

# **Believe You Will Succeed**

**By Nick Best**

**“To achieve any goal in life, you must believe you are going to be successful. If you do not, you are likely to fail.”**

When I was 27, I took the bold step of handing in my notice at work in order to set up my own business. I did not have any idea what I was going to do, but inside of me was a burning desire to go out on my own. The time had come to throw caution to the wind and really go for my dream. I spent the next six months researching ideas, thinking about what I was going to do and contemplating how to do it. The one thing I didn't do though, was to take the action necessary to make these ideas a reality. Despite a huge desire to succeed and the massive step I had taken, I could not motivate myself to really go for it. The result, I did not succeed. My savings depleted, my spirits down, I was forced back to work to pay my bills.

It is only now as I look back at that period of my life that I can see why I failed: ***at no stage did I really believe I was going to be successful.*** Many of the ingredients for success were there. I had a great goal that I really wanted to achieve. I had a well respected business qualification. I had a number of years experience in business. I had also taken the first bold steps to achieving the goal by handing in my notice at work and examining a number of business ideas. Unfortunately, I also had little self-belief. I did not see myself as a successful entrepreneur. I did not feel like that who I was going to be. My beliefs were like a force hidden deep inside me, holding me back, stunting my progress, preventing me from taking the actions necessary to succeed.

So, that was me - what about you? Do you work towards your objectives with a conviction that you will succeed? Do you have a picture of success in your mind and a feeling that this is meant to be? Take a moment to think back over some of the things you have tried and failed to achieve over the last few years. As you do, ask yourself "When I started to work towards this, did I really believe I would succeed?" If you find that in many cases you didn't then it's vital that before you start to move towards your goals for the future that you take the time now to believe in yourself. To believe that you will succeed. This e-book will show you how.

## Why are beliefs so important?

We start creating beliefs as soon as we are born. Then, as we progress through life, we continue to create new beliefs and change old ones. We need to do this to make living in the world practical and easy to do.

I believe that when I get out of bed in the morning I will be pulled to the ground and not fly up to the ceiling. I learnt this when I was very young and now don't have to pay it a moments thought. Just as well - what a pain it would be if I had to check which way gravity pulled me every morning before I get out of bed!

When I lock a door, I turn the key towards the latch. When I unlock it I turn it towards the door. When I was young I developed the belief that "Doors lock by turning the key towards the latch and unlock by turning the key towards the door". Now, when I open a new door, I don't have to consciously think about it, I just act in accordance with the belief I have. I turn the key towards the door. Simple and easy isn't it? That's the point of beliefs.

Now, if you're like me, you probably know of a lock that doesn't follow this logic. Irritating isn't it? For some bizarre reason my car door locks by turning the key away from the latch. After a year of regularly opening and closing this lock, my automatic reaction is *still* to turn it in the wrong direction! The belief I developed about locks directly affects my behaviour, even when it is not appropriate.

Is the world round or flat? It's round isn't it? But how do you know this? Isn't it just what people have told you? What proof do you really have? It looks pretty flat to me when I look out the window! If you did believe the world was flat, you might be quite concerned the next time you went out in a boat - you could fall off the edge of the world! Of course this was what people used to think, and it was a great barrier to exploration for many years. The beliefs people had directly affected their actions, and in this case limited their results.

Notice then that *our beliefs do not necessarily reflect the real world*. Doors don't always unlock by turning the key towards the door. Beliefs about the world being flat were soon changed once explorers started to travel around the world. *Beliefs do directly affect our actions though*. Sometimes then, we take action even when our beliefs are wrong or inappropriate, and this can

limit us. This is particularly true about the beliefs we have about ourselves and our abilities.

### **Beliefs about ourselves**

Just as we act automatically within the limits of the simple beliefs we develop like the way to lock or unlock a door, we do the same with the beliefs we develop about ourselves. If we develop limiting beliefs about what it is possible for us to achieve, then our response will be to limit the actions we take. As a result *we also limit the results we get*.

If we believe we are likely to fail, our subconscious mind will get to work to create actions which support this. When the going gets tough (and it usually does at some point), we won't go the extra mile needed to succeed; an initial failure just supports our belief that we were going to fail all along and we give up.

On the other hand if we believe we are going to succeed, then we probably will. Mohammed Ali is often regarded the greatest sportsman who ever lived. As well as obvious talent, strength and courage, one of the main reasons he was so great was his tremendous self-belief. Most of us have seen television clips of Ali during his boxing years claiming he was the greatest. When he was telling everyone this, was he the greatest? Well no. At that time he still had a lot to prove. What he did have though, was complete belief in his own ability. That belief was reflected in the results he got and despite being stripped of his world title in 1967, because he would not fight in the Vietnam war, he was not deterred. He came back seven years later, won the title back, and proceeded to keep it for another 4 years. His belief that he was the greatest, not only took him to the pinnacle of boxing, but probably the pinnacle of sport as a whole.

### **Beyond belief!**

One of the reasons our beliefs are a force of such tremendous power is that they affect us at a level beyond our normal conscious control. In a study of 100 people who had been diagnosed with terminal cancer who were still alive over 10 years later, the one common factor amongst all survivors was not the type of treatment they had, but *the belief that the treatment would work for*

*them*. The beliefs they held dramatically affected the way their bodies reacted to the cancer and they went on to defy the odds and survive.

Studies on the use of placebos provide more evidence of the importance of beliefs in healing. A placebo is fake drug usually consisting simply of sugar. When patients are given placebos, but are told that the placebo is a real drug that will have positive results, on average about 30% of patients respond favourably. Since all drugs need to be tested against placebos there is considerable research which prove they are beneficial. In one study of placebos used on cancer patients who believed they were having chemotherapy, a third of all patients lost their hair. So what is creating these changes? It's not the sugar pill. It's simply the patients belief of the effects that these pills will have.

### **Putting your inner friend to work for you**

Our subconscious mind then acts to support our beliefs, even beyond what we normally think of as possible. It's important therefore to put it to work for us and not against us.

I like to think of our subconscious mind as an inner friend. He (or she) is not something you can tell to do things, he just responds to the beliefs you have. If you have beliefs which support what you are doing, your inner friend will be there to support you too, to motivate you when the going gets tough, to give you the determination to succeed, and as we've seen from the examples above, even to help you out in ways which are beyond any kind of conscious control.

On the other hand if you have beliefs which contradict the actions you are taking, your friend becomes an enemy. He'll be there saying things like "you can't do this", "this just isn't you", "what makes you think this time will be any different", and when the going gets tough you'll believe him and stop trying.

Is your subconscious your friend or your enemy? Take a moment now to ask yourself the following question:

**For the objectives you have set for yourself, in your heart of hearts, do you really believe you will achieve them?**

If the answer for any goal is no, then you must, must, must, take the time to get that self-belief. If you do not, you may well find you are simply wasting your time, and everyone else's too! Before you attempt to achieve any goal in life, you must first make sure you believe that in all probability that you will be successful.

And what if you don't believe, does that mean that you have to give up on that goal? NO, of course it doesn't. If this was the case many of us would never achieve anything! What you do need to do though is take some time to develop that belief before you start working towards your goal.

### **Developing self-belief - The 10 step process**

I have developed a 10 step process which will help you develop your belief to achieve a specific goal. The process will build up your belief step by step. In the same way a builder has to lay down bricks to create a building, we'll be building up your beliefs in stages so that by the end you will believe you will succeed. The steps are:

#### **1) Be confident that the end result is *possible*.**

You need to be able to say with total conviction "it really is possible to achieve this goal" - perhaps someone else has already done this, or something similar, or you are clear in your mind that it really can be achieved.

#### **2) Believe that the end result is *possible by you*.**

Just because something can be done, does not necessarily mean we believe we can do it. We all hold limiting beliefs about our own ability to achieve a goal, and we must face these, understand them, and then overcome them. At this stage, all I'm asking is that you believe it's *possible* by you, not *probable*.

#### **3) Really want the end result**

The more we want to achieve an objective, the bigger the hurdles we'll jump over to get there, and in turn the greater the self-belief we will have. Choose a objective you really want to achieve, and seek to understand the underlying

values achieving this will fulfil. This will create a link to what's truly important to you, and ensure you are really motivated.

**4) Believe that you *deserve* the end result.**

Hidden under the surface in many people is a hidden belief that when it comes down to it, they do not *deserve* to succeed. If you do not feel you deserve success, your inner enemy will take control, you'll lose motivation, and stop taking the action necessary for success.

**5) Achieving your goal must not contradict any other beliefs or values you have**

An entrepreneur might on one hand want to make a million, but also believe that people who have too much money are greedy. If achieving your objective is inconsistent with your other beliefs and values, your subconscious mind will get in your way, creating doubts about whether you should succeed. Understanding and dealing with any conflicting beliefs and values ensures you move towards your goal with your whole being supporting you.

**6) Create a plan**

Taking the time to research and create a plan enables you to clearly see *how* your goal will be achieved. The better the plan the more confidence you will have that the goal is achievable.

**7) The steps on your plan must not contradict any other beliefs or values you have**

Having created a plan, you must be sure that each of those steps is consistent with your beliefs and values. If not your inner enemy will flex its muscles and stand in your way.

**8) Believe that you can do each of the steps on the plan**

An end goal can often seem such a big target that it sometimes seems unlikely that you will ever get there. By looking at the small steps along the way and being clear that you *can* do each of them enables you to realise that your goal is not only achievable, but *achievable by you*.

**9) Believe you will do the steps on the plan**

Having a plan you *can* do does not necessarily mean you *will* do it. We often have other commitments in life which this plan has to fit around. You must therefore consider what barriers could prevent you from undertaking the steps on your plan, and work to overcome these. You must then *commit* to following through with your plan no matter what.

**10) Believe you are likely to achieve your goal**

You should aim to believe there is more than an 80% chance that you will achieve your goal. Spending time visualising yourself achieving the end result and addressing any final doubts you have, will enable you to take action with the conviction that *you will be successful*.

**Putting the steps into practise**

It's time now to get practical and put these into practise. Pick an objective which you are not sure you are going to achieve, and follow the following steps.

**1) Be confident that the end result is possible.**

Has someone else achieved this in the past? If so it must be possible mustn't it? List 5 people who have achieved or are currently achieving your goal. The

more similar they are to you and your current position the better. If no-one has achieved your goal yet, list 5 things which people have achieved which are similar in some way to the objective you have, or which can be a source of inspiration to you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

As soon as you can say with total conviction “it really is possible to achieve this goal” it is time to move on to step 2. If you can't do this yet, look for more examples of people achieving amazing feats and overcoming overwhelming odds and add them to your list until you do believe your goal is possible.

## 2) **Believe that the end result is *possible by you*.**

Right, so it's possible, but do you believe your goal is ***possible by you***? If not, or if you would like to bolster that belief then try the following exercises.

Firstly we are going to work on your general self-belief. The higher that is the more likely you will believe you can achieve this goal.

### (a) List 10 things which you have done successfully in the past.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Given these past successes, isn't it just possible that you might achieve your goal this time too?

(b) List 10 attributes or skills you have.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Given these skills and attributes, you really could achieve your goal couldn't you?

It's now time to be specific about your goal.

(c) What have you done in the past which might suggest you could achieve the specific goal you've set yourself.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Given these successes, could you achieve your goal?

(d) What 5 attributes or skills will help you to achieve your goal.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

How much are these specific attributes going to help you succeed?

(e) List 5 barriers which may stop you from achieving your goal?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

If you were to overcome these barriers then would it be possible to achieve your goal?

(f) For each barrier list out 3 things you can do to overcome or at least reduce the size of this barrier.

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_
- 4. \_\_\_\_\_  
\_\_\_\_\_
- 5. \_\_\_\_\_  
\_\_\_\_\_

If you were work on each of these points then your goal must be at least possible by you mustn't it?

- (g) Finally say with total conviction, “It really is possible for me to [insert your goal]”. Repeat this as often as it feels right to reinforce this message.

**3) Really want the end result**

Ask yourself now - do you really really want to achieve this goal - or is it just nice to have.

To understand just how important this goal is to you then do the following exercise.

- (a) List out 5 things that achieving this goal will do for you and explain what is important to you about each thing.

<b>What will achieving your goal do for you?</b>	<b>What is important about this?</b>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

- (b) Review this list, and ask yourself how important it is to achieve your goal, given everything achieving it will do for you.
- (c) Given its importance to you, will you work hard to succeed? If you will, doesn't that increase the likelihood that you'll achieve the end result?

**4) Believe that you *deserve* the end result.**

Do you feel you deserve to achieve your goal? If not, try the following steps:

(a) List 5 reasons why you might deserve to achieve your goal?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

(b) What would you have to do in the future to feel you deserved to achieve your goal? List 5 action points.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

You should incorporate these points in your planning in step 6.

(c) Review the list of goals achieved and attributes you have which you made in Step 1. You really are a valuable person. If you set yourself a goal and work towards it, don't you deserve to get the end result you desire?

(d) Finally, say with conviction "I really do deserve to [insert your goal here]". Repeat this regularly until you feel it is true.

**5) Achieving your end goal must not contradict any other beliefs or values you have**

Take a moment now to imagine yourself achieving your final goal. See what you will see. Hear what you will hear. Feel what you will feel. Smell what you will smell. Taste what you will taste.

- a) As you imagine yourself at this time in your life, is there anything which doesn't seem right?
- b) Are there any values which you are contradicting?
- c) Is there anything or anyone in your life that you are neglecting?
- d) Do you feel totally right about achieving this goal?

If the answer to any one of these questions is yes, change the vision of your end result so that it fits in with your beliefs, and what is right for you. Make it so that it feels just right.

## 6) Create a plan

Big goals can often be too large to be believable. Small goals that are not so far off are easier to focus on and believe in. This next step involves breaking down your overall goal into many smaller goals, and creating a clear action plan of the steps you plan to take to achieve these.

You will find a detailed approach to planning in chapter 8. Alternatively use the following exercises to help you create a plan:

a) Brainstorm a list of the things you will have to do to achieve your goal?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

b) (i) When do you hope to achieve your goal by?

\_\_\_\_\_

(ii) Breakdown this time-scale into a convenient number of smaller parts. As an example, a goal which you would like to achieve in one years time could perhaps be broken down into four, three month periods or six, two month periods.

Set new goals for what you would like to achieve by the end of each period.

	Date	Goal(s)
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____

c) In as much detail as possible create an action plan of the steps you will have to take at each stage along the way towards achieving your goals, and when you will have to do them by.

Include in your plan:

- A review of progress at key points along the way so you can learn from your experiences.
- Time to update your plan as you learn the best approach.

Note that you do not have to know all the steps now. The future is uncertain so it is not always possible to plan everything. Plan what you can for the moment, and then make a new plan once those steps have been taken. If you continue to do this, and learn from your experience you are likely to achieve your goal in the end.

d) Finally, ask yourself:

***If I undertake each of the steps on my plan am I likely to achieve my goal?***

If **YES** - great, move onto step 7.

If **NO**, or **DON'T KNOW**, ask yourself, what more you could do to enable you to achieve your goal and update the plan accordingly. Make it as good as you possibly can before moving on so that you remove as much doubt from your mind as you possibly can.

**7) The steps on your plan must not contradict any other beliefs or values you have**

Imagine the steps you will have to take to achieve your goal. Wind time forward quickly, and at each step ask yourself. Does this feel right? Is this who I am, and what I want to do, what I believe in, and what I value?

If any of steps do not feel right for you, then change your plan accordingly.

**8) Believe that *you can* do each of the steps on the plan**

If you can do each of the steps on your plan, you can surely achieve your end goal too!

Take a moment now to review each of the steps on the plan. For each ask yourself:

***Do I really believe I can do this?***

***If you do***, move on to the next step until you reach the end.

***If you don't***, change the task to something you do believe you can do and which will achieve the same end result. If this is not practical or possible then you'll need to put a bit more effort in. The following exercise is designed to break through those belief barriers. Take 10 minutes each day for the next week to do the following:

- (a) See in your mind someone you know can, or could, do this step. Visualise them doing it in as much detail as possible. Include any sounds you hear and feelings you have as an observer. Re-run this until you have a really clear image in your mind.
- (b) In your image, replace that person with an image of yourself and re-run the visualisation in your mind. Watch yourself doing the task. Ensure

it's just as clear as when you saw the other person doing it and has all the same qualities including brightness and size, the same sounds and the same feelings.

- (c) Finally, step into the image, so that you are in the scene experiencing it as you would if you were actually doing it. Run it through in real time experiencing what it is like to do this task. Repeat this a number of times until it really feels right.

**9) Believe you will do the steps on the plan**

Right, so you have a plan that is likely to achieve your goal. You can do the steps on it, and they don't contradict any of your values or beliefs. The final question is - will you take those steps?

- a) Make a list of the 5 key things which could prevent you from taking the steps on your plan.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

- b) What will you do to overcome these barriers to your success?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

- c) Finally, **commit** to doing the steps on your plan, no matter what. Commit to overcoming any barrier, leaping over any hurdle until you achieve the goal you've set yourself.

**10) Believe you are likely to achieve your goal**

It's the final step. It's time to believe you can do the goal as a whole.

- a) Take 5 minutes to visualise yourself achieving your goal. What does it feel like? What can you hear? What can you see? What can you taste? What can you smell?

Keep this picture in your mind as much as you can over the next few weeks. The more you visualise it, the more a part of who you are it will become.

- b) Answer each of these questions in turn. If the answer to any of them is NO, go back to that section and repeat the steps until the answer is Yes:

- 1) Is the end result *possible*?
- 2) Is the end result *possible by you*?
- 3) Do you really want the end result?
- 4) Do you *deserve* the end result?
- 5) Is achieving your goal consistent with other beliefs or values you have?
- 6) Have you created a plan?
- 7) Are the *steps on your plan* consistent with other beliefs or values you have?
- 8) Can you do each of the steps on the plan?
- 9) Do you believe *you will* do the steps on the plan?

And finally, the big question:

- 10) *Do you believe there is greater than an 80% chance you will achieve your goal?***

If yes, then great - you have a great plan and great self belief, go for your goal with passion and you will be successful. Good luck.

If you have any remaining doubts, what are these, and what can you do to overcome them? Perhaps you need to go back to some of the earlier steps and re-do them, or there may be something totally different you could do.

## **Case Studies**

Lets take a look now at some experiences which other people have had with the 10 step process.

### **Gail**

“Last year I set myself a goal to get promoted within a year. I’ve worked hard to try and do it, but it just didn’t work for me. I realise now, that when it came down to it I did not really believe I would succeed. I believed that there were two other people who were more likely to get promoted than me. As time went on, I gradually lost faith in myself as I saw my colleagues working so hard and getting on so well with our boss. In the end I gave up trying.

Although I’ve now missed out on promotion this year, I found the self-belief process has revitalised my desire to do it this year. The key for me was to break down my goal into an action plan which I believed in. I’ve ended up with a number of tasks to do which I’d never have thought of without taking time out to really analyse what I need to do to succeed and what barriers there might be stopping me. In the past I have always been so focused on getting the job done that I haven’t looked at the wider requirements like developing client relationships, generating new work for the firm, and building strong relationships with senior management.

Now I’ve got a plan I really believe will enable me to get promoted next year - I’ve just got to work hard to make it work!”

### **Nicky**

“I’ve always lacked self-belief. I had some bad experiences at school which I’ve never recovered from. What I found useful about the 10 step process was that it focused on belief on a goal by goal basis. This meant that I’ve been able to concentrate on believing in myself one goal at a time. At the moment

I've started with some quite easy goals, but I feel so positive and powerful when I think about these that I just want to get on and do them.”

### **Andy**

“I've been trying to improve my golf game for many years now. Although I've improved a little I've never made the kind of progress I would have liked. I realise now that part of the reason for this is due to a lack of self-belief. I've never been good at sports and I carried the belief that I'm not good at sport into my golf game too.

When I worked through the 10 step process I discovered an underlying feeling that I didn't deserve to improve. After I wrote down all the reasons I did deserve to get better, something changed in me. I kept on reading this everyday for a week, and also visualised myself improving. The next time I played, something had changed in me. I shot my best round of the year and a lot of the inner negativity had gone. I've still needed to work hard, but the hard work finally seems to be paying off and I'm shooting consistently lower than ever before.”

As you can see from these case studies, people lack belief in their ability to improve for a variety of reasons, and like Andy did, it is important to take away from the 10 step process what is right for you, and use the exercises in a way that fits in with your own position.

### **Take time to believe**

Let me finish where I started and that is with the phrase:

To achieve any goal in life, you must believe you are going to be successful. If you do not, you are likely to fail.

Do take time to believe in yourself, and your ability to achieve your goals. The benefits in your life will be enormous.