

Willie Jolley's Wealthy Ways Newsletter

Are You Ready For A "Really Good Year?"

We often start out our New Year excited. We say we are really ready for a better year! We tell our friends that we are ready for better times. We make lots of New Year's resolutions. The problem is, we are only excited for the first two weeks of the New Year! By the third week, we have forgotten the resolutions and are back to doing exactly what we were doing before!

Why is that? We get caught up in the "New Year's Resolution Trap." And we have no continuous motivation! It is a "resolution trap" because it feels good to promise ourselves we are going to do better or differently in the New Year. For example, statistics show that the sale of diet products and health club attendance are at the highest level in the first two weeks of the year.

My wife, Dee and I are members of the Sport & Health Club in Washington, DC and attend daily. Since January 1st, we have had to get to the gym at least a half hour earlier to get a sit in our spinning/cycling class! Our instructor says "Give it until the end of January and things will be back to normal." Why? The enthusiasm starts to dwindle by the end of the first month.

This year I had everyone in my immediate family and office write down their goals for the New Year, (instead of resolutions). These are written goals; and goals that they will commitment to achieving this year! Making resolutions are only nice little feel good exercises. But they are really a waste of time! They have no substance and rarely, if ever, create any sustained improvement in people's lives. DO NOT make any New Year's Resolutions! Rather, set New Goals for The New Year! Goals are the main keys to achievement!

How can you distinguish a goal from a resolution? Goals are measurable; they are specific; they have a time element attached; and they are written. Resolutions are nebulous and are almost never written.

I often hear people say they want to lose weight, but when asked their weight lost goal, they don't have a specific weight amount. So I ask, "How would you know if

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you have lost the weight , if you haven't set a specific goal in terms of pounds and a deadline for achieving it?"

So, whatever you want to achieve this year:

Set the Goal (write it out).

Set the date of Achievement .

Read it daily.

Get Busy on your plan!!

Secondly we need continuous motivation to help us achieve our goals. Some people say the problem with motivation is that it wears off. YES it does, and so does bathing! That is why we must do it daily. We must make a commitment to read or listen to something motivational each and every day.

Fill your mind daily with that which is positive and encouraging information. Find something that inspires you such as a book, motivational tapes or inspirational music that encourages you to dream and then motivates you to go after your dreams.

Whatever you do...Do Something Each and Everyday to get a daily dose of motivation and inspiration and encouragement. I can attest that it works, and if you invest in yourself you will see results!

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Stuff Happens... Now What Are You Going To Do About It?

So, what do you do when you've made up your mind to move forward on your dreams... you've started on your goals, and then calamity strikes?

First, decide to keep your eye on the prize and not on the problems! Problems in life will come, in fact, they must come ... it is how we grow! That is why we call them "growing pains". Yet, we must decide whether we will GO through the problems or GROW through the problems! That decision will determine our actions, and our actions will determine our results.

Sometimes life will knock you down, and try to knock you out! Yet, I encourage you to pick yourself up, dust yourself off, catch your breath and get moving again ...in the direction of your goals!

A few years ago, there was a marathon runner who went to war and was involved in a mortar accident. He lost his lower body! He lost so much of his lower body that a prosthesis was not possible! He was down, but made up his mind that he was not out. When he recovered, he told the doctors that the first thing he wanted to do was to start training for another marathon! They reminded him that he had no legs and that it would be almost impossible to move around without a wheelchair. Any movement he made beyond his wheel chair would require him swinging his body from spot to spot!

He thanked the doctors for their concern, but assured them that he understood he had no lower body. But he had made up his mind that he was going to run another marathon, without a wheelchair!

He started working on his goal, and worked for months on just swinging his body from spot to spot and moving around his house. Then he started working on going farther. He trained for almost a year and was finally able to swing himself a mile!

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He kept on training and got up to two miles, then three miles and then four miles. He continued to train until he felt he was ready to try twenty six miles!

He started the race with all the other able bodied racers. They all finished that same day, some in a few hours, but not him. It took him three days of non-stop swinging his body from one spot to another! When he finally crossed the finish line, the only people there were his family and a single newspaper reporter.

As he crossed the finish line, with his hands bloodied and his stump raw, the newspaper reporter could not believe he had continued, considering the intense pain he must have been experiencing! As his family members prepared to take him to the hospital, the reporter asked how it was that the pain did not stop him. He replied, "Yes it was painful! But every time the pain became intense, I focused my energy on the goal and I would think about how I would feel crossing the finish line! The joy I would get from achieving the prize was more powerful than the pain of the problem!

Friends, you will have some challenges in your quest for greater success, but please do not stop, do not give up, do not let it derail your success! Focus on the prize of achieving your goal rather than the pain of the problem. If you do, in time you will Grow Yourself and Your Success!

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How To Blaze Your Trail Into History!

More than two decades ago, women's history was not a topic the general public was conscious of. This changed in 1981, when Sen. Orrin Hatch (R-UT) and Rep. Barbara Mikulski (D-MD) co-sponsored the first Joint Congressional Resolution for National Women's History Week. Then, in 1987, the National Women's History Project, petitioned Congress to expand the one week celebration into a national celebration for the entire month of March.

One month's celebration cannot champion all the achievements of any group of people. However, the collective stories of women who have empowered themselves, motivate and encourage to me.

These women used their vision/dream; not being afraid to do what had never been done before; and dogged determination to succeed; allowed them to blaze their trail into the history books.

In Politics: Victoria Claflin Woodhull became the first female presidential candidate in the United States when she was nominated by the National Radical Reformers in 1862. In 1968, Shirley Chisholm, become the first African-American woman to win election to Congress; and then ran unsuccessful for the presidential nomination in 1972. And almost 150 years after Woodhull, Hillary Clinton won the New Hampshire Democratic presidential primary, becoming the first woman in U.S. history to win a presidential primary contest! In my speeches at schools I always say to the young ladies," One of you might one day be the President of the United States" and I am always excited by the response! If they can conceive it, they can believe it!

On Wall Street: In 1954, Muriel "Mickey" Siebert arrived in New York City, as a college dropout with only \$500 to search for a job,. She began as a research

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analyst trainer, and went on to become the first woman to purchase a seat on the New York Stock Exchange (NYSE). For ten years, she was the only female among 1,366 members!

In Media: Cathy Hughes, in 1979, purchased a small radio station in Washington, DC with her husband, Dewey Hughes. When her marriage ended, Ms. Hughes bought her husband's share. In order to make ends meet, she was forced to give up her apartment and live at the station for a while; washing up in the station bathroom at times before going back to work. Over time, she made the station profitable. Radio One is now the largest black-owned radio chain. Hughes is now the first African American woman to head a publicly traded company on a stock exchange in the United States.

In Business: Mary Kay Ash, sold psychology books door to door; became a sales rep and manager for Stanley Home Products; then national training director at the World Gift Co. In 1963, with only \$5,000.00, she founded Mary Kay Cosmetics. The business grew out of Mary Kay Ashe's positive philosophy and incentives for her "beauty consultants." At the time of her death, in 2001, Mary Kay Cosmetics had over 800,000 representatives in 37 countries and more than \$2 billion in sales.

So, how do you blaze your trail into history?

1. Grab hold of your own vision/dream.
2. Be unreasonable in going after your dream.
3. Accept being uncomfortable in the pursuit of your goals... despite what others say!
4. Never, never, never, never, never, never, never give up!