



Pro Trader Network

Special Report

The 3 Greatest Enemies of Success - Brian Tracy from the Expert Academy Video Series

In 1952, Einstein gave a physics exam to his class at Princeton two years in a row. The exam was exactly the same both times. When asked by his assistant why he had given the same exam, he replied “the questions are the same, but the answers have changed.”

One of the things we must realize is that the questions we ask ourselves may be the same, but the answers are always changing.

Think of our current society of technology and communication. Think about how quickly we need to react to things that happen in our daily life. The information is coming in so fast, we have to be able process and react at a much faster pace so our tactics and strategies are constantly changing.

The Menninger Institute ran several studies in the late 90’s – What would be the most important quality for business success in the 21st century? The answer was flexibility – the ability to move on your feet and quickly adapt to the changes taking place around you. The problem is that most people are not very flexible. Most people are stuck. How do we become unstuck?

One way is to do a KWINK analysis – Knowing What I Now Know, what would I do differently if I had to do it over? We all have a least one KWINK situation; in business, a personal relationship, a marriage, a business association – where we have to ask ourselves “knowing what I now know, would I get into this situation again?” Asking this question requires courage – the courage to honestly look at your life and tell yourself the truth. That is, live in truth with yourself.

How can you tell if you are in a KWINK situation? Stress! You feel emotional pain. You are not happy. You feel frustrated. You don’t sleep well, you are irritable, your thoughts are grinding at you, etc. Can you relate? Are you experiencing any of these feelings or anxiety?

Because things are changing so rapidly, we have to react just as fast or we get left behind. This is particularly true in business. Competition is so fierce and things are happening so fast. Don’t forget the goal of your competitors is to put you out of business. Think about a pond – as water evaporates, the fish are competing for fewer resources. This is the nature of business today.

Competition means things are changing and people don’t like change, but this is always going to be present – it is the nature of the marketplace. It is becoming tougher. You are going to have to work harder and smarter to survive. You can no longer get by simply because you live in America – the rest of the world has caught up. Look at China, India and Brazil.

How do you achieve success in this world that is moving at break-neck speed? You have to psychologically prepare yourself to deal with it. How? - By using your mental and physical resources more productively. What does that mean? It means thinking and acting more efficiently and purposefully.

The first thing we need to do is realize it is a waste of time to get upset about things you cannot change. Always ask yourself . . . Is this a fact or is this a problem? A problem will have a possible solution; facts are just facts - like the weather. Psychologists spend 90% of their time counseling patients that are still mad about facts – things that have happened in the past that they cannot change that they simply cannot let go of.



There is no need to hang onto unhappiness, but people fall in love with their suffering. They always want to tell you about their tribulations. Thus the saying, misery loves company. The way to transform this destructive habit is to simply let go of the past and recognize that was then, this is now. It is what it is.

So, back to flexibility – you need to ask yourself “Is there anything in my business or personal life, knowing what I know now, that I would not do again or is there anything currently that I would or should change?” If there is, the next question is how do I get out of it and how fast?

This brings us to The 3 Biggest Enemies of Success:

1. **The Comfort Zone** – Human beings have a natural tendency to seek comfort and security. We develop habits of sameness – same behaviors, same products, and same routines. We actually fight or resist getting out of the comfort zone and resist any change. There is no success in the comfort zone – you’ve got to get out of the comfort zone. It takes tremendous courage and setting some new goals.

Let’s set some new goals – for instance your income. Let’s take the highest level of your income you have ever achieved and add a zero to it. You may freak out a little at first, because that means increasing your income 10 times. Can you achieve this goal? Of course! How do we know this? There are others who have done it are doing it every day. Remember that everyone earning more than you today was at one point earning less.

According to the Kaufmann Foundation, 95% of the entrepreneurs in America are earning less than \$50K per year. If you are in a comfort zone of \$50K per year, you will try to stay at that level. Even if your business makes more money, you will tend to only bring home the same \$50K per year to stay on your comfort zone.

Each one of us has a self-concept level of income. We have an idea that no matter what the opportunities around us, no matter how much our business makes, we take home the same amount. The starting point of increasing your income is to think of your income as higher. Then the next question you have to ask is how?

That is now your ongoing question . . . How?

From now on, whenever you have a goal you want to achieve, you must always ask yourself how? Not “Is it possible?” or “I’ll give it a shot” or “I’m not sure” or “What about this or that?” What you say is “I want to double my income” . . . How? We know it possible because other people are doing it – people you know. What can be frustrating is that people you know that are less smart than you are making a lot more money than you! What keeps us poor is that we stay in our comfort zone.

People are funny . . . they adjust their whole life to their income level - instead of increasing their income. They become comfortable at a lower level that what they actually desire. So set some big goals, like putting a zero at the end of your highest income and go for it.

What do you do? What is the secret? Find out how other people are doing it and do the same thing! The universe is neutral. There is nothing that pre-determines that you will make a certain amount of money. The universe does not care. The universe says that if you do the same thing that other successful people do, you will get the same result. If you don’t, you won’t.

2. **Learned Helplessness** – This is the idea that “I’d like to, but I can’t. I’ve got (fill in the blank) problems.” People just get caught up in the idea that “I can’t” so they become accustomed to making excuses. They learn helplessness and make the mistake of always thinking of the reasons things are not possible instead of the reasons why things are possible.





Why? Fear of failure! This is greatest obstacle to success for most adults. There is a very simple and powerful way to overcome this fear . . . simply say “I can do it.” From now on, whenever you think of anything you want to be, have, or do, instead of making excuses, say “I can do it.” To cancel the fear, as you begin and your fear slowly begins to subside, you will build confidence. As your confidence increases, your intelligence, creativity and awareness increase, so you finally believe “I can do it.”

Another way to reinforce your own confidence is to reinforce the same in others. Any time you hear someone express a new idea or a challenge, say to them “You can do that.” The typical response is “Well, what if it doesn’t work?” You simply say “It might not, but the worst is you’ll learn something – you can do it. Give it a try.” This is so simple, and yet so powerful.

3. The Path of Least Resistance – People somehow always believe there is a fast way to easy money. This concept divides our society. Half are convinced it is possible to live off of the other half. They want money they have not earned and do not deserve. It is not possible to be successful without paying the price in full and in advance.

You have to do the hard work. Remember the old Smith-Barney commercial “We make money the old fashioned way – we earn it.” The fact is there is no fast and easy way to make lots of money, and you’re not going to win the lottery.

In order to make a million dollars, you have to decide to make a million dollars. Most people say they want to, but never actually make the decision to do it. People are always just talking, never doing anything. Once you make the decision, you actually become a different person. For you to be financially independent, you will have to adjust your priorities and make the changes to achieve it.

There is only one guarantee, if you never decide to become financially independent, you never will. It is not going to happen by accident. It is not going to happen by luck. It is not going to happen by some miracle. You must decide as soon as possible to make the effort and pay any price to achieve your financial independence.

Now that we’ve made the decision to be financially independent, what is our vehicle to get there? (You guessed it – TRADING.)

In order to get from here to there we need deliberate practice. Deliberate practice is focusing on the one skill that will help you the most right now and increase your earning power. (That skill, as far as I am concerned, is the skill of trading.)

The general population and their finances: People in the top 20% of earners increase their income on average between 10%-25% per year. People in the bottom 80% average about 3% - just enough to keep up with the cost of living. The 80% is nowhere at the end of the year - making no progress – they are in debt all of their lives and stay awake every night worrying about money. Sound familiar? How do you get out of the 80%? You must obtain additional knowledge and skill. Without deliberate practice and acquiring more knowledge and skill, you can’t help but remain in the 80%.

Whatever you are doing and whatever you have today, your decisions got you there. The good news is you can decide right now to change that by deciding to acquire more knowledge and skill (to trade.)

So – you have to break out of your Comfort Zone, stop acting helpless, and do not be afraid that hard work is ahead. Think for a moment about launching a rocket. 95% of the fuel and energy is consumed to break out of the Earth’s gravity and atmosphere. The remaining 5% is all that is needed to get to the Moon. For us, it takes an enormous amount of energy and fuel to break out of the 80% - which is why most people never do it – it’s hard work. The two biggest reasons people don’t take the first step is because it’s hard work and it’s not fun. Our culture today thinks everything should be fun.

(Trading is fun, but only after the hard work has been done.)





So, like most things in life, you have a choice . . . you can have fun, waste time and be poor, or you can work hard to become financially independent and have a ridiculous amount of fun.

We all possess enough brain power for 100 life times. We just choose not to use it.

If you could just increase your income 2% per month, you can double you income in 2.7 years. What do you do then? You do it again because now you know how! It's much easier the 2nd time around! If you increase your income just 26% per year for 10 years, you can increase you income 10 times through compounding – by just a ½% increase per week! You are now making more money and your income is increasing – and in relatively short time, you are financially independent. This is the only way it's done.

They say making the 1st million is difficult; making the 2nd million is inevitable. Here are the statistics for self-made millionaires in the U.S.:

	1900	5,000
	1950	100,000
	1980	1,000,000
	1990	2,000,000
	2000	7,000,000
Projected	2015-17	15-20,000,000

Your job right now is to decide to be one of them. If you do not decide, it will not happen.

Ask yourself these 3 questions:

1. Where am I now? Do an honest assessment of your personal, emotional and financial inventory.
2. Where do you want to be in the future? The greater clarity you have, the more likely you are to achieve it – write it down with specific goals and time frames.
3. How are you going to get there? What specific steps are you going to take? Write a plan to get started with milestones and specific time frames so you can realistically measure your progress.

The difference between winners and losers and success and failure is that winners take the first step. They realize what they have to do and do it. Losers will make every excuse to not do anything. Once you have decided what to do, the first step will appear to you. After the first step, the second step will appear. You may not always anticipate the twists and turns, but you can always see one step ahead. Your ultimate goal may be reached on a path you did not foresee, but it will be triggered by the first step.

Will all of the steps work? No – there will be disappointments and setbacks that will help you adjust the next step toward your goal. In trading you will make mistakes and work though challenges until you find what works. You must decide that ultimate failure is not an option and know the only way to fail is to quit. Successful people are always falling down, but they always get back up. It will take time. As long as you are failing forward, failing toward your goal, you are learning how to get there.

You must always remember, anything anyone else has done, you can do as well. One of the greatest obstacles is that we think people that are more successful than we are, or people that we perceive are ahead of us, are somehow smarter or better than we are. They are not. Nobody is smarter than you and nobody is better that you – they just decided to take the first step.