

# MATTMCWILLIAMS

Live with Passion. Lead with Purpose. Leave a Legacy.

## The 2 Not-So-Secret Millionaire Success Secrets That You Can Use, Regardless of Your Background

I remember the day I woke up and realized we had 50+ people working for us. It seemed like only yesterday there were just four of us doing it all. *How did we get here?* I asked myself. The answer boiled down to two simple words: Attitude and Connections.

What did attitude and connections have to do with our success? I'll share two facts and two stories that will show you.

### **The Right Attitude**

By my count, seven of the people we hired at our business came as a result of meeting them elsewhere. The courteous cell phone salesperson, the waiter who went above and beyond the call of duty, or the daycare worker who had an infectious smile.

They had no experience in our industry, but they had the right *attitude*.

We didn't hire people necessarily for their expertise. We hired them for their fit into our culture and their ability to be evangelists for our message. People with great attitudes, regardless of where or when we met them, our potential hires. It didn't matter if we even needed another team member. We often snatched up people with the right attitudes at seemingly wrong times, just to get them on our bus.

One story that comes immediately to mind is the story of Annie. Our CEO's dad had a problem with his cell phone and Annie just happened to be the person who helped him at the store.

The CEO's dad left the store and immediately called his son to tell him about Annie. Within a week, she interviewed for a job and was hired within days. Almost immediately, this twenty-year old was making nearly 25% more than she was making at the cell phone store.

Over the next few years, she moved around in the company, as we continually sought out the best seat on our bus for her. She excelled in each role and eventually moved on to a great job at another company.

*The lesson: You never know who is watching and what opportunities await. Always keep the right attitude. Millionaires know this (and they knew it long before they were millionaires). It's one of their secrets to success.*

## **The Right Connections**

Of our first fifty or so hires, *only one* was hired as a result of an online résumé or search firm and that was for a very technical position.

At least forty were hired as a direct result of our network or were a referral from one of our team members. The reality is that if you want a job you love, filling out job applications all day is probably going to get you nowhere. And if you are looking for talented people with the right attitude, trying to cull through the mounds of applications isn't the best use of your time.

In her book, *The Millionaire Zone: 7 Winning Steps to a Seven-Figure Fortune*, Jennifer Openshaw cites research that shows that millionaires do a better job of leveraging their networks than non-millionaires. Now, to be clear, I use money as a measure of success because it is the only tangible, data-driven measure of success that I know of. The fact is that it *is* a measure of success and can be used in a scorecard-like fashion.

Whether it's their friends, their college's alumni, people at their church, their gym, or anywhere, millionaires leverage their networks better than non-millionaires. The secret to their success is that they *overcome* the fears that all of us have:

- Being rejected
- Looking like a kiss-up
- Not knowing what to say
- Not wanting to take advantage of others

Millionaires and other successful networkers have those same fears. But they do what they need to do anyway.

Our business growth was the direct result of the talented people we hired and the talented people we hired were the direct result of building powerful networks.

*The lesson: You've heard it said many times that your network is your net worth. Get over your fears of building the relationships that will benefit you in the future. Start building your networking today.*

## **It's Possible!**

Imagine if someone currently living in poverty applied these two simple lessons.

I dare anyone to suggest they won't advance financially. The reality is that we live in a world where the right attitude and the right connections matter. Smiling, making eye contact, giving a firm handshake, introducing yourself, serving with excellence, asking the right questions, giving of your time...those are the things that lead to "getting discovered." Those are the things that get you a great job and help you build the right network.

Those are the not-so secret success secrets that millionaires use and you can use too, regardless of your background.

**How have the right attitude or right connections benefited you in the past?**