

ANDY ALBRIGHT

A man with dark hair, a beard, and glasses is shown from the chest up, speaking into a silver microphone. He is wearing a dark suit jacket over a light-colored shirt and a patterned tie. A red pocket square is visible in his jacket. The background is dark and out of focus.

THE **8** STEPS TO
SUCCESS

ABRIDGED VERSION

8 STEPS TO SUCCESS

ANDY ALBRIGHT'S 8 STEPS TO SUCCESS

- 1. Personal Use**
- 2. Work**
- 3. Listen**
- 4. Read**
- 5. Attend ALL Meetings**
- 6. Be Teachable**
- 7. Be Accountable**
- 8. Communicate with a
positive mental attitude**

A NOTE ABOUT THE 8 STEPS

When I wrote my first book, *The 8 Steps to Success*, it was a blueprint for people to change what they were doing and to enjoy a better life personally and professionally.

Part of our system involves following the 8 Steps. I'm going to cover a little of each step in the following chapter, just to give you an idea of what it takes to implement each step. You still need to get a copy of *The 8 Steps to Success*, but here is a small taste of what that book contains.

People come up to me all the time and tell me how my simple steps have changed their outlook on life. They share with me how their family is happier now than ever before because they've reached a better place in life.

I want this manual or blueprint of what our successful people do, along with the 8 Steps, to make your life better too. Write down how many of the steps you are already following and take note of the ones you need to work on. Make a list of things you can do better and start to work on those.

If you dedicate yourself to following the 8 Steps then you will start to see a difference in your life. It will not happen overnight, but, with continued, consistent effort, it will help you.

Pay close attention to the next few pages and focus on how you can implement the 8 Steps in your life and business.

The eight steps were written to be very simple, but when you start to peel back all the layers and get deeper, it might seem hard to do all eight things all the time. They're not really that difficult, but if you follow them all—100%—then it seems like a lot. It's not impossible, but you have to commit to doing it all the time. Do it consistently and you'll start seeing success in your Alliance business.



STEP 1: THE IMPORTANCE OF PERSONAL USE

If you were a business owner, let's say you own Coke or Pepsi, then you should probably drink your own product.

If you don't believe in what you sell and use it yourself, then why should others purchase your product from you?

I tell people all the time that personal use can be as important in helping grow your sales and your business as anything you do.

The first thing you should do is invest in your product before you even think about trying to go out and make a sale. Forget the commission that is out there. If you don't have your own policy, that's like a football player telling his coach he wants to play a few games before he decides whether or not he wants to bother learning the playbook! You can't have a guy on your team like that.

If you own what you offer then you have a higher credibility and believability factor than a company or person that doesn't use or own the service they provide.

Beyond that, you are more likely to be comfortable asking others to buy or own your products if you can tell them face-to-face or over the phone that, "hey, it's good enough for me and I think you need it too!"

After you own your product, practice your selling technique by seeing if your family or friends also need the products you offer. This helps you work on dealing with people, and you are also doing what you think is right by the people you care about.

Again, you are building credibility with people. Your belief in the products you offer will also grow by doing this.

Integrity establishes a baseline and a firm foundation for everything you do. As a business owner, agent, etc., integrity begins with knowing, believing and investing in the products or services you offer. How can you represent something you don't own yourself?

Being part of an organization requires participation, and that means buying in—literally—to the business and its services.

Beyond owning something you offer, you also should know the product you are selling. Why?

You can only be effective at selling the product if you know the product, believe in it, and can explain why it's needed to a potential client.

Selling requires making a commitment. The very act of studying a product, learning enough about it to convince yourself that the product is a good one, should lead to you selling yourself on the product and then selling the product to others.

Ask yourself this: would you purchase an annuity or life insurance policy from an agent who did not own a policy himself? Would you trust this agent? Would you trust the very company he works for?

If you own what you sell, life will be much easier for you when it comes to selling!

Your clients don't care what the commission is for you on a product, but they do care about what the product will offer them, should they choose to purchase a policy from you.

The more you know about products, the more credibility you will gain with people. Over time, people will tell their friends and family how you helped them and made sure they were covered with the right product, and it will help grow your list of clients and book of business.

Growing up, I heard of people getting fired from Coke because they were caught drinking Pepsi! Smart employees probably drank the competition when others were not around, but there was a huge risk in doing that. I like that rule. If you don't like what you sell, you shouldn't work for that company.

Being loyal to your brand indicates your belief in the product. You should own and purchase it no matter what it is, be it soft drinks, cars, vitamins, juice, or life insurance!

You should be a walking advertisement for the company and product you offer.

Knowing, believing, and investing in your product are all important because all sales begin with emotion. People make up their minds based on feelings, then back their decisions with logic. If you understand emotionally what it's like to purchase your product, then you will see the logic in owning a life insurance policy to protect your family.

Knowing, believing, and investing in your own product will establish a baseline of integrity you need to get going in the field!

Make the first commitment to yourself. After that, you can focus on helping the client. If you can convince yourself, you should be able to convince others to own the products you are selling.

You must make your business personal, and you must do it now by starting with personal use.

STEP 2: ARE YOU WILLING TO DO THE WORK?

Work requires effort, no matter the occupation. Work also requires staying focused, and it requires staying motivated to attain your goals.

When you look through magazines and see lavish homes, dream vacation spots and fancy cars, do you think about how you are going to work to have those things, or do you say something like, “It must be nice to be rich.” When you have the desire to donate money to charities or other needed causes, do you wish you could help?

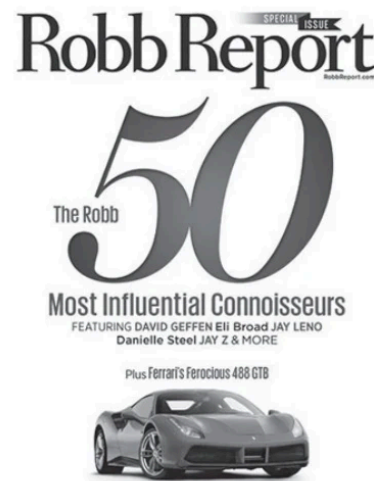
Motivation comes from wants and desires. Like the Gatorade ad says, “Is it in you?”

People that lack that motivation are the people that are just happy and content with what they have, and they don’t strive for anything more.

What an individual wants typically dictates his drive and motivation.

The *Robb Report* is a great publication if you want to see global luxury items.

People that are able to overcome deficiencies and obstacles are motivated. They fight through whatever stands between them and their goals.



Robb Report is a great publication for people to draw out things they dream of owning and doing in the future.

How do they do this?

It starts with action. You gotta move! Even if it is just writing out what you are going to do, that's a start. It's great to have a plan, but once you take the first step then things can change for you.

How fast do you want something?

Can you get that new car now? In five years?

Maybe your goal is to get out of debt, or as I call it, "back to broke!" Can you do that this year?

Setting weekly goals rather than yearly goals will allow you to hit your mark faster than trying to plan 12 months out.

"It won't work unless you work" is another favorite phrase of mine. Beyond that, you also need to learn to work smarter! Set up a work routine and be committed to it. Set dates and then get after it. Most people want to succeed, but they don't follow through. They don't have that fire in their belly that separates average people from great people in business.

Are you afraid of work? If you are, you probably aren't totally happy with your life and your career.

Enjoy working? Great. Now, make sure your work is effective work that is pushing you closer to your goals.

What do you want? What is it that you are willing to really work for?

Most people are not motivated by luxury items to start with—most just want to pay the bills and have some left over at the end of the month.

A lot of people work hard, but seemingly get little done. Others seem like they don't work that hard, but they always seem to come out on top. The latter is probably an effective worker that is goal-oriented and focused on results!

Make a list of objectives and chase them like your life depends on it. Unleash your calculated attack on your goals and, over time, you will find what it means to truly be free financially and you will enjoy what you do professionally on a daily basis.

One effective way to reach your goals is by working in bursts of concentrated effort for long amounts of time. You might work 60 hours a week and only be away from home for three days. To do

this, however, you need to be very organized and that will allow you to enjoy more free time with family and friends.

Another important factor in success is finding what you love and figuring out how to do that!

**USE THESE FOUR WAYS TO WORK MORE EFFECTIVELY
AND SEE WHAT RESULTS YOU PRODUCE:**

- Make a list of things you need/want to do
- Prioritize your list and attack each task
- Do one thing on the list that you don't want to do
- Keep records of your progress (Do this daily, and at the end of the week to see where you stand.)

Work requires making the right commitment, following the program you've put in place, and adapting it to your plan of attack. Be methodical and track your activity. This means monitoring your checklist so you—YOU—can measure your performance.

Think of it like you are a doctor in business. A doctor uses vital signs to decide what direction of action is needed. Your vitals can be your checklist. It should reveal strengths and weaknesses for you to work on. Your records are proof that you have worked. You can almost predict what is going to happen with your business based on your records.

If you feel like you are working effectively and you are not seeing desired results, then PLEASE CHANGE SOMETHING!

Focus on the following things: attitude, work ethic, character. Those are three things that you can control. Work to improve in those three areas.

Don't be afraid to fail. At least you are trying and showing that you are motivated. Take action because you will never hit something if you don't take dead aim. The more times you shoot for something the better the chances that you will hit it!

Sitting around will lead to failure and it can be contagious. Don't wait for success to find you because it will not. Work, work, and work will lead you to success's doorstep.

Excitement, conviction, and execution are the name of the game. By putting forth concentrated effort, you will see results!

STEP 3: HAVE YOU LEARNED TO LISTEN?

Do you have different levels of listening? You probably do and do not want to admit it.

How many times have you nodded or said "uh huh" to a person and you really didn't process a word they just said to you?

This can't happen when you are conducting business.

Many ideas are communicated only when the listener pays attention to more than just the words that are spoken. Great communication is achieved only when people use their EYES, EARS and their MINDS! It takes all three to become a great active listener.

Most successful people are active listeners. They listen to what their partners are telling them, they listen to what clients are saying, and they pay attention to what other successful people are doing. They are successful because they stay actively involved. They absorb information both through the words they hear and the speaker's body language.

LISTEN TO LEARN

Active listening is an important key to knowing your customer, and good listening skills usually have to be cultivated. Even sharp people often have poor listening skills by nature. Being a good listener is a rare ability, but with practice can be learned by anybody.

Our society is filled with audible distractions and devices that would easily prevent a person from really listening. Because of that, being able to block all that out and focus on what is being said is even more important.

“Listen” is a verb. It indicates action and activity. What action is involved in listening? There’s no action! Really? So, your ears just work automatically? Listening requires mental and physical activity from YOU!

Imagine you talking to a person. Are you taking notes? If you are, you are hearing and seeing at the same time.

Are you looking at the person? You should be. You can listen with your eyes too. You can see the person’s body language. That is meaningful information you are collecting just by watching

Being a great listener really means being a good communicator, because when you listen you should be translating the words so you know the intended meaning of what you are hearing. You have to be engaged in the conversation to know what you are really being told.

If a potential client is talking to you, is the look on his/her face in agreement with his words, or does his facial expression tell a different story? Be sure you know, or you might miss the truth. If you miss the truth, you just might miss the sale!

LISTEN TO UNDERSTAND

There are five great ways to help you understand people better. If you follow these steps, you will be a better listener. You will also stop worrying about making a sale when you are in somebody’s house. You will help the potential client be more comfortable too. It takes time and practice to master the craft of listening, but these five rules will help you improve your ability to listen.

- Don’t interrupt: Allow the speaker to convey his thoughts without rushing to convey your thoughts and ideas. This shows respect and genuine interest.
- Sit down: If the situation presents itself, sit directly in front of the speaker. This lets the speaker know he has your full attention and that you are committed to what he has to say.

- **Maintain eye contact:** Face the speaker. Keep your mind open to receive the information. Maintain eye contact and occasionally nod your head to let the speaker know you comprehend what he is saying. If you are in a meeting or conference, it might be impossible to maintain eye contact. In these situations, it is OK to take notes to reinforce key information, and to show you are paying attention.
- **Acknowledge his words:** An occasional head nod shows the speaker you are actively engaged in what he is saying. Audible affirmations such as “yes,” “by all means,” “that is true” or “I understand” are completely acceptable.
- **End with open questions:** When the speaker has finished his thoughts, end the discussion with a couple of open questions. These questions should require more than just a “yes” or “no” answer.

Another thing that is effective in listening is to mimic people mentally or duplicate the facial expressions of the person speaking. Treat the speaker like a performer in a play that you need to be able to duplicate. Can you repeat what the person has said? Can you mimic their expressions? This helps to understand what the person wants me to know.

Recording conversations—when appropriate—is another great way to improve your listening skills. It also makes you an active listener because you had to think to bring a recorder before you even arrived at your meeting, seminar, etc.

LISTENING WHILE SELLING

When you are in a client's home and you are trying to make a sale, you can mimic your clients. I don't mean sit in front of them and make the exact same face they do. They will think you are making fun of them. I mean position your body the way they are sitting in order to feel what they are feeling.

You can pick up on things the person is thinking without them even saying it. You will understand them better.

Listen without any preconceived notions of what the other person will say. You should not enter conversations—especially when trying to make a sale—with a bunch of preconceived notions in your mind. Don't assume anything! Just listen to the person and be genuinely interested in what is being communicated.

MAKE YOUR CAR A ROLLING UNIVERSITY

Many people spend hours of time in their cars on a daily basis. Do they use that time to be productive? Some do. Others spend that time listening to sports radio, talk radio, or the latest single from Lady Gaga.

Instead of doing that, what people should do is make phone calls—safely—and listen to audio that will help them grow their business, improve their skills, and help them live a better life.

Motivated business people use their time wisely and sharpen their minds even when they are just riding in the car. It makes the time go by faster too.

Active listening should be diligently practiced. This habit will help advance your career by sending a message to your clients that you have a sincere interest in them and not just making a sale. It tells management that you are eager to learn and want to excel in your business.

STEP 4: ARE YOU READING?

Whether you read one chapter a day or one page a day, you must read. It's not optional for successful people. It's a must.

There is too much information at your fingertips not to continue learning. Even if you are at the top of your occupation, you still don't know everything.

An old wise man once said that “all the secrets of the universe were once kept in libraries that only an elite few could access. With access to these secrets, the elite few dominated the world.”

Today, books are where you are. On shelves, on iPads, Kindles, iPhones, etc...You have no reason not to read something daily. Trade publications, newspapers, books...just read!

Anybody can access them. However, the wise man is right. Those who take advantage of that “access” by reading will succeed over those who do not. The choice is yours. Choose to read!

When you open a book, you should learn something new. If you are having trouble getting started, try tearing out a single page and taking it with you during your day. When you have a break during your day, pull it out and read it.

It is illegal to tear up money, but there is nothing illegal about tearing up a book that you own. At first, it will feel odd because we are not accustomed to tearing up books. As children, we are taught not to tear up or mark in books. Put away those childish ways.

Also, if you are not accustomed to reading, it will feel odd for your brain to receive information from a source other than the television or radio. Even if it is just for 15 to 20 minutes a day, you should be reading! You have to read! Whatever it takes, start reading.

If you read a book or an article that you find useful, don't forget it. Over time, it's fine to read things over and over again. If it puts you back in the right mindset, that's what you should do.

If you read something a second time and want to highlight parts of the book, use a different color highlighter so you can see what stood out each time you read the chapter, book, article, etc.

Successful people usually are avid readers. They read everything from books to billboards and advertisements. They also read information they can find on their competition! Reading puts you ahead of the curve. Allow books to become your mentors, help your business, increase your knowledge, and then use that knowledge to improve your position in business.

If I could suggest one book to read outside of my *The 8 Steps to Success*, it would be *Read and Grow Rich* by Burke Hedges. It talks all about the importance of reading. I encourage you to get it and start reading it today!

READ TO SELL

If I want people in my organization to be successful in business, I “trick” them into reading. Yes, I am willing to trick people into becoming smarter and more successful!

If I see somebody consistently making the same mistakes, I can handle it in one of two ways. I can tell them directly and forcibly, possibly jeopardizing the relationship, or I can point to a book that will convey the same message in a way more likely to be accepted and appreciated. That is my trick.

The book is dispassionate, but it can light a fire under them and cause them to change for the better. I like to get people fired up, and one way to do that is to get people to read success stories and motivational books.

A book’s ideas or message can change your thought patterns and your success in business and life. I have seen people read just the right book they needed and it sets them on fire. They are enthusiastic and energized, which yields higher production.

Reading gets your brain moving rapidly, page after page, and helps you build momentum. Books can change your mindset and that can make all the difference in the world for you professionally and personally.

I have a suggested reading list of books that I have read time and time again. You can check it out at www.AndyAlbright.com/booklist.

I hope you will review my list and start reading!

STEP 5: WHY YOU MUST ATTEND ALL MEETINGS

Ask any successful person and they will tell you how important it is to attend meetings. People don’t schedule and hold meetings for their health. There is a reason for having meetings, and you should attend them all as if they were mandatory.

I don’t care if it is a sales meeting, a seminar or a weekend convention, if the people who run my organization are going, then I’m going. I’m there—no question.

It's those types of meetings where the best training can be found where you learn how to do simple, little things that can make all the difference in your business. You also get to meet with other members of your team, network, and learn from others.

When a person attends a meeting, he is sending a clear message that he wants to be part of the organization. This person also sees value in the company's methods and wants to benefit from them.

Attending meetings generates enthusiasm and motivation. It initiates questions. Successful people are excited about attending meetings. They know meetings are a teaching mechanism, designed to keep everyone informed about company products and services. They are a prime venue for networking with other agents and clients.

By creating opportunities for discussion, meetings provide information that will help you track performance, goals, and profitability. They will also help you learn how to sell through associating with other people who are successful.

People get excited when they get outside their comfort zones, and meetings sometimes provide opportunities to get outside that zone. Getting out of that happy, easy place often creates the desire to push to do more, earn more, and grow more professionally.

If the meeting can impact you immediately, why in the world wouldn't you be there? The meetings are designed to give you an edge in what you do. Take advantage of them! You should be willing to fight and scratch for information to make yourself successful.

Now, there is a difference in attending and just showing up. A lot of people sign up and attend events, but don't get any benefit from them. It's the people that are willing to learn, actively listen, take notes, and pay attention that will get ahead.

Do you want to be the person that does just enough to get by, or do you want to be the person chasing real success? The choice is up to YOU!

MEET TO LEARN

In sales, it is vital that you put your ego aside and try to understand the needs of the person or client you are selling. If a client detects a

sense of arrogance on your part, all of the logic and sales techniques in the world will not make him purchase from you. This should carry over to all areas of your business and especially in regards to attending meetings.

Getting around the best leaders in your organization will help you because those people want you to succeed. They can see your desire and they will help you! If you have not obtained a level that enables you to lead sales meetings or to host seminars, then you definitely should be attending them.

There are plenty of ways to change your life. You can READ. You can LISTEN to audio. You can ASSOCIATE with successful people. Do all three, but certainly make sure that you take advantage of any chance you have to meet face to face with top income earners.

ONLY LOSERS COMPLAIN

People who don't want to attend meetings always have an excuse. The excuse doesn't even have to make sense. They'll use things like finances, family, didn't have a baby sitter, forgot the time, etc...to not attend. They don't see the value of being there and learning. Most of the time, those people are not successful in business.

People who attend all meetings don't complain about doing so. It is the people who refuse to benefit from meetings, who complain about them. Complainers lose because they are not taking advantage of the opportunity, and then they justify in their minds that they didn't miss out on anything.

GROW TO KNOW, GO TO GROW

Meetings and conventions allow you to meet face-to-face with people and make direct contact with them. They also allow you to learn from those "who are in the hunt" and have had success beyond what you have tasted. Nothing is more essential to learning than talking to those types of people.

These meetings also generate an excitement level that is hard to create. They open you up to success by getting you excited about making sales. Telephone conversations, e-mail and text simply do

not provide the same value. They lack the personal contact that is important when creating relationships and exchanging ideas.

Direct contact creates the opportunity to form a relationship because it makes it personal. Seeing top performers can teach you new techniques and provide you with better communication skills to help you succeed. Attending meetings allows you the chance to associate with successful people. Their energy and motivation levels are contagious. Get around people with positive attitudes and avoid those who think negatively.

Successful people are driven, motivated, energetic and positive thinkers. They are winners. If you do not associate yourself with winners, how can you expect to win? Take advantage of learning from people by attending all meetings, seminars, and conventions. There is much to be gained in doing this, and so little to lose.

STEP 6: ARE YOU COACHABLE IN YOUR OCCUPATION?

People can change when they want to change. If you change fast, that indicates you want to change. If you change slowly, that indicates you do not want to change. Being “coachable” or teachable means that you want to change and you are willing to do it fast. You are looking for something better.

Finding people in your organization who want to change can make you look like a genius. You have to become a good “finder” of people and a good judge of character. People will give you credit for changing people, and all you did was find people who wanted to change.

For a long time, I was not teachable, and the change was a gradual one for me. I fought change until I was 35. Only then did I really start becoming successful. Had I not fought this, then I would have experienced success faster, instead of thinking I was smarter than everybody else.

How do I do this?

Speed up your growth. Be an accelerator. Time, money and emotion are invested resources. The longer it takes you to change,

the more time, money, and emotion you are wasting. Do you want results? Do you want to change your life for the better? If the answer is yes, be willing to make the necessary sacrifices, to change, to invest your time, money and emotions to achieve results. If you are teachable, you can change before your mistakes cause you pain.

People can always become better. They can always do more. A big part of that happening is their willingness to change and re-focus on objectives.

Consider that every time you steer off a correct path by one degree and continue on, you keep compounding the distance between the correct path and where you are going the longer you continue. Over days and weeks, that one degree takes you wider and wider off the path you should be on. In the short run, there is not much of a variation, but over time the difference between “right” and “wrong” will become greatly exaggerated.

With constant correction and guidance, you can correct the course. By watching what you are doing, and by listening to somebody who sees you getting off course, you can always make a correction. You have to be open to what a good mentor can show you, though. You have to be teachable, and willing to change your direction when necessary.

If you are teachable, it means that you are ready, willing, and able to change. You must be ready to accept the challenge and sacrifices change demands. Can you get rid of the useless and harmful habits in your life—habits that do not lend themselves to you being successful?

Now is the best time to make a decision to change your life. The only thing holding you back is you. Develop that winning mindset deep within you. Find your passion, develop the drive and ambition to find success. How do I do this? You have to find the “why,” or reason, you want to change your life. Every person’s “why” is different, but finding what motivates you is the key.

Always look for means of self-improvement. Sometimes this means taking a step back and gathering your energies. Once you do that, set a game plan, begin with the end in mind, but then work that plan step by step. You can’t reach the top in one day.

It is a process. If you have an instruction book telling you how to put something together, then why wouldn't you follow it? If you try to put together a model plane without instructions, it's likely you will be left holding spare pieces.

What keeps people from being teachable?

The biggest impediment to becoming teachable is the influence of other people. Associating with the wrong people can have a terrible impact on you and could be why you are not able to achieve your goals. Being around people that are negative and say things like "can't," "won't" or "aren't" is a bad idea. Those are not the people you need to be around. Find people that want you to be successful and spend time around them.

Take out a sheet of white paper and write down three names of people you need to spend more time around. Now, write down three names of people you need to spend less time around. Doing this will help you focus on finding positive people that want you to succeed in life. Get around those people as much as possible.

Get out of your comfort zone and change! Don't be like I was in my 20s. Don't be so smart that you prevent yourself from being successful. Break the chain. Make it a habit to be positive and speak positively to others. If you have been limited by others in the past, make a decision to break that cycle now. Learn to change and pass that along. Be teachable and then teach others.

STEP 7: ARE YOU ACCOUNTABLE?

What does it mean to be accountable? It means you do what you say you are going to do.

It means you are who you say you are. This sounds easy, but it would shock you just how many people can't follow this simple step. Do you follow this? Ask a trusted friend to tell you how well you are at following through on your promises. Do your actions reflect what you say to other people?

It's important to be accountable for your actions, be it good or bad. When you do this, you become more committed to your goals. Being accountable requires being committed in all areas of your life. Not only must you work, you must also prepare FOR work.

Professional athletes dream from an early age of making it to the top. That dream doesn't just happen for them. They work for it. They train and exercise. They sacrifice crazy amounts of time, just to have a shot at the pros.

If you expect to be a leader in business, you have to have those same solid work habits. If you aren't working hard, how can you expect others to do so? This goes for clients and co-workers. If you don't follow through, people will lose confidence and trust in you. This loss of confidence, trust, and accountability often leads to a loss of sales.

In the next 90 days, can you make a commitment to change your attitude and to hold yourself accountable for your actions and words?

If you can do this, you will find yourself in a position of strength, instead of a position of weakness. Your biggest enemy is your own mind. If you spend time thinking negatively, you will never find time to think positively. Commit and change. Be responsible for your actions. Rather than taking two steps forward and three steps back, reverse the downward spiral and make your life one of constant forward movement.

Do not lie to yourself. Set goals, but make sure your goals are logical and attainable. Don't set impossible or unlikely goals for yourself that will force you to back off when you see those goals aren't possible. Let your goals be like promises you make to yourself, and only make promises that you know you can keep (Be accountable to yourself).

Being able to keep promises you make is vital in business. It sounds great to a client when you promise them the moon and the stars, but when you fail to deliver you'll have a big problem. Clients trust you. If you say you will deliver, then you better be able to. Don't say things you really don't mean. Don't promise what you

aren't sure you can deliver. It hurts your self-confidence, because not only does the client see your lack of accountability, you see it too!

Start with small goals that will develop your character before you start talking about huge goals or long-term goals. When you can deliver on small promises, you will start to see you can deliver more. Develop slowly by tackling goals you know you can handle. Find out what you can handle and raise the bar over time. Being accountable on small scales will lead to handling bigger things.

Make yourself accountable for your life. Commit yourself to find the positive and eliminate the negative in your life. Your outlook WILL determine your outcome!

STEP 8: THE POWER OF COMMUNICATING WITH A POSITIVE ATTITUDE

Your ability to communicate conveys a message about your personality. Are you constantly finding reasons to complain? Are you finding fault in your co-workers and friends? Communication can be destructive or constructive.

You have to make a conscious decision that you are not going to complain. Ask more questions instead of always making comments or statements. Asking questions tells others that you are anxious to learn and that you are interested in what they have to say. Positive communication indicates your desire to be of service. Communicating in a positive manner will lure people into your business.

Projecting a positive mental attitude is something that can be learned, just like anything else. If you wake up in the morning, you should be excited. You just woke up in the United States and you are free to work as little or as much as you want! That's being positive about life.

Get excited about being alive, drop the negative mindset and focus on the positive! You will encounter negatives at some point,

but if you've built a positive mindset you can handle adversity in a much better way.

How you say it matters.

Choosing the right means of communicating is important. If your message is factual, then communicate with an e-mail or a text message. Telephone numbers, sales figures, and contacts are facts. If your message involves emotions, communicate with a phone call or in person. Use the most effective means of communication for the type of message you have to relay.

It's also important to consider the tone of your communication. It's not all positive, but it can be relayed in a positive tone. Management needs both positive and negative information when it affects business. They need to know when there are problems. They need to be informed of ongoing situations when they occur. However, these things should be conveyed in the most positive context possible.

Communicating your facts and emotions in a positive tone is vital. Words like "we" and "our" rather than "you" or "they" can make the difference in how the message is received. If the team has a problem, it's viewed much differently than a single person feeling like they are being singled out for an issue.

Start with positives. Don't go to your boss or even a co-worker and start harping on negative things right out of the gate. Build up the positives first.

Remember the glass is neither half empty nor half full. It is always full. It is full of water and air. Life is full of failure and negative experiences, but you can start out the day by being happy that you woke up and it's a new day!

It's important to remember that you can't have good or great days without having bad days. Bad days are important. They provide a comparison and allow you to appreciate the good days. It's also important to build on obstacles. They can be the foundation of your success if you build on them instead of letting them destroy you. Make every obstacle or crisis an opportunity to get better.

Maybe you made 100 dials and only set five appointments. Talk about the five you set and not the 95 you missed on. Find the

positive and work on improving things from there. It's OK to fail if you learn from it and get better.

Another part of being positive is looking the part. Do you dress for success? Before a word is ever spoken, people are forming an impression and opinion of you based on your appearance. Make sure you are dressed properly for all business situations. If you are ever in doubt of what the dress code is, call your upline and ask them. Doing this conveys an attitude and a confidence in what you are selling. Smile!

How you present yourself will form a lasting impression before you even open your mouth.

When you do open your mouth, make sure your words line up with your thoughts. Keep things positive. If you have questions, you should never be afraid to ask. People will help you learn if you are sincere.

ABOUT THE AUTHOR

Andy Albright is the president and CEO of The Alliance, a motivational speaker and coach, and the author of “The 8 Steps to Success,” and “Millionaire Maker Manual.” Albright is involved with numerous charities and organizations.

Albright is a proud graduate of North Carolina State University, and is the namesake of the Albright Entrepreneurs Village (AEV), a place for NC State students who want to learn to think like an entrepreneur. The AEV is a residential community on Centennial Campus that involves residents from all majors and provides social and co-curricular activities to engage them in the startup world and encourage them to develop their ideas and ventures. This diverse group receives coaching from successful entrepreneurs and immersion in the programs that help students translate ideas into action.

In November of 2016, Andy and his wife, Jane pledged a \$5 million gift to bolster both the NC State Entrepreneurship Initiative and the General H. Hugh Shelton Leadership Center. In honor of this extraordinary commitment, Innovation Hall — which opened on Centennial Campus in 2014 — is now known as Andy and Jane Albright Innovation Hall. One component of the Albrights’ gift is an endowment for the Albright Entrepreneurs Village, a Living and Learning Village the Burlington, North Carolina, couple previously established. NC State’s Living and Learning Villages are interest-based communities that engage students inside and outside the classroom.

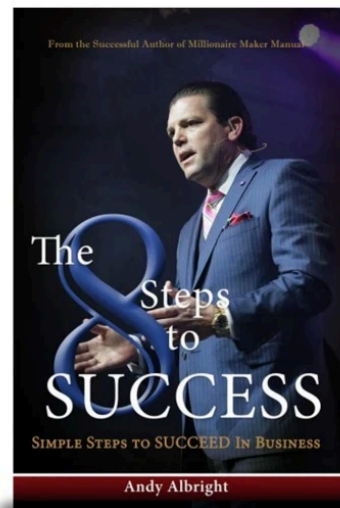
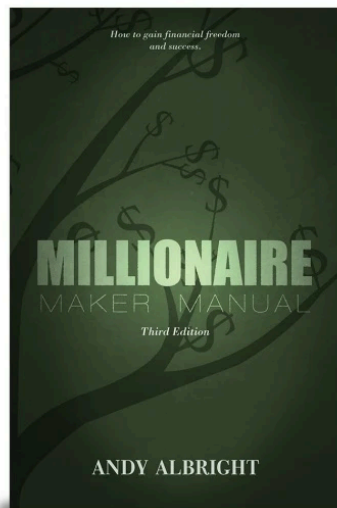
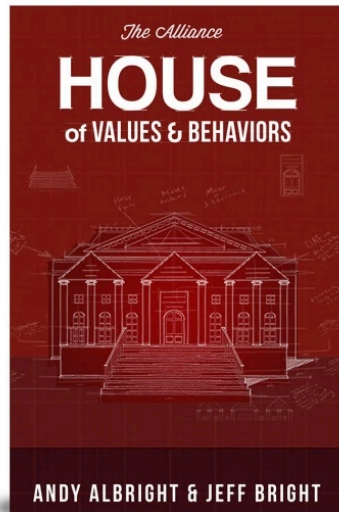
Albright is a member of the advisory board for NC State’s Entrepreneurship Initiative, a member of the advisory board for the NC State University Engagement and a loyal supporter and major donor of Wolfpack athletics. Albright is a motivational speaker for various groups and organizations. He is passionate about helping mentor entrepreneurial-minded students and aspiring job creators.

Albright’s company is one of the country’s largest and most successful insurance marketing organizations, specializing in life event marketing and sales. Andy has appeared in regional North

Carolina magazines and newspapers, and his company was selected from a pool of 35,000 area businesses as the N.C. Triad's Fastest Growing Company by Greensboro's Triad Business Journal in 2007. Albright was named to the Triad's 2011 Movers & Shakers list by Business Leader magazine, and has appeared on several national radio shows.

Andy and his wife, Jane live in Union Ridge, N.C. They have two children – Haleigh (2017 NC State graduate) and Spencer (2017 graduate of The Tilton School in New Hampshire and member of the Class of 2021 at NC State).

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BOOKS BY ANDY ALBRIGHT

"If you're looking for an example of how dogged self-discipline and a frenzied enthusiasm for success can quickly shape your life, this book is it."

JOHN C. MAXWELL,

author of *Developing the Leader Within You* and
The 21 Irrefutable Laws of Leadership

Andy Albright attributes his success to hard work, determination, and a positive attitude. Known to some as the "Millionaire Maker," he takes great satisfaction in helping others reach their goal of financial freedom. His insurance company of humble beginnings generates over hundreds of millions in annual sales nationwide.

The 8 Steps to Success outlines Andy's simple step procedure to excel in business. It provides the tools to overcome the fear of business and shows you how to develop your hidden talents. Andy has helped thousands of individuals reach their goal of financial freedom and his system is set up to make you rich personally, as well as financially. The 8 step program is simple to understand and only requires committed implementation to produce results.

"I've known Andy for many years and to watch him grow by using his own system has been an awesome thing. He's helping others grow daily, and he's growing too. A big part of that growth is because Andy follows his eight steps! It's really a blueprint for success personally and professionally. If you want to find success, this is the book for you!"

- **TIM GOAD**, lead pastor of G5 Ministries, Florida

ANDY ALBRIGHT is the co-founder, President and CEO of what is arguably the country's largest and most successful insurance marketing organization specializing in life event marketing and sales. Albright has a strong desire to see his agents, often his best friends, succeed. To outsiders, his rugged and raw determination can seem intimidating at times, but those who know him – his family, his top managers and his corporate executive team – know Albright has a masterful skill of motivating people to take action.



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