

## **The Science of Success** **Ryan Steinert | ryansteinert.com**

My interviews and experiences of the most highly successful branch managers and loan officers have shown that they continually achieve their results by doing "certain things in a certain way." I have also found that "like causes produce like effects." Therefore, if we consistently employ the same thought processes and actions of these highly-successful individuals, we must produce the same results. This is why success is an absolute science. If we apply the principles (thoughts and actions) of peak performers, we will accelerate our sales and life results far beyond our current level of achievement. Put it to the test.

In his best-selling book, Psychocybernetics, Dr. Maxwell Maltz talks about our daily actions being the direct result of our habits. Since our actions are the cause of our results, it is fair to assume that our habits are what ultimately create the results we obtain. Habits are the things we do naturally and automatically, without thinking. These habits have been conditioned at a very early age and are now collected in our unconscious mind. According to Maltz, if we want to change our results, we must begin to form new habits. In other words, we must change the things we do automatically.

Your current thinking regarding your abilities, your business and our industry is habitual -- and we call that programming. This programming is buried in your unconscious mind, and it drives your behavior on a daily basis.

These programs, or mindset, came from outside sources and we often accept them without question. Many times our mindset contains lack and limitation because a parent, teacher, coach, or another person we respected wanted to protect us from disappointment. They told us to "be realistic," "don't expect too much," "life is hard" and many other disempowering beliefs. The moment we accept their programs, they drive our behavior and often limit our results. Following are the first four steps in building the habits of a top sales performer. Habits that will drive massive action and create incredible results!

### **1. Create clear and measurable goals.**

Make it one that you are excited about accomplishing. The human spirit will not invest itself in mediocrity -- so if you want to succeed in overcoming limiting habits, your goal must create passion! As you set your goal, two things are important: it must be specific and measurable. Write "I am making \$100,000" versus "I want to make more money." When your goal is measurable you will know exactly when it is accomplished. Napoleon Hill wrote in his famous book, Think and Grow Rich, that you can obtain any goal you desire, but it must be specific!!

### **2. Write your goal in the present tense. Live in the NOW.**

This will cause you to fully associate to the achievement of your goal. Your unconscious mind is totally deductive, and therefore, it accepts anything that your conscious mind gives it without question. Consequently, correct phrasing is imperative. Write your goal as "I am so happy that I

earn a minimum of \$100,000 per year" versus "I want to earn \$100,000 per year." Write your goal as if you already have it right now.

### **3. Keep it, read it and re-read it!!**

Remember, we are developing habits of the highly successful -- new ways of thinking and acting. Therefore, if we get tired, or we find ourselves thinking this step is redundant, realize that it has taken years to create our current programming and it will take concentrated effort for it to be replaced.

### **4. Like infomercials ask us: Take Action!**

In other words, ask yourself the question "What decision would I make right now or what action would I take right now as a \$100,000 income earner?" When you answer the question -- act! Remember, if you always do what you've always done, you'll always get what you've always got.

Any time you experience frustration with these action steps, realize that it is caused by your old programming trying to push you back into old behaviors. The mark of a master is the person who has the ability to give himself a command -- and then follow it!

Commit to these 4 steps for 30 days. I am confident it will make a positive impact on your business and your life.