

A man with short brown hair, wearing a dark suit, light blue shirt, and red patterned tie, is smiling. He is positioned on the right side of the frame. The background is a red field with a faint, repeating pattern of a stylized star. On the left, there is a circular inset showing a city skyline with a river in the foreground. The text 'Business Keys to Success' is overlaid on the left side in a large, white, serif font.

# Business Keys to Success

Lesson 14  
Playing The Over And Under?  
Move Your Baggage in Your Favor



Steve Scott  
The Houston Business Coach

# Business Keys To Success

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# Foreword

Welcome to Week 14 of "The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You".

Sending out an attitude that promotes success and attracts it was the focus of week 13. Too often, well meaning individuals, in an effort to attract and promote their businesses turn people off.

As you learned, self-interest is good. You must have it to preserve yourself. But, self-righteousness can be deadly. It can put walls up that keep opportunity from coming in. It can also make you a target that others wish to tear down.

Either way in building a successful business and life, you are going to expend energy. Your mission is to create an environment where a majority of your time and energy is in a positive place.

When you do that then you will be putting the odds for success in your favor. And that's what week 14 is about - putting the odds of success in your favor.

# Introduction

Every morning when you wake up you check-in to another day in your business and life. For many people, this checking in is another day of drudgery, boredom and lack of fulfillment.

Unfortunately, this can also happen in self-employment. That wonderful entrepreneurial seizure that you had coupled with your enthusiasm and ability to act has you now in a place where you feel in bondage to the very business you created.

You were supposed to have greater freedom and abundance but somehow you have ended up with less and feel in bondage to the business you created.

It doesn't have to be that way. Yet, all of us carry baggage. Some of it is good. Some of it is not. Regardless, to have the success you desire and to put the odds of success in your favor, you must know what's possibly holding you back and what you must do about it.



week

14



# Playing the Over & Under

## Move Your Baggage in Your Favor

*Hello, Business Keys To Success Members*

Welcome to Week 14 of the Business Keys To Success. Last Week we looked at righteous and self-righteous movement. We learned how a “What’s Right Attitude” can enable us to accomplish much more and with less resistance. We also learned that we must treat ourselves as an important person. When we are faced with a challenge we must ask ourselves is this the way an important person thinks? This week we will be looking at the baggage all of us have and bring to our businesses and our lives. We will be looking at how it affects our movement.

First, let’s be clear that baggage can be of the good variety or it can be a heavy

load that keeps us and our businesses from being all they can be. And, **all baggage is carried in that space between our ears.** The key is to keep a good balance in our favor of the good baggage.

You begin each day by going to the airport in your mind, which is your business and your life, and you get ready to check your baggage. As you are standing there imagine for a moment that they have two scales instead of one. One scale has a sign—Good Baggage. The other scale has a sign—Bad Baggage. There is a limit on both scales. Limits are good. Without limits we can constantly overload our scale and not take



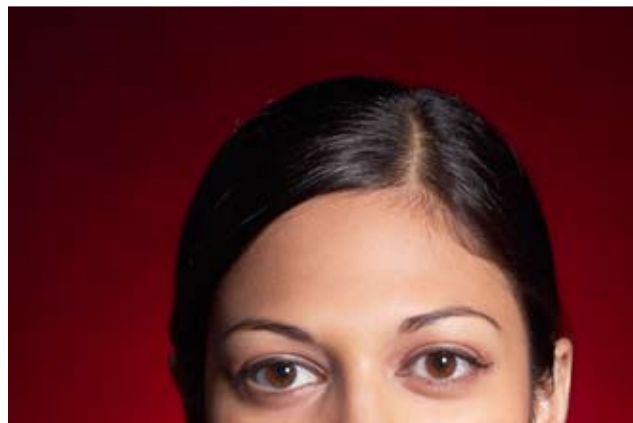
the time to reflect and evaluate as we discussed in section 6.

You now step up to the counter and the good baggage is weighed and maybe it is a little under the limit. That is good. Maybe there is something you can do to get it closer to the limit. Think of increasing the weight of the good baggage as living up to your potential.

Now you step over to the negative baggage scale. You are shocked. The weight takes you way over the limit. In fact, it is going to cost you extra money. Plus, you are having to expend extra effort because these bags are so heavy. Your day has already started off badly. And, you get that feeling of being sucked down toward the drain instead of swimming on top of the water. It's hard for the plane, which is your day, to take off and allow you to be all that you can be and to reach your destination.

The question is, how do we lighten our negative baggage? First, we must identify what is good baggage and what is bad. Secondly, we must develop new disciplines or new ways of thinking to lighten the load. Only when we do that can we carry ourselves properly with our heads up to see the opportunities life has to offer.

As you read the following story about The Frog and The Scorpion ask yourself what am I bringing to the plane flight of my life? Ask yourself. Am I ready to take off? Or am I stuck on the runway of life? There are a couple of prerequisites to taking off. First, you have to be able to go full throttle. Secondly, the weight of your baggage must be right. Think about it. You can go full



throttle but if you are carrying too much weight you will never take off. Instead you will crash at the end of the runway.

Or, let's say that you take off. You are at full throttle carrying not only the right baggage but at the right weight. You are now riding high on life. You are up above the clouds. You are above the storms and the rough winds. You now stop paying attention to your direction. You lose sight of your destination. Without knowing it you have added more negative baggage in the form of drift. Maybe you start feeling self-righteous or you start making a lunch that isn't good for you. You start adding weight.

Slowly, sometimes quickly, the plane of life descends through the clouds. You now encounter storms and great turbulence. What is happening? You descend further and more rapidly. The smooth landing you envisioned is not to be. You added too much of the wrong baggage and you are now destined to crash. We must always be aware of our surroundings and what we are adding to our lives, either negatively or positively. The goal always is to keep our movement airborne and to not drop down into the storms below.

The Story of the Frog and The Scorpion highlights that you always must be aware of what you are carrying and what it will



do to you. What baggage are you choosing to carry with you? What is your life going to be like if you don't lighten the load or in this case remove it completely?

## The Frog And The Scorpion

The frog and the scorpion appear at the bank of the river at the same time.

The frog is about to jump in and swim to the other side. The scorpion sees what is happening and engages the frog in conversation.

"Mr. Frog—I am a scorpion and cannot swim. Would you be kind enough to let me hop on your back, swim across the river and deposit me on the other side? I would be grateful."

The frog looks at the scorpion and says - "no way." Scorpions sting frogs and kill them. I'd be out there halfway, you would sting me and I would drown."

"Mr. Frog you are not using your frog brain, you are not thinking. If I sting you out there halfway you'd drown and I'd drown. I'm not interested in committing suicide. I'm just interested in getting to the other side. Please do me the favor."

The frog says "okay that makes sense."

The scorpion hops on the frog's back. The frog starts swimming across the river.

Sure enough, halfway across the river the scorpion stings the frog. They are now both in the water and are about to go down for the third time.

The frog cannot believe what is happening.

"Why did you do that? I am about to drown and die and so are you. Why did you do that?"

The scorpion replied:  
"Because I am a scorpion."

## Study of the Obvious

It was once said that all of us should study two things in school. If we study Obvious 1 and Obvious 2 our lives would be much better. We would not make the critical mistakes that the Frog made. The Frog knew the attitude the Scorpion had about Frogs. It was obvious that it would never change. Yet, the Frog failed to realize the obvious and died.

You must study the obvious when it comes to your attitude and the attitude of others. You can only control your attitude. That is where you must invest your time. Only when you adjust your attitude and look at your business and life differently will things begin to move forward. With a change in attitude you can learn to carry your baggage in a more balanced and less intrusive manner. To study the obvious all you have to do is look at your attitude. If your attitude isn't changing then it is **obvious** that you cannot grow and move toward greater abundance. Change your attitude and how you choose to relate to people and circumstances and you will be on the track to positive change and more of what life has to offer.

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# Questions For Reflection & Evaluation

## Positive - Negative

Q. What are the positive attitudes that you are bringing to life?

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Q. What the positive attitudes that you are bringing to work?

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Q. What attitudes do you have about others? At work? In your personal life?

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Q. What are the negative attitudes you bring to work and to life?

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Q. What areas of life are challenging for you?

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Q. How would your life improve if you would change your attitude?

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## Action Steps

Q. Identify positive attitudes you have about

Yourself \_\_\_\_\_

People \_\_\_\_\_

Work \_\_\_\_\_

Life \_\_\_\_\_

Q. How have these helped you?

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Q. Identify negative attitudes you have about

Yourself \_\_\_\_\_

People \_\_\_\_\_

Work \_\_\_\_\_

Life \_\_\_\_\_

Q. Pick one negative attitude in each area. How are these holding you back? What would your life look like if your attitude were different?

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Q. Resolve to affirm a new attitude. For example, let's say that you don't like phoning clients to follow up on the service they received. You know if you did this that it would solidify the relationship and lead to increased referrals. But you have phone call reluctance. An affirmation might be: "I welcome making phone calls to clients because I am giving them value added service. Write out 5 affirmations that will help you toward a new attitude.

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Q. Now that you have your affirmations read them out loud 3 times in the morning and again at night before you go to bed. Do this for 30 days. You are on the way to developing a new attitude. Then continue to do this.

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# Coming Up Next

## Have you ever heard the phrase:

"You should do everything in moderation." Most of us have.

It isn't necessarily bad advice. In fact, usually when it is used it refers to certain behaviors that can have a negative impact on you when taken to excess.

But, to be successful in business and to have the business and life you desire, you must be extreme. How many successful businesses do you know that were built with moderate motivation, enthusiasm and desire? The answer is none.

Next week's session focuses on keeping that enthusiasm and desire at a high level. One of the keys is to know how keep these at a high level to have the business and future you desire.

If you are like me, we have all had days where our enthusiasm level wasn't high. This is normal. What isn't normal is to have a great number of days where your enthusiasm and passion are lagging.

Usually, when that is happening you will feel like you aren't making measurable progress in a reasonable amount of time.

Personal one on one coaching is about you making measurable progress in a reasonable amount of time.

Commit to being held accountable. Commit to being coached and you will accelerate your progress to have the business and life you desire.

I have a few openings for one on one coaching. If you wish to increase the probabilities of success in your favor then contact me at [Steve@TheHoustonBusinessCoach.com](mailto:Steve@TheHoustonBusinessCoach.com) for a free, no obligation conversation about your future and your success. Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

***P.S. - Be prepared to have your business and life take off. To have the success you want you must go full throttle.***

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