

The 9th Proven Secret to SMART Success

By Peggy McColl

After completing my book *The 8 Proven Secrets to SMART Success*, and as I was writing the acknowledgements section for the book, I realized there is another great secret to SMART Success that has had a huge impact on my success. The power of a TEAM. (Team can also be thought of as an acronym for Together Everyone Achieves More.)

You've likely heard that "Nobody does it alone". All of the success that I have achieved has been the result of enormous help and support from so many others. The self help gurus, my family, my friends, my business contacts, and even strangers.

There are a lot of elements of a Team as it relates to success. For the sake of this article I'll focus on 3.

1. Build a Team
2. Be a Contributor on the Team
3. Having a Team

#1. Build a Team

Whatever your goals are you need to get help from others to accomplish that goal. When I ran my first online campaign I had no idea how to make it happen. I started with a desire and no knowledge. But I knew I could get the knowledge somehow some way. I called a few people and asked them if they knew how to launch a successful online campaign and one person lead me to another person. Within a very short period of time, I had the formula to launch a successful online campaign. These people were now part of my team. Prior to that time they were complete strangers, but I built a relationship with them.

My next challenge was to write a compelling offer to express the real value of the give-aways that were included in my offer. I knew that writing "sales letters" was not my forte so I found someone who was great at it and I called her. She became a member of my team.

The third challenge was to find the people who were reaching my audience; the people with the subscriber lists who knew the value of the offer and were willing to send out my offer to their people. I found them too and they became a part of my team.

Once all of those pieces were in place, my office team needed to expand, because I knew we needed to be ready to handle the volume of orders that were going to come in and be able to respond immediately and send the orders out as fast as possible. My office team expanded.

What is it that you want to do? What is your goal? What expertise do you need to draw upon? Who can help? Who do you need on your team? How can you build your team?

#2. Be a Contributor to the Team

Many years ago when I was in the audience of one of Tony Robbin's Mastery Events, I remember Tony saying that he was about to give us the #1 reason why people are successful (I'm paraphrasing as I can't remember his exact words). He said: "If you want to know the #1 reason why people are successful listen up." Well, I was on the edge of my seat. I wanted to know. And, then he gave us his answer: The #1 reason why people are successful is: Be a Team Player.

I was surprised. I expected a different answer. I don't know what I expected but when I heard the answer I remember thinking "that's it?...be a team player?...are you serious?"

Many years later I realized that Tony had a valid point. Find ways that you can give more to your team. Your team could be your family team, your co-worker team, your club team, your sports team, your friend's team. Whatever the team, find ways to give more of yourself to the team. Give genuine contributions that benefit all members of the team.

#3 Have a Team

Nobody does it alone. Don't try and run solo. We are meant to be together, to nurture each other, to grow together. Being alone is very unnatural. Statistics show that people who are alone (or loners) do not live as long as other people.

If you are not on a team today, find one and join it. Come out and play. Don't cower away in the safety of your home.

Look for the opportunities where you can be part of a team and get on board. There are groups and teams and associations everywhere. Find something that interests you; a hobby, something you may be curious about and join a group of fellow enthusiasts.

And, as a Bonus:

Nurture your relationships

List 6 people who are important to you, who can or are having an impact on your life, and, who will further impact your life in the future. Nurture those relationships over the next two weeks. Do something that will strengthen these relationships.

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On Being...The Creator of Your Destiny
The 8 Proven Secrets to SMART Success
On Being A Dog With A Bone
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