

Lee Milteer's Millionaire Smarts® Coaching Program

Decide: The Ultimate Success Trigger

Lee Milteer Interviews Jim Palmer

II. Nothing Happens in Squishyville

Dear Millionaire Smarts® Members,

I love the title of this month's program because the truth for all of us is that making decisions is the trigger for success. Nothing happens until we decide to pull the trigger and take a risk.

Our expert guest is someone who has been contributing to the Millionaire Smarts® Program for a long time as a member of our Faculty, Jim Palmer. I love Jim's new book, **Decide: The Ultimate Success Trigger**. When I read it, I knew it would be a perfect fit for our members and had to interview Jim right away.

The truth is that we all need to make fast decisions because our businesses actually thrive on momentum. As Jim shares in our interview, it's all about building momentum. You can picture the classic snowball going down the hill. The faster it goes, the bigger it gets. The further and faster it goes, the harder it is to stop. It can even scrape by the occasional tree in the forest. The tree will take out a chunk, but the snowball keeps rolling anyway.

He continues by saying that the flip side of momentum is indecision. Indecision is a drag on business, and all of the most hugely successful people have something in common: the uncanny ability to quickly assess an opportunity, challenge, or decision in some way. They weigh the pros and cons and then make a decision. The most successful people avoid putting things on the back burner because doing so takes you to a place called "Squishyville" –the place where opportunities go to die.

Jim explains that the ability to decide largely comes from confidence, which is built on success. Success can't come unless you take action, so it's all about taking action-creating momentum and moving forward. The ability to decide is what keeps you moving forward. Indecision is the equivalent of tying an anchor around your waist.

From my personal experiences over the years in one-on-one coaching with business owners, I have also found that the people who cannot decide what they want end up getting the crumbs instead of the whole loaf! Obviously this is not the outcome they want but until they take responsibility for getting out of their own way and deciding to decide, this is the result they get.

With his permission, I want to share an excerpt from Jim Palmers book **DECIDE: The Ultimate Success Trigger**. This excerpt is for your personal use only. No reprint permission is given.

Every day, if not every hour, entrepreneurs are faced with a never-ending array of choices. When a decision needs to be made, you essentially have three options: "yes," "no," or "I'll think about it." The last option leads directly to Squishyville.

It is my strong belief that deciding “yes” or “no” moves your business forward at a much faster rate of speed than postponing the decision. Your ability to **DECIDE** *is the Ultimate Success Trigger*.

As an entrepreneur, your ability to get more comfortable accepting and managing risk and making faster decisions will help you grow a more profitable and successful business in less time.

Highly successful entrepreneurs have an uncanny ability to see opportunity, assess a situation, quickly and deliberately consider the pros and cons, and then DECIDE and move on. They make a decision and act – one way or the other, and they build greater momentum moving their businesses forward.

The ability to DECIDE in large part comes from confidence, and confidence comes from success and being in action.

Before success, confidence happens when you first DECIDE that enough is enough. It’s that moment when you say to yourself, perhaps at 3:00 a.m. when you’re lying in bed wondering how to make payroll or whether or not to invest even more of your savings or borrow from someone, anyone, “I am going to keep this dream alive just one more week.”

There is a point for most entrepreneurs when the success they want seems to be eluding them; they finally look themselves in the mirror and get real about why they’re not taking action, why they’re not doing what they know they need to do to grow their Dream Business.

Melanie Benson Strick, known as America’s Small Business Optimizer, says, “Far too many entrepreneurs are the impediment to their own success.” “Not willing to do some of the things successful people do and expecting that somehow you can achieve high levels of success anyway – is simply not reality.”

Decide yes or no, but never “maybe.” Maybe leads to Squishyville!

DECIDE: There is unquestionably something that *triggers* higher levels of success for some entrepreneurs while others simply struggle to even break six figures. It is the ability to DECIDE!

When faced with a challenge, situation, opportunity, or anything else that requires a commitment to do one thing or the other, when a decision needs to be made, some entrepreneurs freeze or many more simply postpone the decision to a later date – the ol’ back burner!

The reverse is also true. Some immediately step up to the plate and decide: “yes” or “no,” but never “maybe.”

Being indecisive will slow you down. It’s like tying an anchor around your waist, or in terminology that I prefer, it’s like trying to get your boat up on plane while dragging your anchor.

The Ultimate Success Trigger: Having the ability to quickly size up a situation and make a decision – to DECIDE – is what I know is the Ultimate Success Trigger. Looking back on the last 13 years as a business owner, my ability to be comfortable making thousands of decisions,

sometimes in rapid succession, has unquestionably given me the ability to create my Dream Business and enjoy the success and lifestyle that come with it.

As I said, when faced with the need to make a decision there are essentially three options: "yes," "no," or "I'll think about it," and I contend that "yes" or "no" are your two best choices. The last option paves the way to Squishyville!

Even if time later proves that you made a wrong decision, you can always take corrective action and keep moving forward. Forward progress is the goal.

Indecision leads to paralysis. Indecision leads right to Squishyville. Remember, success is NOT a straight line. It is perhaps the most crooked line you'll find!

However, when you decide *not* to say "yes" or "no" and instead say, "I'll 'think it over,'" you go directly to Squishyville, and *nothing ever happens in Squishyville*.

Squishyville might be another name for the "back burner," but the end result is the same. It is a place where growth is slowed and opportunities go to die. Even with the best of intentions to revisit some opportunities later, once you decide *not to decide*, life takes over and 99 percent of the once-good opportunities are long gone. You may think that choosing not to decide is a decision. And perhaps it is, but it's a very bad one.

Are you ready to create your Dream Business?

Building a Dream Business is a lot of work, and it requires a level of intensity, commitment, and perseverance that simply put, most do not possess. That's why the statistics are what they are. Half of all small businesses started will fail in the first few years and 80 percent will fail by year five.

Many will cite "running out of money" as the reason they fail. I believe that is likely true. Yes, they ran out of money, but I believe most likely ran out of money because they ran out of guts and courage to make the tough choices necessary to keep going.

If there were an autopsy done on failing businesses, I'm willing to bet that many failed because the owner never had that 3:00 a.m. "holy crap" moment. And while many likely had sleepless nights and the desire to be successful, they never got to the point where they DECIDED to stop being the impediment to their own success, to cast their egos aside, to "man up" and do what's needed to become a success.

Pulling the Ultimate Success Trigger:

- ❖ *There are only two options to any decision: yes or no. "Maybe" or "I'll think about it" leaves you mired in indecision that weighs you down and prevents forward progress.*
- ❖ *A "maybe" decision leads right to Squishyville, and nothing ever happens in Squishyville.*

- ❖ *If time and evidence later prove you made an incorrect decision (and it will happen), correct course and move forward again.*
- ❖ *Good opportunities, when placed on the “I’ll think about it back burner” rarely come around a second time.*
- ❖ *You will face countless decisions and several tough choices in your business. Dedicate yourself to learning to quickly analyze situations and DECIDE.*

For more information about Jim, go to www.GetJimPalmer.com.

In Closing from Lee:

Jim is offering a fantastic gift this month. Simply pay shipping and Jim will send you a free paperback copy of his book, **Decide: The Ultimate Success Trigger**. Go to www.decideforsuccessbook.com to claim your free copy today.

Also, remember to take advantage of the resources on your Millionaire Smarts® Membership page. Each month, we provide you with digital copies of the reports and transcript, an MP3 of the call to download to your mobile devices, information on our featured expert guest and links to free gifts & helpful resources, and supplementary content from our team of expert faculty coaches—who include Dan Kennedy, additional reports from me, Phone Sales Doctor Chris Mullins, Health and Fitness Coach Joe Carabase, Leadership Coach Kevin Eikenberry, and Sales Coach Steve Clark.

Plus, new this month: we’ll be providing a *Quick Download Link* where you can quickly and easily download the online content. We want to know, do you like this new feature? Please send your feedback to millionairesmarts@gmail.com.

Your Mindset and Performance Coach,
Lee Milteer

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