

SUCCESS TREASURES

WEALTH, SUCCESS AND FINANCIAL FREEDOM

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First Printing: June 2008

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Library of Congress Catalog Number:

ISBN-13: 978-0-9818522-0-1

ISBN-10: 0-9818522-0-3

Title: Success Treasures

Pub Date: 2008

Published by Richlee Ventures, LLC, Naperville, IL

Design and Layout by Richlee Ventures, LLC

Printed in the United States of America

Printed by Lulu®

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CHAPTER 6

Taking Risk and Commitment to Success

What additional factor is different in a self made millionaire, when compared to an out of work, poor and destitute individual living near the edge of existence in life, or even the average middle income person in America? Taking risks and being committed to success are some of the greatest characteristics that wealthy, successful, financially free individuals possess. The Success Treasures of risk taking and commitment to success are important factors to meeting these lofty goals of success. Certainly, taking a risk is a fear that exists in all individuals, and different people deal with this fear in different ways. If you think that rich people are fearless

when it comes to taking a risk, then you are not seeing the whole picture. In order to be successful, you need to understand the fear in taking a risk, and you need to be able to control that fear so that it does not derail your efforts in your commitment to success.

Part of controlling the fear of risk taking is learning just how to combat that fear with the use of education and knowledge.

Education and knowledge can, and will, help you to tame that fear. But at the same time, education and knowledge is unlikely to completely eliminate the risk of fear altogether. That is the time when you need to stand firm on your commitment to success, in order to pull you through that doorway on your journey to wealth, success and financial freedom.

First, let's discuss risk taking and fear. An example is that you have a great idea for a new business. You are willing to risk some startup money, but you also feel a great sense of fear, or risk, in the process of opening a new business because you are not familiar with the process or cost of opening a business. Do I need a lawyer? Do I need an accountant? Do I need a tax advisor? Do I need a business bank account? How do I accept credit cards? What is a merchant account for credit cards? What about my health insurance? What if I have to pay employees? The fear of the unknown can be a great detractor

from taking a risk. Even the best ideas can go untapped because of the fear of risk taking.

In these simple examples, I am not referring to spending some large sum of money in an investment opportunity; instead I am just discussing the myriad of small issues that can mount up into a large hill to get over. If you don't handle the small risks and fears as you develop the business model, then they can all ball up together into one great big fear of the overall business, and you will create a way to avoid this risk.

The usual method of avoiding a fear of risk taking is procrastination.

This means that you will find a way to not get some task completed that will put an end to the opportunity for success. Procrastination is an evil process when it comes to being successful.

You must fight procrastination at every opportunity in order to become successful.

When you feel like you're heading down the path to procrastination, you need to stand up on your commitment to get it done, *and you need to get it done!* Don't let your procrastination, or fear of risk taking stop you on your path to success. You said you were going to be successful, you have now changed your mind to the fact that you can be successful, now you need to get it done.