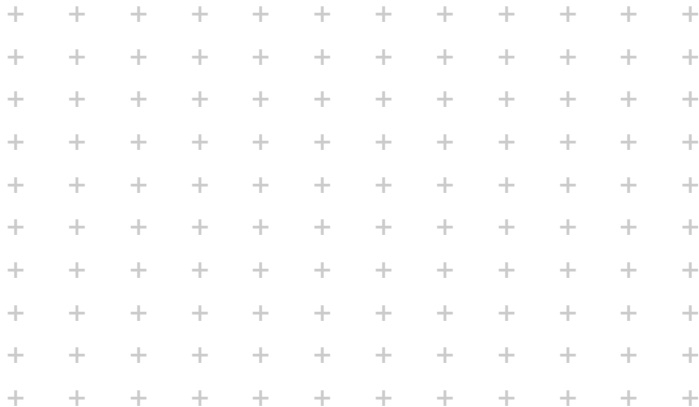


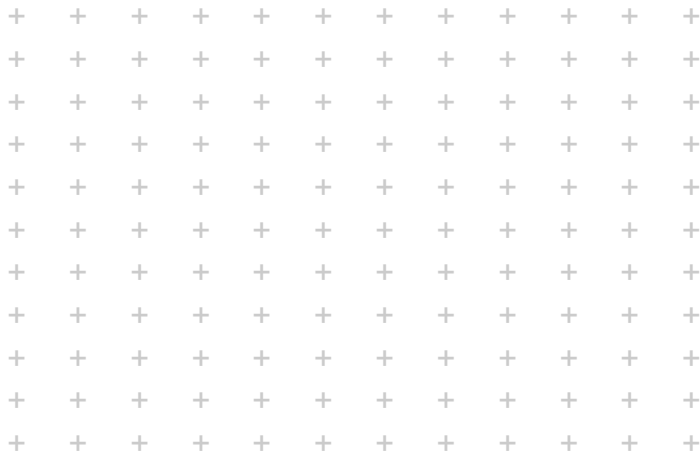


Eleven  
somewhat random (**but good**) thoughts  
on success



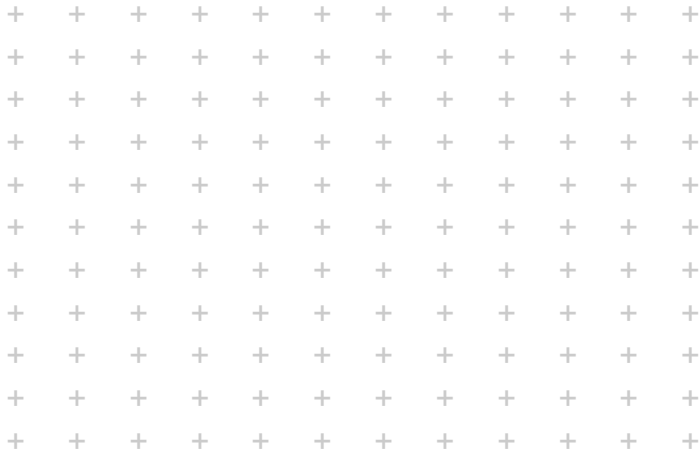


The point of this ebook is to help out as many people as possible. Email it, print it, post it on your blog. Do your part to help other people become successful.





Have your own thoughts on success?  
Visit the success discussion page at  
[blog.edshoots.com](http://blog.edshoots.com)  
and let ED know.



+ + + + + + + + + + +

Why am I sharing these thoughts? Because I enjoy helping others be successful in their pursuit of the things they love.

*Many of life's failures are people who did not realize how close they were to success when they gave up.*

+ + Thomas Edison + +

*What would you attempt to do if you knew you would not fail?*

+ + Robert Schuller + +

+ to my wife & her family for all of their support and help +  
+to my kids, may you find success in pursuit of your passion +  
+ a special thanks to Mark Firth for making me that fateful sandwich +

Feel free to drop me an email [ed@edshoots.com](mailto:ed@edshoots.com)

+ + + + + + + + + + +



## **one. pursue your passion**

Forget about money. Forget all of the negatives.

If you were able to choose any career path in the world, what would you choose?

Now find a way to make it happen. The thing is, when you pursue your passion as a career, success will come naturally.

Following your passion will help others follow theirs. You will be happier, you will help bring happiness to others and you will be doing the thing you were meant to do. I believe we are here for a reason, finding that reason can be a tough road; but it's waiting for you and can always be found.





## **two. become a student of your industry**

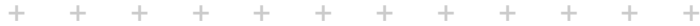
Study the past, the present and think about the future.

Learn from the successes and mistakes that have been made in the past.

Learn from the successes and mistakes that are currently being made.

Look to the future, dream, become an innovator.





### **three. seek out successful professionals**

Talking with successful people is a great way to learn and become successful yourself.

Ask them to tell you their story. Ask them how they did it. Ask them what the hardest thing to overcome was. Ask them if they're passionate about what they do.

If you don't know any successful people, start looking.

If you do and they're too high profile, make friends with someone who knows them. You'll be glad you did.





## **four. work hard**

There are not many substitutes for plain old hard work.

So do what most of our ancestors did, roll up your sleeves, find the best and smartest path and get to work.

But don't forget to take time off (see number six).







## **five. organization**

Plan out your days. Don't waste time. Our lives are short; wasting time only keeps us from achieving our goals.

Write down your short and long term goals. Writing them down is 90% of the battle.

Develop a system for your paperwork, for emails, for contracts. Implement and utilize the system.

If organization isn't a part of your brain process, find or hire someone to help you.





## **six. take care of yourself**

Don't forget to take breaks and days off. Consistent time off and vacation days are extremely important.

Breaks will recharge you physically, mentally and emotionally. You will become more creative and productive.

You need to stay healthy. Make sure you take time to keep your body in good shape for all of that hard work you'll be doing. There's no point in withering away in front of your computer.

Besides, getting out and exercising alleviates stress, anxiety, improves muscle definition and reduces the risk of heart attack and other illnesses.





## **seven. make friends**

It's normal to want to do business with your friends.

Friends are the type of people you enjoy being around, you feel comfortable with them and most importantly you trust them. Who wants to do business with people they don't trust?

So visit your clients and prospective clients. Show them you care. Show them who you are, what you do. Make friends, not sales.





## **eight. make more friends**

You can never have too many.

Send them email updates.

Take them out to lunch.

Get on the phone and give them a call.

Stay in touch!

And most importantly be a friend!





## **nine. stand out**

Today it's a must. The world is full of information. In order to get noticed, you have to stand out (in a good way).

Stand out by doing something that no one has ever done before. Just make sure it makes sense and compliments your brand.

There are billions of combinations; you can think of something and besides, the percentage of people who create unique ideas on a regular basis are very slim.

*"Sure some people will love it, others might even hate it, but everyone will notice it."* My quote-- I said that!





## **ten. help others by providing value**

What's the point of keeping our knowledge to ourselves? There is none!

When you learn of something cool, share it!

When you think of something cool, share it! (trade mark or patent it first)

When you do something cool, for crying out loud share it!

Helping others:

Makes us happier

Makes the people around us happier

Increases the health of our industries



+ + + + + + + + + + +

**eleven. did I mention work really**

**HARD!**

+ + + + + + + + + + +



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