

YEAR TO SUCCESS

When it comes to success, there are no shortcuts.

Written By
BO BENNETT

"This book is a great accomplishment and will be an inspiration to every person who reads it. It's also a great read, and I recommend it to anyone who aspires to success, no matter what their field. Bo Bennett has done a terrific job with an often elusive subject, giving concrete and insightful advice." -- **Donald J. Trump**

Bo Bennett knows about success. By the age of 29 he had developed, built up and sold an innovative technology company during the peak of the tech boom and sold it for \$20,000,000 -- and got to keep most of it! He now gives back information and inspiration that can lead others to live a successful life in his debut book, *Year To Success*.

Bo represents a new generation of self-made millionaires, using creativity and initiative to exploit the latest developments in the fast-growing technology and service sectors. Many of the ideas in his book came from his independent pursuit of success and were later validated by the end results and echoed by other leaders and entrepreneurs.

"There are no secret formulas or insider rules to be acquired," says Bo. "In fact, many of the principles are not new, but rather, they are time-tested, proven and self-evident. This is perhaps the most comprehensive book, filled with simply stated values of how to become successful." In fact, where most people trumpet quick paths to boundless wealth, Bo purposely slows it down and creates a year-long program and systematic approach that has roots in the teachings of the masters of success: Dale Carnegie, Napoleon Hill, Zig Ziglar, Denis Waitley, and Anthony Robbins.

"This catalog of time-honored methods presents a primer of core values and success principles for the next generation to utilize and put into place," says Bo. "It's not something you can master in just one seminar; it takes daily practice for an entire year to absorb all of the vital principles one needs to utilize for success."

Bo addresses the following story topics:

- What do many people fail to do that could make the difference between living a life of proven success vs. one only of promise and what could be.
- In an increasingly global, digital, freelance society, do the success strategies change with the times -- or are they as important and relevant as ever before?
- What are the lessons learned from successful people like Oprah, Trump, Gates, Seinfeld and Schwarzenegger?
- Is our society too money-centric to be successful?
- Why you should believe you can be successful -- and what you'll need to do to become successful.

He shares literally thousands of principles, including: view failure as being temporary; never, ever lie; face your weaknesses; be a mentor; take initiative; never be a one-upper; and shows us how to find opportunities. He also emphasizes the need for time mastery, self-discipline, having a strong vocabulary, mastering grammar basics, learning speed-

reading; and implores us to take up martial arts -- "it gives you confidence, discipline, fitness, security and goals."

Year To Success draws on the wisdom and inspiring words of model success stories, sharing the insight of dozens of political leaders, CEOs, entrepreneurs, inventors, and modern-day celebrities. Members of this diverse group include: Thomas Edison, Mary Kay Ash, Ben Franklin, J.K. Rowling, Albert Einstein, Michael Bloomberg, Helen Keller and Jackie Chan. Many references to pop culture and movies are made, providing easily identifiable examples, drawing on movies such as *The Godfather*, *Crocodile Dundee*, *What About Bob*, *The Shining*, and *Naked Gun*.

Bo shares some valuable insights into what success is -- or isn't. He says:

- "The pursuit of quick riches only leads to cons, scams and shady sales jobs. Anyone promising instant fortune with little or no effort really means that they will become instantly rich off people who send them money."
- "Nobody can tell you exactly how to become successful. Lasting success must be achieved through passion, and only you know what you are passionate about."
- "Many people who sell 'how to get rich' ideas only became rich themselves by selling their own books, tapes and seminars on how to get rich! These are authors that usually hide their professional background from their readers."

Year To Success also tells us how to: handle mistakes; recognize a dead end, make strong first impressions; sacrifice; make decisions; make the best of a bad situation. Readers are also encouraged to create a "dream collage," which is a collection of photos, magazine clips or other images that define our ideas of success and read like a photo album of the life we'd like to live. It serves as an inspiring visual reminder.

Year To Success also highlights Bo's foundation for success: education plus inspiration plus action equals success.

Bo warns us that one of the biggest mistakes people make in the pursuit of success is "giving up on single ideas, beliefs, skills and concepts because they see little or no change from them. They change to a successful behavior, notice no change, and then revert back to old behavior. This is like taking a step up your ladder, not being able to see the top any better, then stepping back down. With this pattern, you can easily see why so many never reach success."

Bo reminds us to be people of action: "Taking action is what this book is all about. It is doing the action steps that bring you closer to success." Or as Walt Disney said, "The way to get started is to quit talking and begin doing." Bo knows of no other way.

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Bo Bennett, CEO
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Author of *Year to Success*

With no formal programming education, Bo Bennett created one of the first Web hosting user interfaces as well as modern-day Web-based affiliate programs -- and grew it into a multi-million-dollar company at the age of 29.

Adgrafix grew to over 200 employees before he sold it in March 2001 for \$20,000,000 to Allegiance Telecom. He is one of the most successful people of his generation.

Bo, 32, started young as an entrepreneur, creating and selling wooden key racks in his father's workshop at the age of 10. Today he is the president and CEO of Archieboy Holdings LLC, a company primarily focused in the Web hosting industry. He has over 5,000 members in his Year To Success Club.

He has devoted his young life to answering the question, "What makes some people succeed where the vast majority of people live mediocre lives?" He offers inspiration, wisdom and several thousand principles to guide someone to a lifetime of success in his new book, *Year To Success*. It contains principles as old as time as well as principles needed to succeed in a modern economy

After he and his wife sold their graphic design business, they parlayed the funds into a Web hosting venture -- Adgrafix -- which quickly grew to 3000 customers with \$450,000 in monthly revenues. He is now a successful entrepreneur, author, graphic designer, computer programmer, and inspirational speaker.

At age 18 he became a black belt in Shaolin Kempo Karate and later earned a second degree black belt in Tae-Kwon Do. His health and fitness extend to a lifestyle absent of smoking, drinking alcohol or consuming coffee. He asserts: "Taking artificial stimulants and depressants to manage stress is like pouring gasoline on fire. Let the natural high of success be all the stimulation that you need."

Bo graduated from Bryant College in 1994 (Rhode Island) with a Bachelor of Arts in Marketing. While attending school he began a business selling imprinted merchandise to colleges (T-shirts, mugs, pens, etc.). Six months prior to graduating, a customer swindled him out of \$250,000, so he sold the company for one dollar -- along with all of the assets and debts. He has learned what it means to be successful .

Bo emphasizes that there are no get-rich quick schemes to success, no simple set of rules to follow nor any dirty little secrets to discover if you want a lifetime of success. "You simply must learn, live and honor the thousands of time-honored principles in *Year To Success*."

He now resides in Massachusetts with his wife, Kim, and their two young children. For more information about Y2S workshops, forums and chats, please consult: www.Y2S.us

Year to Success

Excerpts

Using Humor Effectively

“Besides just making other people happy and feel good, humor can be used to make light of an otherwise awkward situation, and ease both tension and ill feelings while building rapport. In a speaking or writing situation, humor can keep an audience interested in what you have to say, thus helping you become a better communicator. If popularity is one of your goals, then humor is a very effective tool. It is difficult to not like someone who makes you laugh.”

Determination Is A Must

“If the ‘how to’ achieving success had to be summed up in just one single word, that word would be perseverance. It is the one characteristic shared by all successful people throughout history. Perseverance is the true essence of success.”

Power Of Choice

“Where we are today is a result of choices we have made in our past: choices as minor as what to have for breakfast to choosing what we want to do for a living. Each of us was born with the gift of freewill and we have the right to choose our destiny by a series of lifelong decisions. Accept responsibility for who you are and where you are today and understand that with the exception of some external forces, you are where you are because of the choices you have made. Choice is always present and always yours.”

Words Make A Difference

“The words that come out of your mouth and go through your head have an incredible effect on your actions and behavior. The subconscious mind is known for gravitating toward what you focus on. The same effect holds true for simply saying or thinking of words or expressions. For example, ‘It can’t be done’ is a very powerful statement that stops your mind from presenting you with a solution of how it can be done. The results of rephrasing that statement to ‘How can it be done?’ are nothing short of amazing.”

Separating Performance From Performer

“When you do something dumb, idiotic, or stupid, realize that it was your performance or what you did, that deserves the criticism and not you. If you want to be successful in parenting and raise kids with high self-esteem, be a successful coach with a confident team, a respected manager with confident employees or if you want success yourself, remember and practice this one simple rule of criticism: always separate the performance from the performer.”

What Holds You Back?

“‘I would rather devote myself to love and/or family than the pursuit of success.’” This is my favorite one. Someone, sometime got it in their mind that one has to choose between love and success. It seems like Hollywood is a big believer in this one as well. Do you know the movie about the guy who is very successful in his work, but then has to choose between love and work, then chooses love and lives happily ever after? There are HUNDREDS of movies with this exact theme. Success does not come at the expense of

love and family. Love and family are actually a huge part of success. Problems arise when one neglects love and family in order to achieve something besides success, like riches and fame. Success is about finding balance, not abandoning your goals.”

Luck

“Each of us has the ability to create our own good luck- or bad luck for that matter. First of all, you must BELIEVE that you control your destiny. The luck you have experienced in your life and the luck you will experience has much to do with you. Although we cannot have good luck all the time, using the laws of averages and probability, we can certainly tip the scale of good luck and fortune on our side. You can have more doors opened for you, and experience more of the things that everybody refers to as ‘luck.’”

Don't Complain

“There are two main reasons why one should neither criticize nor complain. First, criticism causes the person being criticized to feel resentment. When you criticize another's actions or behaviors, especially in a negative way, it arouses feelings of anger and resentment in most people. This resentment is one of the most powerful relationship-killers there is. Second, criticism causes the person being criticized to justify his or her actions. It is a natural response for one to become defensive when being criticized. The most common form of defense is justification. When one justifies one's actions, they are convincing themselves that they are right. This brings them further from resolution.”

Harness The Power Of Frustration

“There are two primary ways to harness the power of frustration and use it as positive energy. The first way is to release the frustration physically. Frustration is a powerful motivator for exercise. Running, lifting weights, and especially hitting a heavy bag are ways to release the frustration while burning calories and getting in shape. This is the sometimes-agonizing process of changing actions and behaviors, searching for alternatives, and just pure perseverance. However, it is this process that led to many of the greatest achievements in history.”

The Good Old Days Are Now

“It has been said that happiness consists of living each day as if it were the first day of your honeymoon and the last day of your vacation. Happiness is meant to enjoy now, not someday in the future when the economy improves, you meet the right person, you own a home, the kids grow up, you get a promotion, your business takes off, or you retire. These are the “good old days” so allow yourself to be happy today, right now.”

Having A Specific Purpose

"Very often people never set goals for the same reason some people never find true love - they are 'waiting' for that perfect someone (or perfect whatever in the case of goals). Rarely do people know exactly what they want and it is even less common for people to know their ultimate goal in life."

Always Look For Opportunity

"To act on opportunity, you must be flexible, open-minded, motivated and willing to take risks. You must choose which opportunities you will take action on while passing on less promising opportunities. As an active opportunity seeker, this will be your most difficult task since letting go of a good opportunity is not easy. You need to balance out your opportunities and be decisive on which ones you will pursue, which ones you will delegate, and which ones you will bypass."

TGIF? Thank God It's Any Day!

Let me ask you this question: how much would the quality of your life improve if every day of the week was as enjoyable as your best day of the week? The average working adult, and student for that matter, enjoys 2 out of 7 days of the week or about 29% of the week. Add in some vacations and personal days and we're looking at about 35% - which leaves 65% of our days spent doing things that we don't enjoy. And that's assuming we spend all of our non-work days on things we enjoy!

To be successful, you must enjoy what you do. The more passionate you are about what you do for a living, the easier success will come. I have said before that I believe persistence is the most important part of success; well, right after persistence comes enjoying what you do. There are two basic ways you can start enjoying every day:

Change what you do for a living. If you truly dislike your current job and you do not realistically see any chance of improvement in the near future, find a new job. Changing jobs or careers is one of the more stressful moves one can make in their lifetime because it usually requires taking risks and giving up security. However, it can also fill your life with new excitement and enthusiasm that you have been without for so many years.

Change your attitude. Life is perception and perception is about attitude. I would never suggest giving up on your dreams and adopt a "learn to like" attitude toward your current work, but I am suggesting a conscious change in the way you approach your work that will make it enjoyable while you work toward your dreams.

Here are things you can do to build a more positive attitude toward your current work:

- **Do your job better.** Consider this "practice" for your success. Success is about being your best and going the extra mile. Start now by doing your job better.
- **Learn more about your job.** One of the reasons people do not enjoy their work is that they do not fully understand it. Learn all you can about what you do.
- **Learn why things are done the way they are.** In the workplace, there are rules and policies, many of which are debated amongst the workers who argue that they "are not fair." Speak to someone who knows why these policies are in place.
- **See the big picture.** If your job is in data-entry, realize that you are doing an important part of a much larger job. An organization is like a chain with many links. Each link is vital to the strength of the chain.
- **Build amenable relationships with co-workers.** If you do not get along with your co-workers, it is easy to dread going to work. Make amends in existing relations if needed and go the extra mile for your co-workers.
- **Solve or manage your problems.** What don't you like about work? Make a list. Consider each item on your list a problem and solve or manage the problem.
- **See your current job as a necessary rung on your ladder of success.** I strongly believe one can get ultimate enjoyment from any job if they believe they are working toward their success. What skills is your current job helping you achieve? How is your current job helping you achieve success? Even if it is as basic as giving you the money you need to move on, you are working toward your success.

Do You Have Time To Be Successful?

"Don't ever say you don't have enough time," warns Bo Bennett. "We make time for the things most important to us. Evaluate what's going to become your priority and build around it. The things you end up not having time for were not as worthwhile as the goals you set for yourself." In his new book, *Year To Success*, he suggests the following:

- **Catalog your time.** Make a log of what you do in the average day. Do it for a week.
- **Eliminate wastage from your day.** Stop doing things that bring you no benefit.
- **Make "To Do" lists.** Prioritize your activities and assign a time to each as to how long it will take.
- **Schedule calls.** Set aside time for both incoming and outgoing calls. Phone calls can interrupt your workflow. Once you are interrupted from a productive mental state of mind, it is often difficult to get back into that state of mind and productivity suffers.
- **Learn to say "no."** Saying no in advance to extra work is much easier than having to apologize later for not being able to complete something on time.
- **Do not neglect long-term projects.** Just because they may not be due soon, they will be due eventually.
- **Be decisive.** Make decisions quickly. It is important to have enough information to make an informed decision, however, too often people do not know what "enough" is and hold off on making decisions.
- **Deal with e-mail effectively.** Make use of spam filters to stop from having to read the garbage that comes to your inbox. Create sub-folders to organize your incoming e-mail, but be sure to keep the things that need your attention in the short term in your inbox. Once you file it away, it is often neglected.
- **Don't procrastinate.** Procrastination is putting off until tomorrow what you *should be doing* today.
- **Get Assistance.** How much is your time worth? Can you be paying an assistant or delegating authority to someone else on some of your activities?
- **Do multiple things at once.** It is possible to overlap some of your activities and get twice as much done in the same period of time.
- **Get up earlier.** Get up an hour earlier each day and see how your body responds. That's an extra 45 eight-hour work days a year or 365 more hours you can spend on your hobby, family, goals or life purpose.
- **Don't confuse relaxing with wasting time.** If you get relaxation from spinning in your chair, playing a game or two of Solitaire, or blowing spit bubbles, then do it! The body and mind need relaxing activities throughout the day. However, make sure these activities are for relaxation and not for procrastination.
- **Get exercise.** While a good workout schedule may take about three hours of your week, it will allow you to be much more productive.
- **Push yourself.** The reason most people fail to reach even a fraction of their potential is that they do not push themselves hard enough.

Why Aren't You Rich?

Why aren't YOU rich? Bo Bennett gets to the heart of the matter in *Year To Success*. It is time to ask yourself, **Why aren't you rich?** Write down your reasons why in your success journal. Now that you have written down your reasons, ask yourself, "Are these the real reasons or are they excuses?" In other words, is this what you are telling yourself and others because it "sounds reasonable"? Or behind the excuse is there a more truthful reason? Question your reasons or beliefs as to why you think that you are not rich. Go back through your list of reasons now, and write down the real reasons. Here are some to get started -- and how you should respond to these excuses:

- ***I really do not want to be rich*** . If you truly feel this way you are already rich, otherwise you have some limiting beliefs about money that are holding you back from becoming rich.
- ***I don't know how to get rich***. If this is the case, why haven't you learned? Bookstores are full of books on how to acquire riches.
- ***I am working on it***. Most people spend their lives "working on it". I rephrase the questionwhy aren't you rich NOW?
- ***Money is evil***. Money is paper and metal, it's not evil. Do you really believe that you would use your money for evil rather than good?
- ***I am not smart enough***. You know what needs to be known.
- ***I am not talented enough***. You possess all that you need to succeed.
- ***I am destined to be poor***. Says who? You create your destiny so why would you create one that is not filled with wealth?
- ***No one in my family has ever been rich***. That may be a true statement, but realize that has nothing whatsoever to do with your financial destiny. There is no such thing as a gene for being rich.
- ***I have been trying to get rich but I just can't***. Don't try, do. Change what is not working. Believe 100% with all heart that you can get rich. Persist. This course will reveal much information that will help you with this one.
- ***I have responsibilities like taking care of my family and paying the bills; it is irresponsible of me to be chasing a dream***. It is irresponsible of you NOT to follow your dream and NOT give your family the lifestyle they deserve. We all have responsibilities and bills to pay – even rich people. Find the time or make the time.
- ***I am waiting for the right opportunity***. Why not create your own opportunities? You can spend your whole life waiting and one will never come.
- ***I am waiting for a rich relative to pass away***. A little on the sick side, but who am I to judge.
- ***I am waiting to marry someone rich***. Why not become rich yourself first and marry someone for pure love? There will not only be more "fish in the sea", but you will also do much better on the prenuptial agreement.

Now that you know why you are not rich, it is up to you to make the necessary changes in your beliefs, behaviors and/or lifestyle to become rich. Bo says: "I am not secretive – if I could tell you to do A, B, C to be rich, I would. Like success, there are many ideas, concepts, skills, and beliefs that will help you to acquire riches. Just remember to be patient and believe in yourself."

Q & A

Bo Bennett

Year to Success

Bo, you made millions of dollars off of an Internet venture -- and kept most of it. That's a dual feat! What did you do and how did you do it? I think your real question is, "What did you do and how can I do it?" I recognized a need and filled it. It was early 1995 and a friend of mine just introduced me to the Internet. I was immediately amazed and excited about its potential. For the next several months I would try desperately to get a website, but I would end up only getting conned, scammed, and ripped-off. I finally did find an honest company that I leased a web server from, but I ran into some more trouble--in order to have a web site I needed to be a technical wizard. So I became one. Just about 6 months later, I had created a web hosting company for the "average business user" that used my own web-based software to create a website and configure e-mail. Seven years later I sold the company for 20 million dollars.

Money aside, why do you consider yourself an expert on success? I have spend much of my childhood and all of my adult life answering the question, "What makes some people succeed where most people just live mediocre lives?" This question has prompted me to study the lives of many successful individuals, study many different philosophies, and learn all I can about success. However, my own pursuit of success has taught me the most.

Why did you write Year To Success in the one lesson-per-day format? People can't wait a year for it to happen, can they? They **can**. Whether they want to or not is a different story. I would like to paraphrase a rejection letter I received from a respectable, well-known publisher when I submitted my book, Year To Success

"Dear Mr. Bennett, ...we ultimately decided that your book does not tell people how to be successful in a few clear steps. We feel that this is what our readers want."

I will admit, it would be nice if success were all about doing A, B, and C, but it does not work that way. If it did, 95% of the population would consider themselves successful, not just 5%. Most books on success sacrifice content for marketability; they are edited to appeal to the population's desire for instant gratification. Year To Success is different—very different. Not only is the book jam-packed with content, its one article a day format allows the reader to properly reflect on the information and actually **retain** the information.

You say the chief reason people do not ask for the things that they want is fear. Why is that? Fear is a powerful force. People do not ask for things they want for three primary reasons: the fear of rejection, the fear of failure, and believe it or not, the fear of success. People develop these fears over time usually as a result of false associations. The key eliminating these fears is getting straight on the facts that are associated with these fears.

If you had to narrow it down, what are the five key attributes one must possess for a life of success? That is a tough question for me because it goes against my success philosophy: there are not just a few quick attributes to success. Having said that, however, I do believe that some are more important than others. I like the three P's (I know you asked for five, but...): **perseverance, positive mental attitude, and passion.** Possess those qualities, have a good idea, and put my general success formula to work (education + inspiration + action) and your chances of succeeding are greatly increased.

How did you go about selecting the 52 people featured in the book (for inspiration) - from Ben Franklin, Oprah, Bill Gates and Jerry Seinfeld, to Mary Kay, Eleanor Roosevelt, Rockefeller and Einstein? These are some of the people who have inspired me the most. I will admit, there are many more, but I felt it important to "mix it up" with people who have succeeded in all walks of life. The people I have included have demonstrated several of the principles of success contained within my book. Their stories are not only inspiring, but very entertaining as well.

Many people have ideas for creating wealth -- but fail to act on them. Why do you believe this happens? There is only one reason: they do not really believe in their idea or their own abilities. It is that simple. Think about it... if you had an idea that you were 100% sure would lead you to wealth, wouldn't you take action? When you truly believe in your idea, little things like lack of time, lack of money, and lack of a solid plan don't matter much. Those "details" are eventually worked out.

Bo, part of success is about staying healthy, as you highlight in your book. But how have you gone your whole life without ever having a glass of wine, a cup of coffee or a drag on a cigarette? Health does have much to do with it, but the real reason is the associations I made early on in life. I associate alcohol with a painful childhood, cigarettes with the inability to breathe, and coffee with terrible breath. No matter how hard the advertising agencies try to get me to associate happy, healthy, and beautiful people with booze, I just can't make the connection. We all crave "highs" of some kind. I firmly believe that when we deny our bodies artificial highs we are forced to find natural highs. For me, one of the greatest natural highs is success.

You point out that the words we use make all the difference to how others perceive us? How so? Ummm... like, listen dude, words are really, really, really, important. If I used those words, do you think you would really want to read my book? Right or wrong, others judge us based on many factors, one being the words we use. Using the right words at the right time is considered effective communication, which is one of the key characteristics of a successful individual.

Why do people fail to set goals and identify a specific purpose to rally around? Once again it comes down to belief. Many people don't believe that goal-setting is important. When it comes to their life, they "play it by ear." which may be a fine way to vacation, but a terrible way to live life. Once people understand how planning, and more important, taking action, will bring them significantly closer to success, they will no longer fail to set goals.

Your formula for success is education plus inspiration plus action. Can you elaborate please? Success at anything in life is dependent on those three "ingredients." You must provide yourself with enough *information*. Year To Success contains over 200 "educational" articles on principles of success. You must keep *inspired*. Without inspiration, dreams die as quickly as they are formed. Year To Success is full of

inspiration; in the daily articles, in the quotes, and in the success biographies. Finally, you must take *action*. Without action, nothing is accomplished. Year To Success provides readers with action steps based on the day's reading. Education plus inspiration plus action is what success, and Year To Success, is all about.

Why did you wait over 20 years to write Year To Success? I have always had a problem with the teachers who taught students about "the business world" when they themselves have never made it in the business world. Likewise, I question the speakers who speak about success and wealth who have only become successful and wealthy by getting people to pay them for talking about it. From the time I graduated college, it has taken me 9 years to put the theories, concepts and convictions I had to the test. After what would be considered my first major business success, I still was not convinced and wanted to rule out luck and good timing. It was not until I had created my second multi-million dollar company using the principles in these 366 days that I was able to honestly share these ideas with others, and be confident that they work.

How do you define success? How much money is enough? Success is something that is very personal to each one of us. My definition of success actually takes up about three pages, but in short, it consists of living a healthy life, with strong personal and professional relationships, while doing what I love doing best, and being financially free, or living a life free from financial obligations and concerns. As long as I can keep finding ways to put my money to good use, I can always use more. But more money will not add to my success past the amount needed to maintain my financial freedom.

You emphasize that health plays a crucial role in success -- but do people really follow this advice considering most of America is overweight, tired, stressed, medicated and addicted to some kind of substance? No, most people do not follow that advice. For most people, the desire for instant gratification is greater than the desire to live a long, healthy, successful life. This desire for instant gratification is perhaps our greatest weakness as humans. True success is only possible when one puts long-term goals ahead of short-term desires. Year To Success covers this topic throughout the full year.

You advocate creating a "dream collage." What's that? Images are more powerful than words alone. Goals are great, and important to success, but think of a dream collage as pictures of your goals. It is amazing how much my dream collage of 10 years ago resembles my life today. It has pictures of a family, nice cars, great house, summer home, winter home, exercise room with a wilderness theme, etc. These images constantly inspired me and reminded me why I must succeed. Even today, I keep pictures of some of my goals on my desk, to look at every day.

Can you share with us your process for setting goals? I can, if you read day 92 in my book. I have taken the best of the best and developed my own process for setting goals. I am not being secretive by not sharing details; the process is just very detailed and requires careful explanation. I can, however, share what I believe to be the most important factor in goal setting—taking daily action. People underestimate the power of taking small, daily actions toward the attainment of their goals. Without daily action (not weekly or monthly), goals are often put on the back burner, many times indefinitely.

You identify perseverance and determination as the characteristic shared by all successful people throughout history. Tell us about this principle. If you study the life of any successful individual, you will see that perseverance was a key factor to their success. I have yet to come across an individual that did not show perseverance. People who don't want success badly enough give up when things become "uncomfortable" for them. Those who persevere find more discomfort in not succeeding than in failing.

You make a lot of pop-culture references and analogies, alluding to movies such as *The Jerk*, *The Shining*, and *Naked Gun*. In order for the next generation to learn success principles, do we need to look to Hollywood and entertainment for examples and reference points? I love movies. I would make a horrible movie critic because I find entertainment in just about every movie I see. Hollywood is notorious for releasing movies that "corrupt young minds," but I never seen them that way. As a "success-minded" individual, I relate every movie I see to success. Movies do make great examples when discussing success, but they are certainly not needed. I believe they keep my book entertaining and lively. If I were a classic novel buff, perhaps I would reference those. But I am not, so I don't.

Why do you say that competition is good? If you have ever eaten lunch at the only place to eat lunch in town, or rented a car from the only car rental place within 100 miles, or remember a time when there was only one phone company, you have most likely experienced for yourself why competition is good. Competition in business causes businesses to be their best, giving the best service and producing the best product. Personal competition, as in students competing for the highest grades, causes people to be their best. In short, competition brings out the best in people, businesses, and a society.

You have an entry in Year To Success on how one can face his or her weaknesses. Easier said than done? What isn't easier said than done? Actually, facing a weakness is not the hard part; it's identifying the weakness that is the real challenge for most people. Most people are under the impression that to face a weakness means to overcome it—that is not necessarily the case. Henry Ford was uneducated. Bill Gates was a college drop out. Arnold Schwarzenegger spoke but a few words of English coming to this country. Helen Keller was unable to see, hear or speak at all. Abraham Lincoln was belligerent. John D. Rockefeller almost killed himself with worry. John F. Kennedy was too young and George Foreman was too old. Despite these weaknesses, each of these successful people either overcame, avoided, or compensated for their weaknesses and eventually became extremely successful.

Select Quotes from *Year To Success*, by Bo Bennett

Here are some selected quotes taken from the writings and speeches of Bo Bennett, author of book *Year To Success* (<http://www.yeartosuccess.com>). Feel free to use these quotes to enhance your speeches, presentations, or writings. Please ensure proper credit is given.

Think of success as a game of chance in which you have control over the odds. As you begin to master concepts in personal achievement, you are increasing your odds of achieving success. – **Bo Bennett, author of *Year To Success***

Communication is about being effective, not always about being proper. – **Bo Bennett, author of *Year To Success***

Having a positive mental attitude is asking how something can be done rather than saying it can't be done. – **Bo Bennett, author of *Year To Success***

An excuse becomes an obstacle in your journey to success when it is made in place of your best effort or when it is used as the object of the blame. – **Bo Bennett, author of *Year To Success***

Enthusiasm is NOT the same as just being excited. One gets excited about going on a roller coaster. One becomes enthusiastic about creating and building a roller coaster. – **Bo Bennett, author of *Year To Success***

If you want plenty of experience in dealing with difficult people, then have kids. – **Bo Bennett, author of *Year To Success***

Enthusiasm is excitement with inspiration, motivation, and a pinch of creativity. – **Bo Bennett, author of *Year To Success***

I like to think of sales as the ability to gracefully persuade, not manipulate, a person or persons into a win-win situation. – **Bo Bennett, author of *Year To Success***

Successful people radiate self-esteem, not self-disgust. – **Bo Bennett, author of *Year To Success***

It's not people who resent successful people; it's resentful people who resent successful people. – **Bo Bennett, author of *Year To Success***

Anyone who wants to sell you overnight success or wealth is not interested in your success; they are interested in your money. – **Bo Bennett, author of *Year To Success***

A dream collage is pictures of your goals. It is like your future photo album. – **Bo Bennett, author of *Year To Success***

People who come from dysfunctional families are not destined for a dysfunctional life. –
Bo Bennett, author of *Year To Success*

Those who improve with age embrace the power of personal growth and personal achievement and begin to replace youth with wisdom, innocence with understanding, and lack of purpose with self-actualization. –
Bo Bennett, author of *Year To Success*

The discipline you learn and character you build from setting and achieving a goal can be more valuable than the achievement of the goal itself. –
Bo Bennett, author of *Year To Success*

Traditional investment vehicles such as IRAs, CDs, stocks and bonds do have their place, but for the rich, they are used more as temporary storage facilities rather than life-long homes. –
Bo Bennett, author of *Year To Success*

Avoiding the phrase “I don’t have time...”, will soon help you to realize that you do have the time needed for just about anything you choose to accomplish in life. –
Bo Bennett, author of *Year To Success*

The "Happy Meal™" certainly is not named that because of all the good it does for kids' bodies. I think they call it that because they are happy people are actually buying it. –
Bo Bennett, author of *Year To Success*

The concept of the “good ol’ days” must be one of our society’s biggest delusions, top reasons for depression, as well as most often used excuse for lack of success. –
Bo Bennett, author of *Year To Success*

Success is about enjoying what you have and where you are, while pursuing achievable goals. –
Bo Bennett, author of *Year To Success*

If you are only doing what you are getting paid for, and doing it no better than the average employee, then your pay is most likely right where it should be. –
Bo Bennett, author of *Year To Success*

Frustration, although quite painful at times, is a very positive and essential part of success. –
Bo Bennett, author of *Year To Success*

Peeves do not make very good pets. –
Bo Bennett, author of *Year To Success*

While we are focusing on fear, worry, or hate, it is not possible for us to be experiencing happiness, enthusiasm or love. –
Bo Bennett, author of *Year To Success*

Affiliate marketing has made businesses millions and ordinary people millionaires. –
Bo Bennett, author of *Year To Success*

*As sure as the spring will follow the winter, prosperity and economic growth will follow recession. – Bo Bennett, author of **Year To Success***

*There is a misleading, unwritten rule that states if a quote giving advice comes from someone famous, very old, or Greek, then it must be good advice. – Bo Bennett, author of **Year To Success***

*If you have not taken the time to define what happiness means to you, what have you spent your whole life pursuing? – Bo Bennett, author of **Year To Success***

*To me, living in the present means being aware of your conscious choice to focus on the past, present or future—it is not necessarily having to focus on the present. – Bo Bennett, author of **Year To Success***

*Most of us are consumed with our own thoughts and desires and are not always thinking about what other people may want. This is not necessarily being egocentric; it is just being human. – Bo Bennett, author of **Year To Success***

*A rejection is nothing more than a necessary step in the pursuit of success. – Bo Bennett, author of **Year To Success***

*It is not rejection itself that people fear, it is the possible consequences of rejection. Preparing to accept those consequences and viewing rejection as a learning experience that will bring you closer to success, will not only help you to conquer the fear of rejection, but help you to appreciate rejection itself. – Bo Bennett, author of **Year To Success***

*Every minute you spend in your life is either spent bringing you closer to your goals or moving you away from your goals. – Bo Bennett, author of **Year To Success***

*I am pretty sure if the TV series 'Seinfeld' was on around when Maslow was writing this hierarchy of needs theory, not missing an episode would have made it somewhere between safety and love. – Bo Bennett, author of **Year To Success***

*An objection is not a rejection; it is simply a request for more information. – Bo Bennett, author of **Year To Success***

*Self-sabotage is like a game of mental tug-of-war. It is the conscious mind versus the subconscious mind where the subconscious mind always eventually wins. – Bo Bennett, author of **Year To Success***

*When it comes to success, there are no shortcuts. – Bo Bennett, author of **Year To Success***

Using rhetorical questions in speeches is a great way to keep the audience involved. Don't you think those kinds of questions would keep your attention? – Bo Bennett, author of Year To Success

You are not, nor ever will be, better than anyone else besides the person you are now. – Bo Bennett, author of Year To Success

Martial arts is not about fighting; it's about building character. – Bo Bennett, author of Year To Success

In sales, a referral is the key to the door of resistance. – Bo Bennett, author of Year To Success

Confusing the words wish, faith and pray with each other usually just results in a minor grammatical faux pas, but when any of these words, especially hope, is confused with action, the results are much more devastating. – Bo Bennett, author of Year To Success

Every day, people settle for less than they deserve. They are only partially living or at best living a partial life. Every human being has the potential for greatness. – Bo Bennett, author of Year To Success

A good leader is one who can tell another how to reach his or her potential; a great leader is one who can help another discover this potential for him or herself. – Bo Bennett, author of Year To Success

Untapped potential is the difference between where a person is now and where he or she can be. – Bo Bennett, author of Year To Success

Not being in tune with your customers is like living in an alternate reality; the way you think your customers feel about your product is not always the same as what your customers really think about your product. – Bo Bennett, author of Year To Success

Resume: a written exaggeration of only the good things a person has done in the past, as well as a wish list of the qualities a person would like to have. – Bo Bennett, author of Year To Success

Diplomacy is more than saying or doing the right things at the right time, it is avoiding saying or doing the wrong things at any time. – Bo Bennett, author of Year To Success

Faked enthusiasm is worse than bad acting - it is bad acting with the intent to deceive. – Bo Bennett, author of Year To Success

Never expect people to treat you any better than you treat yourself. – Bo Bennett, author of Year To Success

*The credo of the average American is "all things in moderation". This is the same average American that is about 20 pounds overweight and has a one out of four chance of dying from heart disease. – Bo Bennett, author of **Year To Success***

*Negotiating techniques do not work all that well with kids, because in the middle of a negotiation, they will say something completely unrelated such as, "You know what? I have a belly button!" and completely throw you off guard. – Bo Bennett, author of **Year To Success***

*If you are going to ask yourself life-changing questions, be sure to do something with the answers. – Bo Bennett, author of **Year To Success***

*Be friendly to everyone. Those who deserve it the least need it the most. – Bo Bennett, author of **Year To Success***

*Not managing your time and making excuses are two bad habits. Don't put them both together by claiming you "don't have the time". – Bo Bennett, author of **Year To Success***

*The secret to having everything you want out of life is the realization that you really don't want most of the things you think you want. – Bo Bennett, author of **Year To Success***

*Think before you act and act on what you believe. – Bo Bennett, author of **Year To Success***

*A single question can be more influential than a thousand statements. – Bo Bennett, author of **Year To Success***

*Show interest in ALL people, not just those from whom you want something. Making people feel important and good about themselves is just the right thing to do. – Bo Bennett, author of **Year To Success***

*The only place opportunity cannot be found is in a closed-minded person. – Bo Bennett, author of **Year To Success***

*The best way to lose a job is just not to care. When you do not care, it shows in everything you do. – Bo Bennett, author of **Year To Success***

*If you think Abraham Lincoln became famous for inventing the town car, it is time to spend a few hours on history. – Bo Bennett, author of **Year To Success***

*A dream becomes a goal when action is taken toward its achievement. – Bo Bennett, author of **Year To Success***

*One's work usually occupies more than half of one's waking life. Choosing work that does not bring happiness will lead to a life that is mostly disappointing. – Bo Bennett, author of **Year To Success***

*For every good reason there is to lie, there is a better reason to tell the truth. – Bo Bennett, author of **Year To Success***

*True popularity comes from acts of kindness rather than acts of stupidity. – Bo Bennett, author of **Year To Success***

*Remember that it is not where you come from, or not even where you are; it is where you are going that matters most. – Bo Bennett, author of **Year To Success***

*Every economy is uncertain. Referring to this or any economy as "uncertain" is an unnecessary and pessimistic redundancy. – Bo Bennett, author of **Year To Success***

*Spend some time this weekend on home improvement; improve your attitude toward your family. – Bo Bennett, author of **Year To Success***

*Success is not in what you have, but who you are. – Bo Bennett, author of **Year To Success***

*Without initiative, leaders are simply workers in leadership positions. – Bo Bennett, author of **Year To Success***

*Visualization is daydreaming with a purpose. – Bo Bennett, author of **Year To Success***

*Value people on their potential, not on their history. – Bo Bennett, author of **Year To Success***

*A dead end can never be a one way street; you can always turn around and take another road. – Bo Bennett, author of **Year To Success***

*It is not our mistakes that define who we are; it is how we recover from those mistakes. – Bo Bennett, author of **Year To Success***

*We can create the ultimate job security by becoming less dependent on the organization for which we work and more dependent on our own resources. – Bo Bennett, author of **Year To Success***