



Hi,

As a personal fulfillment and success coach, I've worked with many different people who each have their own definition of success. I've also done a lot of research on the topic. I have found there are twelve ingredients to achieving success regardless of how it is defined.

This year, I will be sharing details of one success ingredient in each month's newsletter. I will also be hosting free monthly teleconferences to discuss in more depth that month's success ingredient.

I hope you enjoy this new approach to the newsletter and I look forward to talking with you on one of the free monthly teleconferences!

Wishing you a successful and fulfilling 2009,

Karen

## 1. Belief that you deserve to be successful

This month's success ingredient **Having a Belief That You Deserve to Be Successful** is one of the most fundamental of the twelve ingredients for success. If we choose to pursue a goal we do not believe we can achieve, chances are great that we will not achieve it. We will find a way to sabotage ourselves either consciously or unconsciously.

I have one client who is willing to try new things. She has a great sense of adventure that enables her to feel passion and excitement for almost any new project. When we first started working together, she would enthusiastically start working on new goals, yet she could not sustain her excitement and rarely achieved them. She would start thinking about how hard the goal would be to obtain or that now really wasn't the best time to start working on it. Her lack of belief in herself was causing her to get bogged down and not achieve her goals. She was sabotaging herself.

After realizing that her lack of achievement was primarily due to a lack of self-esteem and belief in her right to success, we were able to put together a program to increase her confidence. She reports that although she still has moments of doubt, she now can easily increase her belief that she deserves to be successful. She simply reviews the work we have done together to boost her confidence. This boost allows her to sustain her sense of adventure and excitement while she reaches her goals.

### Check it out!

Looking for a book to read?  
Here's one I enjoyed.

[Outliers: The Story of Success](#)  
by Malcolm Gladwell

I'd love to hear what you think  
of it. Send me an email or give  
me a call.

**Bottom Line: To be successful, we need to have self-confidence and a sense of entitlement for our success.**

Would you like to be part of the conversation about this success ingredient on either Thursday, Jan. 15th at noon (central) or Monday, Jan. 19th at 7pm (central)? Contact me by email [karen@lifetailoring.com](mailto:karen@lifetailoring.com) or by phone (817) 988-8086 and I will give you the call-in number.