A photograph of four men in dark suits standing on a wooden boat deck. They are all looking towards the camera with serious expressions. Their hands are placed on a large, smooth, white, curved object that dominates the foreground. The background shows a clear blue sky and a calm blue sea. The overall tone is professional and aspirational.

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**SUCCESSFUL PEOPLE  
OVERCOME OBSTACLES**



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## SUCCESSFUL PEOPLE OVERCOME OBSTACLES



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Some people think that successful people just know how to overcome obstacles and so fly through life on a breeze. Not true. In fact, successful people definitely face more obstacles than people who are not accomplishing much. This issue addresses the five basic obstacles that everyone faces and how they influence people's lives. Then it goes on to address those obstacles and turn them into success. Of course there are short-term obstacles and long-term obstacles and the methods of handling each are quite different. Practical examples are used to illustrate techniques. For sales, the article reads "identify the obstacles that get in the way and eliminate them one by one. Make this shift and you'll increase your sales and be more successful." Sounds helpful? It's just a glimpse into the special skills discussed in this issue.



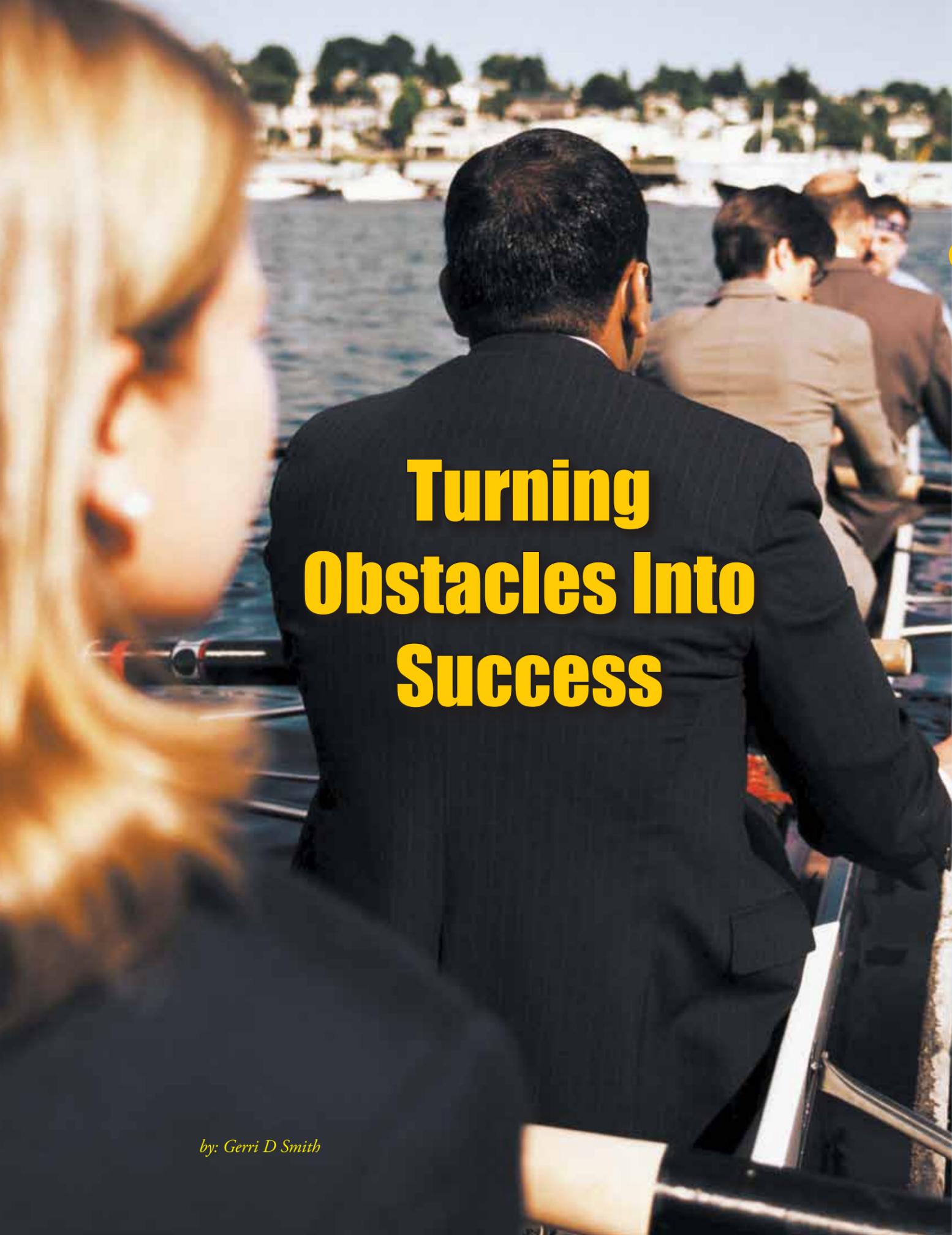
As part of our investigation into concepts of success, it is only natural and expected that we would interview and examine the lives of successful individuals and businesses. And this is an exciting part of our business, speaking with and learning about how actual people have achieved great things.

In addition, this adds a special service to our readers in that they can access contact information on a variety of business people offering a variety of services. And who would you prefer to do business with?

Someone who has just entered the industry and has no experience, or someone who has not only proven themselves as competent and capable, and can also show that they have excelled in their profession. The latter I am sure. And so would everyone else.

We have details about these professionals and businesses in the profiles section of our website.

If you know of any business or professional that you believe would fit our criteria, i.e. successful, we invite you to **NOMINATE THEM TODAY**. Just go to the nomination section, fill in their name and contact information - we will do the rest. This can be done anonymously, or with your recommendation.



# Turning Obstacles Into Success

by: Gerri D Smith

In almost every part of daily living, there are obstacles that prevent you from accomplishing your goals. Whether the obstacles are in running a business or in handling a personal crisis, the objective is the same. You have to get above it, over it, under it or around the obstacle.

Whenever you are faced with an obstacle, learn to see it for what it is. Think of how you can remove it or make it harmless and not so important. By making the obstacle weaker and less important, you make yourself and your business stronger.

## Five Ways You Can Face Obstacles And Turn Them Into Success:

1. Never dwell on the cause of the obstacle. Rise above it and change the way you respond to it. It only has as much power as you're willing to give it.
2. Check your attitude. Know that you have the ability to control the outcome and/or to choose the answer that's right for you.
3. Think of an alternative. If one answer doesn't work, or if it doesn't feel right, try another way to get to the best solution.
4. Realize that your view of the obstacle is what may determine how much impact it has on your life.
5. Think about what you were doing just before the obstacle happened. Don't make excuses to yourself. Turn the

obstacle into a positive motivator. Then find a way to move toward your goal.

## Five Obstacles That Can Influence Your Life and Business:

1. **FEAR OF FAILURE:** Do you think of all the reasons not to pursue your goals because you might fail? What if you make a wrong choice? What happens when something doesn't work out? Ask yourself if your fear keeps you from doing your best, or if you might lose a client or friend because of it.
2. **GUILT:** No act, either big or small, should make another person feel guilty. When you give your best, you have no reason to feel guilty. When you trust your feelings and are responsible for your actions, you'll have no reason to feel guilty.
3. **CRITICISM:** The Golden Rule prevails here. When you do (criticize) unto others, it (criticism) will be done unto you. If you can't take criticism, don't criticize others. Set boundaries between you and your critics. Try not to return criticism with criticism. You will be the better person.
4. **DEFEAT:** This obstacle is all in your attitude. The more stressed or overwhelmed you are with handling challenges, the more defeated you may feel. Let your faith work for you and know that, with your skills, you'll get it right. At times, you may need to connect with a higher source of power. If your spirituality or belief is strong, you will overcome any challenge.

5. **CONFLICT:** Dealing with difficult situations and difficult people can be quite intimidating. What do you do when you find yourself in a frustrating situation? Are you passive? Aggressive? Or assertive? After you've identified the specific issue, take a deep breath, then act or speak with your honest feelings and get closure on the situation. For example, if you need to confront someone, be specific about what happened and how it made you feel. Then get your point across without hanging on to your anger. Look for a positive outcome -- one that will benefit everyone involved.

Obstacles are only temporary misfortunes. The next time you experience an obstacle, whether it's fear, guilt, defeat, criticism or a conflict in your life or business, remember that you have a choice to turn any obstacle into success. Take a look at the people you interact with. Are they fair? Positive and upbeat? Respectful? Pleasant to be around? Are you the same? If so, then your obstacles will be at a minimum.

Think of other obstacles that may hold you back from succeeding. Recognize them. When you encounter an unmovable obstacle, confront it and learn from it so that the next time you'll be stronger and quicker to get to a favourable result. Be positive. Be respectful. Be powerful. Be pleasant. You always have a choice!



# CREATING POWERFUL GOALS

## Learn How to Generate Success by Overcoming Short Term Obstacles

by: Tania French

*I* am going to write about a time-tested, great way to simulate change. You guessed it – making your list of monthly and yearly goals.

The business philosopher Jim Rohn said that, “The major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be the far greater value than what you get.”

The process of reaching your goal changes you forever. It brings you the confidence and motivation to pursue further, loftier aspirations.

Writing down your goals is imperative. You will activate and create new cells

in your brain by writing your goals on paper. These cells would otherwise remain dormant if you just type them on your computer or think about them.

After Andrew Carnegie passed away, they found a sheet of paper in his home. Carnegie had handwritten one of the major goals of his life - to spend the first half of his life accumulating money and to spend the last half of his life giving it all away. Guess what. He did!

Go write down your goals now. Challenge yourself to new heights while not making your goals unreachable. In the same way, if you set your goals

too low, you won't make much of yourself.

Look at your list often, every day. You can never tell what you can do when you get inspired by reading your goals. And, most importantly, you can never tell what will happen when you put them into action. Inspiration leads to activation and equals triumphant success.

Yes, everybody has short-term obstacles to overcome. And that is the very reason why we need a lot of powerful long-range goals. They keep us focused, on track. They provide us with a powerful target. They remind us about the life we want to live.

The critical reason for goal-setting is to lure and persuade you to become the person that it takes to reach them. By activating the process that leads to the accomplishment of your goals, you change your outlook, your brain cells, your thought process in such a way that you feel like a different person -- a much evolved person.

You can liken this activation process to that of a snake shedding its old skin. Or a salamander. Did you know that one of the great symbols of the ancient schools of wisdom is a salamander? You can cut off its tail and the salamander can grow a new one. A carnivorous animal can bite the salamander in half, separating

its stomach from its intestines and its lower colon, cutting off its stem cells, cutting off its spinal column and guess what? The salamander crawls away on its arms. It knows how to change itself to look like sand and rocks – like a chameleon. While it's lying there, it exudes no fragrance. It grows back from its spinal column a new intestine, a new spinal column, new legs and a new tail. Then it emerges again.

The next attack on a salamander may bite off its body right under its neck, with only a head and one arm left. It can lay in a catatonic state as it grows back a new body. But if its head is bitten off, the salamander is history.

The reason I am telling you this is to show you how incredibly powerful your mind is. It is the crowning glory of who you are and who you can become. Its creative power is simply limitless.

And setting goals is an incredible way to use your beautiful mind.

“We all have two choices: We can make a living or we can design a life.” –Jim Rohn

So design your new life. Allow every moment to renew your life any way you want. Make this year one the one you want to remember forever.

# Barriers to Success

by: Janet Ilacqua

An odd but frequent barrier to success is the belief that we're the "wrong type" to live an abundant life. This comes down to a whole attitude about ourselves that places us as a "misfit". This is quite usual among those who are on a spiritual path. I had this barrier at one time, and have discovered that it's completely irrelevant.

Eccentric millionaires are wonderful examples of personal uniqueness being no barrier to success. There are stories of the "wildcat" oilmen earlier this century in Texas who were the ultimate non-conformists. They made a mint!

Unfortunately, one can encounter on the way up those who would want you to feel minimized by your uniqueness. These are rarely the ones that have any true power (although they would dearly love for you to believe that they do). Depending on my mood, I treat them with compassion for their envy or simply ignore them.

You are here to express your individuality. If you read the history of the truly wealthy, you will see that they had this in common; they believed in their vision whether others did or not. Rarely do you hear of the success story where the prosperous individual worked 9:00 to 5:00, obeyed all the rules, dressed in the "conformity uniform" and always followed the party line.

If you don't want to be rich but simply "comfortable", that can set you apart as well. Some of the non-conformists of my acquaintance are exceptionally talented in areas they have no real interest in. I've been told I'd be a wonderful and wealthy salesperson (yuck!) It's vitally important that you understand yourself and your own needs, and then refuse to budge. Whatever you know that you truly want, that's what you are supposed to have.

*"Always bear in mind that your own resolution to succeed is more important than any one thing."  
— Abraham Lincoln*





# Removing Obstacles to Sales

by: Charlie Cook

**D**uring the summer Olympics, I watched the men's and women's hurdles. I'm always impressed by these athletes' ability to run at full speed and leap the hurdles without breaking stride.

But each time I watch this track event, I have the same reaction. If they just went out on the track and removed those barriers, it would be a heck of a lot easier to get around the track. The athletes could run faster, more smoothly and wouldn't risk falling (as the accomplished Flo Joyner did).

If you are struggling to attract clients, you may feel like you're running the hurdles. Obstacles like limited promotional budgets, ads that don't sell, websites that don't generate leads, prospects that aren't ready to buy or who think your prices are too high; all get between prospects

and the sale.

Do you find yourself struggling to overcome hurdles to getting the sale?

You can clear the track of the hurdles that are getting between you and potential clients once and for all and create a clear path for prospects to become clients. If your target market knew you and how you could help them, understood the value of your services and contacted you when they were ready to buy, you'd be rolling in revenue.

Is this how your business works?

Are you getting a steady stream of calls and new clients?

What can you do to remove these obstacles and increase your sales?

If you haven't already identified your

marketing obstacles, start by doing so. The first step is to list them. Once you know your biggest obstacles to increasing sales, you can look for ways to get rid of them. (If you have other staff involved in sales, get their input too.)

Below are two common obstacles to sales. For each, I've included some simple strategies for removing these obstacles. Once you understand that marketing obstacles aren't permanent, you'll discover that you can remove more and more impediments and clear the way for increased sales.

1. Lack of Awareness: You're just starting your business. No one has heard of you and, given your lack of revenue, you have little to invest in advertising. What do you do?

Use lead generation strategies that are free or almost free. During a severe

downturn in the economy, a local financial services firm offered a series of workshops for free to private investors. Within a year the firm grew their assets under management from \$5.5 million to \$15 million.

Using an ezine I sent to librarians and online editors, I grew the value of a website about search engines to almost a million dollars, without spending a dime on advertising.

This strategy works equally well for established companies. Les Schwab Tire Centers fixes flats for free, giving away over \$10 million in repairs each year. By building goodwill with giveaways like this and an unusual dedication to customer service, this chain of 300 tire outlets earned estimated revenue of \$1 billion in 2003.

2. Lack of Results from Advertising: You're not getting a positive return on your ads. Should you buy more ad space? How much? Where?

In my experience, there are two obstacles to increasing sales with advertising. It's either the message or the audience. Both can be fixed to increase sales.

If you want people to respond to your advertising, get their attention and prompt them to contact you: write your marketing message, ads and marketing copy from your prospect's perspective. Identify and address their concerns.

No matter how good your marketing message is, it won't help you unless it's seen by people who want your products and services. Even if you do your homework up front, there is no guarantee your ad will draw sales.

Track each ad campaign and each sale to determine which ads sell. No matter how good your copy is or how many people see your ad, if the ad audience doesn't include people who want your services and are ready to buy, it's the wrong audience. Drop those ads that bring in meagre results and identify additional advertising opportunities, ones that will be seen or heard by people who want to buy your products and services.

Stop wasting your time struggling to jump over marketing hurdles. Instead, you can identify the obstacles that get in the way and eliminate them one by one. Make this shift and you'll increase your sales and be more successful.



# Avoid Changes ~ Avoid Success

by: Margie Warrell

Change is a constant in our lives and yet so often we resist it. As human beings, we are wired to avoid change because any type of change, even change for the better, involves a level of discomfort in some shape or form.

The whole concept of comfort zones evolved to explain the hedonistic psychological drive in all of us to seek pleasure and avoid pain. Comfort zones - characterized by the familiar, the known, the predictable - are where we risk little except, of course, our spirit's deepest fulfillment.

Change, by its very nature, requires us to step beyond our comfort zone and let go of something we've become familiar with - whether it be a the structure of our company, a relationship, a

routine, a neighbourhood or a physical environment in which we've lived or worked - and adapt to something new, something unfamiliar.

As someone who has moved around a lot over the last decade and had four children along the way, I know all too well that change can not only be uncomfortable, but it can be inconvenient and, at times, quite overwhelming (as every new mother will tell you). However, I also know that unless you are willing to embrace change in your life you will miss the opportunities your ever-changing environment presents to you and will be unable to create for yourself a life you really enjoy living.

Perhaps you are someone who feels very averse to change. A 'creature of habit', you call yourself. That is all fine and good. But if your aversion to change has left you

unwilling to address the areas of your life you don't feel good about and fulfill your own unique potential, then it is coming at a cost to you. In my experience, when people choose to avoid change - even positive change - it is because they doubt their ability to take on the challenges that change will bring. Fear keeps them stuck and resigned to the status quo.

Is there something you don't feel completely great about in any of these aspects of your life?

- \* Your relationships
- \* Your home and work environment
- \* Your career (or lack thereof)
- \* Your health and general sense of well being
- \* Your finances
- \* Your sense of community
- \* Your recreation/leisure time
- \* Your life in general!

What would need to change to bring into your life more of what you wanted and less of what you didn't in whichever areas you feel dissatisfied with? People who achieve true success in their professional and personal lives are those who view change not as something that is 'bad' and to be avoided but as something that is necessary if they are to move forward toward the goals that inspire them. They don't resist. They embrace.

Likewise, the only way you can ever have the life you'd really love to live is by proactively going out and making whatever changes need to be made. But what's that you say? You feel scared, daunted even? Well of course you do ... you're human! No one is born immune to fear and self doubt. We all experience it. Likewise, no one is born

with an absence of courage. Courage lies within each of us and is not an absence of fear but action in spite of it. So whatever changes you have been putting off, know you are capable of taking on much more than you have been giving yourself credit for. Stop underestimating yourself!

Sure your life right now might be relatively easy and 'comfortable' but that doesn't mean it is truly rich in the stuff that makes it rewarding and meaningful. Upgrading your experience of being alive in the world requires willingness to continual personal growth. Growth does not occur in comfort zones. In fact, the only way you can grow into your full potential is by stretching yourself a little now and then and, as you do, leaving behind the old in order to experience

the new. When you approach change with the right attitude, you will become much more confident in your ability to handle life's challenges and to take on bigger, more exciting challenges that really inspire you.

Today, I encourage you to take one small action toward addressing something you feel dissatisfied with. It may require a change to your daily routine, who you hang out with, your commitments, your eating habits, your spending habits or to your willingness to have a conversation that you've long been putting off ... whatever! The most important thing is to step into action and, as you do, remember that you really are much, much more capable and courageous than you think you are!



# Networking Excuses, Obstacles, Rewards

by: Kerri Salls

If you are in business, your mission includes reaching out to prospects that have a need you can fill. If you want to keep the doors to your business open, you can't hide under a rock or in a cave and expect prospects to beat a path to your secret lair. You have to reach out in effective ways to let people know who you are and how you can solve their critical problems.

One of the easiest and most immediate ways to market your business is through personal networking. You can hire a business development person to do this for you. But if it's your business (no matter if you have 0 employees or 110 employees), you still need to get out there and take a pulse on the market, make connections and create the opportunities.

Not everyone is a strong advocate of networking. It takes some effort, commitment and time. I talk to a lot of people who have a myriad of excuses about why they can't do networking. I agree there are plenty of excuses and obstacles to keep all of us away from live networking completely. See if you recognize even a few of these:

- It takes time away from work
- It takes time away from my family
- It costs too much
- It's too far way – inconvenient, wrong direction, I don't know how to get there
- I get stuck in rush hour traffic to get there
- There's no parking/parking costs too much to attend
- I don't like the food/there's no food
- I don't drink/I don't golf/there's no beer/wine
- I don't know anyone going
- I'm not a member
- I don't know what to say
- I went once but it didn't work for me.

I admit that, on occasion, a few of these slip into my self-talk too. On the flip side, there are terrific rewards for investing the time and effort in networking. See if any of these benefits sound appealing:

- It's fun and friendly – people are there to meet new people, to explore connections and set up follow-up meetings.
- You meet many people fast – so often, isn't it timing that makes things come together?
- You meet people who in some way are pre-qualified for your product or service by being members of the group or attending that particular meeting.
- People who attend networking events have an agenda and they will tell you why they are there – the openness and directness is so productive.
- Something leads to something – whether you are looking for clients, vendors, professional services, a new job, or contacts at a particular company; if you put it out there, you are bound to get a few hits (6 Degrees of Separation Theory). If you keep your product/service a secret, no

one can know how great you/your company are.

- Practice/refine your elevator speech – here's an event where you'll get to practice in front of a group at least once and 1-on-1 at least another few times around the room. You get to do it in the time it would take to introduce yourself to one new prospect from a cold call.
- Professional friendships – attending networking events regularly, you will build up rapport with people as they get to know, respect and trust you.
- Get your nose out of your day-to-day business and get a pulse on the marketplace – clients won't come to you unless they know you can take away their pain. Networking gives you a chance to assess the market and know where the trends are headed.

The most important time to network is when you don't need clients or a job. It takes a good six months of networking actively and consistently to see an impact, which is where the consistency comes in.

Now here's the newest form of networking that is taking off around the globe – online networking. If you

have not plugged in to any of the online groups, you are missing out. Many have a free option.

If you'd like to join my network on any of them, send me an email and I'll send you the invitation link. The key to effectiveness online is to stay in touch – at least touch base every six to eight weeks.

These online networking groups are more responsive in many ways than a lot of the forums and email lists. On many of them, if you respond or engage with people, you increase your self worth in the eyes of the group.

There is a difference. Online, you are casting a broad net, less selectively. In live networking, you can be very selective in choosing which group you attend and who you speak to in that group.

Networking can become addictive, once you get over the excuses. Remember, it's only one step in the process. You still need to bring people through your marketing funnel.

# Overcoming Obstacles

## The Story of Jewel

by: Diane Baskind

Do you have a dream? I bet you do.

And I also bet you have a long list of reasons why you aren't pursuing that dream.

But you CAN start turning your dream into a reality, no matter what your current circumstances are.

Take Jewel, the American pop singer. Even as a child, Jewel knew she wanted to be singer.

After high school, she decided working dead-end jobs was an unbearable way to live, so she moved into her VW van (and I think her mother also moved in the van with her). There she lived on peanut butter and carrot sticks, wrote songs and performed at a local coffee shop in San Diego. Eventually, while still in the van, she was "discovered." With her first advance, she rented a house with her mother, bought a "new" car (a used Volvo) and a new guitar.

And the rest is, as they say, history.

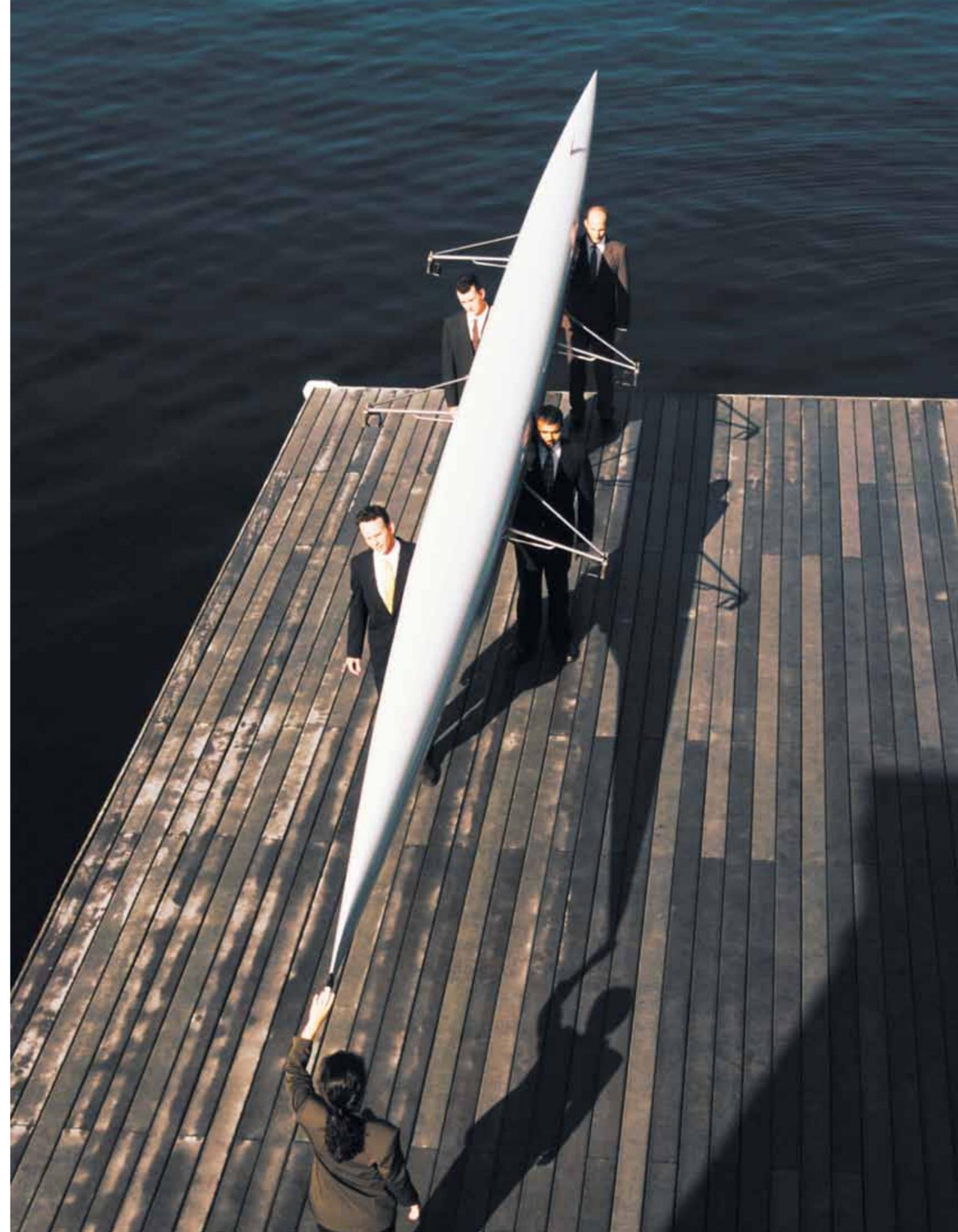
Jewel knew she wanted to pursue a dream and she did, even though she had no money and no connections. She overcame her lack of money and eventually became a huge success.

But even without becoming a huge success, you can still take steps this very day to start living your dream. No, I'm not asking you to quit your job and move into your car. But there are small steps you can take each day to bring you a little closer to living your dream.

Action steps:

1. Write down your dream.
2. Now write down all the steps that need to happen to turn that dream into a reality. Not sure about all the steps? Make researching the steps the first thing on your action plan.
3. Make the commitment to spend 15 minutes every day working on your dream. That's all you need to do -- just spend 15 minutes on a task (more if you can fit in the time).

Fifteen minutes may not seem like a lot of time but, trust me, even something that small makes a huge difference. I guarantee that if you religiously spend 15 minutes on your dream, before you know it, you'll start to see it manifesting right before your eyes.



# 4 Barriers to Growing Success

*by: Roger Seip*

Any time is a good time for reflection, to review your dreams and goals. Have you decided to get in shape? Go for a promotion? Quit smoking? Get your finances in order? Spend more time with your family? All of the above? Whatever your resolutions are, they all boil down to one thing: you want GROWTH! Congratulations! You've taken the first step towards seeing positive results. Every journey begins with the first step.

With that in mind, I thought it might be helpful to make you aware of four barriers that must be overcome to experience any kind of real growth. These are barriers that nearly everyone has naturally and it takes conscious decision and effort to remove or compensate for them.

1. Unwillingness to accept full responsibility. Your growth is up to you and you alone. Certainly you have resources and should get help in

achieving your goals, but ultimately YOU will reap the harvest that YOU plant. Growth cannot occur until you commit to making it happen.

2. Unwillingness to take decisive action. All the knowledge in the world is useless until it is put into motion. Once you've decided to make your life better, make a plan and get going. Growth cannot occur until you start moving.

3. Unwillingness to look foolish. The pursuit of anything worthwhile will definitely require you to take some risks. You'll need to go beyond your comfort zone and, in that process, you'll stumble, fall or look dumb at least once -- it's almost guaranteed. The sooner you stop worrying about appearances, the sooner growth can begin.

4. Beginning with incorrect premises. Many of the things that we've come to believe about success, health and prosperity simply are not true. Some have never been true and some used to be true but they aren't anymore. Start challenging the status quo, doing things the way you have always done them. Change requires change. And change is never easy. Take time to evaluate your past thinking.

These barriers must be overcome if you want to grow, and the good news is that you definitely can overcome them.



A photograph of several rowers in a blue sea under a cloudy sky. The rowers are in the background, and the text is overlaid in the foreground.

**Individuals and  
Companies who  
exemplify these traits of  
SUCCESS can be found  
on our website in the  
'Profiles' section**