

A man with short brown hair, wearing a dark suit, light blue shirt, and a red tie with a geometric pattern, is smiling. He is positioned on the right side of the frame. The background is a red, textured surface with a circular inset showing a city skyline with a river in the foreground. The title text is overlaid on the left side of the image.

Business Keys to Success

Lesson 20
Go Where You Want To Go:
Moving On To Your Success



Steve Scott
The Houston Business Coach

Business Keys To Success

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Foreword

Welcome to the final week, week 20, of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”. I appreciate you and your commitment to your journey of success.

Last week, in section 19, you focused on practicing the art of follow up. Without follow up there can be no measurement of your true results in overcoming a challenge or solving a problem.

Without measurement it is not possible to truly understand where you have been and it is very difficult to know where you are going. Measurement brings accountability. And accountability allows for focused and purposeful action.

The following is a quick summary of the steps to solving problems or overcoming challenges.

1. You must have a - **SENSE OF URGENCY.**
2. You must have a - **SENSE OF COMMITMENT.**
3. You must - **PAY ATTENTION TO THE DETAILS.**
4. You must - **FOLLOW UP.**

Now it is time to take what you have learned and put more of it into practice. With that in mind let's move into this week's lesson.

Introduction

First, I want to acknowledge you for the commitment you have shown to improving your business and life.

You understand that for your business and life to be better that you must think about things differently.

And, when you think about things differently it will cause you to act differently.

When your actions change, it will give you different results.

When your results change it will alter your business and your life.

And, you understand one other thing. Different isn't necessarily better. But better is always different.

During these twenty weeks you have committed to being better. That's what makes you different.



week

20



Go Where You Want To Go: Moving On To Your Success

Hello, Business Keys To Success Members

Success Is No Accident: Practice Makes Permanent

As we come to the end of our time together my wish for you is that you have learned valuable concepts and started putting them into practice.

The key is putting what you have learned into practice. One of the great frustrations for most of us is to learn something, start applying it, see positive results and then stop doing it. We experience temporary success

or growth only to go back to the old way of doing things.

For positive change to be permanent you must practice what you have learned.

Many of you have heard the phrase, "Practice makes perfect." In reality that is not true. A more accurate statement is: "**Practice makes permanent.**"

Whatever you practice over a period of time will become permanent. One of the most difficult obstacles to overcome is how





you think. This will not change overnight. But, if you practice what you have learned your thinking will change and good things will start to happen. And, the old way of thinking that held you back will be replaced by new thoughts that give you momentum and move you forward.

When you change your thinking you will change your habits.

When you change your habits you will change your activities.

When you change your activities you will change your results.

When you change your results you will change your life.

One of the questions I often receive is: "What is the best way to go about practicing what I have learned to accomplish the change I desire?" Of course there are many answers.

Most of you have heard the following question. How do you eat an elephant? The answer is: one bite at a time. I want you to take the first week of your training on the Movement of Drift.

Steps To Being Better

1. Go to the action steps.
2. Find something you really would like to start on.

3. Focus on that and doing what is required for at least the next 21 days. It takes at least 21 days of focus and action to form a new habit.

4. Measure your progress through journaling or some other means. Maybe you can have a friend or associate to hold you accountable. **You must do this at least once a week.** Remember that without measurement there is no accountability. And without accountability not much happens.

5. Once you have attained the results you are seeking go back into the course and find another action step to work on.

6. Repeat this process for the entire course. Make what you have learned a regular part of your life. **Practice will make permanent.** If you are truly committed to change then this is what it will take.

I suggest that you follow this formula and **take on no more than three things at any one time.** Take on those things that you would like to incorporate into your business and life. Start with things that you think you would enjoy. Quite often, if you take on too much, the problem becomes a state of overwhelm. And, when you are overwhelmed



you are not going to be in the right place to move forward.

The goal is to keep your self in a good place. And, that is what "The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You" is about. It is about keeping you in a good place to where you can make steady progress to designing and having the business and life you desire.

As you embark on this process it is essential that you sit down with the course material that you are implementing to reflect and evaluate on your progress. You must commit to carving out the time each week. For most this is 5 to 10 minutes.

Before we go any further I want you to **set up at time right now on your calendar** for reflection, evaluation and measuring your progress. Set up a time each week for the next 4 weeks. This must become part of your routine.

Remember that learning and insight without action is nothing. These are the action steps you must take to have the change you desire and to create the business and life you want.

Follow this process throughout each section of the course. Do this weekly. Do it even if you don't feel like it. Remember, your success is about developing new disciplines.

Practice Makes Permanent.

Practice your new disciplines for success.

Commit to take action on what you have learned. You are the only person that can stand in your way. Get out of your own way. It will be different. It will be better. And you will experience, believe and feel the power and possibilities to design a present and future where different isn't necessarily better, but where **better is always different.**



Here's to a better you and a better business and life!

I appreciate you, your time, your trust and support!

The Houston Business Coach series of educational products can put you on track to having more in your business and life. For other products go to TheHoustonBusinessCoach.com, For one on one coaching, contact us to discuss your options at 1-866-387-7805. We look forward to speaking with you. ©2010 The Houston Business Coach; No part of this study may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as may be expressly permitted in writing by the publisher. Requests for permission should be addressed in writing to Steve Scott at Steve@TheHoustonBusinessCoach.com DeborahsGraphic.com, 936.718.2078

What's Next?

If you would like to build on what you have learned and take it to the next level I would suggest one on one personal coaching.

For many of you it will be the quickest and most complete way to move forward to further developing your business and life.

If you wish to increase the probabilities of success in your favor then contact me at 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. - Appreciate "who" you are. Create a business and life that honor and reflect on who you are. Success is not in what we do. Success, and the happiness that goes with it, is in expressing to the greatest extent who we are through what we do.

Letter from the desk of Steve Scott

Thank you for sharing your time with me on your journey into the Business Keys Of Success. My wish for you is that you take the information you have learned about yourself and the movements of success and apply them consistently. Only with a commitment to regular application of what you have learned will the change you seek and desire begin to take place.

Find someone to share your vision of what you want to accomplish. Regularly let them know about your progress. Have them hold you accountable. The key with any new information is whether or not we are going to use it. And, are we going to incorporate it into our lives. Or, is it going to become an overnight guest that moves out after a few days and to never be heard from again. Never to be heard from again and causing us to return to our old ways.

The choice is yours. To accelerate your progress and to be held accountable and on track to designing the business and life you want I recommend personal coaching. Personal coaching is about you, what you want and how to get there. Coaching is all about building. Building yourself into the person you want to become to have the business and life you desire. Coaching will accelerate the process of successful performance. Contact us about coaching at www.TheHoustonBusinessCoach.com or call 866.387.7805, and receive your personalized keys to a better future in your business and your life.

Wishing you abundance and success,



Steve Scott

Steve Scott and the Business Keys To Success Series will put you on your track to becoming more and having more. Check out The Houston Business Coach to accelerate the process of your successful performance. Go to www.TheHoustonBusinessCoach.com for more information. For a personal approach to creating pathways to upgrade your business and life be personally coached by Steve. Call 1-866-387-7805. I look forward to speaking with you.