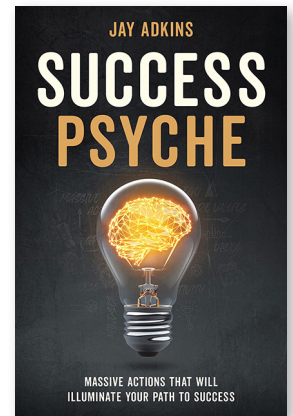


Success Psyche

Massive Actions That Will Illuminate
Your Path to Success

by **Jay Adkins**



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THE SUMMARY IN BRIEF

Everybody wants to be successful, but a few put in the conscious effort to get there. Success looks glamorous on the outside. But nobody wants to acknowledge the amount of struggle that goes on behind the curtains. Success takes work. It takes thoughtful action. But most importantly, it takes cultivating a robust “success psyche.”

Success Psyche spins a real-world web of tried and tested methods that offer a realistic approach toward success. It helps the readers uncover the right actions and habits they need to achieve their goals.

Through his life story and several insightful personal experiences, author Jay Adkins takes us through a realistic journey of success, uncovering several “success myths’ along the way. The author urges the readers to first find out the “why” and then craft a robust gameplan to eventually find their very own version of success.

IN THIS SUMMARY, YOU WILL LEARN:

- To define your very own version of success.
- To design your path toward success.
- To create and implement a Goal Planning System (GPS).
- How to break free of every myth associated with success.
- To be successful.

Introduction

What exactly is Success Psyche? It is a mindset, a philosophy, and a way of living that attracts your unique definition of success and allows you to be happy as long as you continue taking massive actions towards your goals. Your Success Psyche is the lightbulb that won't dim. It's the part of your brain that is trained to view failure as progress. When you focus on every massive action you design for yourself, you develop your very own Success Psyche. This book lays out twelve massive actions you can translate into long-term habits, to succeed both in business and life as a whole.

Part One: Unlocking The Path To Success

Learn That Success Is A Snowflake

My story of struggle and success started at a very young age. My parents made barely enough to pay the bills. But I quickly learned that the only way to respond to difficulties was by working through them rather than running away from them or playing the victim card. The mentality of “do just enough” doesn't get anyone anywhere. If you're not happy in your life, it's no one's fault but yours.

Remember, Usain Bolt didn't magically wake up one day and become the fastest man in the world. Jeff Bezos wasn't born with the business plan for Amazon taped to his baby crib. The result—the big success stories—all involve countless steps we never saw.

Success is like a snowflake. Yours and someone else's will never look exactly the same. We'll learn more about it, one element at a time, and as you progress through the book, your every step would be a success all on its own.

Outline Your Terms Of Success

The entire foundation of your success lies on this golden rule: Unless you define your success, you will not be able to shape your life in a way that leads you there. The five steps to outlining your terms of success include:

Step 1: Envision the kind of life you'd like to have. This could include the type of career you want to have, the type of people you want to allow into your life, the destinations you want to travel to, and anything you would be happy to include in your life.

Step 2: Perform some reverse engineering to detect what it

will take to help you reach your goals. What sacrifices and actions are required? What will make you uncomfortable? What do you NEED to do for success? What is it that you DON'T NEED to do for success? This is the hardest part of it all but once you cross this, you eventually get closer to your goals.

Step 3: Ask the big question, “Am I willing to do whatever is necessary to reach my goal?” Your willingness to do something can be the greatest deciding factor for your success.

Step 4: Deploy deadlines. As cliché as it may sound, a goal without a deadline is a dream that will never live outside your head.

Step 5: Let it loose outside your head. This is when you take accountability for your action and bring your dreams to reality.

Remember, you can't look at someone's success but behind it. That's how you'll understand that every success story had to travel a jagged journey of tough lessons and bad choices.

Realize You Are Programmed To Fail

The truth is, failure is inevitable. The world expects you to admit defeat and trek on down that mountain with your tail tucked between your legs and fall back in line with the rest of the dissatisfied masses. Unfortunately, many of us believe the world is right. We give up and wonder why we ever tried at all. The goal here is to undo the programming that “failure is our inevitable conclusion.”

Failure might be inevitable but the story doesn't end here. You must fail and keep going several times until your goals begin to appear on the horizon. Remember, it is failure that brings out the light-bulb moments in our life. They can be your biggest teachers. Inventions like airplanes, the internet, and even computers were a result of multiple failures.

Define Your Why As Your Legacy

There are only two ways to approach goal setting and journeying towards success – analyzing everything that seems wrong with your personal and professional life and hunting down the “why” behind it. When you focus on the “why”, it allows you to reframe failure as progress.

It also allows you to observe others' mistakes and translate them into your learning opportunities. When you determine your why, the “there's not enough time” excuse vanishes. For example, if the answer to your “why can't I finish my work on time” is “because of social media” – you grasp a clear solution to be more productive, that is, “to not waste

time on social media.” Use your why-led focus to craft a “Whatever it takes” attitude and you’ll begin to untangle how the sky is the only limit for your success.

Schedule Success Or Live In Regret

Human bodies are designed to avoid tasks that are not immediately rewarding. Nobody likes to wake up early or exercise. At that moment, it’s difficult to realize the amount of positive impact good habits can make in your life. But the creation of good habits demands thorough systems and processes within in your daily routine. To make sure your entire day remains productive, start your day right. Wake up early in the morning with any positive self-talk like meditation or prayer. Remember, you’re only as tired as you think you are. Once you get the start of the day right, design a detailed schedule for the rest of the day and stick to it.

Use A GPS For Vision And Values

Making your mornings valuable is great. But how to get the rest of the day in order? Create a clear, visually clean collage and set it as a screensaver on your devices, and in places like your bathroom mirror and refrigerator door. I like to call it the GPS or Goal Planning System. Just like how we use a GPS to find directions in real life, your life’s GPS will guide you toward the precise goals (or destinations) you want to reach. Once you create your GPS, set a time frame that will help you get real results. For example, “By the end of the year, I want to accomplish this goal.” Make sure you cover both personal and family goals. Finally, review your vision board throughout your weekly routine. To help you create your detailed GPS system, I’ve included a GPS template in my book.

Respect The Power Of Ego In Accountability

Sometimes, the ego can act as a powerful tool to accomplish things. When Freud used the term “das Ich,” he was referring to the conscious, decision-making part that humans regard as “I.” Ego is the person you think of when you take ownership of anything. (i.e., I want to quit my job, or I love my kids).

In other words, ego is “I” – no negative terms attached. This is exactly why you can use “ego” to cultivate accountability. You can do this by giving other people permission to keep you on track. For example, if your goal is to get fit, discuss your workout plan with your friend and make them your accountability partner. When you’re held accountable for things, you tend to take them more seriously.

Find Mentors Or Settle For Good

Mentors and coaches are the best catalysts for your success.

They provide you with a unique vision, offer you impartial and objective advice to work on your mistakes, provide you with the right perspective so you don’t end up making expensive mistakes, and are the best source of encouragement. When looking for a mentor, make sure they have qualities like mastery of the niche you want to become an expert in and absolute honesty, and find out if they can give you the freedom to set your own expectations, and if they fit your style.

Discover The Dangers Of Goal Myths

There are nine goal myths that block success. As the chapter title indicates, these myths can be dangerous when they are not dispelled through conscious effort.

Myth 1: Setting goals is the key.

Myth 2: I failed because the goal was too hard.

Myth 3: Dreams are goals.

Myth 4: Comparison is motivating.

Myth 5: Praise is motivating.

Myth 6: There are shortcuts.

Myth 8: Motivation comes from outside inspiration.

Myth 9: Some failures are outside my control.

Practice The Nine Be’s Of Networking

Successful networking requires outside-the-box thinking. Networking needs to be a process. It also needs to be extremely intentional. Perhaps the most valuable thing that you will get from your network is a constant stream of referrals.

- Be curious, care about people, and ask questions that go beyond “how are you.”
- Be relatable by finding conversation points that people will engage in or find interesting.
- Be creative when networking with someone on social media. For example, instead of simply “liking” someone’s picture, contribute something useful to their posts.
- Be systematic by creating a digital journal of people you need to reach out to regularly.
- Be authentic, be yourself.
- Be open-minded and embrace others’ true feelings or passions even when they seem different from yours.

- Be genuinely caring to build lasting trust or relationships over the years.
- Be valuable by contributing your knowledge to your growing network.
- Be patient and remember your efforts will pay off.

Embrace Uncertainty Or Accept Complacency

It's easy to get complacent once you think you've arrived. If you forget the struggle, it means you're destined to repeat them. Make it a point to recognize both struggles and triumphs. There is a chance you'll fail several times, and your self-doubt might come in the way of your persistence and determination. When things seem uncertain, the only thing you can do is to keep moving with your goals in mind.

Gain The Happiness Advantage

Don't fall into the trap of, "If I work hard, I will be successful, and once I am successful, I will be happy." Remember, we become more successful when we are happier and more positive, not the other way around. It doesn't depend on a dollar amount or how the economy is doing. Happiness is directly linked to how positive your attitude is.

Part Two: Take Charge Of Your Success

90-Day Massive Action Plan (Compress Everything)

Sometimes, the most challenging part of a journey is the first few steps. So, let's talk about those critical steps for a moment. Ask yourself, "what does my success snowflake look

like?" Once you know the answer, ninety days is all it takes to craft the mindset and routine that fosters a Success Psyche.

- Make the daily decision that you will do everything to cultivate a success psyche
- Implement a morning routine
- Become comfortable being uncomfortable
- Lose the victim mentality
- Don't set unrealistic expectations for others
- Define your success snowflake
- Recruit some accountability partners
- Lean into failure
- Define your core values
- Define your why

Conclusion

Success doesn't simply come knocking at your door because you call it. Success takes conscious effort. It takes patience and unbreakable faith in yourself. No two people would experience a similar success story. But know that every human already has what it takes to succeed, the only questions that matter are: Have you found your success snowflake yet? If yes, are you ready to become your very own version of success?



Jay Adkins is a mentor, speaker, author, and the proud owner and Founder of ProVest Insurance Group. He has six exclusive Allstate agencies in three regions of the United States - FL, NC, and TX. As Co-founder and President of one of the largest sales training platforms, Agency Sales Academy, Jay has led a bright and continuously evolving career, winning him many awards. He performs a variety of consulting services for diverse industry clients including mergers, acquisition of insurance agencies, and structuring and negotiation. Jay also consults individual agency owners on effective agency operations.

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