



11 Reasons Why You Don't Succeed E-Book

- #1 You Do Not Identify Their True Desires**
- #2 You Confuse Want with Desire**
- #3 You Confuse Expectation with Intention**
- #4 You Have Improper Beliefs Support Their Goals**
- #5 You Lack of Self-Esteem Required To Achieve or Sustain the Success**
- #6 You Fail To Plan a Strategy**
- #7 You Set Unattainable or Unrealistic Goals**
- #8 Your Integrity Is Not In Alignment with Goals**
- #9 You Lack of Sufficient Action to Achieve Goals**
- #10 You Lack of Focus**
- #11 You Have No System of Accountability**

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#1 You Don't Identify Your True Desires

"Desires of the heart are always granted" Spiritual Life Law.

I'm sure you know someone who has achieved status and wealth, owns a luxurious house, drives a fancy car and is downright miserable. This person may be an accomplished lawyer who dreams about being an opera singer... or a Wall Street trader who wishes for a career in broadcasting.

Attaining your goals doesn't mean you will necessarily FEEL successful.

How often have you or someone you know set a goal and achieved it, only to be disappointed or deflated after reaching the goal? Why is that?

You felt flat because, although you were successful in attaining the goal, it wasn't in line with or connected to your true desires.

For your attained goals to grant success, they must be in alignment with what you TRULY desire, not just what you think you want – or those things that adhere to other people's perceptions of how success looks.

Example:

I have a friend whose parents wanted him to become a doctor. So he majored in Biology in college, spent seven years in medical school and interned at a hospital, only to realize during his residency that he *hated* practicing medicine. Funny thing was: He sensed it wasn't for him early in his freshman year, while struggling through a biochemistry course. But he didn't want to let his parents down; so instead, he let himself down.

Fortunately for my friend, whom I playfully called Doctor Disgruntled, he was able to put his education and experience to good use as medical director for a major insurance company. Administration and a 9-to-5 job were much more aligned with his desires than a medical practice would have had him on call 24 hours a day. And somehow, his parents survived.

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How many times have you found yourself doing things for someone else – for all the wrong reasons?

Perhaps you've found yourself in a similar situation at some point in your life. It's easy to get trapped into doing "the right thing" for others, only to find out it is wrong for you. In the beginning you think it will bring you success; but once you get into it, you realize it doesn't make you happy, doesn't give you satisfaction or doesn't yield the results you're really looking for.

Action Step:

Search your heart to find your true desires:

Take a moment and start a list of 101 wishes. Start writing down all the

Things that you really desire to experience on this earth before you leave it. Be honest and let your self release all the excuses and reasons why you can't. These are desires...you don't have to commit to doing them all at once. Tell the universe your dreams on paper and watch what happens by doing this simple step....

Keep me posted at www.successgenie.com/blog

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#2 You Confuse Want with Desire

Life Law: "Ask and You Shall Receive."

You've heard the saying, "Be careful what you ask for, because you just might get it." Well, it's absolutely right.

Now you might be saying, but Kim, "I ask and ask but never get what I want"? Well, in that case, count your blessings!

Maybe what you *want* isn't what you truly *desire*.

The universe can't read between the lines. It knows what you truly desire, but if you request something you only want (and which just happens to be available); the universe has no other choice than to ALLOW you to have it – because of Free Will.

Now notice that I said "ALLOW" rather than "GIVE." How many times have we cried that the Universe never gives us what we want?

YOU ARE RIGHT! It never does, nor ever will. The Universe is about Abundance and Desire, Not Lack and Want.

If you persist in focusing on what you *want*, you will either get it for a short while or stay in a perpetual state of "*wanting*."

Example:

An excellent illustration of this point happened during an exercise in one of my seminars to a group of entrepreneurs. I spoke of desire like it was a silver tray of goodies containing everything you could ask for: Love, Power, Health, and Money.

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I told them the Universe works like this: You can have ANYTHING you desire, but you need to ask for it *specifically* – because whatever you ask for you will get.

One of the attendees, a woman who had been married for 50 years, had an amazing A-ha moment. When I asked her to choose her desire from the Abundance Tray, she picked love. She explained, “When I was younger, I desperately wanted to be married, so I asked for a husband. But the ironic thing is that, in all the 50 years, I’ve never felt really loved by my husband.”

She didn’t ask for a loving relationship; she asked for a husband – and she got precisely what she asked for. A husband was her goal... but love was her desire. Interesting huh?

What “wants” in your life are you confusing with “desires”? What an amazing life you could be having if only you get clear on what you TRULY desire – and create goals and strategies to prepare you to receive them!

Action step:

Take out a piece of paper and fold it in half the long way. Fold it so that you have two columns and on the left side write down everything you say you want. Money, New Car, Bigger Home, More Clients....everything you can think of...

Now for each item that you list, next to it on the other column write down what you think that item will bring you. Security, Well being, Joy, Peace of mind....you get the idea.

Once you are done look at the column on the right. That is what you need to ask for...that is your TRUE desire...what you wrote on the left is what you think it should look like. Focus on the right column and ask for it daily.

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You will start to experience it all around you... In ways that you could never expect or imagine...

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#3 You Confuse Expectation With Intentions

This is a common mistake that costs people their Birthright every time.

This one is the saddest because many times the Universe has already given you what you have asked for but because it didn't arrive in the way or "package you expected you don't accept the gift.

Think about it for a minute. Think about something you have been asking for that you know is a desire.

What could be in your life right now that is giving you an opportunity to receive what you have been asking for intently?

Example:

You may have a day J.O.B (what other people call Journey of the Broke) and would like to be a full time entrepreneur. You may desire to create passive income and quit your job. You may be resenting that job and feeling that it is in the away of what you desire most. That is your **expectation**... what you think the journey to entrepreneurialism and financial freedom should look like.

The Laws of the Universe cannot bring you something that you do not already have. So what that means is... if you don't have a source of income then the universe cannot bring you another or different one.

Are you starting to get it? That J.O.B is a blessing and a magnet for what you desire. It also provides you peace of mind that steady money is coming in. This J.O.B. allows you to be open to new opportunities that involve some risk knowing that your bills are paid no matter the outcome.

This J.O.B. allows you to step out on faith and build a bridge from where you are to where you desire to be.

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The job allows you to learn some new skills and habits while being paid for the training.

I don't have that as an entrepreneur. I have to pay for my training. Some time the journey to where we desire to be takes more than one step.

Sometimes you need to build a bridge where a road is not available.

Even when you feel like you have been detoured or denied access to the road you THINK you need to be on you are actually being taken a better way that you never could have expected in a vehicle that fits you better than you could possibly imagine.

Action Step:

Write about what is happening in your life right now...the good, the bad and the ugly. Ask yourself and answer on the piece of paper how this could be leading you to what you desire. Where can you see what you are asking for is already present in your life?

List at least 5 things that you could be grateful for right now.

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#4 You Do Not Have the Proper Beliefs to Support your Goals

This is critical. You might have the best and most carefully thought out goals and desires; but if you don't have the proper beliefs to support them, your goals will be reduced to wishful thinking or dreaming.

If you have aligned goals but not the proper belief structures in place to support those goals you are sure to experience a lot of frustration. You question yourself and the Universe, wondering why you can never take successful action. you get frustrated because you know you have desire, yet you can't figure out the way to make your goals take flight. That is because you have beliefs that are in conflict with what you desire – or perhaps beliefs that just don't support what you desire.

Example:

Here is a computer analogy I use to help people understand this important concept. Ask yourself this question, "Would I expect the best PC program to work on a Mac-based computer?"

Of course not! Why?

Because almost everybody knows that PC programs are not compatible with Mac-based computers. You know that – or you quickly find out when you try to install the wrong software. It may be frustrating; but once you figure it out, you go back out and get compatible software.

The same is true for your goals and beliefs.

Think of your life as the computer... and your goals as the software program.

If there is some component missing from the language, the program will not run. Even if we have the most perfectly written software but we put it on a different platform from that for which it was written, guess what? It won't work.

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Just like software programs have a language, so do goals. If you forget a step, the computer program just won't run. True? Incompatible software can even cause a program to stop running and – worse – cause your computer to crash.

The same is true with goals. If they are not designed or thought out properly, they simply will not work. They can even cause a crash in your life. The answer is simple: Before you set a goal for your life, make sure it is **S.M.A.R.T.** (Specific, Measurable, Attainable, Realistic, and Time –lined)

Action Step:

Take one of your wishes from your 101 wish list. See if you can format the wish into a S.M.A.R.T goal.

Rewrite the wish into a sentence that is specific, has a measurement component, is action-oriented and has a time-line to be completed by.

Once it is in S.M.A.R.T format it is ready to have some thought and strategy aligned to it and it is able to be achieved.

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#5 You Lack The Self Esteem To Achieve Or Sustain Success.

You know people are amazingly talented, bright and have many great qualities – yet they can't get out of their own way? They start a project – or a business – and then, for some reason, tragedy strikes every time. After a while you start to seriously contemplate taking them to a witch doctor for a major blessing!

Know anyone like this intimately?

This is definitely true of talented and accomplished people who have low self esteem. Yes, I said talented AND accomplished people.

When you think of low self esteem, you think of people who are victims of circumstance... abused spouses, disabled people, the poor or people in bad situations... but the truth is, a lot of the people we think are so accomplished are suffering from low self esteem.

Think about Elvis... Elizabeth Taylor... John Belushi. Loved by the world, they were all immensely talented. Some of us dreamed of being like them. But on the inside, where it counts most, they felt undeserving of what they truly desired. They didn't think they were good enough.

I can't stress this strongly enough:

All the talent in the world will not bring you success.

Your ability to look in the mirror and say "I like me" will be the foundation and magnet for your success – even when the talent falters.

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Example:

Picture your dream car. Let's take a Ferrari or Rolls Royce with all the amenities: leather package, Bose stereo system, and alloy wheels... the best of everything. Then take a rusted, corroded engine from a junk heap and put it under the hood.

Do you expect the car to run like the dream it appears to be? No.

But how many times have you been trying to blaze the road to success in a hyped-up jalopy?

You would never build a mansion on a foundation of Popsicle sticks, would you?

In the same way, you shouldn't build your goals and dreams on a foundation of self esteem that is too weak to support and sustain it for a long time.

Build your dream castle in the sky, but be sure you start with a strong foundation of self esteem!

Action Step:

List at least 10 reasons why you are capable and worthy of receiving what you desire. Turn them into declarations and shout them out loud in front of a mirror every morning and evening. Tell the universe and yourself that you are building a strong foundation for success to reside on in your life.

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#6 You Fail To Plan A Proper Strategy

Okay, you have a S.M.A.R.T. goal, you've got plenty of self esteem... but do you have a sound strategy?

Example:

Suppose you need to be in Orlando, Florida at noon on the 15th of August for meetings and you will be leaving from San Francisco, California.

Today is August 14th and at the last minute you decide to drive because it's the least expensive way to go. What are your chances of success?

Slim, fat and none. Nevertheless, you throw some clothes in a suitcase, leap into your trusty car and head out at 6:30 in the morning.

After driving nonstop all day and all night, you pull into a roadside motel in El Paso, Texas at midnight. That means you've still got 25 hours of driving left to do... and your meeting is 12 hours from now.

Needless to say, You are bleary eyed from driving; You are dizzy from inhaling diesel fumes at that last truck stop where you stopped to gas up... and your credit card is begging for mercy because of the price of gas. Your tummy is rumbling because you forgot to pack healthy snacks to bring with you and you don't have time to stop anywhere to eat something nutritious.

Furthermore, now you've missed your appointments!

You start getting upset and begin lamenting: "There must be something wrong with me, maybe I wasn't meant to go to Florida, maybe I chose the wrong car, and the world is conspiring against me."

No, none of those thoughts is true. These thoughts stop from seeing the truth.

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Your strategy wasn't sound, considering your timeline and needs. Had you stopped to consider your personal situation, you would have realized that, no matter the cost, your only realistic option was to fly.

However, because you narrowly focused on your lack of finances, you missed the bigger picture.

Or maybe you didn't pay attention and procrastinated too long to realize that you needed to start driving four days earlier.

Remember: Success is your birthright... but, as John Lennon once said, "Life is what happens to you while you're busy making other plans."

Action Step:

Look at the desires you wrote down a few days ago. You know they are the ones you wrote on the right column on the page where you wrote what you wanted and what those things would bring you...Joy, Peace, and Excitement.

Looking at your current strategies for your stated desires, are they aligned? Are your current strategies leading you in the direction of what you desire?

More importantly are they allowing you to feel those intended desires right now? If not, you need to rework your strategies so that they do.

Your strategies must be in complete alignment with your intended outcome...Joy, happiness, freedom, etc.

Let me know what you come up with and ask me questions at www.successgenie.com

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#7 You Do Not Set Goals That Are Attainable

This is my personal favorite because I was renowned for starting at A, seeing Z and setting a goal to get to Z in one leap. Because I saw it, I thought I could just do it.

Anything can be done if you desire it badly enough and are willing to pay the price; but most of us are too busy trying to handle our everyday responsibilities to just push everything aside and leap buildings in one single bound.

Example:

A man who desires to go back to school for a degree but works full time, has a mortgage and three children will have different challenges to finish his degree than a 19-year-old who can put everything else aside and do the curriculum in three years. Their circumstances will be different, based on their personal realities and timelines. What is an attainable goal for you may be an unrealistic one for me. Setting goals is tremendously personal and should be treated as such.

We are all capable of getting to our desired successful outcomes; but we will all arrive in different vehicles – and at different times. When setting our goals, it is really important that we be honest with ourselves, and be realistic about how much time is available, what price we are willing to pay, and the resources we have to pursue our desires.

At the outset of pursuing my dream, I was willing to pay the price, but had virtually no resources. I needed to break down my goals into a series of attainable steps and leap them in rapid succession, so that it FELT like I was zooming toward my ultimate goal. In essence, I was building a bridge across obstacles. So, when setting those goals, it's important to keep in mind the three Ps: be Prepared... be Persistent... but also be Pragmatic.

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Action Step:

Write down the list of your current responsibilities. I call them our circumstances. Make a list of all the things that would have to be taken care of while you are in pursuit of your goals. Any avenue that presents itself but doesn't allow resources for these needs to be met are not your opportunity.

Stay open and present for an opportunity that allows all your needs to be met in a way that fits better than you can imagine. It will appear and fit like a glove.

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#8 You Fail To Align Our Integrity with Your Goals

How many unhappy people do you think there are in Corporate America? Too many, I'm sure. But why do you think that is? Many are unhappy because the general culture of Corporate America fosters a feeling that people don't matter; all that matters is getting the job done.

Only recently have corporations begun to realize that happy employees are more productive than unhappy ones. Too many people are sacrificing family time because they need to stay late at work to prove they are "part of the team." Others are sacrificing their career ambitions because they have responsibilities to their family. How many of these people feel obligated to say yes to taking on additional responsibilities at work when they really feel torn between what they ought to do and what they feel is the right thing to do?

This is one of the main reasons many accomplished people are miserable in their lives. Society is full of people sedating themselves with Prozac, alcohol, or food to tolerate their circumstances. They are trying to manage their responsibilities or achieve their goals in a way that goes against everything they feel is right – simply because they've been conditioned to believe this is the way it has to be. You can pick the noblest, most respected goal; but if you try to do it in a way that goes against what you value most, you will at some point fall down – because defying your personal integrity makes you weak.

Example:

Take a manager who is highly social and has an inherent love of people. Now, tell him the only way to get further ahead is to push his staff really hard, make no allowances for personal issues and lay people off without shedding a tear. He is going to have a painful – perhaps impossible – climb up the "corporate ladder" because it goes against what he loves most: People.

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On the other hand, someone who is highly utilitarian, who values money for the security it brings, would be stressed in a job that requires a lot of effort for little to no pay. Success comes quickly and joyously to those who know how to align their goals with their values and desires.

Action Step:

Write down the 5 things that you value most and journal how you can align these things with your goals.

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#9 You Don't Take Sufficient Action

I love this one. I can't count how many people I have coached who set goals and, after only a few days or weeks, come to me all disappointed or worried that they have set unrealistic goals. They are convinced the world doesn't want what they have to give – for any number of reasons.

When I ask them how many action steps they have taken, they generally reply with a very small number... like 2 – or even fewer. Or they'll say they tried for a couple of days and nothing happened.

Has this ever happened to you? You take one step and think to yourself, "I am not there yet so this doesn't work"? Don't worry, we all have.

The bottom line is this: Success comes to those who accept it; but accepting requires action. You can't sit idly and expect to receive.

Example:

Jerry Rice is arguably the greatest wide receiver in NFL history. Among other feats, he's the all-time leader in touchdown receptions. If Rice weren't willing to run down the field, elude defensive backs, hurl his body into the air and endure ferocious hits, he would never once have experienced the elation of catching a pass, crossing the goal line and spiking the football. You never know what you can do until you give it a try. And try and try and try again if necessary.

If you're looking for the perfect oven for your kitchen, you don't really expect a top-of-the-line Jenn-Air to simply show up at your door one day. You must go out and seek what you desire.

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If it is an object, you may need to do some research or make some calls. If you call one store and they don't have the model you are looking for, you don't decide never to cook, do you? No, you call another store until you find what you are looking for.

Mary Kay Ash had a great saying that I always loved... "A big shot is just a little shot that kept on shooting."

Remember, the person who fails to receive the success is the person who just stopped showing up. And 90% of success is in just showing up.

Are you showing up where your success hangs out?

Action Plan:

Write down where you would be going and what you would be doing if you were playing full out with success and showing up.

Who would you be calling? What steps would you be taking? Write them down now as an expression of commitment.

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#10 You Lose Focus

This is the most common.

Our lives are so busy that today's best-laid plans are tomorrow's ruins. Remember this saying, for it is completely true. What you focus on is what you get; so if you don't like what you're getting, then change your focus.

Setting a goal is great; but not looking at it every day and implementing the plan you created for it is a waste. It's like spending hours researching a car, buying it, putting it in the driveway but never filling the tank with gas and then complaining that you never go anywhere.

Example:

Do you know anyone who has bought a premium membership to a gym, and who has never gone and wondered why they haven't lost weight?

I guess the gyms don't work?

Remember, if a goal was worth setting, it is worth focusing on.

Action Step:

When you are not happy with the outcome of a particular situation, step back and refocus yourself on what you desire – and *not* the obstacles in front of you at the time.

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#11 You Are Not Being Accountable

I hope you think enough of yourself to be accountable to you because you deserve what you desire. However, that isn't always the case. Or it starts out that way, but you are just a softy and you let yourself slide. You tell yourself, "One cookie won't hurt" or "I deserve to sleep in once in a while." Our human nature provides us with a slippery slope when the newness of something wears off or life starts to set in with its own demands.

Example:

People are like water that flows down the path of least resistance. Talk to any disciplined person who commits to action every day without fail, like a runner or martial artist. Ask them whether they feel like getting up every morning at 5 a.m. to run, despite the cold, rain or oppressive heat. Ask a new mother whether she bounces out of bed at 2 in the morning because she wants to or because she is accountable to a little baby who depends on her getting up. We all need to be accountable – to someone or something.

That is why coaching has become such an important element in so many people's success. Because everyone needs to be accountable to someone – and a coach is someone who is objective, non-judgmental and cares about you and your goals. When the going gets tough, a coach helps you escape your box and build a strategy that is realistic and attainable, while helping you stretch beyond your comfort zone. A coach will call you on things when you give in or create excuses, and encourage you to be (and do) your very best. Bottom line, a coach will help you discover the strength that's always been inside of you.

Action Step:

Design your success and build it, and be accountable... find a coach — someone you trust and has faith in you — to give you a kick in the fanny when it's warranted.

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