

# Success in Life....When??

By Kevin Hogan

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## ***Ready, Fire, Aim, Fire, Aim...But When?***

There are numerous formulas necessary to achieve in life, just as there are numerous formulas and key numbers in mathematics to understand the sciences.

There is no question that for most people in most situations in life, "ready, fire, aim, fire, aim, fire" is THE success and anti-procrastination formula.

But before we get into HOW to implement this workable strategy, let's look at when it is the WRONG strategy.

Rule One: If the Error Cost in a Situation is High and the Time to Implement for a NECESSARY Outcome is Long, then you Should NOT use Ready, Fire, Aim, Fire, Aim, Fire.

That means if you will lose everything you own if you are wrong, or "things" don't work out about something, then you need to take a more in-depth look at the situation.

Think of it this way. If there is a decent chance you could lose what's important in your life, you need to take a closer look at something before acting.

If you're landing an aeroplane (assuming you don't have a pilot's license) in a non-emergency situation, you don't use Ready, Fire, Aim....you go get flight lessons. [I guess that metaphor breaks down, but you see what I'm saying.]

### Know When to Improve Your Odds Before Acting

If the error cost is high...if making a mistake is disastrous, then you need to do everything you can to improve your odds before acting.

If acting today, and this hour is absolutely unimportant, then Ready, Fire, Aim, Fire serves no significant purpose.

Your child is four years old. You want him to go to college. You don't need to Ready, Fire, Aim today. There is no significant urgency.

So When Does the Success Formula Come into Play?

It comes from recognizing that you are in a Repetitive Life Experience and time is beginning to slowly run out. The Clock is Ticking.

Example: You hate your hamster wheel that you go to every day, but have been putting off leaving because you are afraid you won't make as much money somewhere else, or perhaps simply fearful of leaving what is very familiar, maybe even "comfortable" and coupling that with the concerns of what is new and unfamiliar.

When you are suffering every day and do nothing to improve your situation for no good reason other than fear of change.... then, you need to get ready, fire, then aim and fire again and again.

***Caution: Metaphor Alert!***

The problem with just the three part formula, Ready, Fire, Aim, is that the metaphor presumes NOT shooting a second time. I want to make sure you understand that beginning a project or the project, or business, TODAY, is REALLY important. THIS IS the "DecisionPoint" between success and failure. It's very difficult to "start it" tomorrow when you realized the necessity today and then clicked the "pause" button.

As you know, the same thing happens all the time with the pause button. It stays there for 3-10 minutes and then the TV show on the channel kicks in over the DVD.

The DVD goes off.

No more movie.

The TV comes back on. You turn the DVD player back on in a bit and with most DVD players, this is when it starts over at the beginning...not picking up where you left off.

Interestingly, superior DVD players pick up right where you left off because they have been programmed to pick up where they leave off.

(Are you one of those DVD players?)

You know the answer far better than I do. How about the people you coach?

Another good metaphor....

## ***A Little Each Day?***

Actions can be rendered impotent by starting a project or small business and then not finishing the process of carrying it out to its completion.

More importantly, actions can be rendered impotent by setting out to do something and then doing "a little each day."

The problem with this old notion is that most people are only used to doing a little each day and in order to build anything into success whether your kids wanting to become ice skaters or gymnasts, you wanting to learn Karate or Kung Fu, wanting to start a small business, wanting to write the book....all require the same basic actions and reference points.

So what matters TODAY...not like, I'll do that tomorrow...like...TODAY?

You must begin.

You must continue, today, beyond some point of comfort.

This means that when you "get tired," or friends call or the door bell rings, you continue on what you were doing. The crucial piece here is that you are teaching your nonconscious brain that YOU are running your own brain now, and are no longer in reactive mode.

Reactive mode is where something in the environment happens and you take your attention from what you are doing to what is random.

Certainly there are good things about external awareness beyond your current task. But most people are still compelled to pick up the phone, answer the door, or do just about anything instead of something they are working on that is new and then a little uncomfortable.

## ***You Can Train Your Brain***

Training your nonconscious brain to "wait" for YOUR decisions is very important. As soon as you create the new habit, the nonconscious mind will indeed take over for you and it won't "look back."

One of my greatest frustrations in life is watching people FINALLY moving out of their comfort zone, FINALLY beginning the journey to ANYTHING other than their current misery, and then they STOP. They literally stop in traffic, look at the cars coming and they look at the undercarriage of the cars as they get run over because they didn't assess the results of their initial action and then follow

through with the next logical ACTION.

Example: Someone writes a book. They get it into print and then they do \*nothing\* to sell it. Thus wasting hundreds of precious life hours to create a leverage instrument only to tell the world that their life-time is not important.

Instead, they might start ANOTHER DIFFERENT project and the result will be the same.

Example: "How ya' doin' Kev?"

"Man, I'm tired. I think I'll take a break."

STOP.

This is where most disasters begin.

"Tired" and "Break," need to stop going hand in hand.

Obviously, you need breaks in the course of the day. But you need to schedule those breaks into your day at the beginning of the day...for the life-day that you are in charge of.

You must teach your nonconscious brain that it is getting new programming...TODAY.

What's cool is that the nonconscious part of your brain will become your ally in just a few weeks, sometimes less, doing all the "thinking" for you again, with all of your new programming.

But it won't have any reason to pull the plug on old programming, if you do "a little each day" or go back to the stimulus response of "tired"/"break."

### ***Sustained Momentum Leads to Success***

Once your nonconscious mind is retrained, you'll start to develop a bit of momentum.

Momentum is crucial to Ready, Fire, Aim, Fire, Aim...

Momentum is truly the beginning of success. It's the first sprout of the seeds you plant.

Example: I write a book. THAT process includes tons of actions every day for months, all of which lead to absolutely nothing when you are finished writing the book. (Really!)

When you are done writing the book, even having it edited, you have now accomplished, nothing.

You haven't built momentum.

You haven't even cracked the door of momentum.

You now have to sell the book to a publisher or publish it yourself.

And now....

...you have accomplished nothing.

Even if the publisher paid you an advance (not the case on the vast majority of books in print), you still have accomplished....nothing.

You have done nothing to build momentum.

Most people think that their work is now done at this point. And that's why only about 1/2 of all books ever sell out of their first print run of even a small number of books like 5000.

Nothing has happened...

The ILLUSION of "happened," is there but it is indeed an illusion.

Only when you take the dozens of daily actions that it takes to get your book into other people's hands have you begun to build momentum.

No momentum, no achievement.

Everything you do from writing the first chapter of the book to getting it to the publisher has absolutely no value, and, to the publisher, it has negative value because they paid to print the books!

You've done THOUSANDS of actions to come to the point of ZERO.

Those actions lay the foundation for potential success, but they are only the foundation, and success is only possible, contingent on NOW BEGINNING.

This is where 97% of people quit.

The book arrives at the door. I open it up, "looks cool."

We are now at zero.

Now comes the part where you determine whether your child (book) will be successful or not.

You are now at a DecisionPoint.

You've spent a year writing, rewriting, editing, researching, developing and so forth...and yet TODAY you begin.

This is the same for the gymnast who trains for a decade to get to the point where there can possibly be a reward for having worked her whole young life.

So the author starts doing radio shows and TV shows and seminars and teleseminars and podcasts and pretty soon the book picks up a little momentum.

The snowball at the top of the mountain slowly begins to dawdle down the slope, it begins to get a little bigger...little by little...slowly and then all of a sudden it's huge and moving on it's own.

You've NOW reached...

You've reached...the Tipping Point.

Momentum is now in control. It (the book, the project, the gymnast) has life of it's own.

This is the point that everyone dreams about in life and never does the things necessary to get the snowball to the top of the mountain in the first place.

### ***Tipping Yourself to Success***

The Tipping Point happens and the world is different now. They start calling you instead of you calling them.

You are now in demand.

You have what they want now instead of them having what you want.

The world is very different from here on out.

This is what happens when under the correct circumstances and rules, you utilize  
Ready, Aim, Fire, Aim, Fire.....