

Your ATTITUDE is the only thing you can truly control

I heard a great entrepreneur speak yesterday on a subject that is encoded into my DNA: ATTITUDE! Barbara Babbit Kaufman ([wwwAttitudeIsIt.com](http://www.AttitudeIsIt.com)) has transitioned from CPA to Founder of Chapter Eleven Bookstores to Author and Motivational Speaker. You can pick up a copy of her book entitled “Attitude” at bookstores or on her website. Oh, did I mention she is a triathlete as well?

She delivered her “10 Attitude Steps to Success” and I would like to pass them on to you in this blog:

#### 1. Make it Happen

This is Barbara’s mantra and speaks to her spirit of pro activity. You will never get anywhere in life sitting back on your heels. No one is going to come along and hand you your fortune just because you are a nice person.

#### 2. Never Take “No” for an Answer

Have you ever taken a five year old to Toys-R-Us? They are relentless and refuse to take no for an answer. What separates average producers from Peak Performers is boldness!

#### 3. Everything is an Opportunity

Every adversity has within it the seed of opportunity if you have the right outlook on life. Some of the most successful products ever invented were initially failures i.e. Coca Cola and Post-It Notes.

#### 4. Just Ask

If you don’t ask, the answer is always NO! Remember when you were a kid? You were probably relentless about asking for what you wanted and a lot less fearful of rejection.

#### 5. Networking

Most people don’t network with intention. For me (Glenn) it is literally a part-time job. It’s not WHAT you know, but WHO knows you.

#### 6. Focus, Focus, Focus

Pick one thing and do it exceptionally well. Have a To Do list and work from that list everyday.

#### 7. Passion and Enthusiasm

Sam Walton, Founder of Walmart, said the key to success is passion. Most people are living lives of quiet desperation and never connect with their true passion. Find your passion and LIVE it!

#### 8. Everything is a Sales Job

I could not agree more! We are all in sales whether we realize it or not. We are always trying to sell other people on our way of thinking whether it be business, social or family. Learn to sell.

#### 9. Balance Your Life

I am convinced the key to life is balance and consistency. It's not what we do once in awhile that shapes our lives, but what we do consistently. Balance your days by time blocking your core activities.

#### 10. Diet and Exercise

Barbara won 3 triathlons in her age group because she is consistent and balanced with her diet and exercise. When we FEEL good, we DO good!

I hope these core philosophies of Barbara Babbit Kaufman add value to your day and your life. Until next time.....