just need to pay attention to it and give it the respect it deserves.

Do away with negative thoughts

Negative thoughts won't get you anywhere. People who've failed at life turn bitter and resent other people's success. You don't want the same thing to happen to you.

Instead of being jealous of more successful people, be happy for them. They worked hard to be where they're at. Use that as inspiration to kickstart your way to success.

When you think negatively, it impacts your mindset. It makes you unable to pursue your own dreams of success. You'll be so consumed with the negativity that your mind will have very little room for positive thoughts, if at all.

So, if you want to succeed in life, always think positively. Even in the face of burning failure, always try to find nuggets of positivity from the ashes.

Conclusion - Are You Ready To Fail Forward?

Imagine yourself on a running track ready to go the distance to achieve your dreams. You've prepared for this moment. You've spent a ton of time training for this marathon.

When you're ready, you'll hear an imaginary gun being fired into the air to signal the start of your journey.

While running, there may come a time when you'll fall flat on your face, and you'll notice the people laughing on the sidelines.

Instead of cheering you on or helping you get up, they'll laugh hard at you. It's going to sting, yes, your pride will be wounded. But, ignore them. Those people laughing at you on the sidelines, they can't do anything to hurt you.

All they do is watch people chase their dreams while they sit in their comfort zones, too afraid to take a step to join the marathon. They have nothing better to do, so they laugh at people who fail.

You, on the other hand, are taking action. You're running, you're actually doing something to reach your dreams.

Every time you fall down, think about why you fell. Don't stop and go crying in the middle of the track.

If you try and retrace your steps, you'll find you tripped on a rock or something. Or, you can choose not to look back and just continue running, trying to get to the finish line as soon as you can so you can finally finish your marathon.

You'll probably fall so many times that your knees and your palms will be bruised and sore. But you keep on going.

With the right attitude and the right mindset, you can get past all those challenges. You've got your eyes set on the prize. You've planned methodically, and you're willing to do whatever it takes to achieve your big dream.

When you reach the finish line, you can rest easy knowing you've finally succeeded in what you set out to do!