

The continuing upward spiral of growth

It's called "Success"

There are no dark, forbidden secrets to success. Nor is it a matter of luck or fate. Success may not come easily, but it is simple to understand.

To begin with, success is a matter of doing those things which you know in your heart you should do and, likewise, avoiding those things which you are certain you should not do.

Success is not limited to any particular activity. It flows in all the directions you may choose to extend yourself—friend, spouse, parent, neighbor, citizen, student or worker.

It need not be confined to just one of your personality traits. It should develop and be developed by all that you are—body, mind and spirit.

Discovering your greatest strengths and contributing them to the benefit of others is an act of success. Longfellow said it is "doing what you do well, and doing well whatever you do."

Success is harnessing your heart to a task you love. It is zeroing in on your goals and becoming absorbed by your work. It is putting your shoulder to the wheel of achievement.

A wise man said: "Do not pray for tasks equal to your powers. Pray for powers equal to your tasks. Then, the doing of your work shall be no miracle, but *you* shall be the miracle."

Mental attitude is the better part of success. It calls for serenity, poise, patience, humility, tolerance, honesty, courage, initiative, faith, imagination, optimism, enthusiasm, joy, love.



There is no mountain of success, no summit to be climbed as a final destination. *There is only the continuing upward spiral of perpetual growth and successful progress.*

Look courageously beyond failure, or stride confidently over a momentary loss, and you'll see that success lies just ahead.

Here's what you can do:

Never see failure as failure!

Only as a learning experience. What did you do right?

Never see failure as failure!

Only as the feedback you need to change direction. Like a guided missile, use that new data to get yourself back on course.

Never see failure as failure!

Only as an opportunity to develop your sense of humor. You know you can laugh eventually —so just laugh sooner!

Never see failure as failure!

Only as the game you must play to win. *You CAN use every seeming failure as a source of strength! "Success Comes in CANS!"*



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"Dedicated to helping you tap your unlimited potential."

Age is not a barrier

You're never too old, or too young

The *USA Today* headline read: "Ross Waltzer, Septuagenarian Runner Stays a Step Ahead of Father Time." It shows Ross at age 73 training for his next 100-mile ultra marathon race—a high mountain run at an altitude of 9,500 feet up to 12,600 feet above sea level. Ross Waltzer has finished 74 marathons of 26.2 miles each, 65 ultra marathons of 50 miles each, and, get this, 13 ultramarathons over 100 miles long!

Ross says "I began just a little at a time when I was 57—a few blocks, then 1/2 mile, then a mile, then 3, 5, 10 miles, and finally a marathon." He says, "My body may be 73 years old, but I'm a child at heart."

Then in a file from *Sports Illustrated* is the example of Ruth Rothfarb. Headline says: "A Granny Whose Getup Hasn't Gone." Ruth ran her first real race at age 75, her first marathon at 80, and over 300 races since then. At age 86 Ruth was still running full 26.2 mile marathons. In fact, in the Marine Corps Marathon in Washington, D.C. she ran a 5:40:51 ... a record for 85 to 89 year olds. At 4'10" tall, Ruth says "It's all in your head, not in your body. Your head tells the body and the body just does what you tell it to do."

There are dozens of stories like Ruth's and Ross's. Here's just one more to prove age isn't a limitation.

Unless you're a competitive swimmer, you probably don't know Aileen Riggan Soule, born in 1906.

Aileen faced age discrimination and had to fight to compete as a swimmer and diver in the 1920 Olympics.

According to officials she was *too young*, but her coach's passionate pleas finally won them over, and 14-year-old Aileen was allowed to compete. But at 4'2" and 65 lbs., they didn't let her swim, only dive.

Aileen won the gold medal in springboard diving, becoming the youngest gold medal winner ever.

Then in 1996, age again came into play. At age 90, they said, she was too old. But again she competed, this time in the US Masters swimming championships in Cupertino, California.

She won four gold medals! Wow, 74 years later still winning gold medals!

Aileen said: "I wrote down a list of 50 things that swimmers have today that we didn't have back then, from starting blocks to great swim suits. Ours were wool with ruffled skirts. One thing that hasn't changed is the human spirit and the will to win."

That's something you can develop and improve in yourself. So as you see, wonderful new opportunities eliminate age — too old or too young — as an excuse.

Here's what you can do: Ask yourself, "What can I do?" List all the possibilities you can think of and then take ACTION!

A daily checklist

1. **My goal:** Do I know where I'm going? Is it a realistic goal?
2. **My attitude:** Since others will react to me as I act toward them, how do I act to others?
3. **My thinking:** What am I doing to develop my mind...daily?
4. **The law of laws:** Cause = Effect. Rewards = Service. How can I render greater service?
5. **Truth:** Am I building on a foundation of truth?
6. **Research & development:** What am I doing to improve myself every day to grow and develop into a better person?
7. **If it is to be, it is up to ME:** Am I accepting total and absolute personal responsibility for my own success?

Feed your mind while you drive your car

“The Strangest Secret”

At the end of the fourth paragraph is a statement which can change your life. Don't read it yet!

It deserves an explanation first. It's about growing as a person and learning.

When many people first encounter this statement, they are stunned that it is never mentioned during their years of high school or university education.

This statement isn't the key to everything, but if put to use, it can certainly help you become an even more effective, skilled and dynamic individual than you are right now. Here it is: *“You become what you think about most of the time.”*

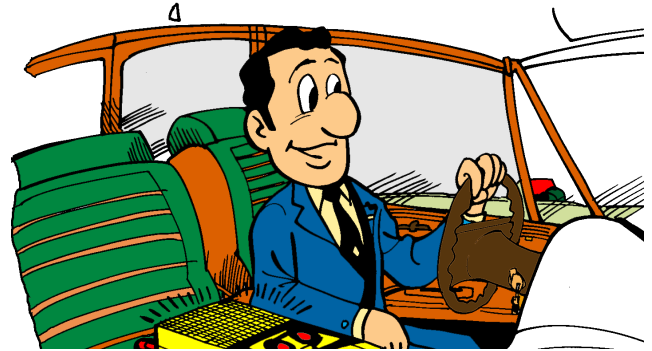
Thought leader Earl Nightingale, Dean of Personal Motivation, made that statement many years ago. He called it “The Strangest Secret.”

More recently, his theory was proven to be fact. Researchers studying the human memory process have discovered that most of what you know has been learned through repetition.

For example, anything you read or hear just once will be 66 percent forgotten within 24 hours!

Yet, whatever you read or hear several times a day for just one week is virtually memorized at the end of that week!

This means that by reading or listening to something over and over again, it becomes a habit of thought. Through repetition it actually becomes part of you!



So what are you thinking about, and what are you becoming?

Answer that question in terms of just one segment of your life: the time you spend driving your car.

You may be surprised to learn that you probably spend over 400 hours a year sitting in your automobile! This is time when your hands and your eyes are busy, but your mind isn't. It's the ideal time in which to feed your mind with whatever you want to become. And the best way to do that is to turn off the radio and listen to a positive, mind-expanding message on a CD.

Here's what you can do: *Over the next decade you'll probably spend a total of 4000 hours in your car. During that time you can be feeding your mind with stimulating ideas that can help you both in your personal life and in your career. Begin by ordering the original recording of “The Strangest Secret” by Earl Nightingale. You'll find it on our website at <http://www.SuccessComesInCans.com> or call our office at 1-800-852-8572.*



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