

MATTMCWILLIAMS

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

The **PROVEN** Formula for Success at Anything

Taking the Mystery Out of Success in Every Aspect of Life

Why does success feel so elusive sometimes? I know that for me, it feels that way when I overcomplicate the formula. The fact is that the formula for success is simple. Today, I'll share it with you.

When I took the time recently to review some of my greatest successes in life, I realized that they all followed the same formula. I accomplished what I accomplished because each and every time I did what I am about to teach you.

The formula was always surprisingly simple and easy to follow, too.

The Success Formula Works in All Aspects of Life

I found that this formula worked in every area of my life.

- **Athletics.** Winning multiple high level golf tournaments in one season was a result of following the formula.
- **Business.** Growing a company from my mom's one-bedroom apartment to having 52 employees and \$15,000,000+ in revenue happened because we followed the formula.
- **Relationships.** Marrying the woman of my dreams is the direct result of following the formula.
- **Health.** Years ago, I lost more than 50 pounds in 12 weeks simply by following the formula.

The Formula Explained

Here's how Jack Canfield describes the formula in his book, *The Success Principles*:

The formula [for success] is simple - do more of what is working, less of what isn't, and try on new behaviors to see if they produce better results.

In other words, test, discover, stick with what works, test again.

Yes, *that* is the formula.

The Formula is Simple

I hear you asking now, "Is it really that simple, Matt?"

Yes.

You see, you *already* know what works and what doesn't in most areas of your life. That's the simplicity of it. It doesn't require a degree, a class, or the latest book. It simply requires action.

When I looked back on my successes, it was easy to identify what got me there. I did more of what was working, less of what wasn't, and tried some new things to see what else might work better.

- **Athletics.** I had one season in which I won almost every tournament I entered, many of them in runaways. Why? Because I did more of what was working and less of what wasn't. For me, that meant playing aggressively when a hole fit my style and cautiously on those that didn't. In other words, I adapted my game to fit the circumstance, not the other way around.
- **Business.** Almost a decade ago, I was a part of a company that grew very quickly. We did it by listening to what was working and doing more of that. We knew that our clients loved certain aspects of our business, so we focused heavily on those. We also knew that they hated some aspects of the industry, so we made sure not to do those things. Not surprisingly, when we moved away from the simple formula, we failed and ultimately sold the company.
- **Relationships.** When I was dating my wife, if something worked, I did more of it. If something upset her, I avoided that. And of course, I tried new things to see if they might work. In a way, that is the essence of dating. You make notes of what works and what doesn't and stick to what does. And, sadly, many men (myself included) forget this simple formula the moment they say, "I do."
- **Health.** When I lost more than 50 pounds in 12 weeks, it wasn't by following some absurd diet or extreme exercise program. I simply did less of what wasn't working (eating out, sitting too much, keeping junk food in the house, working ridiculous hours at the expense of my health) and did more of what made me feel better (setting an exercise time each day, getting a trainer, keeping healthy foods in the house). When I moved away from that formula, the weight came back.

You see, the formula *is* that simple.

You Already Know the Formula

You already know that fighting back with your spouse doesn't work. The proven formula for avoiding knock-down-drag-out arguments is right in front of you. (Note to self on that one)

You already know how to overcome temptation. Don't buy the cookies. Don't turn on the computer late at night when you're alone. Don't go to the bar.

You already know how to get ahead financially. Ask for the raise, keep a warm network, and spend less than you make. Don't shop when you're desperate, ask for a discount, and buy used.

These are proven formulas that you can repeat over and over again. And they always work.

You already know the formula for success in most areas of your life. Will you choose to follow the formula?

What can you more or less of today to be more successful?