

# 100 SoS

*One Hundred Secrets of Success*



(Ravi V. Melwani)



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*One Hundred Secrets of Success*

By



(RVM)

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# The Story behind this book...

For nearly 20 years, I followed a fixed ritual – every Sunday morning, I gave a talk on success. A keen team – the Kempians – at my retail store Kidskemp would gather around me while I gave the talk. These sessions, known as “RVM's SOS”, focused only on one topic: “How to succeed”. For 20 years, I studied and researched the lives of successful people and discovered the secrets behind their success. This book is a collection of my talks and research done during those years. And now, you have in your hands a hundred of my time-tested Secrets of Success (SOS).

In fact, success is easy to achieve. It is well within the reach of each and every right-thinking person, yet it remains elusive and difficult for most people to achieve. There are no secrets to success, but there certainly are principles and set of rules to follow in order to succeed. When we sideline these necessary steps, success eludes us.

I have been tempted to call these sessions “Principles of

Success”, but I settled on “Secrets of Success” because while these are actually principles, they were unknown to most of the people I spoke to at my retail store. These principles turned out to be interesting revelations to them. Hence, each week, I would take up one principle or Secret of Success and elaborate on it. At the end of the session, the techniques would no longer remain a secret; they would become success principles that could be used and implemented by the team in the days and weeks that followed.

In all humility, I must say that hundreds from my team and many others who attended these SOS sessions regularly have benefitted from them and moved up the ladder of success. I don't claim that these SOS are my own discoveries. Rather, they have been around for some time and used by many great achievers and successful people all over the world. I have just put them down in simple words and easy-to-follow steps. Each principle has been carefully thought out and put across, in such a way, that it is easy to remember and implement. If you look around, you will find that there are more than a hundred secrets of success available for just about anybody. However, this book is a compilation of 100 of the most important of these otherwise scattered secrets.

I can assure you that anyone who implements these principles can become successful. This book will motivate, inspire and guide you to be successful in everything. However, the choice to execute the plans and follow the principles is entirely yours. If there is no voluntary intention to succeed, do not expect anyone to push you towards success. In case of sheer lack of will, this book could just as well be another “time-pass” read for you.

However, if this book is taken seriously, it has the potential to become a magic formula or “mantra” for success. This guarantee is not just mine alone, but it is from all those hundreds of successful people who have implemented these principles in their everyday life and achieved success. These principles are not confined to gain success in a business or career alone, but can be applied to achieve success in everything.

The success mantras in this book can be used to achieve any career aspiration and short-term goals of our day-to-day life. Are you ready? If yes, continue reading, and then, do not forget to use 100 SOS by RVM in your life to guide you in the path to success!

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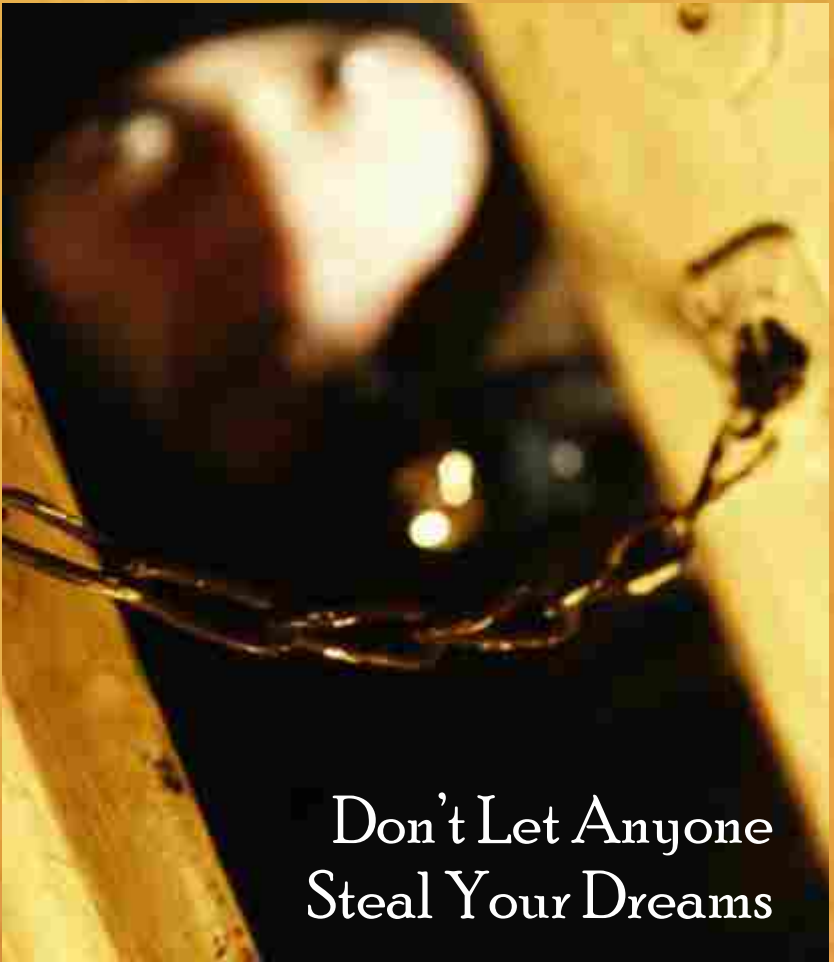


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# SOS 1



Don't Let Anyone  
Steal Your Dreams

The Secret of Success is to have dreams and the drive to make them come true, come what may. Many people have dreams, but unfortunately, their dreams are stolen by dream stealers! Yes, there are robbers all around, who come to steal your dreams.

Who are these dream stealers? Sadly, they are sometimes our closest friends and relatives – our very near and dear ones. When we set a dream that may seem impossible to fulfill in the beginning, they discourage and tell us, “This dream is impossible! How will you convert it into a reality?” These people are, in fact, the dream stealers who come in from the back door and steal our dreams without our realization.

To be successful, it doesn't matter if somebody steals your wallet, credit cards, or cash, you can still go ahead without these. But by letting someone steal your dreams, you let them steal your success too!

# SOS 2

Bury “BUT”  
and Forget “BIBS”



Success can be achieved provided you learn to bury the word “but”. “But” is a failure word. When you use “but” in your life very often, it actually stops you from succeeding. Hence remove the word “but” from your vocabulary completely!

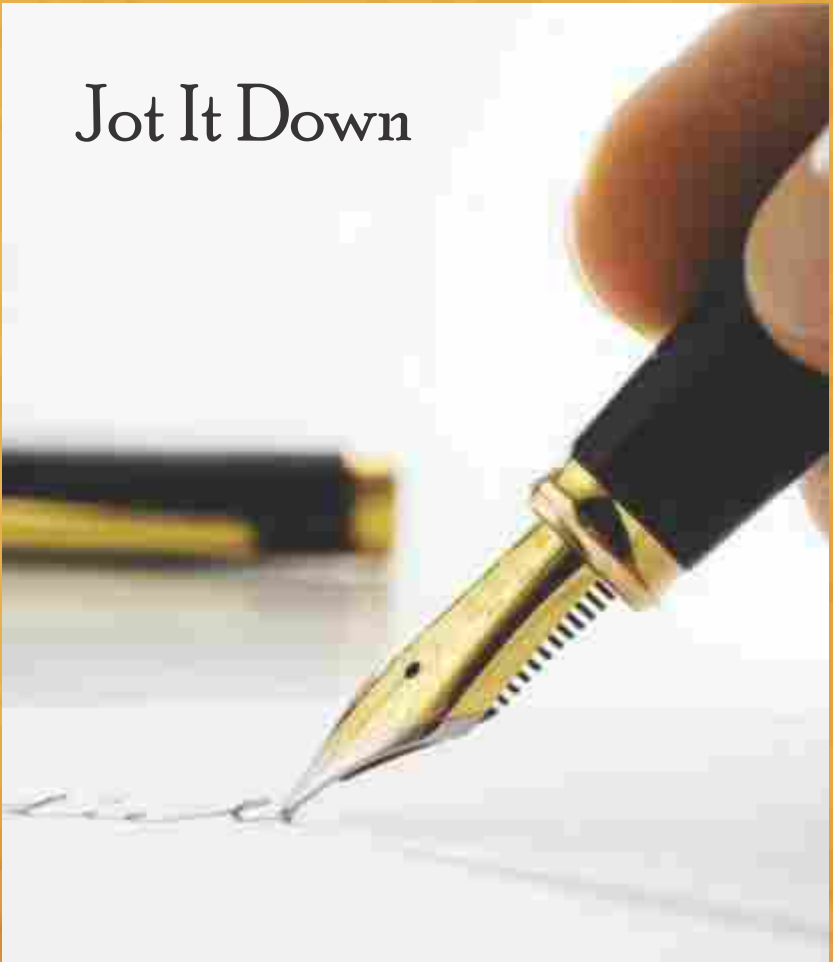
People sometimes say, “I would have succeeded, “but” because of certain reasons, I did not do it”; “I also would have succeeded, “but” the markets were not right at that point of time”; or “I would have succeeded, “but” my family didn’t support me”. These types of statements with “but” are sure to hold us back from success.

To be successful, BURY BUT, and along with burying “but”, forget “BIBS”. We all know that bibs are for babies, but the “BIBS” I am referring to here is an acronym for “**B**ut, **I**f, **B**ecause, and **S**omeday”.

Many people use all of BIBS, which is another cause for their failure. Stop saying “I would have succeeded “if” I had the money”; “I did not succeed “because” I fell sick”; and “I will succeed “someday””. Once you forget and bury “But” and “BIBS”, you will surely be on your way to success!

# SOS 3

Jot It Down





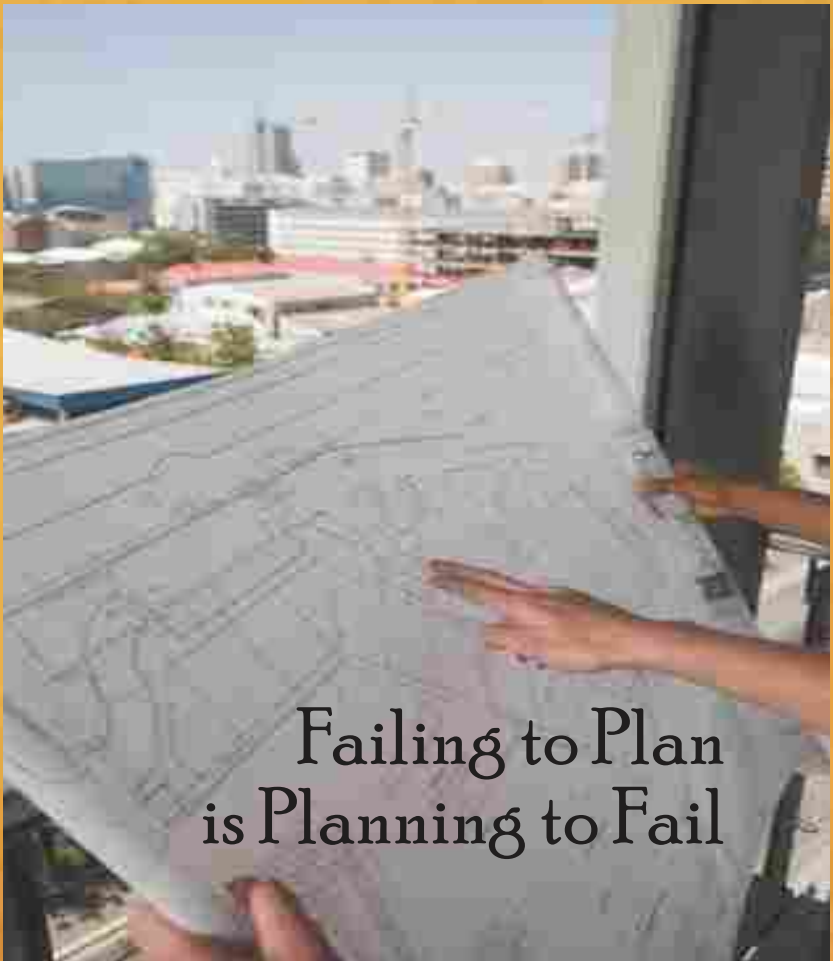
A simple secret of success is to write down whatever is important. Very few people have this good habit of jotting down important pointers or ideas.

For instance, at a seminar you can see two types of people in the audience. One group listens attentively and jots down the important points in their notepads or books. The second group may also listen to the seminar attentively, but they do not care to take notes of the important ideas they have heard. Two days later, the latter would have forgotten what the seminar was all about. They may try to remember the ideas, but the mind is just like the sands on a beach - whatever you draw on it gets washed away by the next wave.

To be successful, remember this simple secret – “Jot it down”. Jot down the ideas that come to your mind and jot down the noteworthy points in a meeting or seminar.

Jot down anything and everything that is important because the pen and the paper are your best friends. Long after the mind forgets an idea, the pen and paper makes you remember it from what you had written. Successful people will tell you that one of the best ways to be successful is just to “jot it down”. Jot the ideas down and soon you will be on your way to success.

# SOS 4



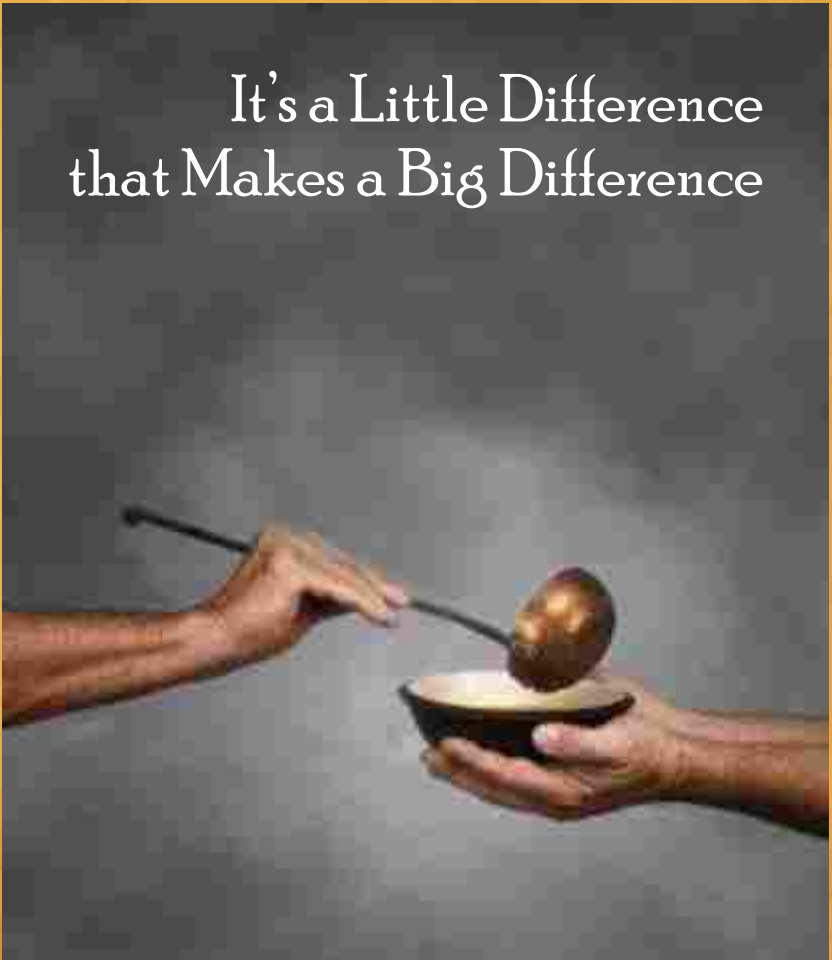
Failing to Plan  
is Planning to Fail

I love this SOS because it's a simple and straightforward secret that helps you succeed. Those who don't want to plan don't want to succeed, just as those who want to succeed make sure that they plan. In simple words, if you do not have a plan, then you plan to fail.

Can we construct a building without a blueprint plan? Can any business succeed without a plan? Can any government run a country without a plan? Has anybody succeeded ever? Ask successful people and they will tell you that if you fail to plan, then you surely plan to fail. Remember this Secret of Success the next time you want to succeed. Start with a plan and you will soon be seeing success!

# SOS 5

It's a Little Difference  
that Makes a Big Difference

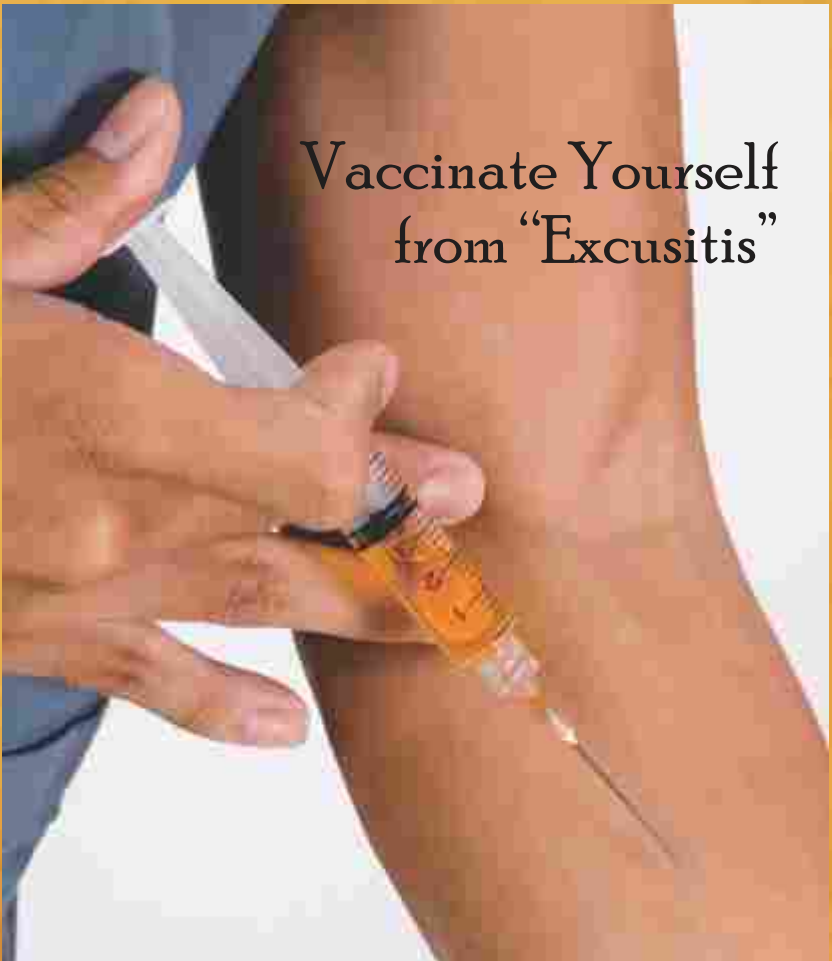


Some people think that success comes from working a lot more... double or triple an ordinary person. Success doesn't just come from working a lot more, "It's a little difference that makes a big difference"! This is one of the Secrets of Success.

How does a horse win a race? It doesn't win the race with a huge lead. Sometimes, just by a nose length, a horse can win a race. Do you want to succeed? Then just work a little harder than your friend, work a little smarter, put in longer hours to better your work and soon you will be ahead of others.

An Olympic champion may have won his race not because he was able to run faster than the runner who came second, but may have won by just a fraction of a second. The champion would have overtaken the runner at the second place by a difference of 0.1 seconds. Yes, that's all it takes! It's just a little difference that makes a big difference. That little difference decides whether you're going to be a success or failure. What do you want to be? Do you want to be successful? Then, make that little difference, and you will see yourself succeeding!

# SOS 6



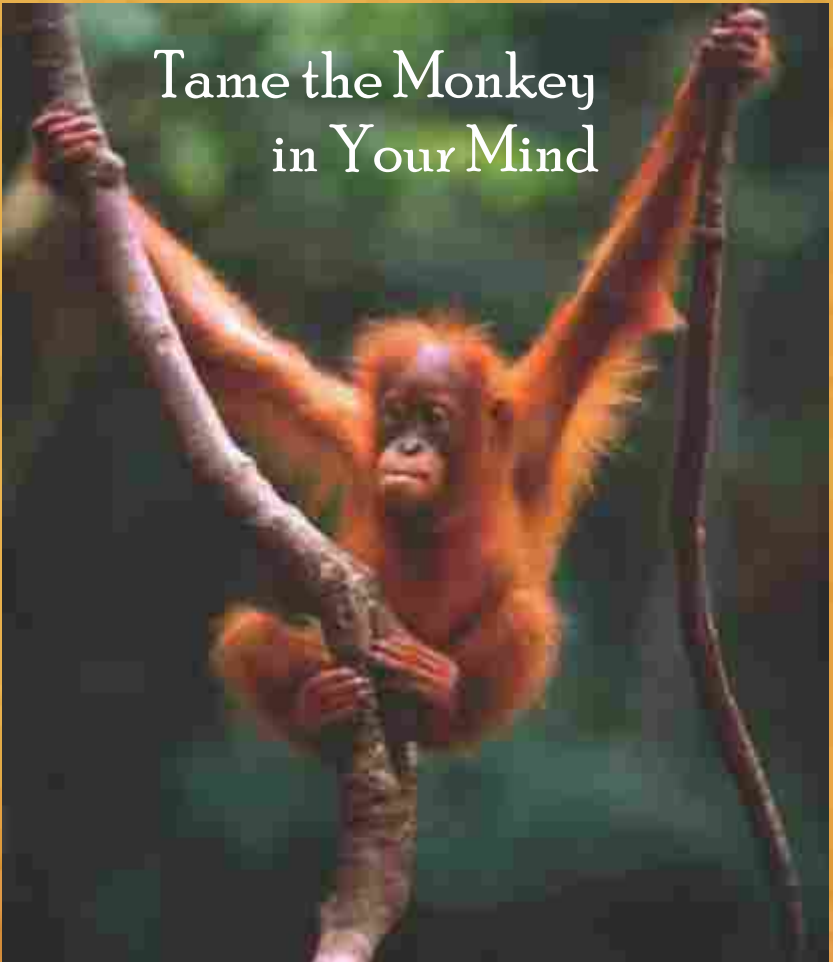
Vaccinate Yourself  
from "Excusitis"

One of the biggest failure diseases is called “Excusitis” — the deadly disease that makes us give excuses. Instead of working on success, strategizing ideas and executing plans, people look for excuses when they are asked why they did not do it. Yes, many people have a bank of excuses; one after the other they give an excuse for their non-performance.

Do you want to succeed? Then Stop! Vaccinate yourself from Excusitis! Don’t let this disease of giving excuses be a part of your life. Eliminate excuses! When you make a mistake, face the fact and admit you are wrong. Improve, change and don’t repeat the mistake and soon you will be on the way to success. Remember SOS no. 6: to be successful, “Vaccinate yourself from Excusitis” and eliminate excuses from your life.

# SOS 7

Tame the Monkey  
in Your Mind



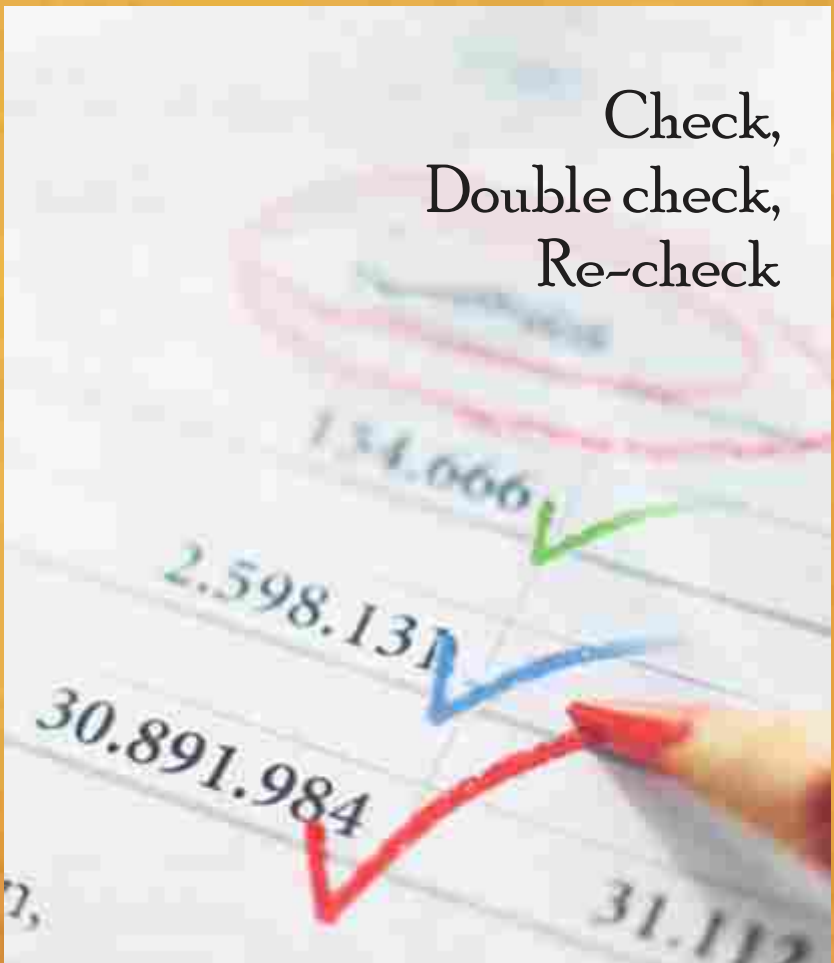


Successful people tell us that the mind is like a monkey. It keeps jumping from one thought to another and one idea to another. The mind is attracted and distracted, but well, that's the problem with everybody's mind—mine and yours. All our minds are like monkeys. Just like a monkey jumps from branch to branch, the mind jumps from thought to thought. To be successful, learn to tame the monkey in your mind. Once you do this, you will learn to focus and to concentrate. Stop jumping from one thought to the other! If you have a thought, write it down, come back to it later, and don't "jump" to another thought till you do justice to the current thought. Don't let your mind get distracted and let it think of multiple thoughts at the same time.

People use meditation, concentration and focus to help tame the monkey in the mind. But well, if you want to be successful, cage this monkey in your mind! If you don't, you will not be achieving success and failure could be jumping all over you.

# SOS 8

Check,  
Double check,  
Re-check

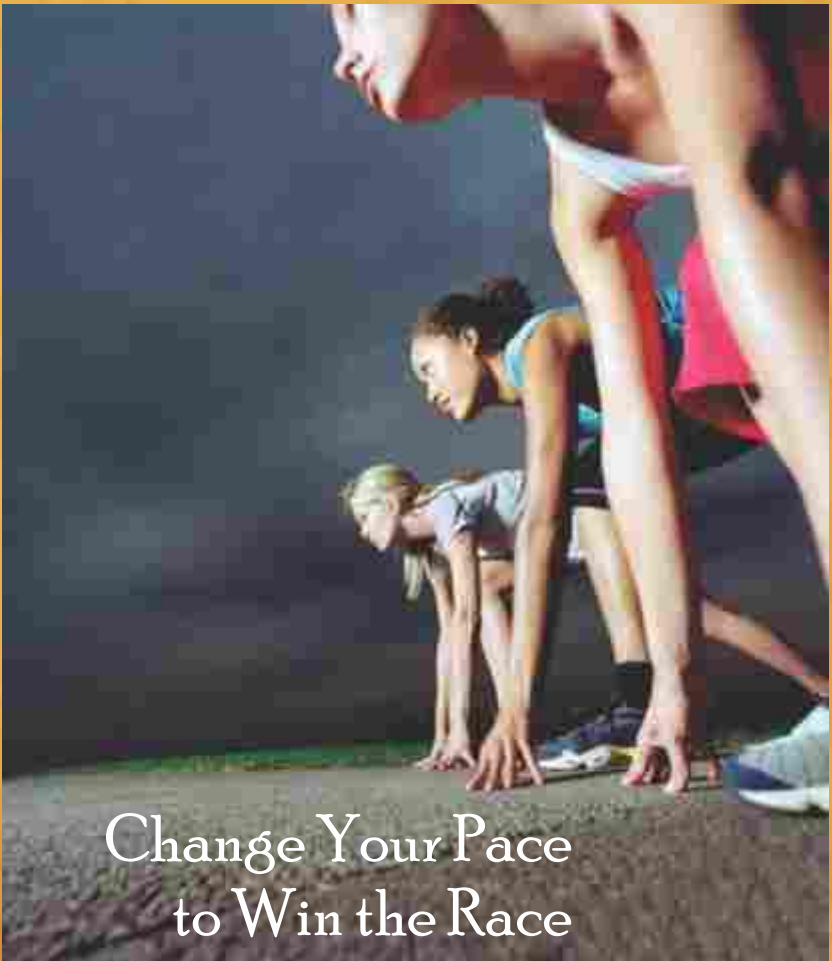


I have been successful in my life because I implemented this secret called “Check, Double check and Re-check”. This is best explained in this small story.

Several soldiers were injured in a war. While they were being flown from the air base to their country, 90% of them were dying as they landed. The Chief General ordered to follow a process of “Check”, wherein the patients were checked before they were shifted to the aircraft. He found that instead of 90%, only 50% patients were dying. He was not satisfied and introduced a “Double Check” process. Patients were checked twice: When they were taken right up to the aircraft and before they boarded. This second process reduced the death rate to 20%. People were really impressed, but the General was not. He said, “Let's not just Check and Double Check, but also do a Re-Check”. The patients were checked thrice: Before shifting, at the time of boarding and after boarding the aircraft. Several times, critically ill patients were deboarded. This reduced the death rate to 4%. Eventually, 96% of the patients who landed were alright!

I follow the system of “Check, Double Check, Re-Check”, and it has been the backbone of my success. You can succeed too if you “Check, Double Check and Re-Check”!

# SOS 9



Change Your Pace  
to Win the Race

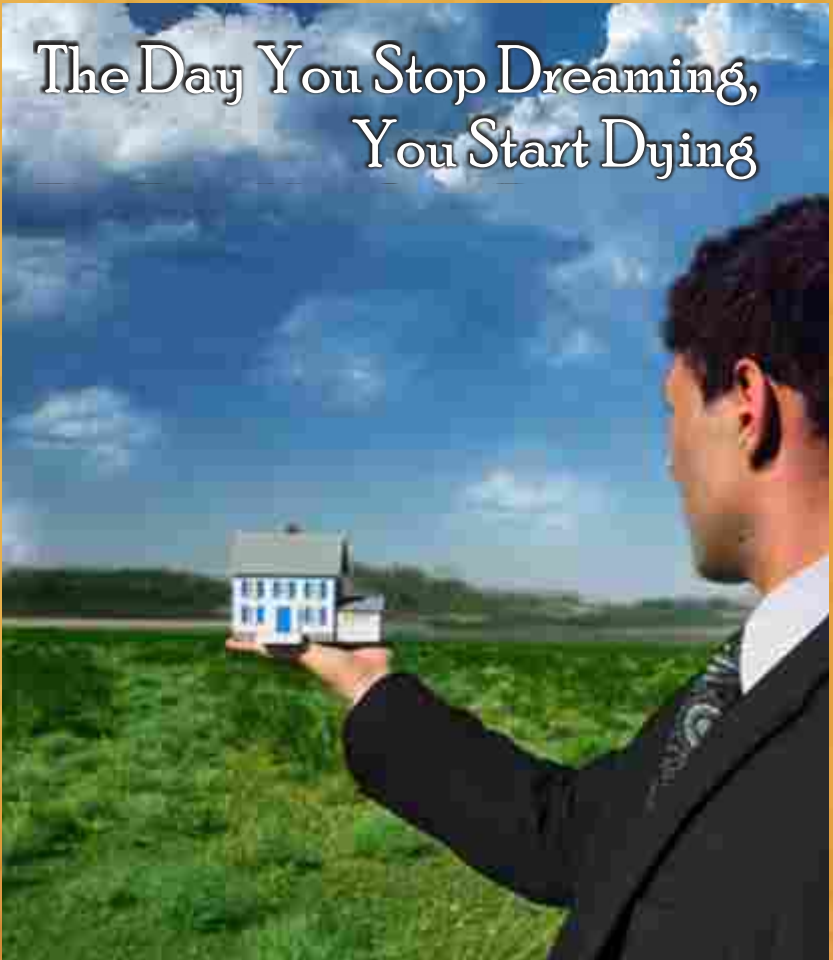
Are you not succeeding? If you are not succeeding, there are chances that you are either too slow or maybe too fast. You have to be at the right pace to win the race. Therefore, change your pace!

If you are lethargic, you need to speed up your pace to get till the end of the race. Sometimes, I found that I was too fast, and then, I had to change my pace and slow down. Successful people accept that one of the Secrets of Success is the pace because it's the pace that makes you win a race!

Find out what your pace is. If you have to run faster, if you have to work harder, or if you have to work longer, then you just have to start doing it! You have to be willing to pay the price, and sometimes, the price is just that you must change your pace to win the race!

# SOS 10

The Day You Stop Dreaming,  
You Start Dying

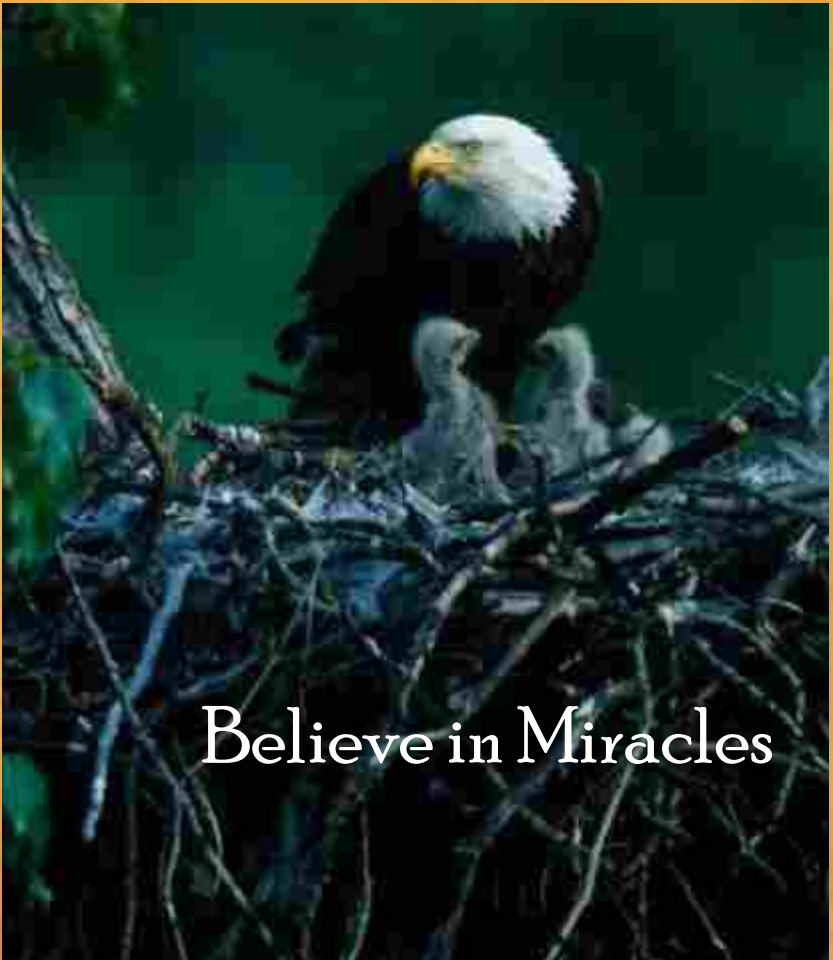


Success comes to those who not only just dream once, but also continue to dream. When one dream is achieved, they dream another. Sometimes when the dream is not achieved, they still dream another because they know that the great dreams of great dreamers are not achieved, but they are transcended. They evolve from one dream to another.

When people stop dreaming, they stop succeeding because dreams and success go together. This Secret of Success says that the day you stop dreaming, you start dying. Yes, the body and mind start decaying, and this decay will take you to defeat and death.

Today, make a commitment to dream! Never stop dreaming till you die because the day you stop dreaming is the day you start dying.

# SOS 11



Believe in Miracles



To be successful, one has to believe in miracles. Most often, people get discouraged because to succeed, it really needs a miracle to happen, and they think that it's not possible. The moment they think "It's not possible...", their efforts, thoughts, and actions become half-hearted.

Just change this attitude and believe in miracles. Just say the magic words "It's possible" to yourself, and then the efforts are multiplied, and thoughts start getting created in areas that we never knew were possible. We get creative ideas, imagination starts working and success happens.

If you don't believe in miracles, then you would be left with living a mundane life because you will just think ordinary and achieve the ordinary. Therefore, believe in miracles, and when you do, miracles will happen, and soon, you'll be on your way to success!

# SOS 12



Not to Win is Not a Sin

Many people think of failure as a big sin. When they don't win, they begin to feel that it's nothing less than a sin. But successful people know that "Not to Win is not a Sin!"

Any successful person would have passed failures on the way to success. Ask successful people, and they will tell you that one key to achieving success is being able to deal with failure.

It's okay to fail, learn, improve, and move on. Success will be yours if you learn to deal with failure with a positive attitude, and that will happen when you believe in this secret: "Not to Win is not a Sin!" In fact, be happy that you failed, just like Edison who failed thousands of times before he invented the electric bulb. You too may invent success after many, many failures. Keep moving forward after every failure!

# SOS 13

Don't Play the Blame Game

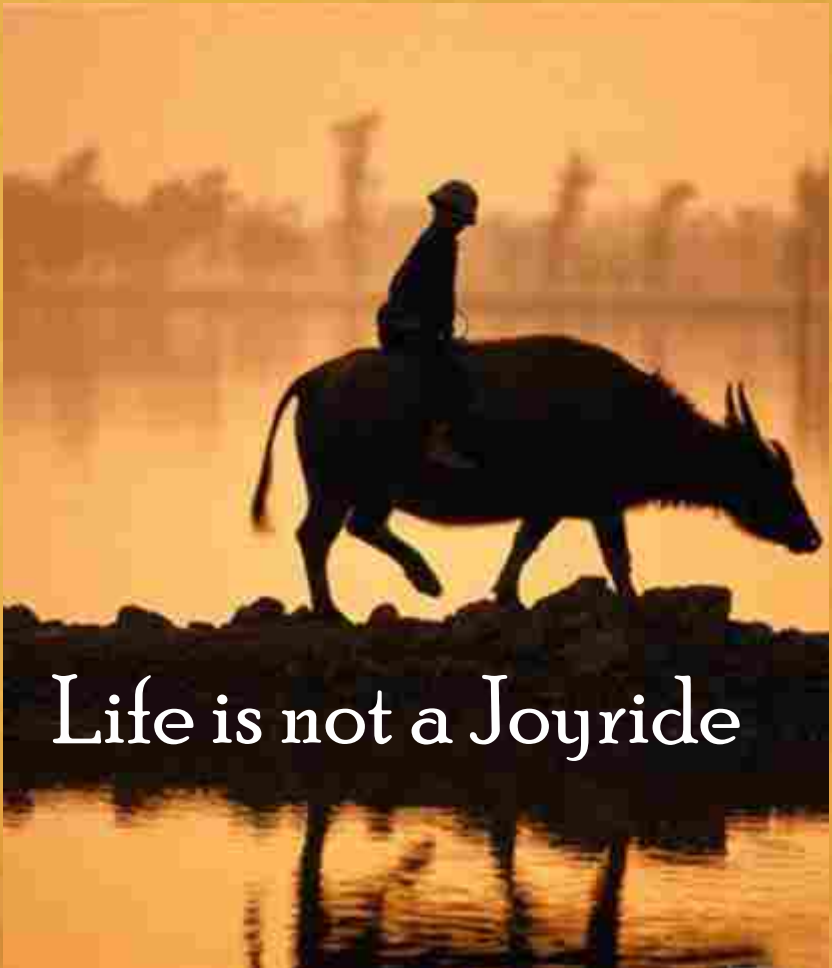


If you look around, you will find many instances of failures. You will be able to find a common attribute among those who fail. People who fail tend to blame. Instead of accepting the responsibility for not being successful, they put the blame on someone else and make it look like they did their best. When in reality, there was scope for them to do better.

To be successful, don't play the blame game. It's so easy to play the blame game. It won't make you win the game, but you will fail for sure. Therefore, accept the responsibility of any failure in your life. When there is a problem, face the problem. Try to understand the cause of the problem.

To win, don't play the blame game. Accept your fault. Nobody is perfect. It's ok to make mistakes, but it's not ok to blame. This will stop you from success.

# SOS 14



Life is not a Joyride

If you ask successful people, if it was easy to succeed, they may say something on the following lines: “Well! It’s really not so difficult, but it’s not a joyride either!” This means that you just can’t take the journey to success in an easy way and think that success will suddenly come to your lap.

Success has a price to pay. You have to plan, work, create teams, think, strategize, think different, innovate, and add something more! Therefore, success is tough, but it’s not a joyride either! That’s the idea behind this secret.

Some people think that success is achieved easily by people. They think, “This person is successful. So I can also achieve success because success is easy to achieve”. Understand the fact that success is not easy to achieve. It’s not a joyride that anybody can take and arrive at Destination Success.

Do you want to be successful? Be ready to work hard, be ready to pay the price, and be ready to go that extra mile, knowing that success is not a Joyride.

# SOS 15



Birds Fly because  
They Think They Can



Have you ever thought, “What would happen if birds thought that they cannot fly?” You would have millions of birds on Earth, flapping their wings but staying on the ground. Yes, it’s true that birds can fly because they think they can! Hence, young birds open their wings and they discover flight. They are up in the air, enjoying the breeze and the trees.

Why don’t we succeed at times? Because we don’t think that we can succeed and we don’t believe in the same. Most successful people started achieving success just because they thought they could. Start thinking "you can" now, it may take time, but you can!

If birds can fly because they think they can, you too can succeed because you think you can! Open your wings, you too have the power to fly. Start thinking now that you can! Then, success will follow.

# SOS 16

Success Means Succeeding  
Again and Again



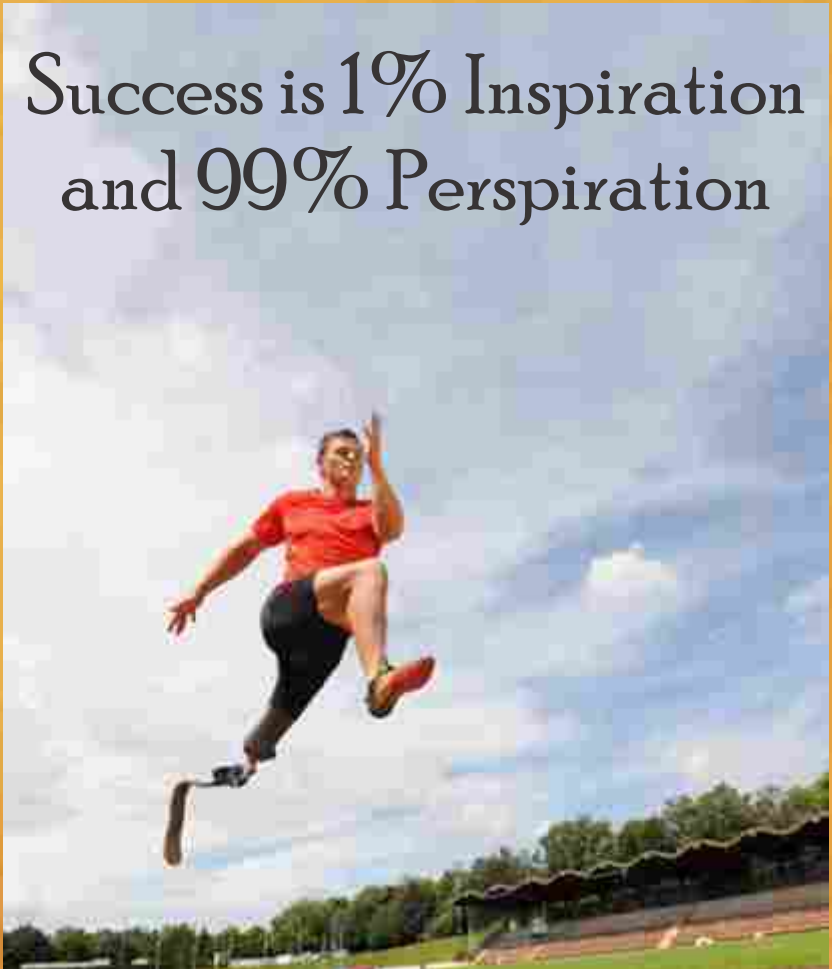
Success is not a one time achievement. People misunderstand what success is. Therefore, the secret “Success means succeeding again and again” teaches us what success truly is.

One-time achievements can be a fluke; they can happen just by chance. But true success is achieving success again and again. You may succeed once and next you may fail. Eventually, if you let it become a habit, success will soon escape you.

Remind yourself that success means succeeding again and again and again. Make success a habit! Build the attributes of a successful person, learn the tricks of the trade, and you too will be a success for sure. Know that you have to succeed not just once, but every time or most of the time. Yes! Once you start succeeding, success will become a habit. That’s why they say, “Success is a habit... so is failure!”

# SOS 17

Success is 1% Inspiration  
and 99% Perspiration



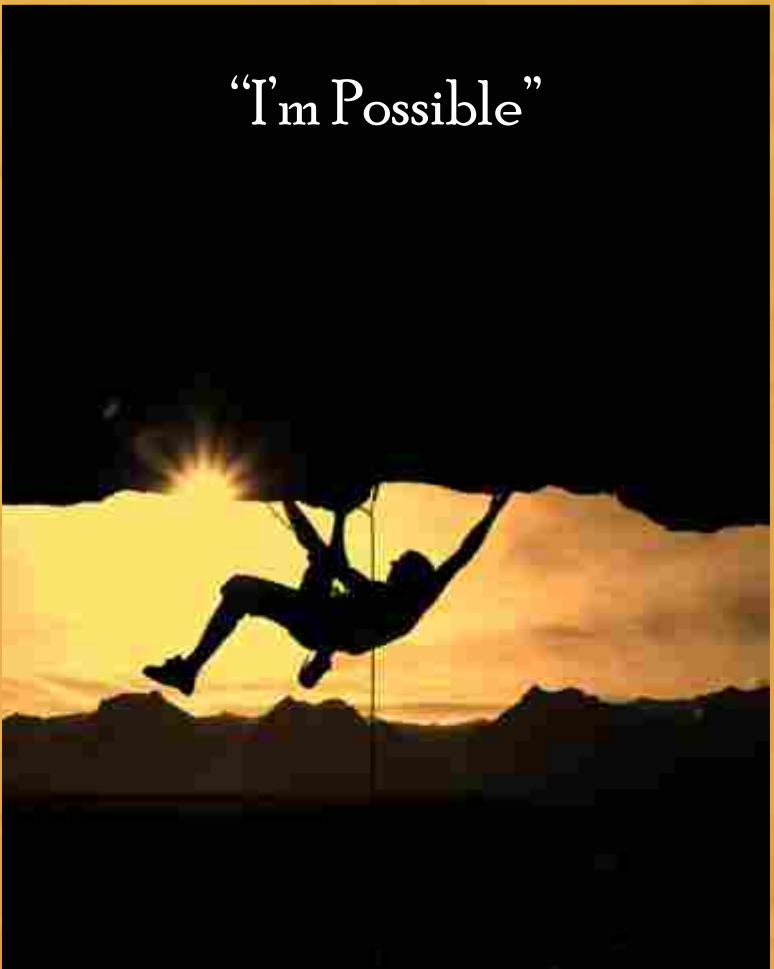
Many people think that success is just inspiration. They go about seeking motivation and inspiration, thinking that if only they are motivated and inspired, will they be successful. Yes, motivation creates an action due to a motive and inspiration creates its inner spark, which in turn creates energy. Both motivation and inspiration are very important for success.

However, over the years, I have learned a secret that Success is 1% inspiration and 99% perspiration. The “99% perspiration” part implies that success is hard work, and you must be willing to really sweat it out. Of course, you need to be inspired to create that spark, but it’s not just inspiration.

There are so many people who just believe in big talk. They talk big and achieve small. The big achievers are inspired and they really slog hard like there is no tomorrow. So if you want to succeed, remind yourself of this success secret: “Success is 1% inspiration and 99% perspiration.”

# SOS 18

“I’m Possible”



“Impossible” did you read it right? Those who fail, read the word as “Impossible”, but successful people read the word as “I’m Possible”. Yes, this is a simple Secret of Success – a principle that makes successful people succeed.

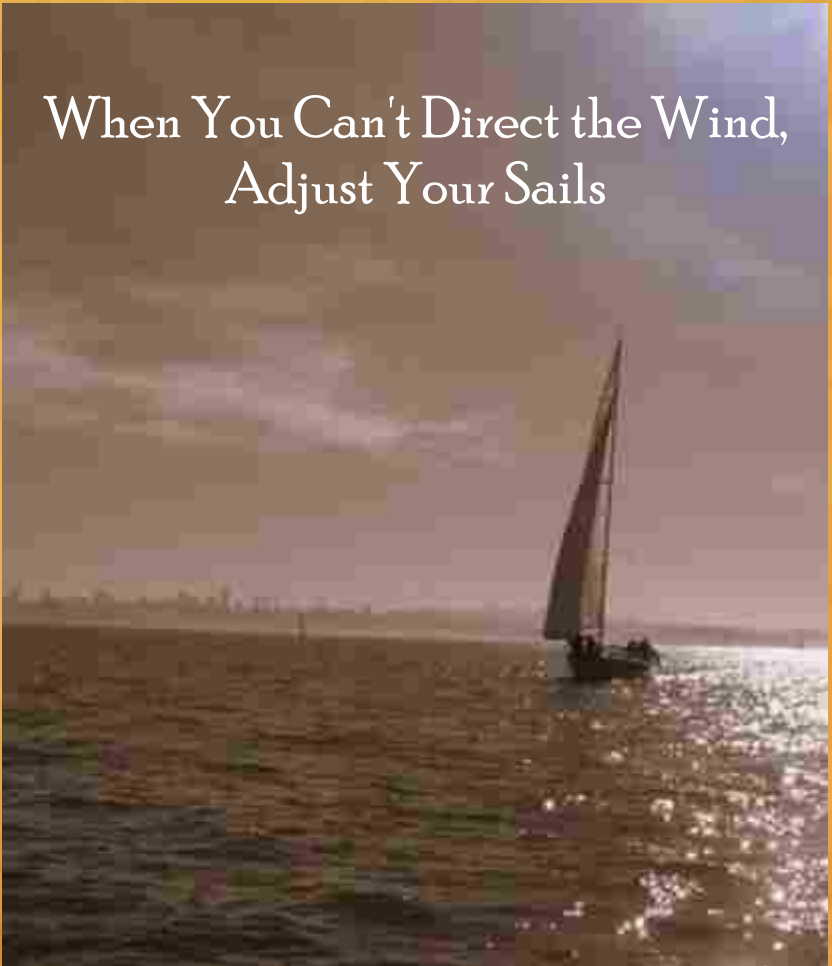
The principle is simple – Believe that anything is possible! It’s so easy to think that something is “impossible”, but the moment you think the same, the mind shuts down and the actions stop.

Just try to utter the magic words: “It’s Possible”. You will find flutter in the air, you will find enthusiasm in your hand, and you will find your feet moving and heart dancing. So remind yourself of this simple secret – the word “Impossible” is not read as “Impossible”, but as “I’m Possible”.

Believe that you are possible and you can do it! Remove the word “impossible” from your life, from your dictionary and vocabulary. Eliminate the word “Impossible”, and live with the words “I’m Possible”. Soon, you will be on your way to success!

# SOS 19

When You Can't Direct the Wind,  
Adjust Your Sails





Often in life, we may be in situations where we feel pushed down. It's like being in a boat that can sail, but you are unable to control the winds. The wind may start blowing in all directions. What would you do? Would you just give up?

All you have to do is adjust the sails. This is SOS no. 19—"When you can't control the winds, adjust your sails". What does this secret mean?

There will be situations in your attempts to achieve success that are impossible to deal with. There would be some things that just can't be changed. Sometimes, in life, there are some parameters that cannot be changed, but there are always some parameters that we can change.

For instance, we can't control people's actions, but we can control our reactions. So successful people know when they can't control the wind, they can adjust their sails. They know what is possible and what is not possible. They work on what is possible.

There is no point in trying to change what's not possible. Do you want to be successful? Remind yourself of this secret and execute the truth that when there is an uncontrollable situation where you can't control the winds, just adjust your sails. Set the sails in the right direction, and you will be successful!

# SoS 20

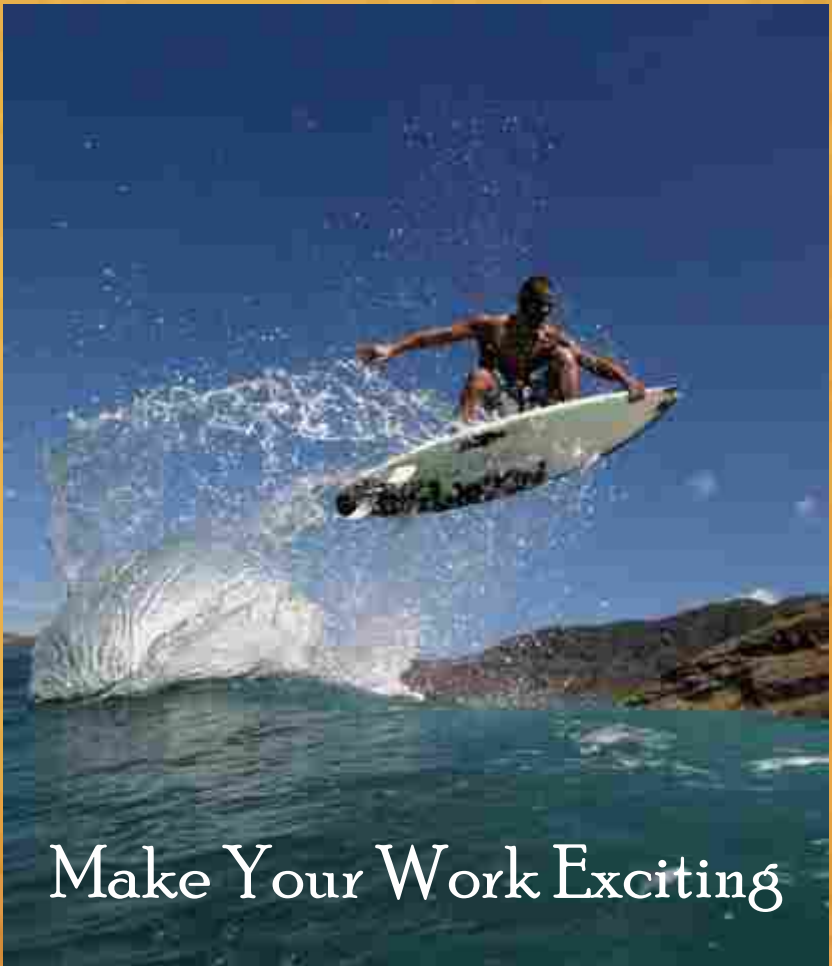


People who fail often reverse this Secret of Success, and they simply say, “I’ll do it tomorrow, not today”. Have you heard this very common statement? You may have heard it, but have you heard a successful person saying that he will do something tomorrow? In reality, successful people say “Do it now!”; they say, “Today, Not tomorrow!”. They don’t know the meaning of tomorrow.

In fact, they imply that what can be done tomorrow must be done today and what can be done today must be done now. Not just “today”— they say, “Do it now, do it now, do it now!”. Do you want to be successful? Then, develop the “Do-it-now habit”.

When someone says that they’ll do it tomorrow, remind them that tomorrow never comes. If you want to be successful, believe in doing things today, not tomorrow! “Today” is your cash in hand. Catch hold of your “Today”, give it your best shot and you will be successful.

# SOS 21



Make Your Work Exciting

If you really want to succeed in life, you cannot do that with a job that's boring. Therefore, either you must do what you love or you must love what you do. This means that if you're not doing an exciting job, better change it! If you can't change it, you better make that job exciting.

The reason why successful people succeed is that they enjoy what they do. They do not just enjoy their job, they find it exciting! They look forward to waking up in the morning, jumping out of the bed and going to work because they just love it! They are so happy and excited about what they do, but if that's not the case with you, then there is no way that you can succeed.

The Secret of Success "Make Your Work Exciting", therefore, implies that you need to find a job that's exciting or you need to make the current one exciting. You must have excitement at work. To me, I always do something exciting. I have always chosen things that have excited me, and without doubt, I have always been successful in what I have done.

# SOS 22



Successful people don't know the meaning of taking it easy when it comes to time. For them, life is about being busy. For them, a day doesn't have 24 hours, but 1440 minutes, and they try to make the best of every minute! In fact, to them, time just flies, and they feel like there's not enough time at all to do whatever they want to do.

Look at those who do not want to succeed. They are trying to kill time and pass time. How about your life? Do you have a lot of time to pass? Are you trying to kill your time? Then, there is a something wrong in your success formula.

To be successful, we need to keep ourselves busy. We must value the time we have got in our lives. We must keep ourselves occupied, doing meaningful things so that there's no time left to waste.

If you look around, many people who do not want to succeed have so much time, but successful people are busy, busy and busy always. So, start valuing your time, and soon you will be on your way to success!

# SOS 23

You Get What You Give





This is a universal law that's converted into a success principle – a secret that most people don't know: The “Law of Cause and Effect” works in success. What you give, you get; therefore, the more you give, the more you get!

If you are creative in your thoughts, your success will come to you in a creative manner. It's a matter of what quantity, quality and speed you put into life – that's the measure in which success will come back to you. However, there are some people who just relax and hope that success will walk to them. Well! This doesn't happen. If they don't give life all they've got, they won't get all of success. Success comes to them in bits and pieces, just enough to struggle throughout life.

It is a simple secret! Remember that if you plant mangoes, you won't harvest tomatoes. If you want mangoes, then plant mangoes!

# SOS 24



“Good Enough”  
is Not Good Enough

This is a success principle that I have used in life to achieve success again and again. Mediocrity is never a formula for success. In my life, I have never compromised and I was never satisfied. I was always hungry, wanting to do more, always trying to be a perfectionist.

If things were good, I would say “It’s not good enough!” because when “better” is possible, then “good” is not enough. Therefore, “good enough” is not good enough.

If you want to be successful, then keep improving your best performance – add a little here and add a little there. Keep checking. You’ve dotted your ‘T’s and crossed every single ‘T’ of your life. Not just that, once you have finished doing it, add a gleam of excellence. Make it sparkle! Make it shine! Then you’re on your way to success because for you, “good enough” is not good enough.

# SOS 25

Don't Wait to Die...  
Fly in the Sky!



This SOS is the motto of a successful person. If you really want to succeed, then open your wings and fly in the sky, and don't just wait to die.

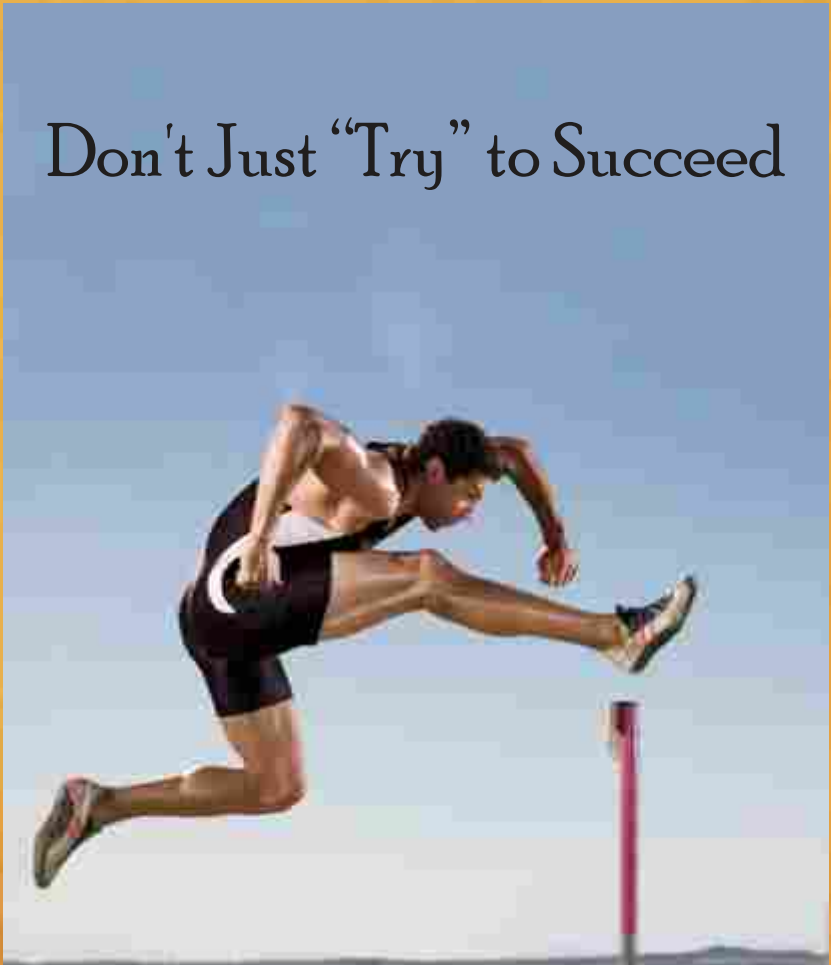
There's enormous opportunity as vast as the sky above, and you've got wings. What are you waiting for? Are you waiting to die? Well! Eventually, we all have to die. So, why wait to die? Instead, why not try and fly in the sky?

Yes, that's what successful people do! They don't wait to die; they don't wait for things to keep happening, eventually nothing may happen! They just make it happen; they open their wings and fly in the sky!

They have courage, they have faith, they achieve, and they attack impossible opportunities and make it possible because they believe they can! In short, successful people have the faith to take that leap up in the sky only to get unlimited success! So, to embrace success, dare to open your wings and fly in the sky!

# SOS 26

Don't Just "Try" to Succeed



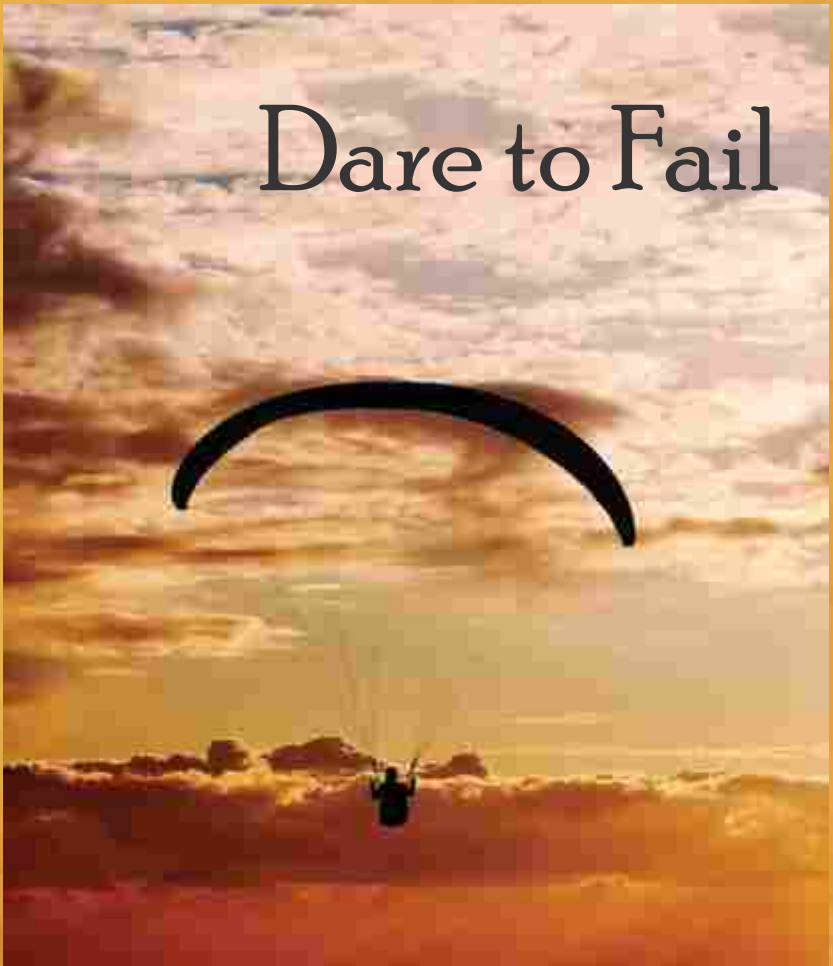
If you really want to succeed, don't just stop at "try" because success is made up of a two-syllable word "Tri-umph". If you just try, you'll stop at "try". You've got to triumph, which means that after you try, you've got to finish it with triumph. Don't be satisfied with your efforts until you triumph.

A lot of people say this, "You know? I've tried my best. It didn't happen..." Well, they are the ones who never achieved success because they stopped at "trying". For those who want to achieve success, they know that success is not just their main goal, but their only goal! They are willing to die for success; they are willing to give it their all.

They don't just "try" to succeed; they succeed no matter what. That's their "Success Attitude". To them, what matters is success, not just "trying" to succeed. Succeeding in their life is the top priority of their life. Hence, don't just "try" to succeed, but make success your only priority in life in order to achieve it!

# SOS 27

Dare to Fail



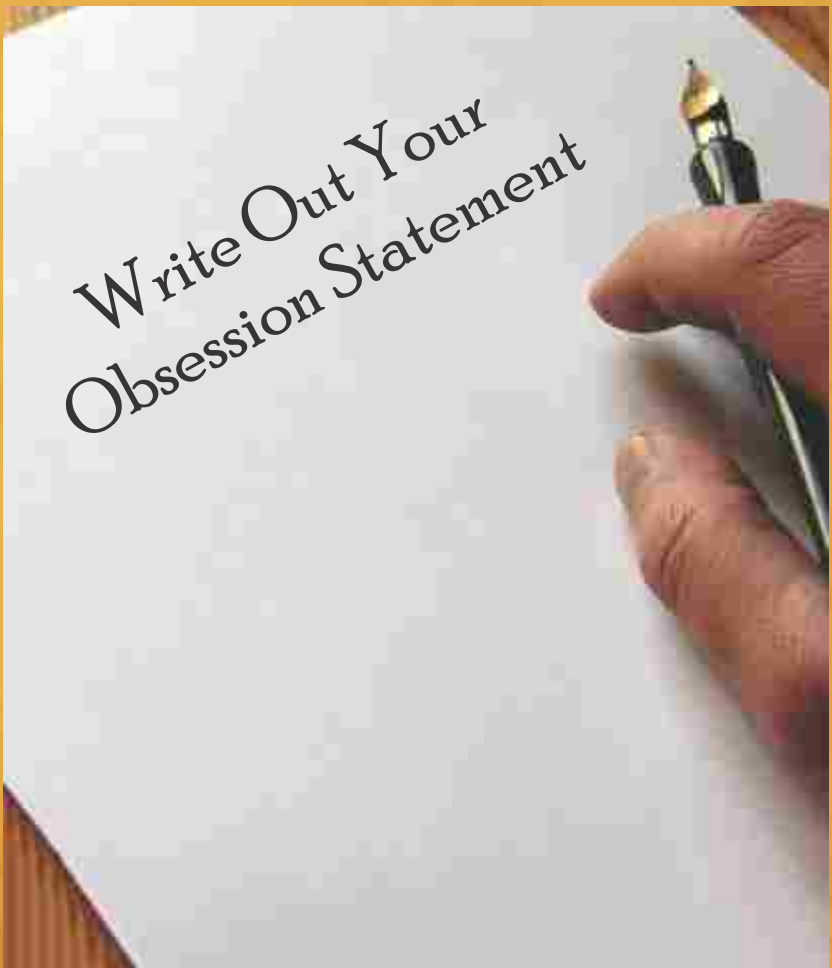


Look at successful people. On their path of success, you will find that many of them have faced big failures. Why? Because they had the courage, they had the guts, and they dared to fail. You have got to pay the price of failure before you receive the reward of success.

There's no question of achieving success before passing failures on the highway of life. But the problem is that people don't fail because they don't try. Where is the question of failing? You can only fail if you try, but they lost the first battle when they didn't even try. They didn't dare to fail.

Unless your dream is big enough, where there is a fear of failure, it's not a dream at all. Unless you have a plan that dares you to fail, and a plan that pulls you out in case of failure, how will you succeed? Therefore, if you want to succeed, you must have the feeling, that emotion of daring to fail. Then, you will know that success is around the corner.

# SOS 28



For the last 30 years, I have written out my Obsession Statement every year – a statement that states my obsession, my passion and my burning desire. What do I want? By when do I want it? How will I see it? I don't just write out this obsession statement, but also put it up in my room, bathroom, toilet, and office. It's on my laptop, desktop, mobile phone, and even in my wallet and pocket – it's everywhere!

My obsession statement is so actively present in my life that the obsession actually gets at me. Well, to me, success is not about vision statements and mission statements; success is about an obsession statement. If you have an obsession statement that clearly states what you want, when you want it, and how you're going to attain it, nothing can stop you from achieving success!

# SOS 29

## Don't Waste Time

Life is just a minute—only sixty seconds in it.

Forced upon you—can't refuse it.

Didn't seek it—didn't choose it.

But it's up to you to use it.

You must suffer if you lose it.

Give an account if you abuse it.

Just a tiny, little minute,

But eternity is in it!



Successful people have never wasted time. They can lose money but they cannot lose time, because they know very well that with time, one can make money, but with money, one can't get time.

Time is the most important ingredient in the recipe of success to people who have succeeded. Yes, successful people never, ever waste even a minute. They know how to multitask, they know how to eliminate time wasters, they know how to delegate, they know how to make the best use of the time they have, and they know to create more time in their life.

What do you do with your time? How do you manage your time? Do you have a plan? Do you make the best use of every minute? If you do, expect success to knock at your door soon!

# SoS 30



Work

Worship



Wait

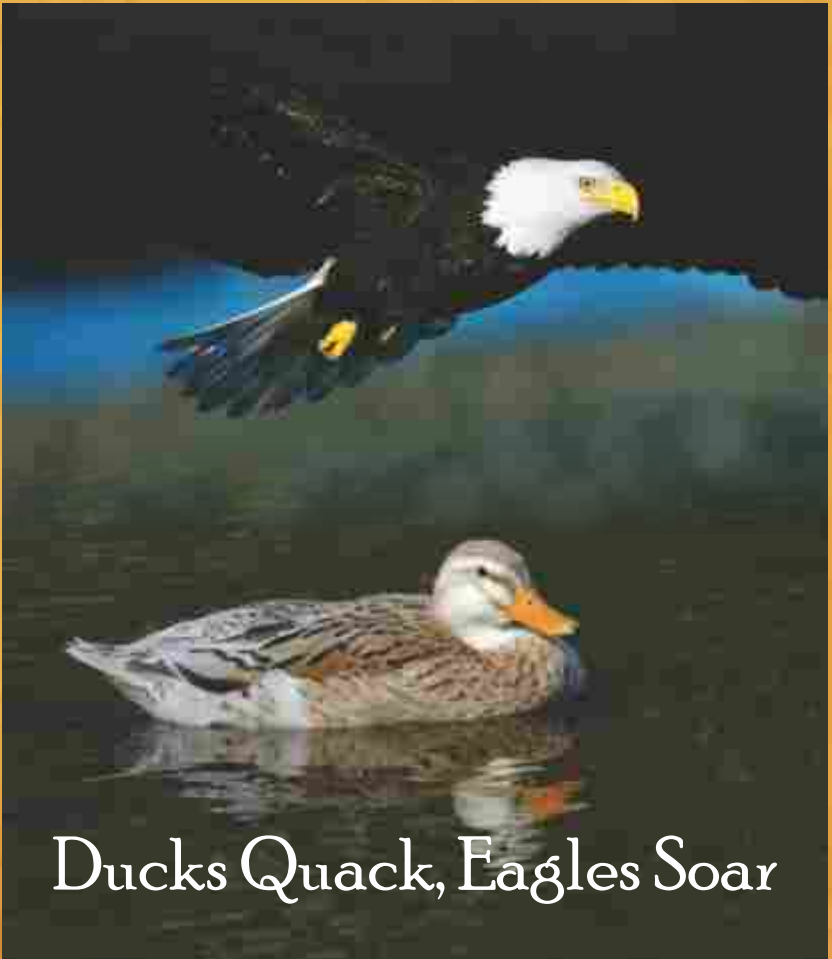


The 3 simple steps that can help you achieve success are Work, Worship and Wait. “Work” as if everything depends on you, “Worship” as if everything depends on God, and “Wait” knowing that it’s going to happen. Don’t lose patience! A combination of work, worship and wait is an absolute guarantee of success.

Anybody who uses the formula of faith and toil backed by patience cannot just fail because this is a magic formula that many successful people have used to make their dreams come true.

Do you want to succeed? Then, check these 3 steps: Do you really work? Do you worship? And do you have the patience to wait? If you are following these 3 steps religiously, then there is no way you can stop, and you’re absolutely going to achieve success in a short time!

# SOS 31



Ducks Quack, Eagles Soar



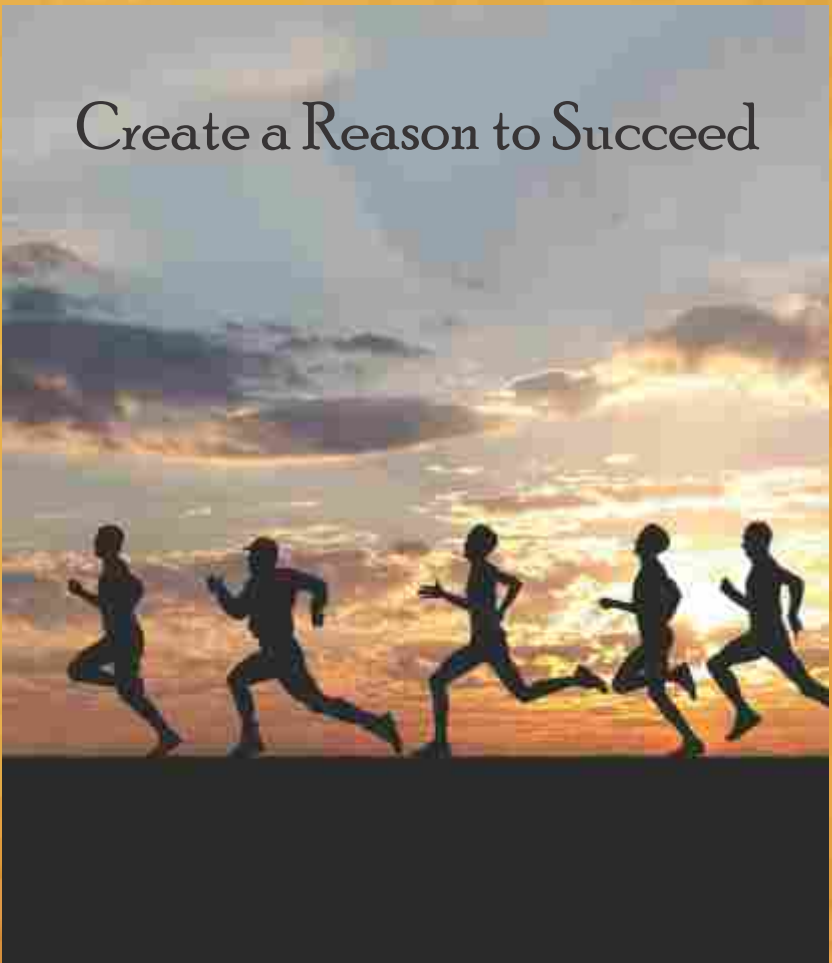
If you look around, you'll find people with different characters and so are the creations of God. If you look at ducks, they go quack, quack, quack. But if you look at eagles, they don't quack. They just soar!

So, what do we learn from them on the path of success? We can choose to be either ducks or eagles. We can be like ducks and just keep quacking till our life is over, or like eagles, we can open our wings and fly high in the sky.

We have an attribute that is common to both ducks and eagles. They both have wings. We too have wings that can give us success, but what do we use our wings and special gifts for? We have skills and talents that life gives us, but what do we use them for? Are we just whiling away our time – gossiping, talking, and wasting energy? Or are we putting our strengths to good use? Successful people make the best of their skills and their will and they achieve success! Learn this secret!

# SOS 32

Create a Reason to Succeed



If you look at successful people, most of them succeeded because they wanted to succeed. There was a compelling reason for them to achieve success. Do you have a reason to succeed? Is there any compelling reason that is making you want to succeed? Do you have a burning desire inside you for success? Well, this compelling reason acts as a fuel to take you into the success orbit.

If you really want success, look at your compelling reason. Either the reason must be compelling enough to make you move or you need to create a compelling reason because success doesn't happen to anybody and everybody. It happens to those who really want to succeed – the ones who really have a reason for wanting that magic called success!

# SOS 33

If You Keep on Doing  
What You Are Doing,  
You Will Keep on Achieving  
What You Are Already Achieving

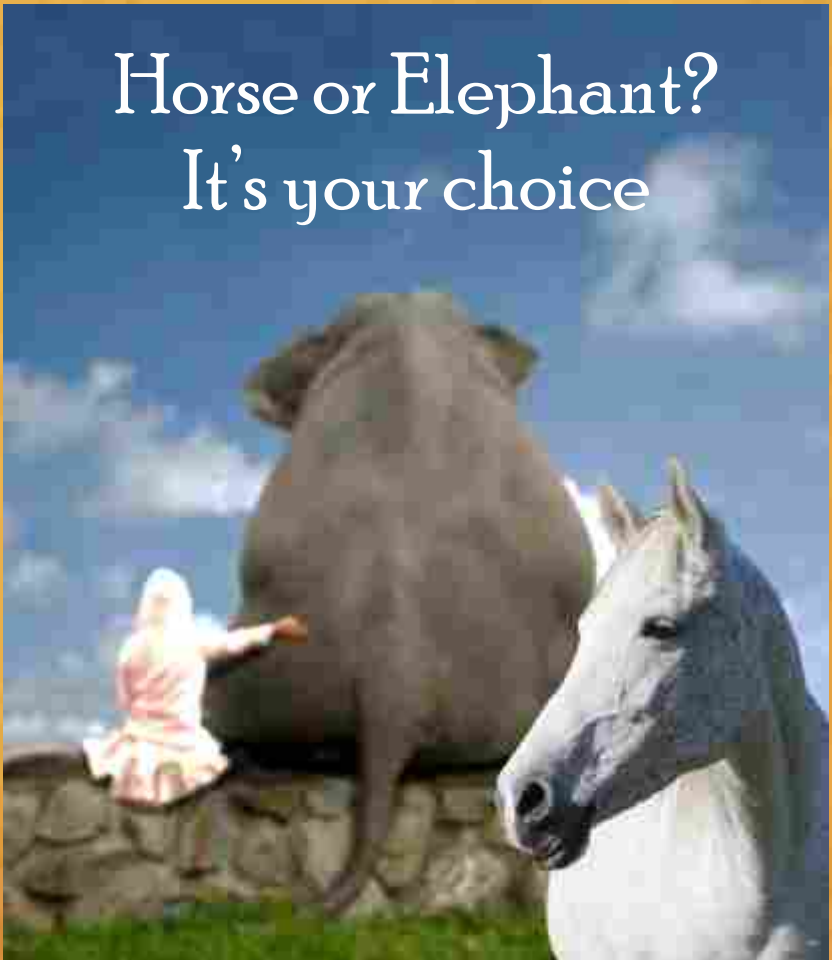


This is a very simple secret. However, it's a principle that many people miss out on the success journey. They want success, but they keep doing what they are doing. They live a routine life. They wake up at the same time, they dress up in the same way, they drive in the same vehicle, they go on the same road, they go to the same office, and they do the same things day in day out, week after week, month after month, and year after year. Then what do they expect? Success? How can it happen? Success is impossible this way.

If you keep on doing what you are doing, then you will keep on achieving what you are achieving. If you want to achieve more and if you want success, then change! Do something extra, do something different, do something more, and soon you will find yourself galloping on the road of success!

# SOS 34

Horse or Elephant?  
It's your choice



This secret compares people to either being a horse or an elephant. You can straight away say if the person you are looking at is a horse or an elephant from the basic characteristics they project and what their philosophy or character is.

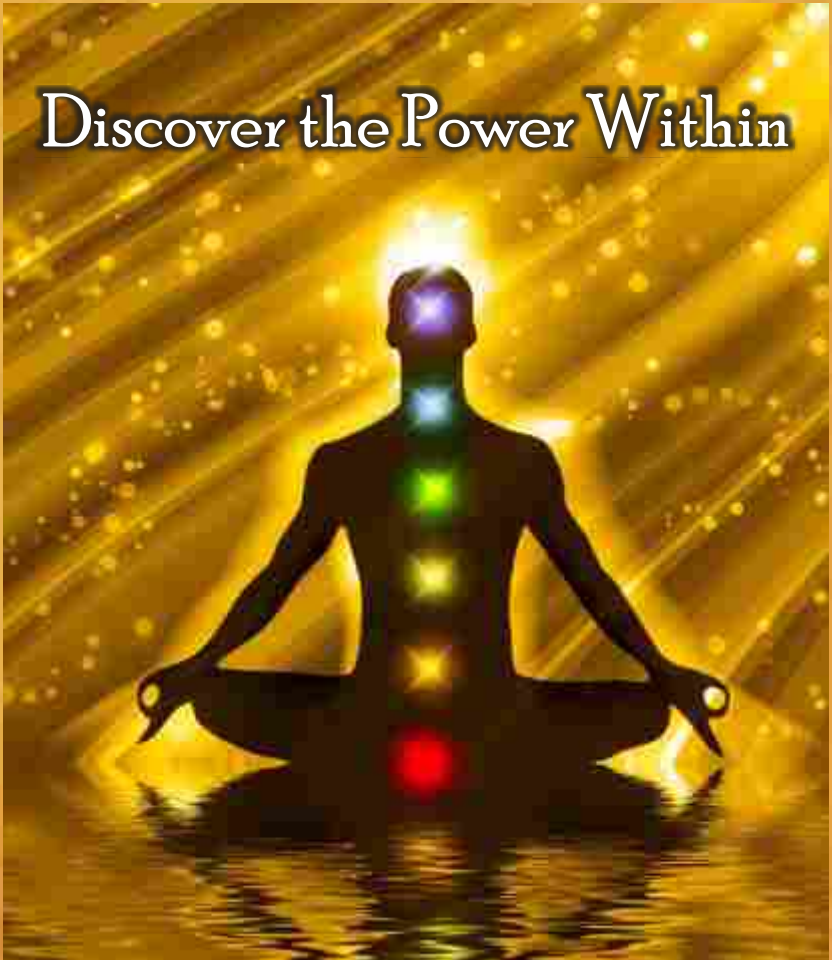
Some people are like the elephant: Elephants walk slowly, they wonder, they don't run, they are calm, they are poised, and their success also may come slowly to them.

However, some people are like horses. They are impatient to move, you can see their legs rearing to go, you can see them wanting to gallop and the minute you let them loose, they gallop and run because they want to get ahead. They know where they want to go and so it is with people who want to succeed.

What are you – a horse or an elephant? If you want to be successful, be a horse, not an elephant!

# SOS 35

Discover the Power Within

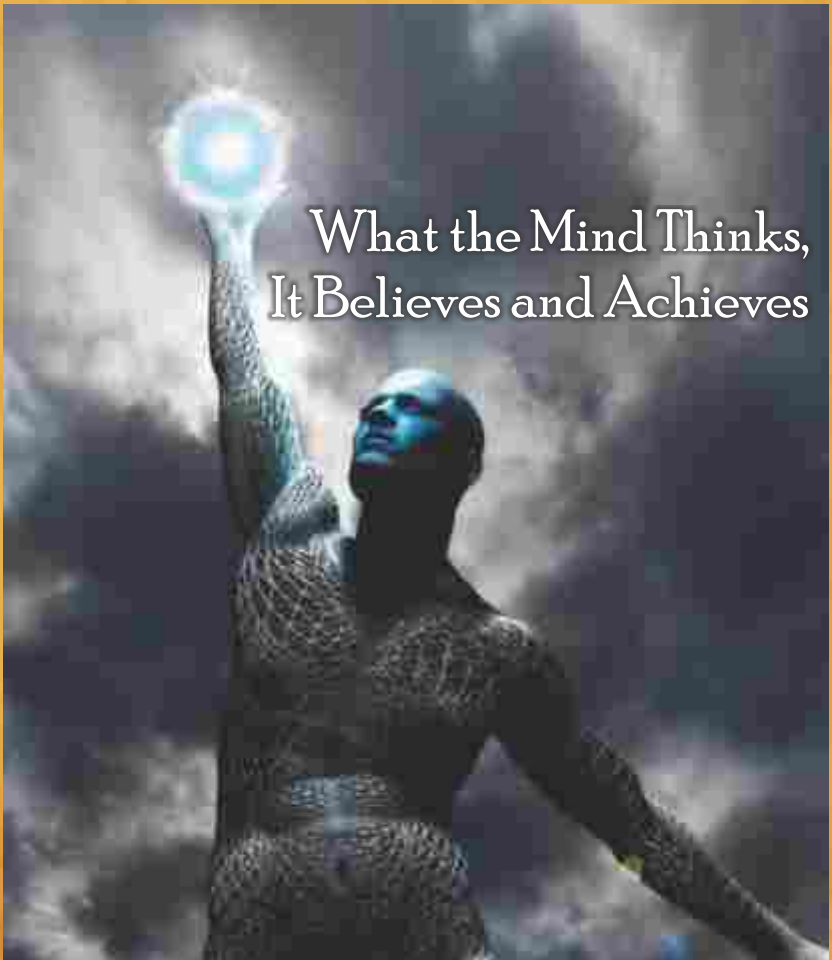




A very few people understand this secret that there is a power within – a power that creates the heart to beat and gives us life. This power is often referred to as *Prana*, *Shakti*, *Chi*, or *Ojas* – there are so many names. Basically, this power creates life, and it is the same power that can create success.

Unfortunately, some of us are able to transmute that power into success, and some of us lose it because we don't use it. Yes! There is tremendous power within, but we have to discover it. The power already exists inside us, but it is covered by various sheaths of the body. We have to uncover and discover the power and then use the power to succeed!

# SOS 36



What the Mind Thinks,  
It Believes and Achieves

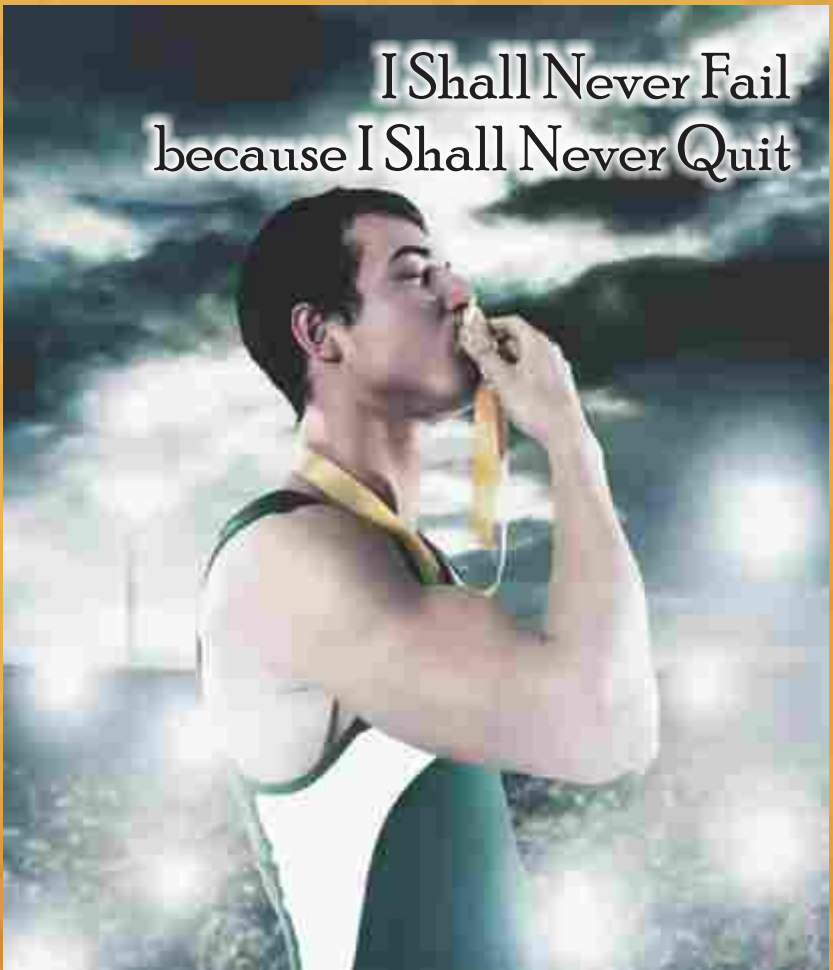
We often hear about the law of attraction and “believe and achieve” theory, but what does this mean? The mind is a very powerful tool. We can either use it to succeed or to fail. The choice is ours!

We must program our mind to think the right thoughts because whatever the mind thinks, it is followed by action, and then from action to habit, habit to character and character to destiny. If we make the mind think the right thoughts, we will believe and achieve. However, if we let the mind think negative thoughts, we will be discouraged. Then we will never believe and hence fail.

The choice is ours. Know that we can control the mind and through the mind, control our thoughts, actions and destiny.

# SOS 37

I Shall Never Fail  
because I Shall Never Quit



This is a statement of a successful person. He says, “I Shall Never Fail because I Shall Never Quit”. It’s very simple and it means that as long as I don’t quit, I’m still trying.

Successful people just go on trying and they never quit. They know the minute they quit, the game is over, success is over and failure has captured them. So if you want to succeed, just tell yourself “I shall never fail because I shall never quit”, and follow the statement with that resolution of never quitting.

Just keep on trying. If something doesn’t work, try some other way. If it still doesn’t work, then keep at it. You have to pray, you have to work hard, and you have to take help, but don’t quit, for quitters never win and winners never quit!

# SoS 38

Focus on Solutions,  
Not on Problems

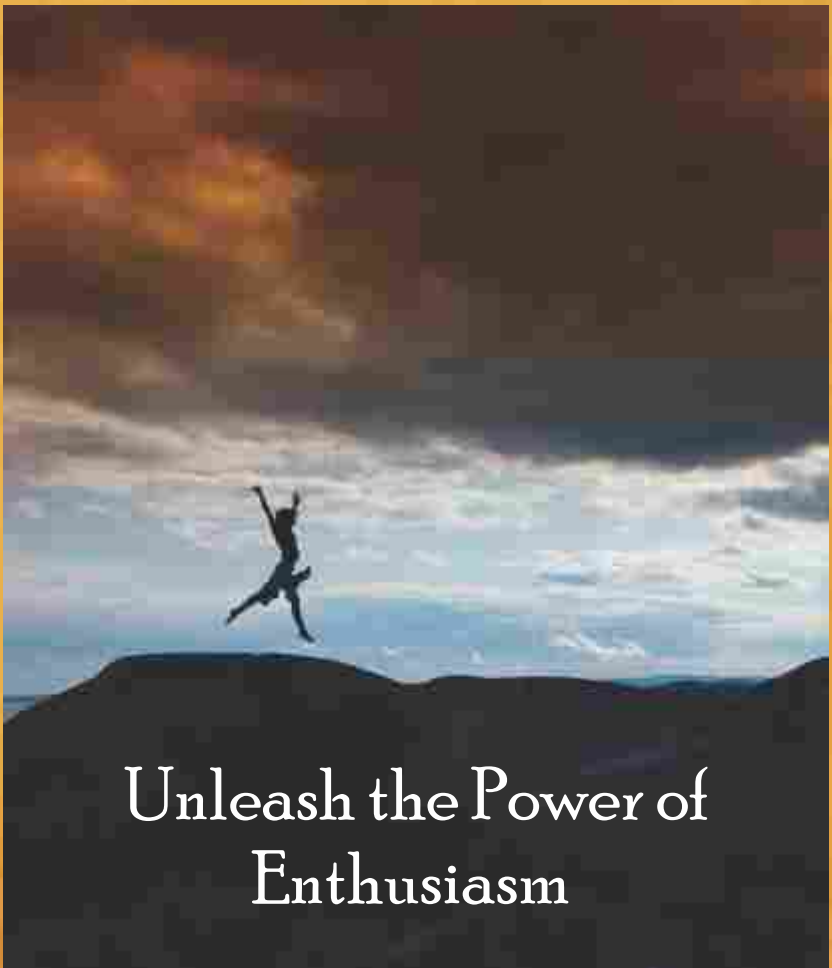


Do you focus on solutions or do you focus on problems? Well, everybody has problems... Who doesn't? The difference is that successful people don't focus on the problems; instead, they focus on the solutions.

Once you fail, if you keep on rehearsing the problem, you repeat the problem. At times, people who have failed let the problem occupy their mind and life. Those who want to succeed understand and analyze the problem and focus on solutions. This is the way to succeed and live.

Do not let your problem blow up like a balloon and then make it look so big that it looks impossible to solve. Yes, keep your problems in proper perspective and then don't focus on them. Instead, focus on the solutions. Those who focus on the solutions get them, and they are on their way to success!

# SOS 39



Unleash the Power of  
Enthusiasm



Enthusiasm has great power. We all know it because enthusiastic people are inspired. They are full of energy, they walk, they talk, they move, they achieve, and hence, they are enthusiastic.

However, the challenge is “How do you become enthusiastic?” You can become enthusiastic and learn this Secret of Success by understanding that enthusiasm is born from two words: “*En Theos*”, meaning “In God”.

What happens when you believe in God? When you believe in the power that has made the entire creation, it creates faith, hope and trust in you. Faith, hope and trust together are the ingredients for enthusiasm. So it's a simple way to believe and build enthusiasm. Once you have built enthusiasm, you will build the energy that is needed for your much-wanted success.

# SoS 40

Stop Chasing Butterflies...  
Start Digging Gold



When I look at successful people and those who do not want to succeed, I find a very distinctive characteristic that differentiates the two groups.

Successful people are busy digging gold: they go on and on and on. They are focused, they are persistent, they know what they want, they do it, they don't get distracted, they just keep at it, on and on and they get it!

What about those who do not want to succeed? They are chasing butterflies; they are doing this and that. They are doing everything else except focusing on the success that they seek. No wonder they are not successful.

Therefore, if you want success, follow this simple and true Secret of Success: "Stop chasing butterflies... Start digging gold! This secret can make you achieve success; it can give you the much-wanted focus, determination and energy that are required for success to happen. So, why wait? Start digging gold!

# SOS 41

Brick by Brick –  
That's the Trick!



Those searching for success must learn a simple principle: success is not an instant product. You don't get success at the snap of the finger. It's not like how you make an order at one of the McDonald's outlets, where you can go and get a burger in a moment.

Success takes its time, like building a monument such as Taj Mahal – it was not built in a day. Therefore, those who have achieved success know that success is a trick that happens brick by brick. Your success evolves. It grows.

At first, it starts with a brick, cement, and then another brick. Next, you wait for it to cure, and then you put the next block. Likewise, success happens step by step and bit by bit till you eventually see the beautiful picture of your success. So remember this important success secret, “Brick by Brick – That's the Trick!”

# SOS 42



Don't Be a Bubble... Be a Ball

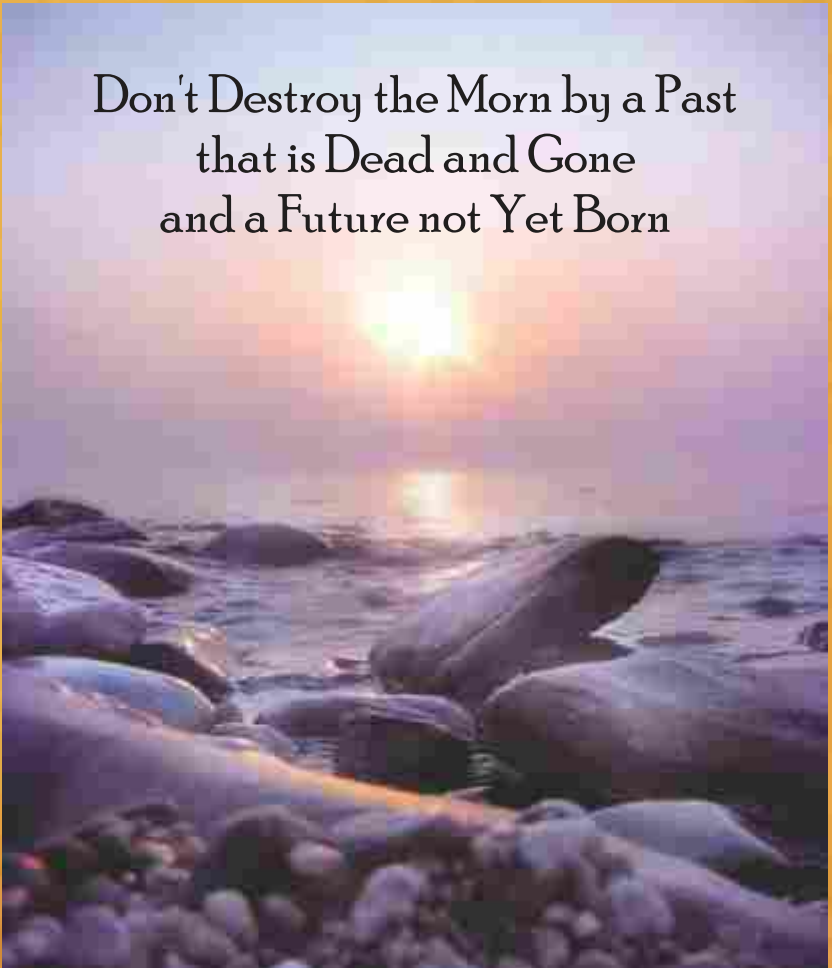
Some people will understand this Secret of Success from the statement itself. How can success be about a bubble and a ball? Well, it's simple. What is the difference between a bubble and a ball? The moment the bubble touches anything, it just bursts, but a ball doesn't burst. It bounces back!

Successful people bounce back. When they hit resistance, they don't burst. When somebody touches them, they don't burst – they are like a tough ball! Whatever happens, the ball just keeps bouncing. Similarly, successful people keep on bouncing.

If you want to be a successful person, remember that you have to bounce back, no matter what. Regardless of the problems, resistance, difficulties, and roadblocks, the moment you hit a roadblock, don't stop! Bounce like a ball! Because you don't burst like a bubble, you will be on your way to success!

# SOS 43

Don't Destroy the Morn by a Past  
that is Dead and Gone  
and a Future not Yet Born





What does this secret principle teach us? It teaches us that to be successful, you must make use of the present moment. All we have are the present moments.

We don't have the past – it's gone. We don't have the future – it's not yet born. We have the present in our hands. Hence, "We shouldn't destroy this morn by the past that has gone and the future not yet born", that's the secret!

People who live with this secret make the best of the present moment. By doing so, they have a yesterday that was great and a tomorrow that's going to be superb because when tomorrow comes, it will be the today that they will be making the best of.

Are you living in the present moment? Or are you living in the past or future? If you are living in the present moment, then you know that you're on your way to success.

# SoS 44

The Magic of 5+1



I have used this success principle over the last few years to make my dreams come true. It's a secret that challenges us to sleep only for 5+1 hours. Many people sleep for 7 hours or even 8 hours.

What happens when you spend too much time sleeping? You lose that much productive time, which can be used to make your dream come true. Therefore, audit the time you sleep. How many hours do you sleep in a day?

Successful people, on an average, sleep for less than 6 hours. They sleep for 5 hours in the night, and most of them take a quick afternoon nap. This is a kind of recharge – something that helps one to achieve success. Try it! It may work for you!

# SOS 45

99 Percent Right is  
100 Percent Wrong

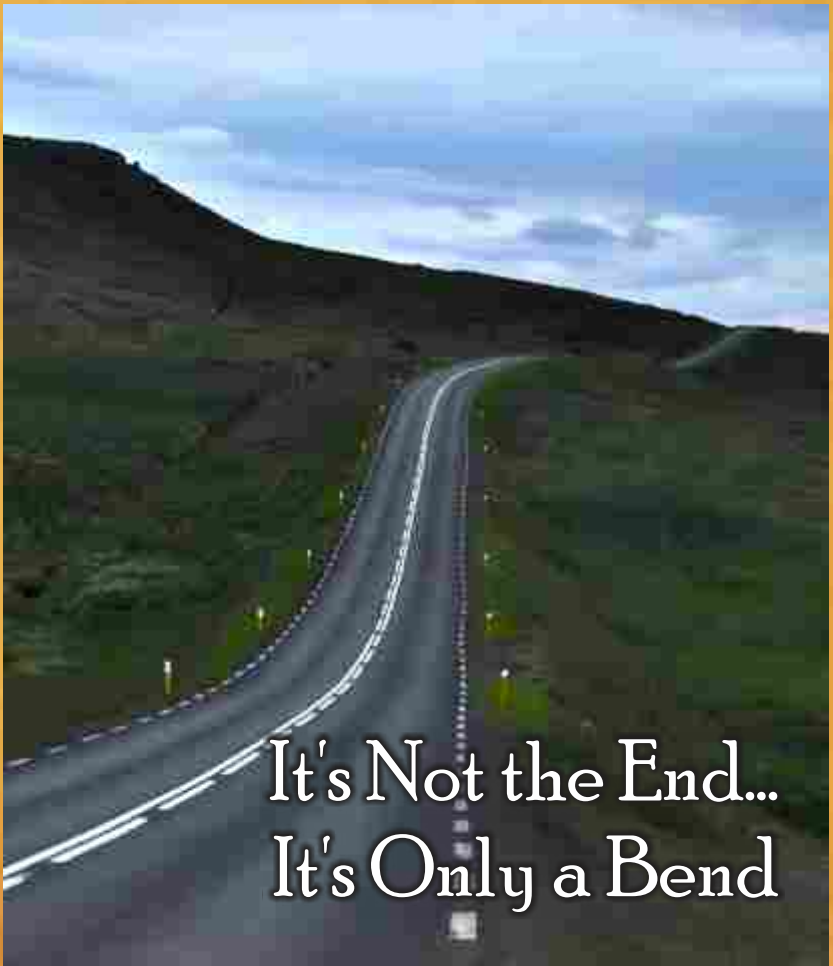
~~99%~~

On the way to success, don't stop at 99 percent because this Secret of Success tells us that “99 percent right is 100 percent wrong”. There are many, many, many people who are 99 percent right, but they end up failing. What made them a failure? It's that 1 percent, which was a missing link between failure and success.

Who invented the telephone? We all think that Graham Bell was the one, but in reality, Johann Philipp Reis was the first one to build a device that could produce sounds. He named his device “telephon”. But the device was not commercially viable and the sound quality was poor. Graham Bell further improved on this invention, making a device with a much better sound quality. He was the first one to apply for a patent for a device that transmitted sounds.

Credit of the invention of the telephone goes to Graham Bell, not because he did 100 percent of the invention, but because he did the additional 1 percent and made it work. Learn this secret – doing or achieving 99% is not enough. You need that extra 1% percent that makes you the winner.

# SOS 46

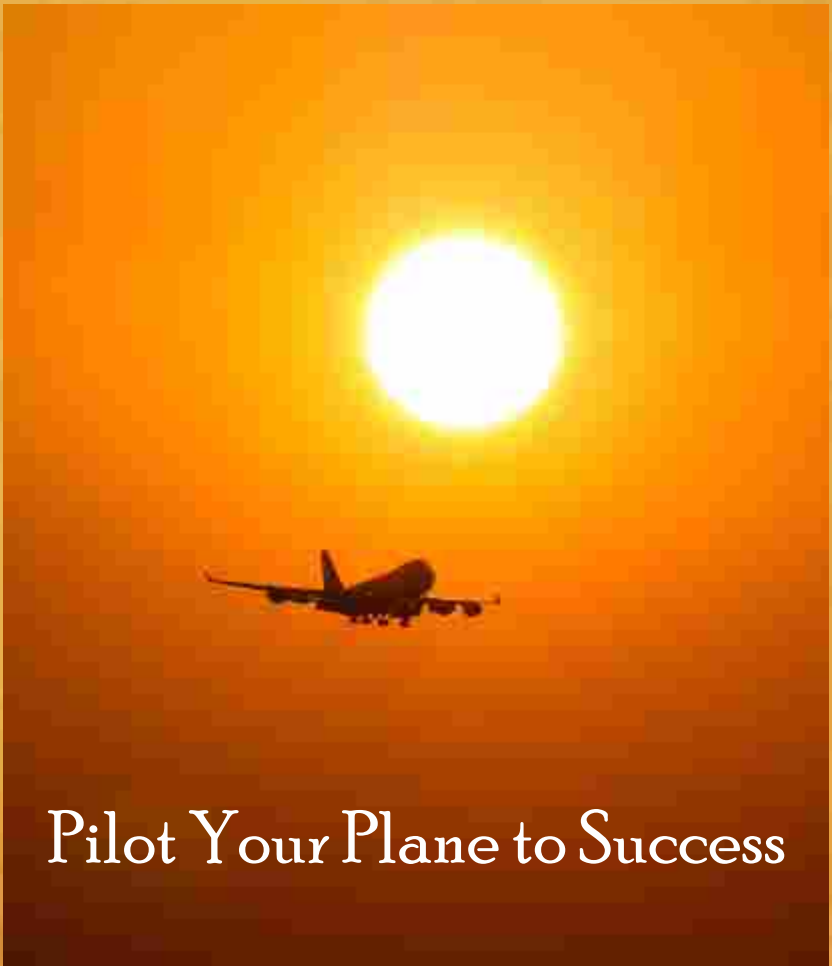


It's Not the End..  
It's Only a Bend

When you're walking down a road, you often think that it's the end and what do you do? Either you stop and turn back, or you go towards the end to check it out. Successful people never accept the end of a road in their life as the end. They keep going because they are sure that at the end, there will be a bend.

This means that in life, no challenge, no opportunity - nothing has an end. There's always an opportunity - a scope for us to create a bend, to create a turn, and to create an option. Those who are successful find a way where there is no way. When it's the end, they find a bend - this is finding success! It is the ability to be committed towards making your dream come true. The next time you think that your success is showing you a board that says "The End", don't stop! Go ahead and find the bend!

# SOS 47



Pilot Your Plane to Success



You are the pilot of your own plane. Your plane is your life, and you are in command of your plane. You are in the pilot seat, and you have the controls in your hands. Just like a pilot can take his plane to any destination, you can take your life to any destination because it's your life and you have to make the choice of what you want.

You take off, cruise, and land the way you like. Don't blame others for the course of your life's journey. You are the pilot of your plane, if you give the charge of your plane to a co-pilot or to anybody else, it's your mistake. Don't let anybody take charge of your life.

You take charge of your own life. You pilot your plane to a destination of your choice. Know where you want to go, choose the right direction, put in the right fuel, take off, land, arrive, and succeed!

# SOS 48

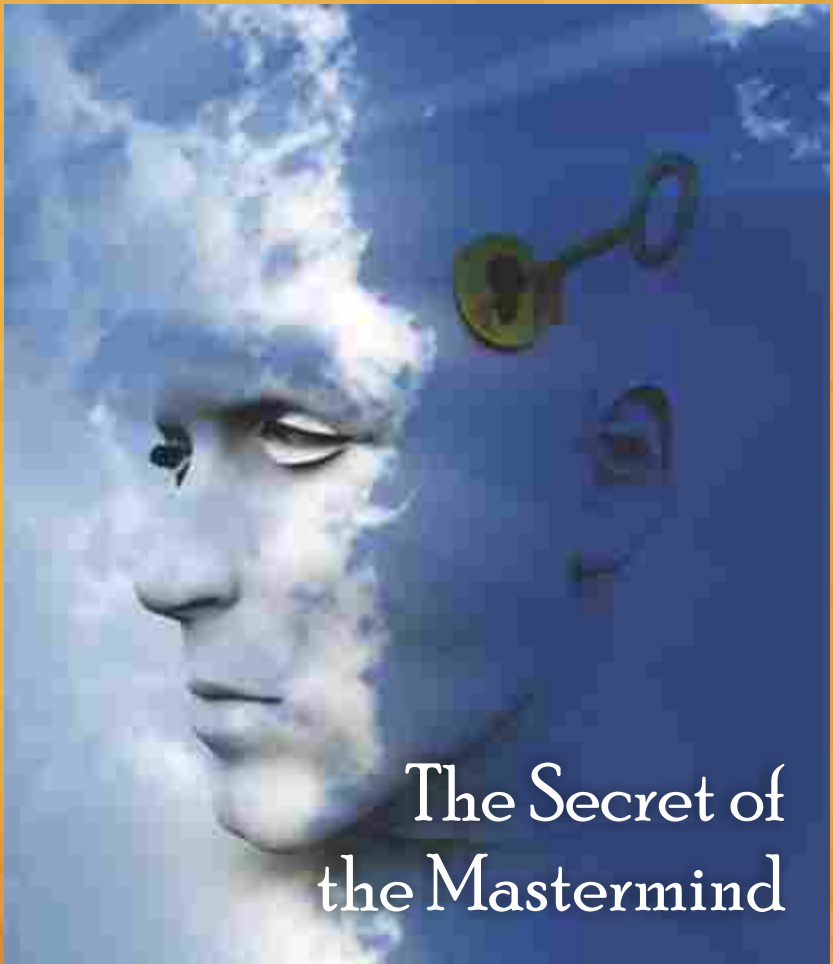
Be a Winner,  
Not a Whiner



There are many people who keep on whining, complaining and repeating questions like why they couldn't do it, what stopped them from success, why it's not possible, why it's so difficult, and why the world is so unfair. Well, this is called whining. They keep on whining, but those who are whining, are never winning.

So, success is a choice between whining and winning. Why? Because whiners lose their entire time and energy whining and winners do not have any time to whine at all! They are just focusing on winning; they focus on the secret of success and think about their plans. They work on their dreams and their teams, and together with the focus on winning, they achieve success.

# SOS 49



The Secret of  
the Mastermind

A mastermind is a group of minds that work together for a common objective. Most successful people never depend on their mind alone. They use a mastermind, a group of minds working together for a goal that they wanted to achieve. Yes. Most successful people have not achieved success alone. It's always a group that makes success possible, and this group is generally a mastermind. They may call it by different names, but if you look at most successful people, this is what makes their success a reality. A mastermind is nothing but minds that are merged and are thinking together, working together, and strategizing together to achieve a goal.

Do you have a mastermind? Or are you working alone? If you're working alone, you may take a long time to get what is called success, but instead, if you build a mastermind, you can be sure that you've got one more success secret in your hand.

# SOS 50

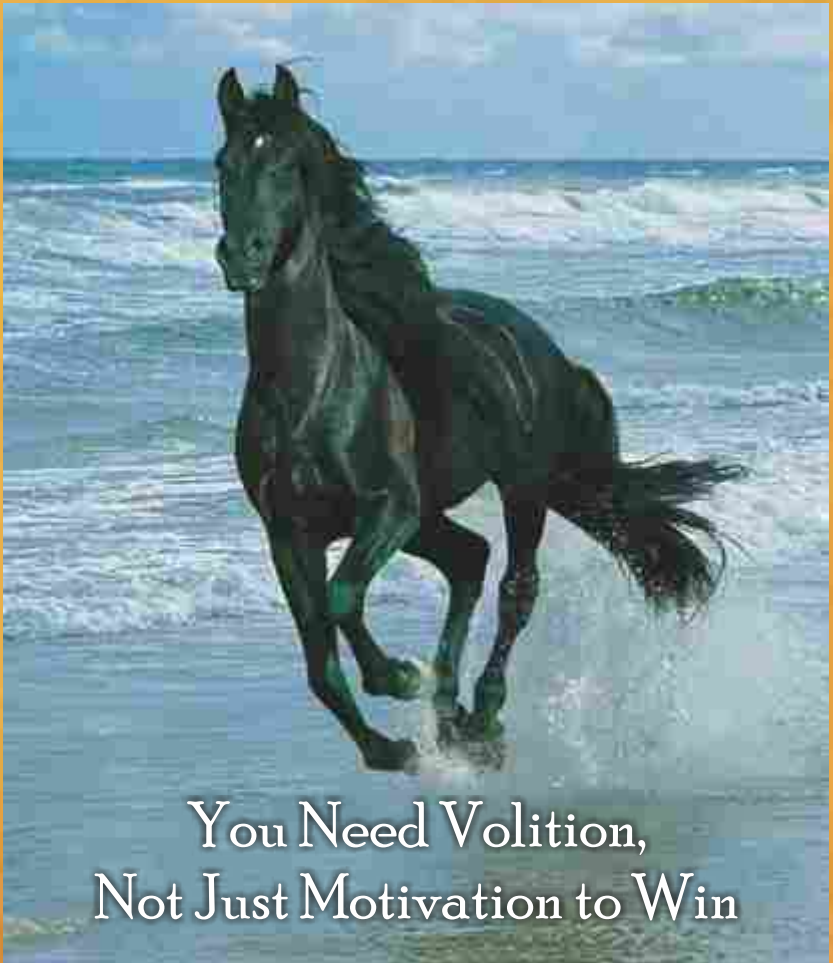
No One is Born Successful



When babies are born, do they have a tag in their hand stating “Success” or “Failure”? No, no one is born with a tag of success or failure. In fact, we all are born like *a Tabula rasa* or a “blank slate”, and then we grow up. Till our teenage, we hardly have a command of our life. But the moment we are adults enough to take charge of our lives, it’s up to us to become successful.

Nobody is born successful. You may be born rich, but it doesn’t mean that you are going to be successful. In fact, most of the success stories are of those who are born poor and in the most challenging situations. Then, what makes them successful? They realize that their birth doesn't have to decide their destiny. They realize that it's not about being born successful, it's about becoming successful! They use the Secrets of Success to become truly successful.

# SOS 51



You Need Volition,  
Not Just Motivation to Win

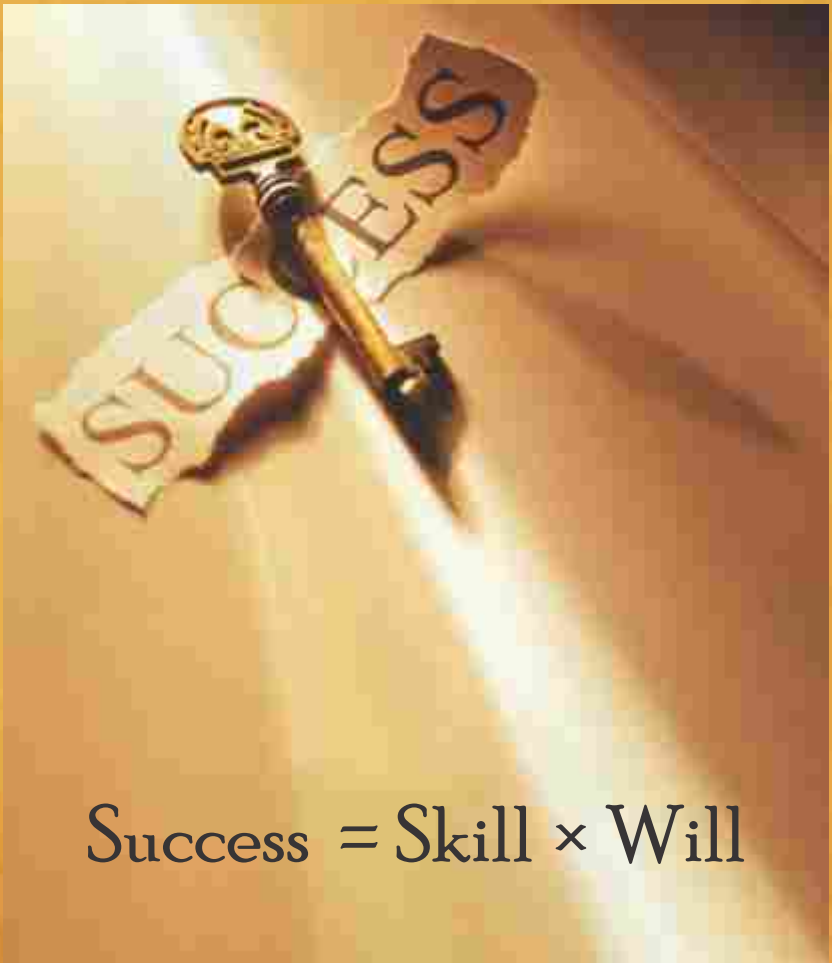


Many people do not reach the destination of success because they are waiting for external motivation. It's common to hear statements like "I need to be motivated" or "I need motivation". But is it motivation that creates success? Not always.

The real ingredient of success is volition. Volition is nothing but voluntary intention. Unless there is a voluntary intention for one to do something, it will never happen. How many times can somebody force you to do something? If you really want to do something, it should come from your heart. You should want to do it; it should become your aspiration and your resolution.

Resolve to succeed, desire to succeed and create that voluntary intention or volition to succeed, and this is one of the sure secrets to get to the top!

# SoS 52

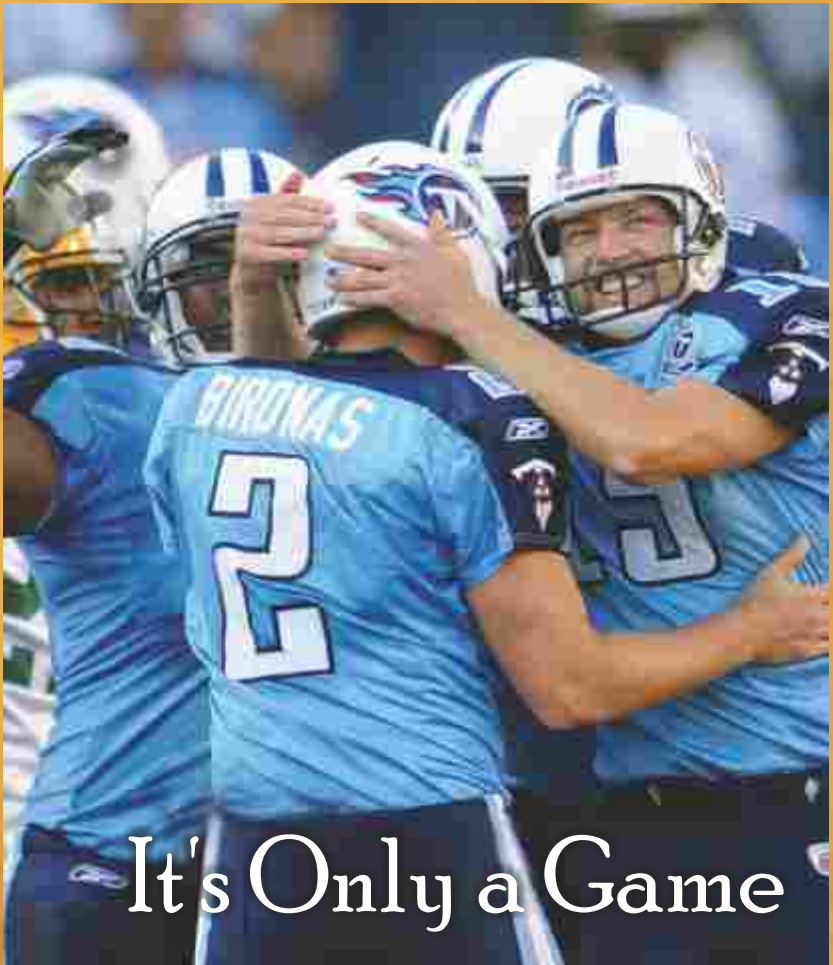


Success = Skill × Will

How do you get success? Success is got by multiplying two key ingredients – skill and will. If you really want to achieve something, find out what are the skills needed to achieve that and then acquire those skills. It's not difficult to acquire skills, provided you want to succeed. Of course, if you have the will to succeed, you will go that extra mile to acquire those skills.

But the skill itself is not enough to achieve success. Success is equal to skill multiplied by will. You need to have a strong will – a will that creates a power to make the skill into success. Many people have skills, but they don't achieve success because they lack the will. Those who have a will and don't have a skill often use their will to acquire the skill. But finally, you need to have both skill and will to truly achieve success.

# SOS 53



It's Only a Game

What is life? Life is just a game. If you have a philosophy that life is only a game, then there are great chances of you achieving success. Why does this secret become a principle of success? You don't worry about failure and what's going to happen because after all, life is just a game! In a game, it's okay even if you win or not.

Unfortunately, most of us don't have the same attitude towards life. Therefore, we are not able to take risks and try out new ways to make it happen. In a game, we have a sporting spirit; we have that spirit to take risk, try, and experiment because after all, it's only a game.

If you want to succeed in life, believe in and adopt this philosophy that life is only a game and if you don't make it, it's okay. With this attitude, you may lose the game once or twice, but eventually, you will achieve success!

# SOS 54

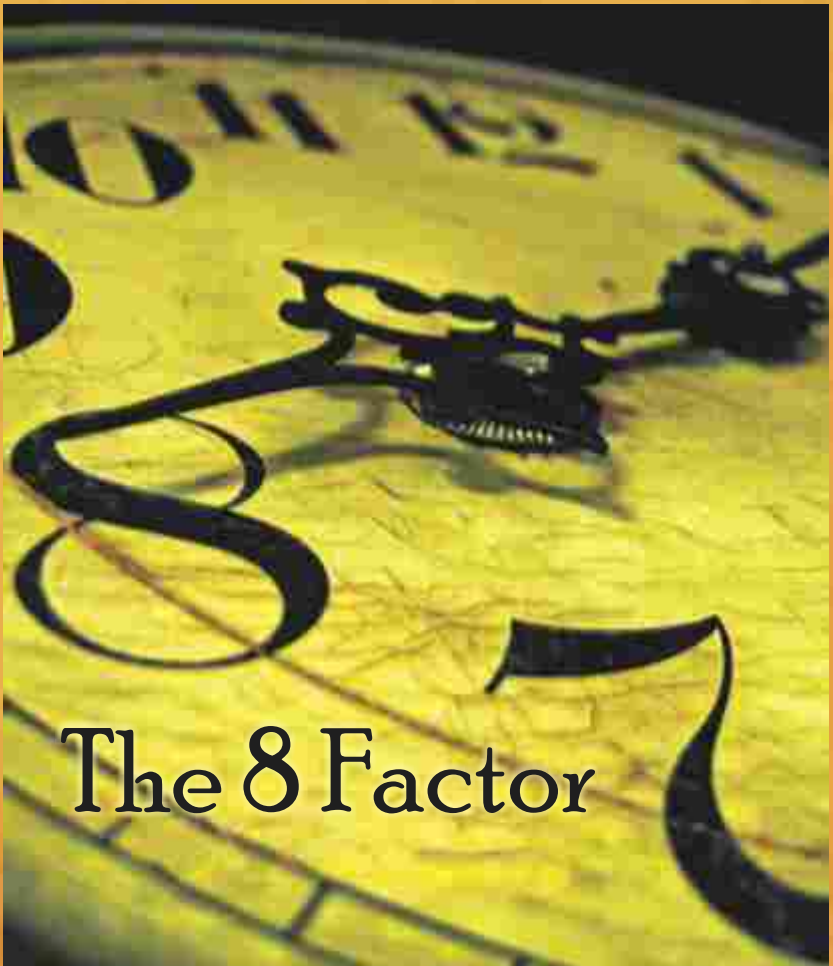
Cope Through Hope



To achieve success, To achieve success, one has to face the storms of life and cope with the gales and aftermaths. We face not just storms in life, but even hurricanes and tsunamis – things that will actually defeat us and put us down. We can cope with such adversities by using the magic called “Hope”. Therefore, this Secret of Success says “Cope through Hope”– which means that you can cope with such difficult situations through hope if you know what hope is.

What is hope? Hope is the acronym for “**H**aving **O**nly **P**ositive **E**xpectation”. When you have hope and only positive expectations, even when the storm comes, you know that the storm won’t last. Live with Hope. Don’t let negative expectations rule your life. Be positive always. Live each day with Hope. With this hope, you can cope, and this way, you can achieve any success that you dream about!

# SOS 55



The 8 Factor



Many successful people use the 8 Factor to take them to success. I have used the 8 Factor very often. The 8 Factor is simple. We all generally work for 8 hours a day. We sleep for 8 hours, take a shower and get ready, and still, there is a balance of 8 hours, that makes it altogether, 24 hours in a day. These balance 8 hours are referred to as the “8 Factor”.

What do you do with your 8 Factor? What do you do with those balance 8 hours? These balance 8 hours or the 8 Factor generally determines whether the person is going to taste success or not. If you waste these 8 hours, loitering away time, just watching movies, reading magazines, and doing things that don't matter, there are little chances that you will be able to make it to the top. However, if you use these 8 hours to do a course, learn something new, or pursue a hobby that can make you stand out from the rest – then you're using the 8 Factor to your advantage.

Discover your 8 Factor, analyze your 8 Factor and then change that 8 Factor so that it will create success for you! If you use the 8 Factor effectively, success cannot escape from you!

# SOS 56

Make God Your Partner



While this may sound like a spiritual secret, it's actually a success secret. Who is God? God is not a distant, unknown being. God is the Creator of the Universe. We don't know where God is, who God is or what God is... but God is! Obviously, there is a Creator of the Universe - a Power we call God. Therefore, this secret calls for us to make God our partner.

What happens when we make God our partner? When we do so, we are actually making the Creator of the Universe a part of our success. When the Creator of the Universe becomes our partner, how can we fail?

The Creator will create imagination and intuition in the superconscious mind. The Creator will give strength, courage and confidence. The Creator will show us a way, when there is none. The Creator will be with us not only in our good times, but also during our tough times, holding our hands and taking us across. Therefore, making God our partner, spending time to connect with God and becoming stronger is a sure way to success!

# SOS 57

Work Made Fun  
Gets Done



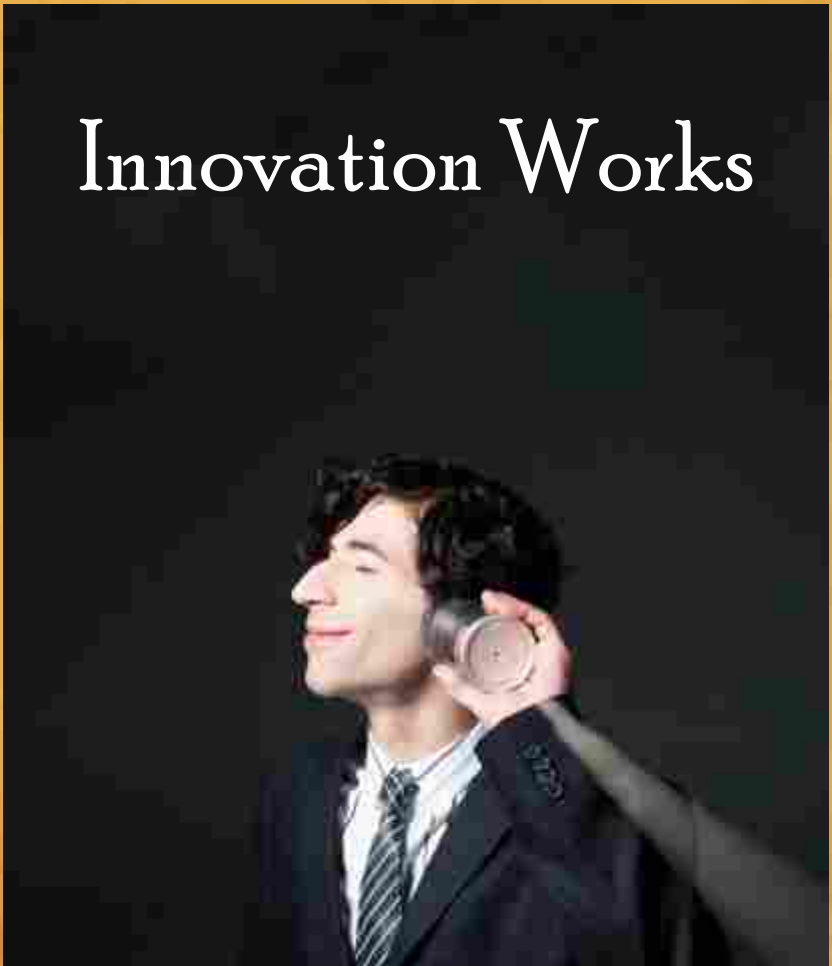
This is an amazing secret that simply states that if work is just work, it may never create success, but if work is made fun, it gets done and it leads to success. Is your work fun? Do you enjoy what you do? If you're dragging yourself to your work, how can you achieve success?

If your work is something you truly enjoy and you have fun while doing it, how can you fail? Therefore, this becomes a Secret of Success. It becomes a principle that leads to the truth that if work is interesting, enjoyable, and something we love, then along with that work, we will achieve success and there would be achievement in what we are doing.

So, either do what you love or love what you do, but make sure that you enjoy your work because work made fun gets done. Success happens!

# SOS 58

Innovation Works



What is innovation? Innovation is nothing but doing something in a new way; thus, it is called innovation. What does this success principle mean? It means that whatever you are trying to achieve success in, try something new. Try doing it in an innovative way. Don't keep doing what has been done. It won't work! The world salutes anything that is new and accepts it as successful.

The human psychology appreciates something new. It's taking the same ingredients, but cooking it in a new way; it's taking the same words, but presenting it in a new way. It is up to us to create innovation in our field of endeavor because whenever there is innovation, success follows!

# SoS 59

None of Us is  
as Smart as All of Us





If you pay attention to this statement, it seems to be such a simple fact of success, doesn't it? None of us can be smarter than all of us because in all of us, the one who we think of as the smarter one is already included. Each person is an inclusion in the team and a single person cannot be smarter than the entire team he or she is a part of. Therefore, use this principle to achieve success.

How do you use this principle? We use this principle by not trying to achieve success alone. We use this principle by trying to create a team. We use this principle not to just create a team, but also to make the team feel that we value and consider them as strong individuals.

If you want to succeed, remind yourself that you may be smart, very smart but none of us is as smart as all of us.

# SoS 60

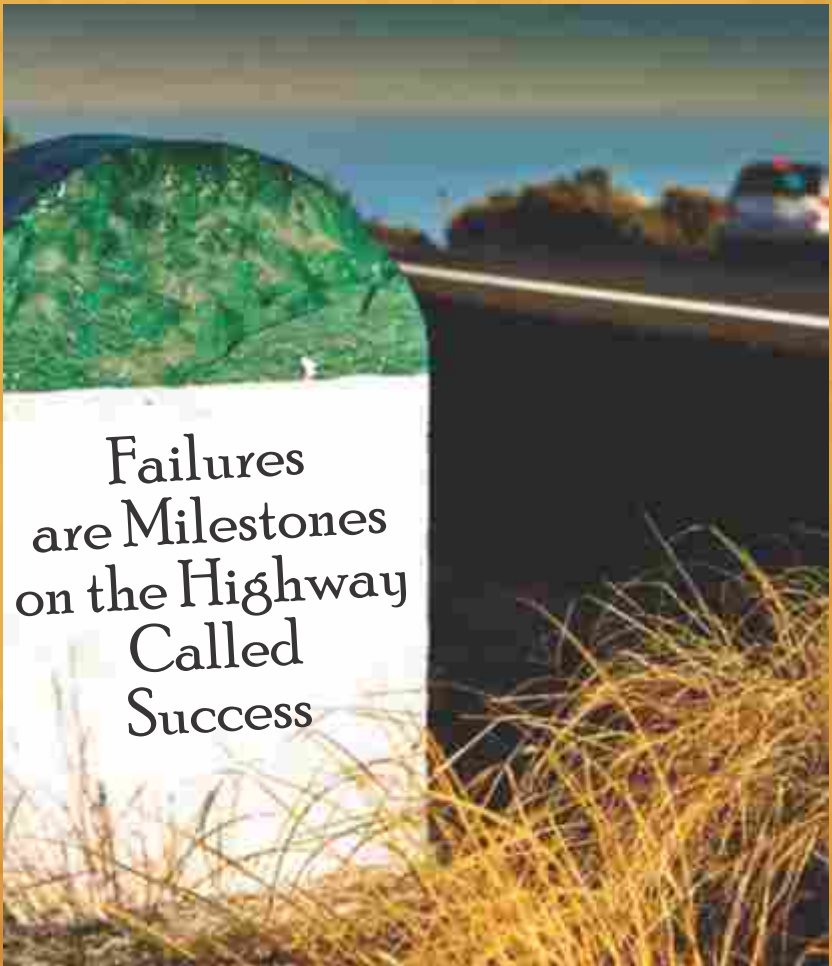
A Passion for Perfection



Look around and you will find one common quality in successful people. They have a passion for perfection. What is that passion for perfection? It is an attitude to make things better till you reach the level of perfection. Of course, the truth is that nobody is perfect – neither me nor you. However, it does not mean that we shouldn't have a passion for perfection. While we know that just the Creator is perfect and everybody else on Earth has imperfections, it should not stop us from having the ambition of trying to do things perfectly.

When we put in an effort to do things perfectly, it's actually making improvements in what's already been done, and hence, this is a sure principle of success. If you keep improving what you are doing, you keep getting more and more results, which take you up the ladder called success. Learn this secret of success and develop a passion for perfection.

# SOS 61



Do you want to achieve success? Then, think of yourself as someone speeding down the highway called success. But can you reach the destination without passing several milestones that come on the way? These milestones are failures. They are various things that will come across to test you and to try your strength, perseverance, persistence, patience and your ability to succeed.

Problem comes from the word “*probállō*,” which means to throw or lay something in front of someone. So, on the highway, there will be so many problems thrown in front of us. These are the milestones. If we can’t deal with the milestones, we will never arrive at success. Therefore, if you want to achieve success, as you’re speeding towards it, accept problems as a part of success. Then, you will be successful!

# SOS 62

Every Day is a Holiday

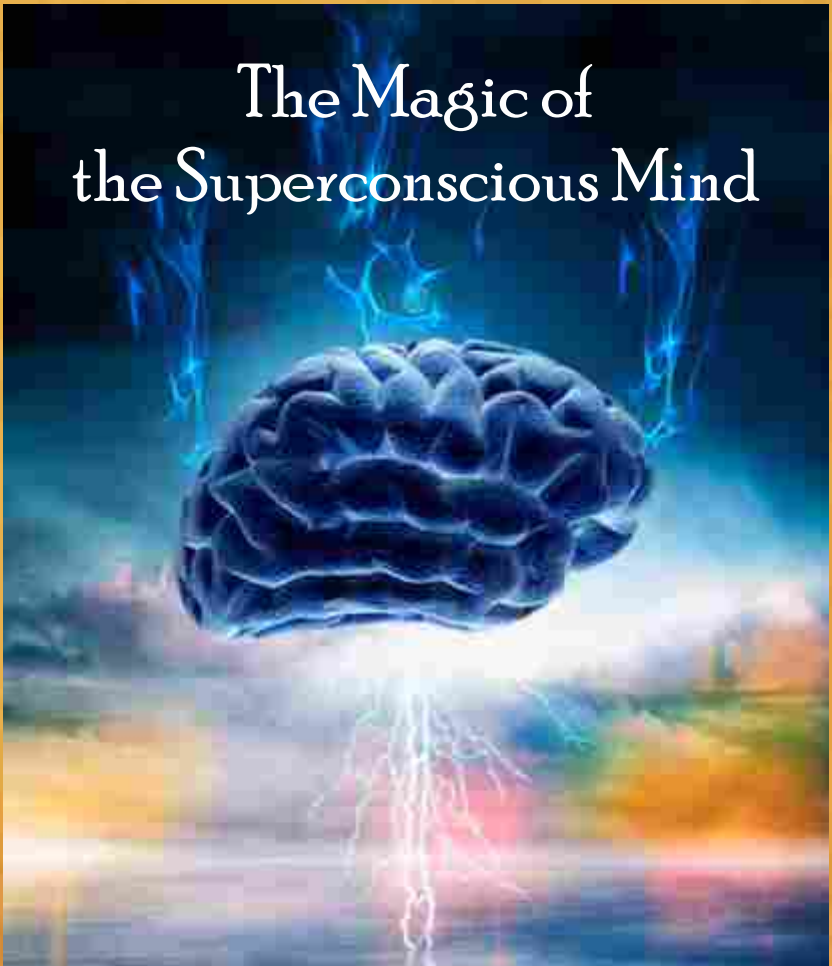


How can every day be a holiday? Those who have learned this success secret know that every day is a holiday. Typically, people like to work from Monday to Friday or Monday to Saturday and then comes the holiday they have been waiting for. Can they achieve success this way? Absolutely not! This is because the attitude of discriminating between the work day and holiday is a killer. It kills success!

Those who are successful don't know the meaning of holiday. For them, every day is a holiday; every day is a day of excitement and fun and a day that must be celebrated. Of course, there may be a day when they rest, but the mind doesn't stop working. The mind wants to celebrate every day, think every day and achieve every day. The mind goes on and on because the mind knows that there's nothing like a work day and a holiday. This discrimination defeats success. So celebrate every day of your life as a holiday!

# SOS 63

The Magic of  
the Superconscious Mind

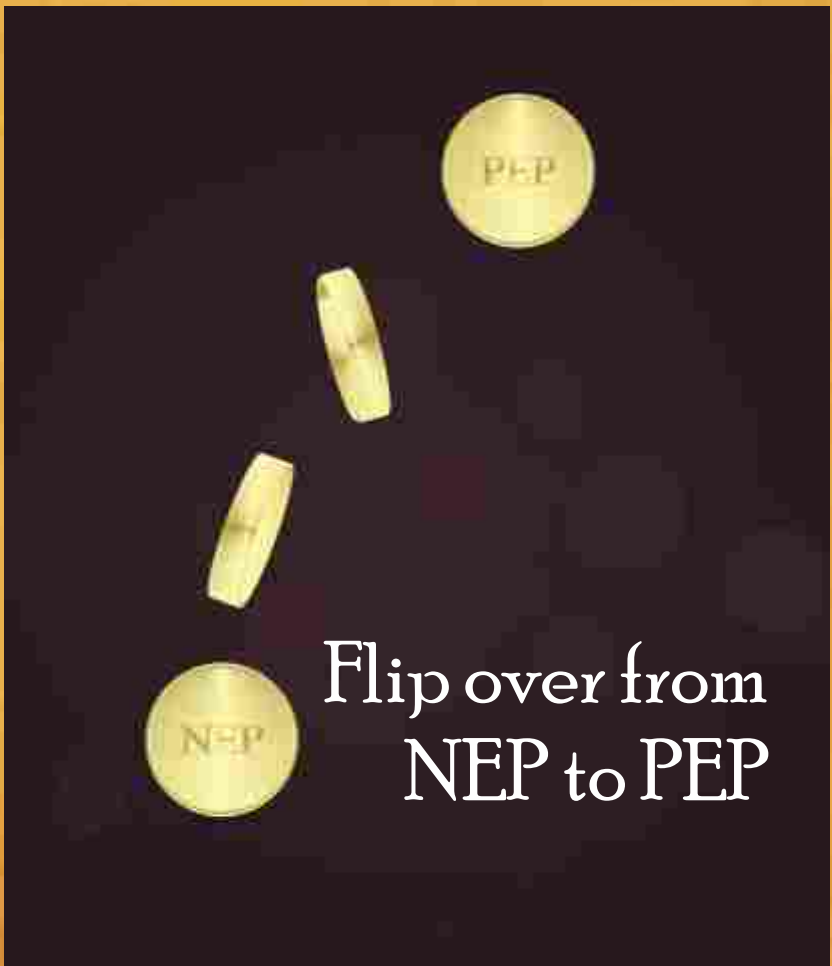




Successful people discover the superconscious mind. Normal people believe that there is a conscious and a subconscious mind and if you ask them, what is the third mind? They'll say the unconscious mind. Of course, when the conscious mind is sleeping, it becomes unconscious.

However, the third mind is the superconscious mind. The superconscious mind is that domain of the mind which is responsible for imagination, intuition, sixth sense, and telepathy. Just like a SIM card connects to a satellite, the superconscious mind connects to the GPS – God's Powerful Signal (not the Global Positioning System). This GPS receives ideas, thoughts, and creative flashes from the Universe that makes success happen. Discover your superconscious mind if you want to discover success!

# SOS 64



NEP is Negative Energy Poison. Negative energy creates poison. Hatred, worry, jealousy, anger, impatience, doubt, and fear are all negative emotions – together they are called NEP. You must learn to flip over from NEP to PEP!

What is PEP? PEP is Positive Energy Power. Positive energy has power just like negative energy has poison. Positive emotions include faith, hope, love, compassion, forgiveness, joy, and patience. These positive emotions create power; therefore, success goes to that person who flips over from NEP to PEP – from negative energy that's creating poison to positive energy that's creating power!

These positive energies create power in the lives of those who choose to flip from NEP to PEP, and this power creates success. In contrast, for those who are content with NEP, the negative energy is strong enough to keep them in the failure mode forever. Choose to flip over from NEP to PEP to achieve success!

# SoS 65



Live with FAITH

Successful people live with faith. The acronym FAITH stands for “Full Assurance In The Heart”. Faith is living with optimism and with positive expectations; knowing that good things will happen. Faith is the assurance in the heart that makes one have positive thoughts. It is the positive thoughts that lead to positive feelings, positive actions and positive choices. When you have full assurance in your heart, then you're on the way to success! But when you don't have faith, you start doubting yourself. DOUBT paralyses and makes the possible impossible.

When you choose to live with faith, you start the success journey step by step. You tread on the path less travelled and explore a territory which was unknown to you. You live with courage and confidence. You get an adrenaline rush. You acquire the energy that makes you move ahead with positivity. Something that was thought impossible becomes possible just because of your self-confidence. To be successful, live with faith!

# SOS 66



There is Always a Better Way...  
Your Challenge is to Find It

Do you want to be successful? Then believe that there is a better way, and know that there's a better way. The problem is because we don't believe and know there's a better way, we don't make an effort to find it. What does the secret state? There's always a better way; so when there's something holding you back from success, tell yourself "There is a better way; I have to find it!", instead of asking or questioning yourself if there is a better way at all.

The moment you start questioning yourself and doubting the fact that there is a better way, you stop looking for that better way. When you do that, you can never achieve success.

Are you stuck? Is something not happening in your life? Is there a road block? Is there a wall between you and your success? Always remember that there is a way to jump across this wall or there is a way to break this wall.

Remember The possibility thinkers' creed: *When faced with a mountain, I will not quit! I will keep striving until I climb over, find a pass through the tunnel underneath or simply stay and turn the mountain into a gold mine with God's help.*

# SOS 67

Know Where You Want to Go,  
and Then  
Go Where You Want to Go





SOS 67 has two parts: 1. Know where you want to go and 2. Go where you want to go-both the parts are required to achieve success. Some people don't know where they want to go; therefore, they are wandering here and there aimlessly. How can they achieve success? On the other hand, there are others who know exactly where they want to go, but they sit down and do nothing. They don't go where they want to go!

Success has these two parts. First, you must know where you want to go, and be absolutely clear about it. You must know exactly what you want, how you want, when you want, and where you want it. Once you are clear of what you want, then start going there. Take the first step, the second step and the third step and before you know it, you will be there!

Yes, those who know where they want to go and go where they want to go become unstoppable. Nothing that they seek stays away from them because they know where they want to go and they go to where they want to go.

# SOS 68



KAIZEN

I learned this Japanese principle, and I call this a Secret of Success because many people don't know what Kaizen is. It is that total quality management skill of the Japanese, which states that if you want to achieve success, then do small, seemingly insignificant, continuous, ongoing, never-ending improvements.

If you take small, seemingly insignificant steps and develop an attitude of continuous, ongoing improvement, you will never fail. Don't try to build a mountain in one day. Don't try to achieve all your goals in a moment!

Take those steps, which may appear small and seemingly insignificant. When we say continuous and ongoing improvements – it means that you must continue your ongoing, never-ending improvements. If this is your attitude, i.e., if you have the attitude of Kaizen, how can you fail?

# SOS 69


Readers are Leaders



Look at the successful people around you, and check out their attributes. You will find one common attribute in successful leaders: they are readers! They keep reading because curiosity is the foundation of their success. When there is the curiosity, desire and aspiration to learn, that is when people keep on reading and reading to know what is happening in the world. What are the opportunities? What are others doing? What is your competitor doing?

When you keep on reading, you develop the habit of reading. Then, you are automatically leading because you create a circumstance around you where you are in command. You have a grip on what's happening in and around you. But the non-readers... Well! They are too busy with the other pleasures of life that they have no time to read; obviously, they have no time to lead and succeed. So this Secret of Success says that it is important to take time to read so that you can lead and succeed!

# SoS 70



Decade, Pentad,  
Annual, Quarter,  
Month, Week, Day

When I first wrote Goals for my "Decade, Pentad, Year, Quarter, Month, Week, Day", my secretary asked me "How can this be a success principle, a secret?"

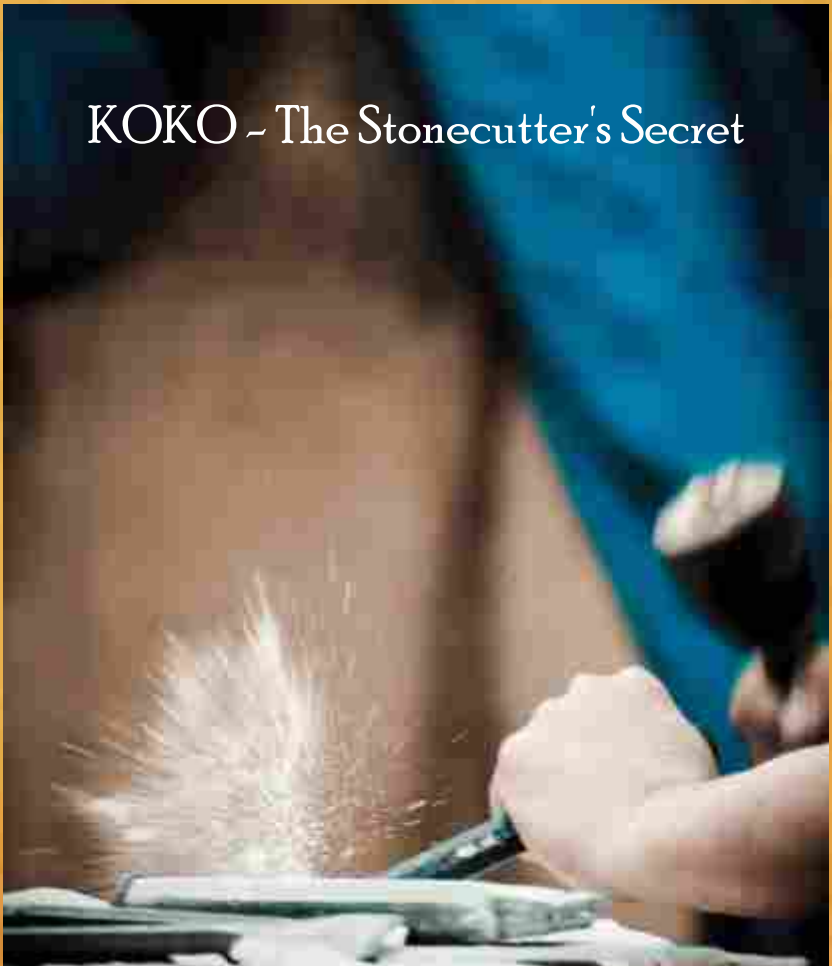
I asked her: "Tell me! What is your goal for today?" She answered, "I have no goal for today". Then, I said, "What about the week's goal?". She replied: "I want to do some things, but I have not set a goal..."

I continued, "What about the month's goal?" She showed me a few notes, which she had scribbled on her pad, and then I said, "What's your goal for this quarter, this year, the next 5 years or pentad and the next 10 years? She looked at me in horror and said, "Do I have to set 10-year goals??"

I said, "No, you don't have to set 10-year goals if you don't want to succeed. But if you want to succeed, then you must start setting your goals for the Decade, Pentad, Year, Quarter, Month, Week, and Day. If you have goals set right from 10 years to 1 day, who can stop you from succeeding?"

# SOS 71

KOKO ~ The Stonecutter's Secret



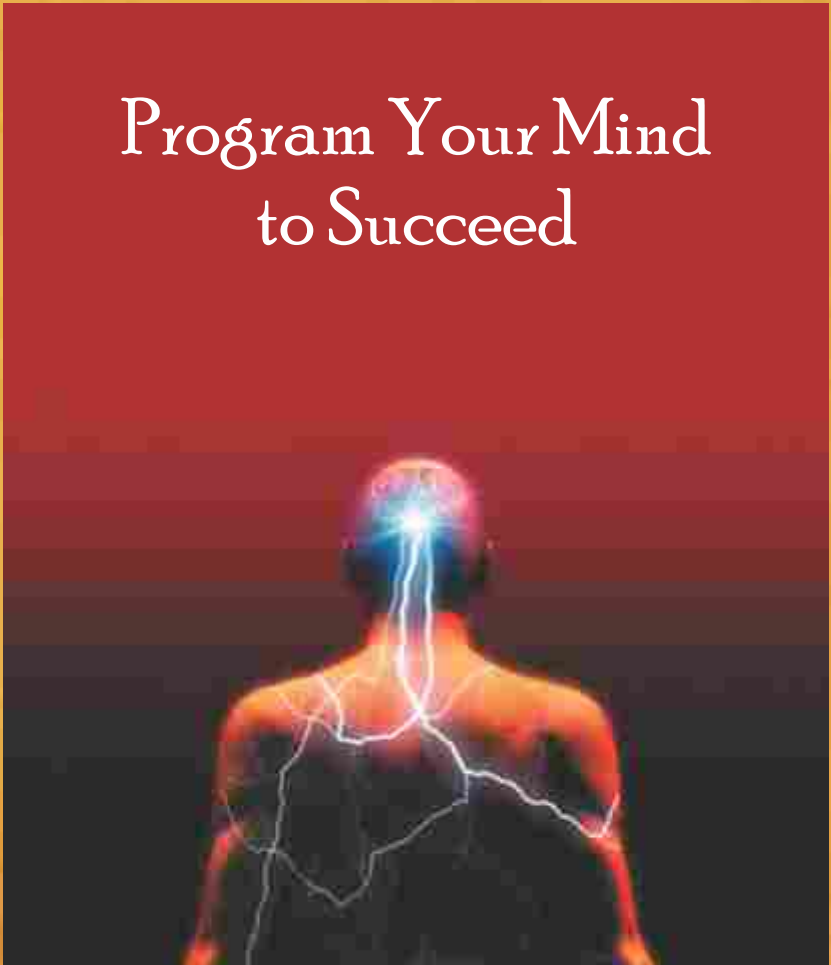


I call the next secret “The Stonecutter’s Secret”. What is the stonecutter’s secret? When nothing seems to work, the stonecutter keeps on hammering at a rock again and again and again. Although there is no sign of any result, he doesn't stop – 10 times, 50 times, or even 100 times – till finally the rock cracks into two. Then, one may wonder, “Wasn’t it the final blow that did it?” No, of course not! It was all that hard work that went before.

The stonecutter’s secret is called KOKO which means “Keep On, Keeping On”, and “Keep On, Keeping On”. Success goes to those people, who keep on, keeping on. Use the stonecutter's secret to succeed!

# SOS 72

Program Your Mind  
to Succeed



We all program our computers, mobiles, and gadgets, but how many of us program our mind? This is a Secret of Success which states that you can program your mind to success!

The mind is also a device that needs to be programmed; it works depending on how we program it. If we program our mind to be negative, fearful and hesitant, our mind will function that way. However, if you program your mind to think with faith and hope, to think big, to be optimistic, to be cheerful, and to build a mastermind, obviously, your mind will function in a way that you will achieve success.

Remember to spend more time programming your mind than programming your gadgets, phone and laptops because while those may improve your skills, programming your mind will lead you to success!

# SOS 73

Replace Fear with Faith

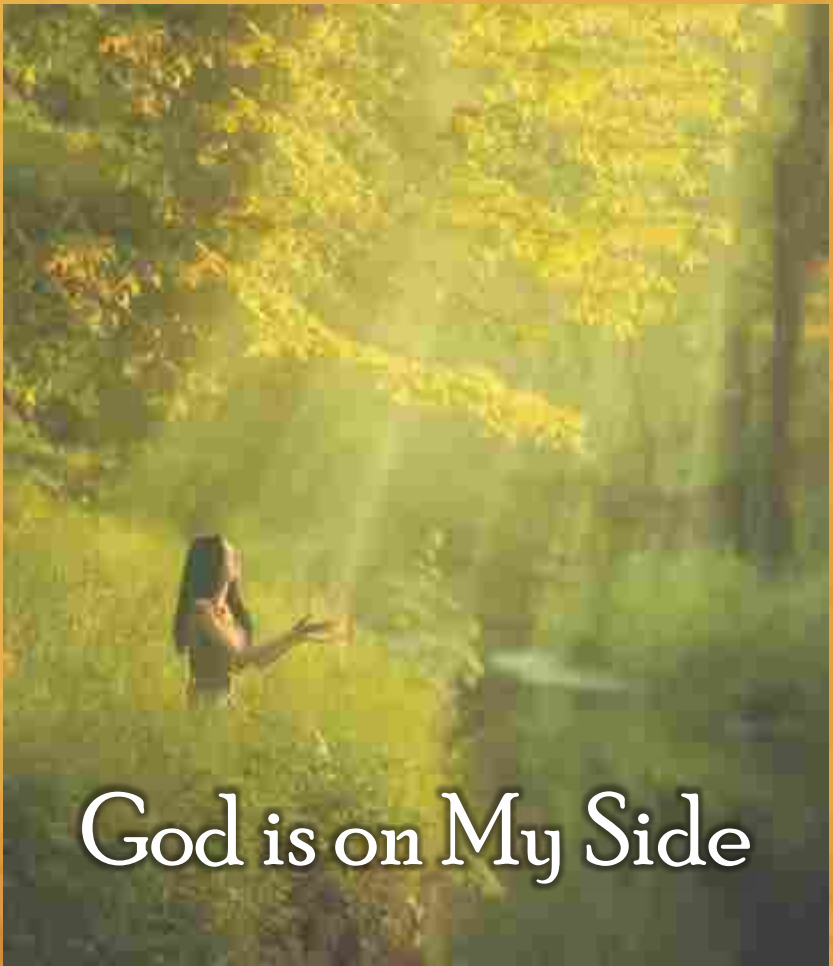


In the journey of life, I realized that our life can be filled with one of the two emotions - fear or faith. Those who live with fear never achieve success. So, what is the secret? The secret is to replace fear with faith. Before fear occupies our mind and our lives, we must eliminate and completely uproot it and fill our life and mind with faith.

Believe that it will happen! Have the assurance and trust and live with hope. When you keep living with complete faith, you eliminate fear totally out of your life.

Successful people succeed because their actions are backed by faith, not by fear. They don't let fear paralyze or hold them back from dreaming big dreams. Their faith helps them jump into an ocean of opportunity that creates success!

# SOS 74



God is on My Side

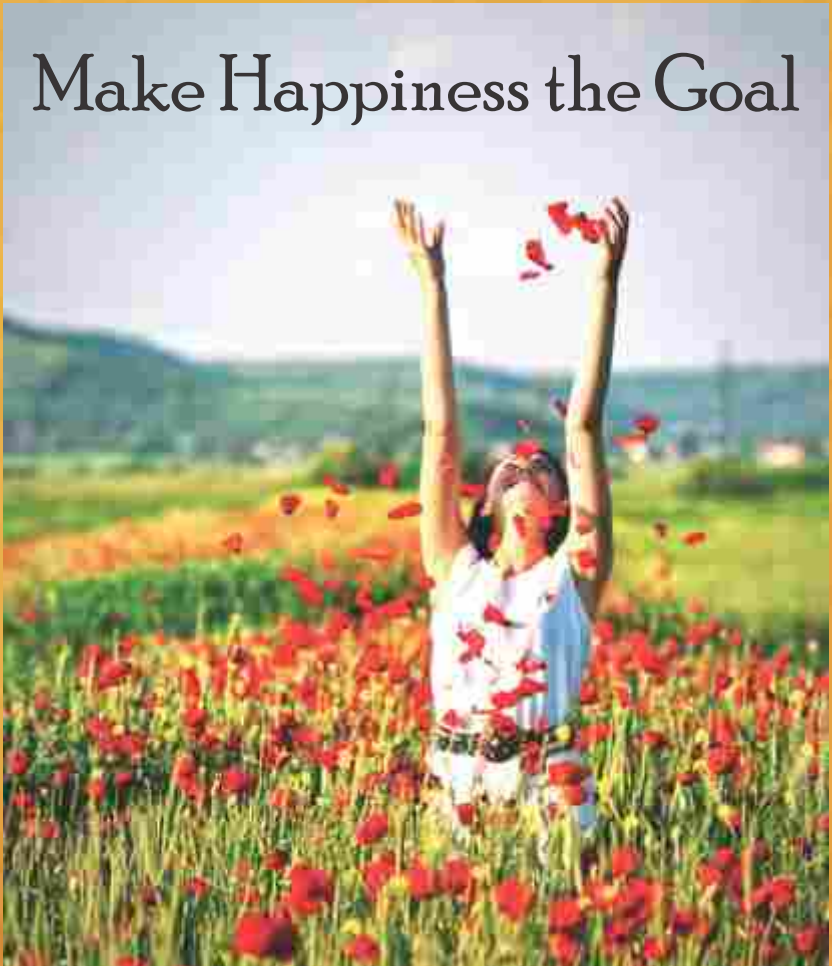
SOS 74 is one of my favorite secrets: “God is on my side!” I used this secret to achieve all my big dreams and goals because when God is for me, who can be against me? When I realized that God – the Master and the Creator – is on my side, I feel more powerful than anybody else on Earth, and this power creates success!

Is God your partner? Is God on your side? If God is on your side, you will have all the power that you need to achieve success. Don't live a lonely life. Don't live a life of hesitance and fear because you don't have the Creator on your side. Make up your mind to have God on your side, build a connection with God, tell yourself that God is with you, and feel the presence of God!

God is nothing but the Master – the Creator. We are not talking of God as an idol or a religious leader, but as that Power who created you, me and the Universe. Believe that this Power is on your side, and soon you will find success!!

# SOS 75

Make Happiness the Goal





Do you want to truly succeed in life? If you do, then make happiness the goal of your life. As I always say, if you have learned everything in life but haven't learned that the goal of life is to be happy, then you have learned nothing. Isn't it true?

What is life all about? What is success all about? Success is all about achieving something that gives you joy, bliss, contentment and fulfillment. If you have achieved something, but that achievement does not bring joy, then it is not an achievement at all. It is an empty feeling— a feeling of being useless.

If your goal in life is happiness, then success will surely come your way and make your dreams come true. This goal will push you in the direction of great achievements. You will have the energy and the power to make the impossible possible.

Those who don't realize that the goal of life is to be happy do not set goals that will lead them to happiness. Since their achievement does not give them that satisfaction and contentment, they stop aspiring. Therefore, if you truly want to be successful, you need to first understand that the true goal of life is to be happy.

# SOS 76

Lift! Don't Drift!

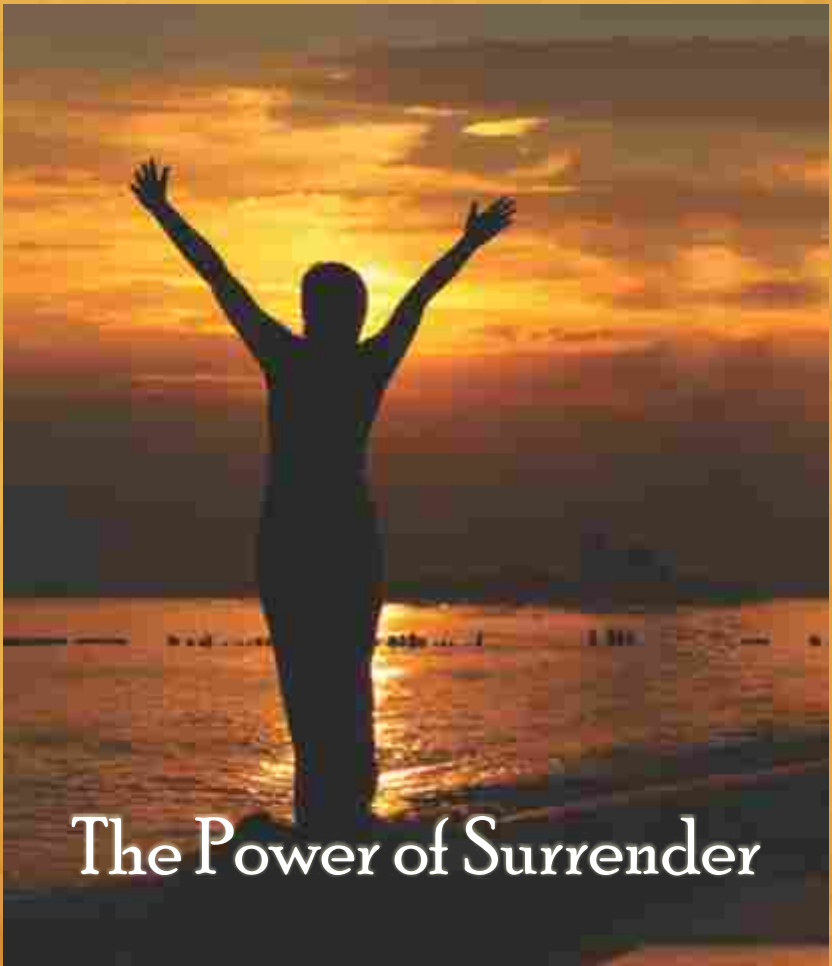


Many people just drift through life, which means they give up... Whatever happens at work, they let people control them. They let fences, farces, faces, and forces take charge of their life.

However, successful people don't allow this to happen. They take charge of themselves, and they don't drift, rather they lift! They go from one level to another level. They climb; they go up the ladder step by step. To them, they cannot drift to failure, and they must lift themselves to success. Thus, slowly but steadily, they climb the ladder of success.

What about you? Are you lifting yourself, improving, growing, succeeding, or taking maybe one step at a time or are you drifting through life?

# SOS 77



The Power of Surrender

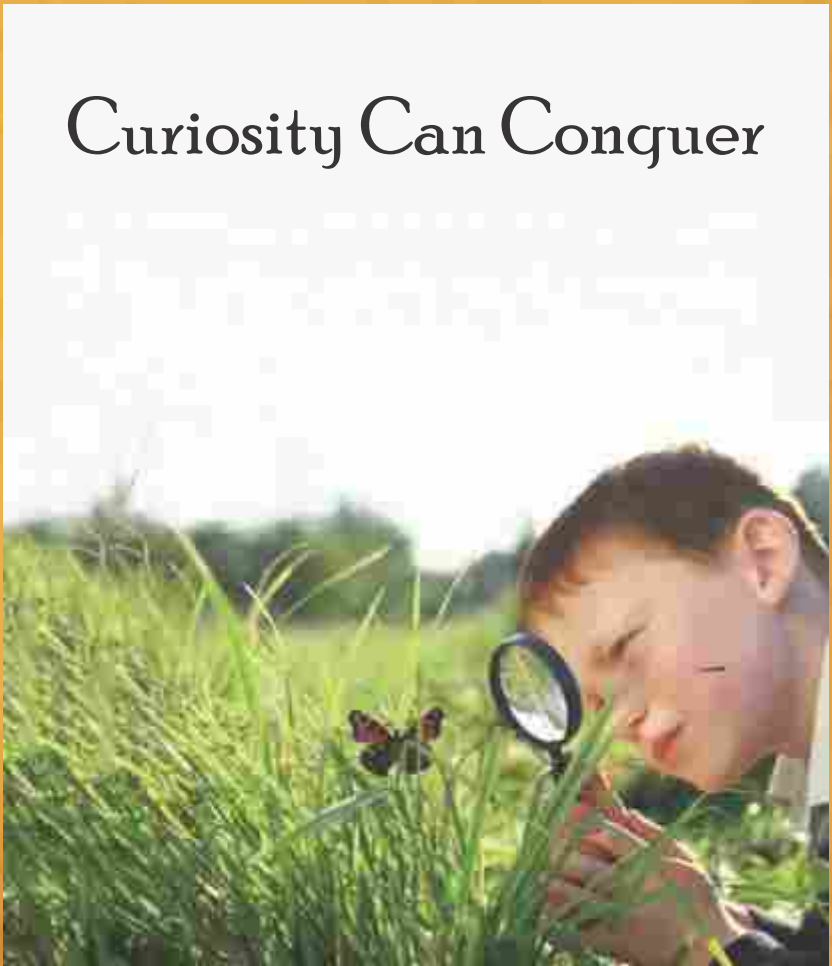
While it is very important not to drift, it is equally important to surrender. We mustn't succumb to the circumstances in a society, but we must surrender to the Universal Power. We must be able to differentiate between drifting and surrendering.

Surrendering is the ability to trust. Surrendering is the ability to know that there is a Creator – a Power that made us. This Power can make the impossible possible. This Power can bless us with ideas and create imagination that can make our dreams come true.

But are we ready to surrender? Are we ready to trust? Are we ready to let go like a feather in the air or a leaf in the sea? Are we ready to surrender? To achieve success, sometimes you just have to surrender and then suddenly, the impossible becomes possible and a failure turns around to success!

# SOS 78

Curiosity Can Conquer



One key element to success is curiosity – the desire to know, the desire to want to understand. Many people are curious: they keep on seeking, asking, checking, reading, and probing. This curiosity defines their ability to achieve success.

Others, they don't really want to know more than what they already know. What happens to their life? Their life is slowly moving, inch by inch, to nowhere. But for those who are curious, every day is a day of learning! They improve their knowledge day by day. They discover something new. They create greater opportunities, and all this undoubtedly leads to success.

Are you curious? Do you seek to learn something new every day? Or are you satisfied with the mundane and ordinary?

# SOS 79

Prepare Before You Push



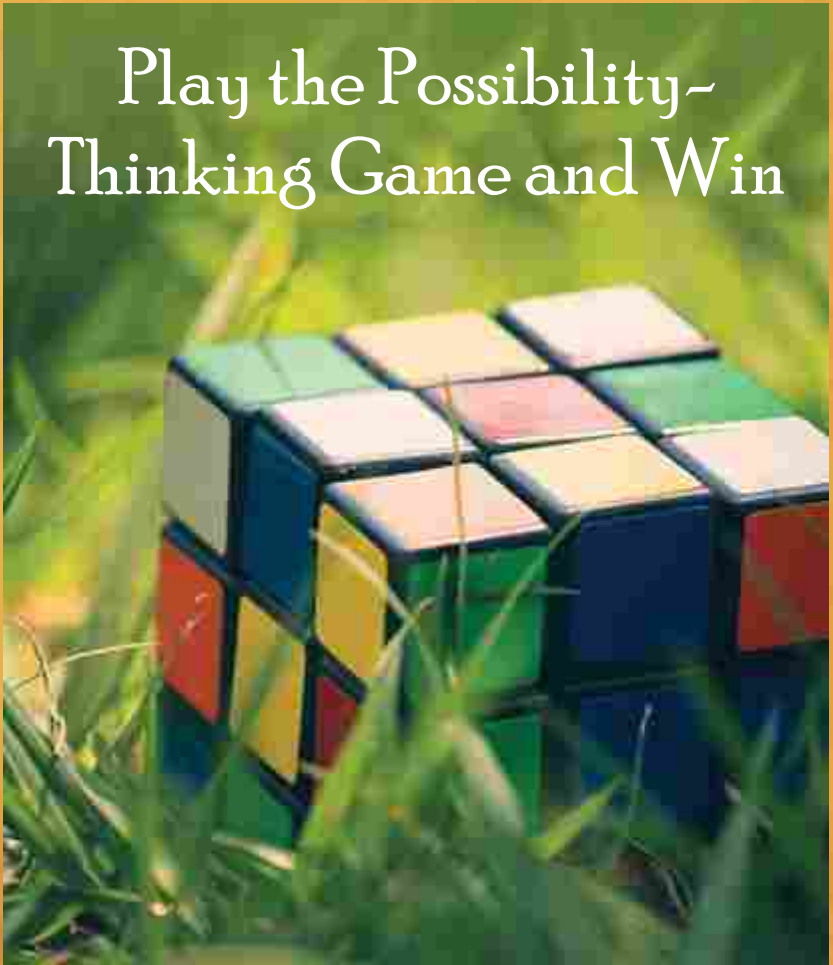


Some people mistake success to be all about pushing, pushing and pushing. So what do you see them doing? They are just slogging. Is it true that people who work the hardest win? Of course not! You've also got to work smart. Just working hard is no way to succeed.

Of course, when you work smart and hard, there's a formula, but what is this secret about: "Prepare before you push"? This secret tells you that before you push or before you work hard, you've got to prepare. You've got to "prepare" means you've got to get yourself ready and organized. You've got to make the ground set for the launch. You've got to get your ideas cleaned and cut before they are cooked. You've got to prepare, whatever your subject is. You've got to prepare in such a way that the idea is ready to be launched into success!

# SOS 80

Play the Possibility~  
Thinking Game and Win



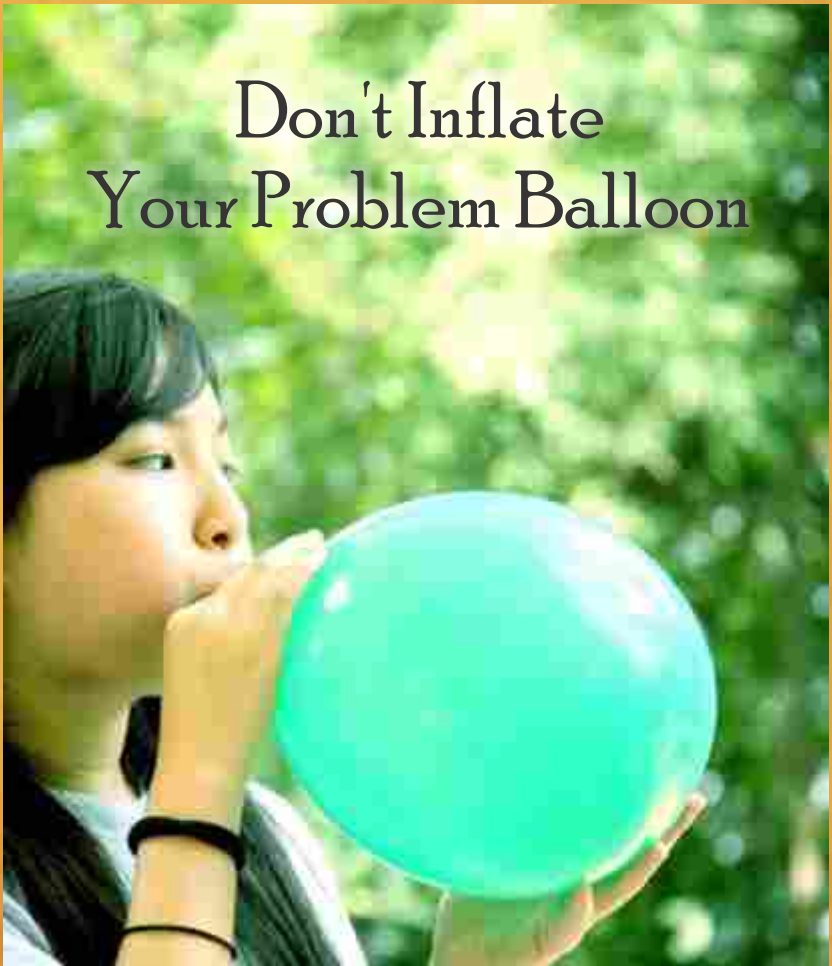
I learned this secret many, many years ago. It's called the possibility-thinking game, and I would like to share it with you. Whenever something looks impossible, this simple game will help you.

Take a sheet of paper, and write your "impossible" problem on the top of the sheet. Enter the numbers 1 to 10 below it. Next, one by one, write down 10 ways to achieve the impossible. Then, start striking out what just can't happen and start working on the others. If you've struck out 3 – 4 ways, try to refill those blank entries with other ways that come to your mind. Finally, you have 10 ways to achieve the impossible – that is, 10 ways to make the possibility happen!

This Secret of Success is simple: it's just a review of 10 ways of possibly doing the impossible. One of these ways will surely work. Try doing this, and you will see magic happening in your life. Once you play the possibility-thinking game, following this SOS, you will see the impossible becoming possible!!

# SOS 81

Don't Inflate  
Your Problem Balloon



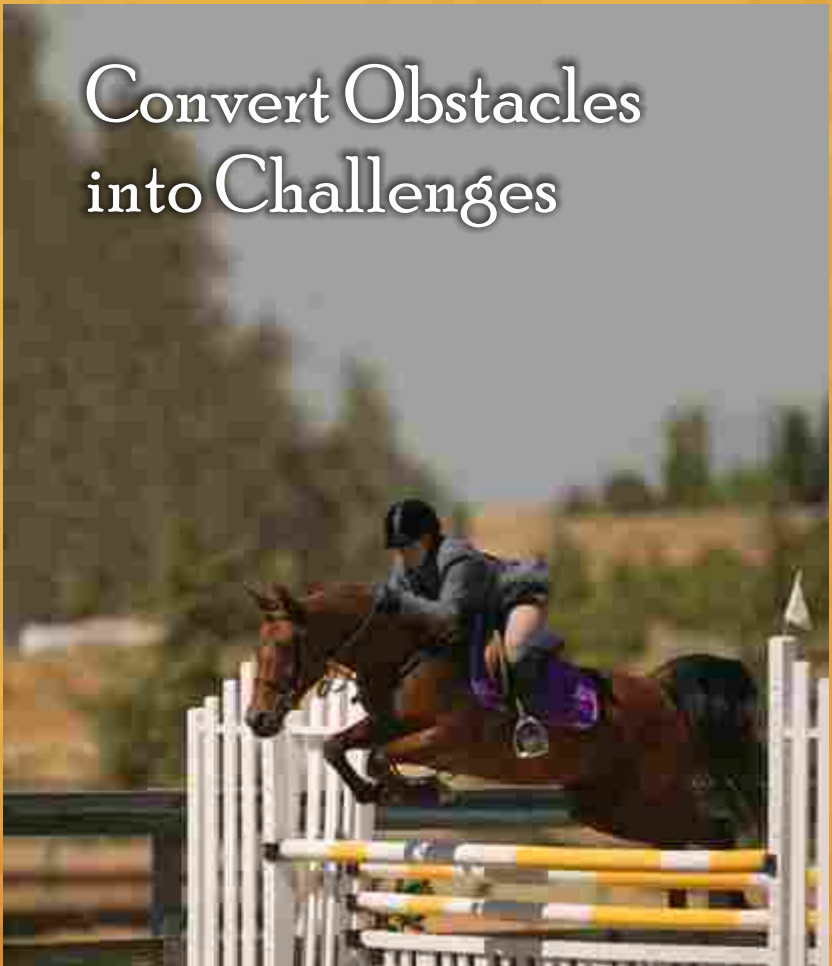
To be successful, we must learn how to deal with problems. Everybody has problems. A problem-free life is an illusion. It's like a mirage in the desert, which doesn't exist.

So, how do you deal with your problems? Successful people keep their problems in the right perspective. They don't inflate their problem balloon. What about you? Do you contain your problem, or do you blow into your problem to make it big – much bigger than it is, only to make it look like you've an impossible problem in front of you? How can you succeed if you keep blowing up your problems, inflating them to larger-than-life size?

Learn to compress your problems and keep them in your fist so that you are in command of your problems. Otherwise if you let your problems get inflated, they will be in command of you and you will not be able to achieve any success. Learn this secret: don't inflate your problem balloon, rather learn to deflate it and succeed!

# SOS 82

Convert Obstacles  
into Challenges

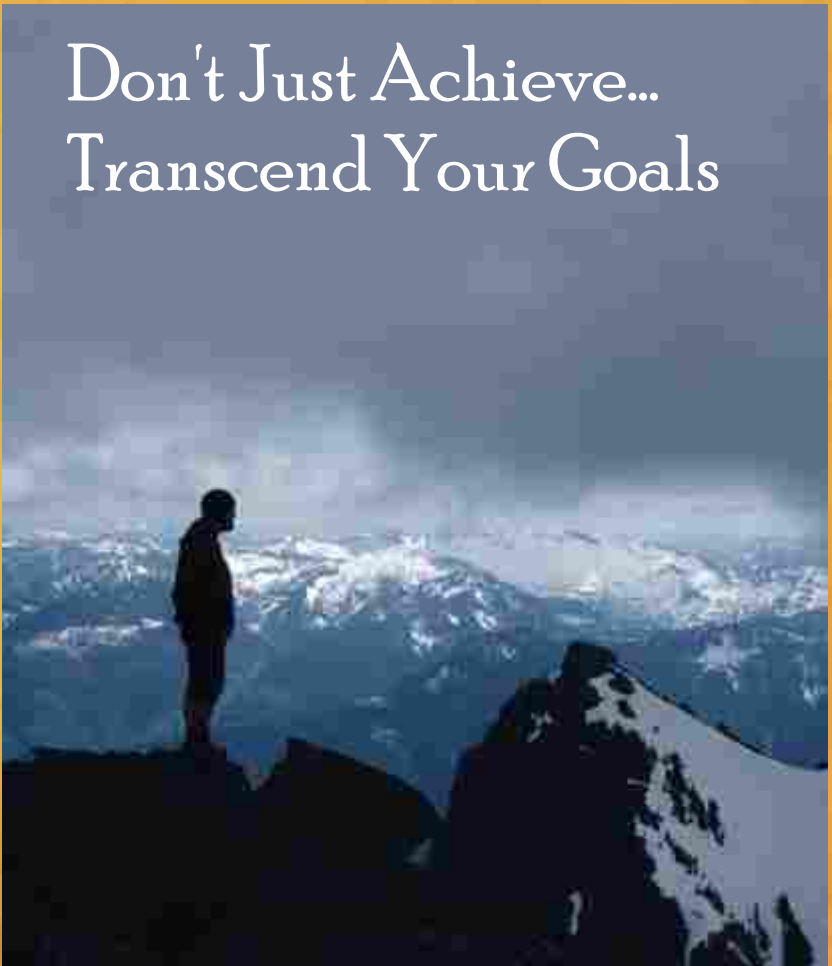


One very famous success secret followed by most successful people is that they converted their stumbling blocks into stepping stones. They converted their obstacles into challenges. So, to learn this secret, what you need to do is to never look at an obstacle as one.

Look at the obstacle and find out how you can convert an obstacle into a challenge. Never look at a stumbling block and stumble over it. Look at the stumbling block and then climb on top of it, step over it, and convert it into a stepping stone and soon your obstacles will be converted into challenges and opportunities of success. When you are on your success journey and you find an obstacle, consider it to be a challenge, and attack it. You will win. Yes, all successful people have done this. You can too!

# SOS 83

Don't Just Achieve...  
Transcend Your Goals



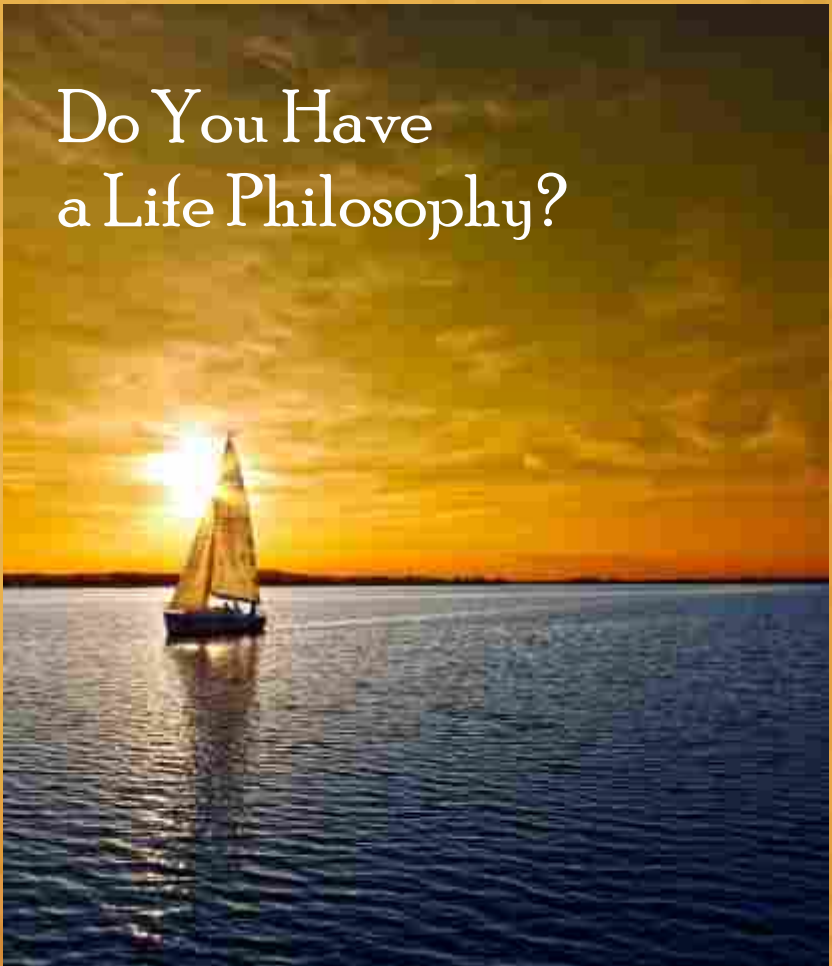


Some people don't understand this principle of success. This SOS is a secret that tells you that great dreams of great dreamers were never achieved. They were always transcended. Therefore, when you set goals, don't be obsessed with achieving the goal. The journey of success will help you transcend goals, which means that when one goal is not achieved, it helps you exit, create and achieve another goal, maybe a goal even bigger than what you had planned.

When you can't climb one peak, you climb another peak. Life will not let us achieve all our goals all the time, but those who are passionate and committed, they achieve much more beyond the goals they set, not by achieving the goals but by transcending the goals, and by evolving and moving from one peak to another. That's the way to succeed. Set your life in a way that you transcend your goals too!

# SOS 84

Do You Have  
a Life Philosophy?



Do you have a life philosophy? This question is a Secret of Success because it provokes us to have a philosophy of life – a way of life. The problem is that most people try to be everything for everybody and trying to be everything, they become nothing...

We must be clear about what we want to be. We can't be everything and we can't satisfy everybody, but we can choose our way of life—our own life philosophy. Once you have your life philosophy, you've set a path. You've set the highway and now you've got to accelerate towards the destination.

But when there is no highway, however good your car may be, it will just come to a grinding halt. Do you have a clear path? Is your highway set to achieve success? Do you have a life philosophy? If not, it's not too late. Start now! Decide what you want your life to be. Get together your ethics, values, and principles and create your own life philosophy!

# SOS 85

Willpower  
will Power You to Success

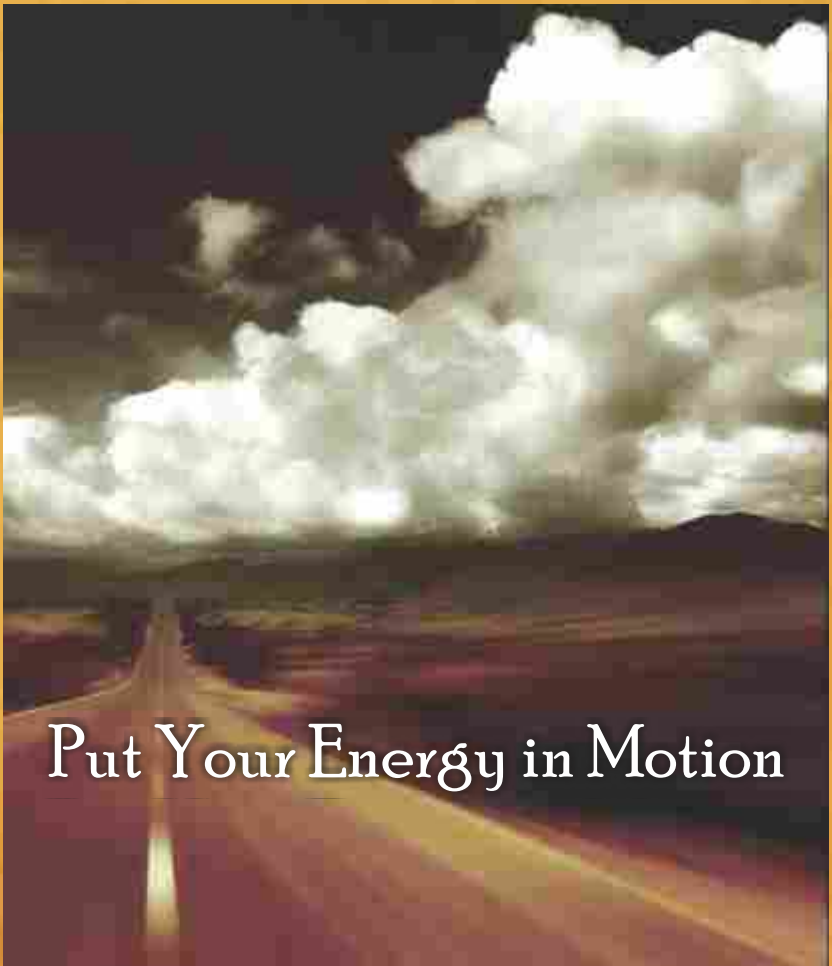


Every venture or endeavor that is successful needs power, energy, and a force to push one to cross the finish line. How does one get this power? This power is not an external source. This power lies within us – it is called willpower. Not everybody develops willpower, but successful people do!

Therefore, develop your willpower that will power you to success. You can develop your willpower by creating a strong resolve within you. You can train yourself to have a strong will, which means that you don't succumb to temptations and circumstances. You can create a strong resolve that makes the backbone of your mind and intellect strong.

Once you create your willpower, when you want it, you will have it! Nothing can stop you from getting to where you want to go. When you develop this kind of willpower, the power becomes unstoppable and it will take you to success!

# SOS 86

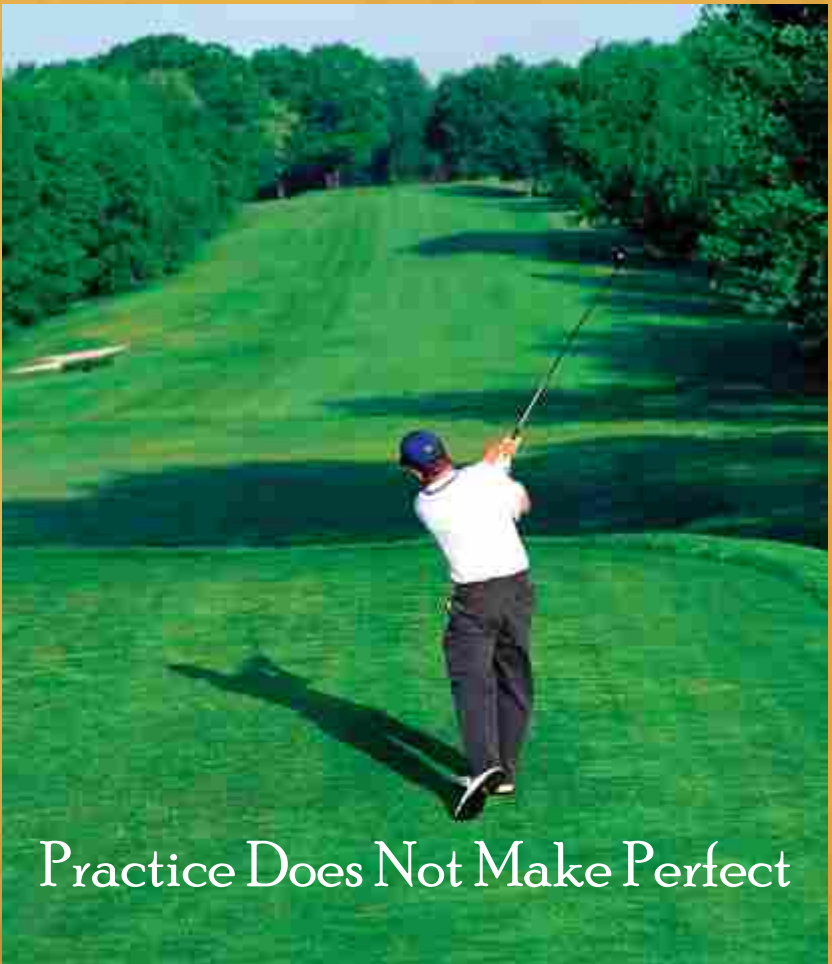


Put Your Energy in Motion

What does putting energy in motion mean? It means taking charge of your emotions. Emotions are nothing but energy in motion. If you want to succeed, it's not just enough to have energy, but it's also important to put your energy into motion. You need to understand that positive emotions correspond to positive actions and negative emotions cause negative actions. You must be like a pendulum that doesn't stop – just keep moving and moving with positive energy.

Have you chosen the correct emotion? Do you have energy? Do you have inspiration? Do you have a power within? Unleash it, make it move and that power will pull you towards success. Fill your life with positive emotions of love, joy, hope, courage, faith, trust and courage. Look at successful people, and you will realize that they were simple people who chose positivity, put their energy into motion and became successful! Just beware that your energy in motion is not negative.

# SOS 87



Practice Does Not Make Perfect



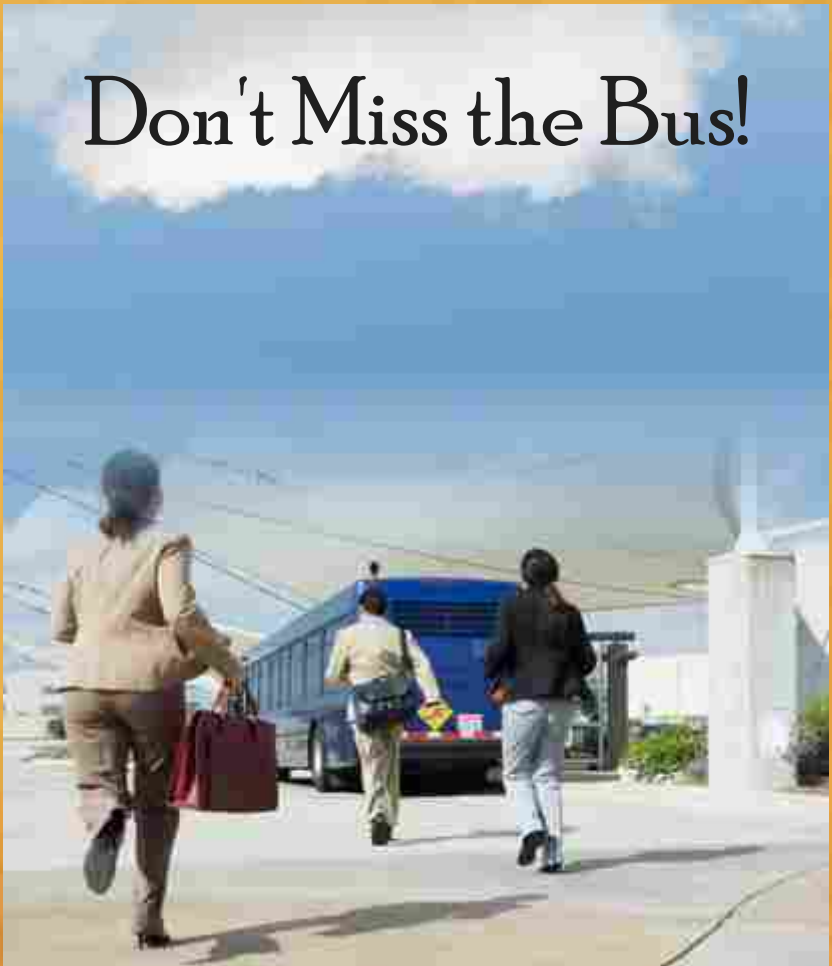
“Practice makes perfect” – have you not heard this many times as a child? Somehow you have believed this statement. Unfortunately, it’s false! “Practice does not make perfect” – that is the next Secret of Success. Successful people know that perfection is a goal, but perfection is more aspirational.

Nobody is perfect, except the Creator, and practice will not make perfect. Practice leads to improvement, and more practice leads to more improvement. Remember this secret so that when you practice, you keep improving and making your performance better, and when you do this, you’re moving inch by inch closer to success.

The next time somebody says practice makes perfect, remember this secret: Practice does not make perfect; so, work a little harder to become a little better and you will succeed!

# SOS 88

Don't Miss the Bus!

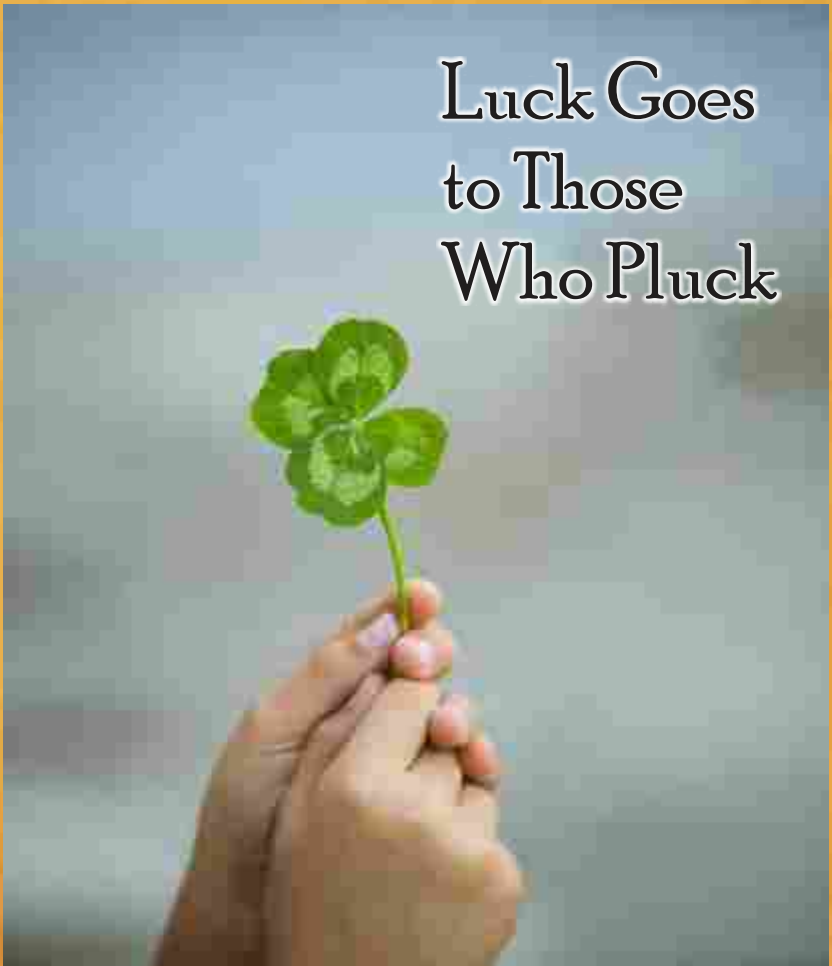


How often have you been left at a bus stand because you were late by a minute? The bus just left, and you saw the bus going. Now you have to wait for a long time for the next bus to come. If you miss the bus, it's OK. But in life, if you miss the bus, then you're missing success!

Successful people know this secret – “Don't miss the bus!” This means - don't miss the opportunity and don't miss striking at the right time. Successful people are alert; they come before the opportunity comes. They are ready for the opportunity when it comes, and when they've got to be there to make it happen, they are there. They are never late. A successful person is punctual, ready, and alert, and never misses the opportunity. They catch every opportunity and convert it into success. Do you ever miss the bus? Remember that if you miss the bus, you will miss success!

# SOS 89

Luck Goes  
to Those  
Who Pluck



Good luck. Isn't this a very common phrase? Yes, we use this phrase as if luck is everything. People who don't succeed – what do they usually say? “Plain bad luck...”

Well! Successful people don't believe in luck. The principle that they follow is: “Luck goes to those who pluck” – that's the next Secret of Success. Yes, it's true that successful people are those who don't wait for luck; they pluck!

The spelling of luck to them is not L-U-C-K, but it is P-L-U-C-K. They put the ‘P’ before the luck and the ‘P’ is their personal effort, perseverance, passion, patience and power. All these Ps put together turns luck into pluck. Therefore, if you really want to achieve success, remember it's not luck. Its “pluck” that can really make it happen!

# SoS 90



Build Habits Bit by Bit

Successful people build successful habits, but first they learn the Secret of Success, which is that you have to build habits bit by bit. Habits are concrete structures; they can't be built by the waving of a wand. That's why it's called "Ha-Bit". In "habit", you have a "bit" – several such "bits" together make a H-A-B-I-T. Therefore, habit is a bit-by-bit story.

Successful people build positive habits, and they do it constructively bit by bit. They keep constructing pillars of positive habits, which become the base, the foundation of their success. Look at failures. They to build habits, but sadly, negative bad habits.

Are you building some positive habits? If you truly want to be successful, start with the foundation – the foundation of positive habits, then you can have a skyscraper of success!

# SOS 91

You Deserve to Succeed





The first step to success is the belief that you deserve to succeed – your own self-worth, self-esteem, and belief that you are worthy of success. If you don't believe that you deserve to succeed, then how can you succeed?

Your own inner voice and inner system is working against your success. Therefore, first of all, audit your inner voice. What is your inner voice saying? Is your inner voice saying “You deserve to succeed”? Or is it saying “You deserve to fail”? If your inner voice itself is misguiding you, first work on it before you work on any other success principle or secret because no principle or secret works if you don't believe that you deserve to succeed.

# SOS 92

Is Your Glass  
Half Empty or Half Full?

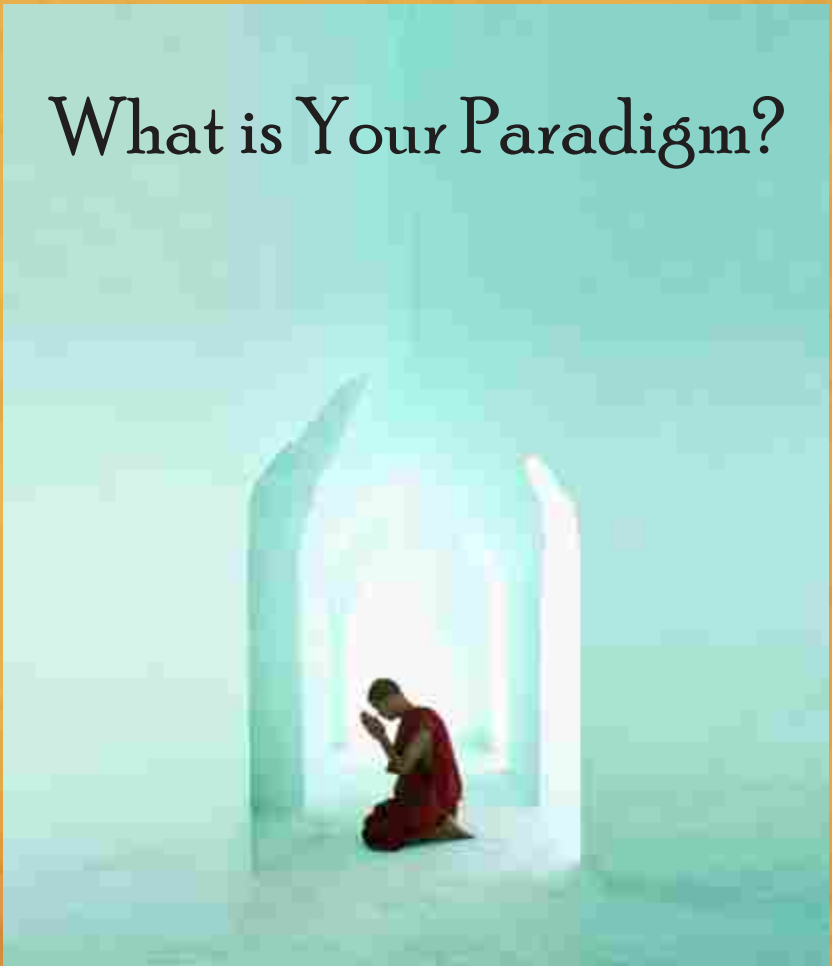


You may be familiar with this secret because we have learned as children that optimists look at their glass as half full, whereas pessimists look at their glass half empty – that’s fine! It makes you understand the meaning of optimism and pessimism, but the question is what about your glass? Are you looking at your glass as half full or half empty?

Successful people always believe in optimism. To them optimism is a pre-requisite for success. So, whenever there’s an opportunity or whenever there’s an idea, they don’t shoot down the idea saying that it might not work. They shoot up the idea saying that it might just work. This attitude of optimism converts probabilities into possibilities and into success. Therefore, if you want to be successful, always look at your glass as half full even if it is half empty!

# SOS 93

What is Your Paradigm?



What is the meaning of this secret – “What is your paradigm?” You will understand this secret by first understanding the meaning of paradigm. The meaning of paradigm can be explained through a simple example, as follows. Suppose I give you red sunglasses and when you wear them, how does the world appear to you? Everything looks red, right? When you take off the glasses, how does it look? It will be like how we see it everyday - natural. Next, put on green sunglasses. How does the world look? It looks green. You remove the green glasses, again it's natural. What does this show? By changing from red to green, is the world actually changing its color? No, the world remains the same! You are changing your paradigm. You are changing the way you are looking at the world. To be successful, you need to have a paradigm of success. You have to look at the world with successful eyes.

You have to see everything through the glasses of success. Therefore, whenever you look at something, you look at it and see how it can make you successful. You look at it and see how you can become wealthy and an achiever through it. Therefore, when you look at life with a success paradigm, you become successful!

# SOS 94

## The Diamond Rule



We all have learned the golden rule as kids. I'm sure you have too! "Do unto others as you would like others to do unto you" – this golden rule really works, but the problem is that while everybody knows it, some follow it, and some don't, and it may help you to achieve success.

However, there's a diamond rule that not many people know, which is sure to make you successful. The diamond rule is this: "Do unto others as others would like to be done unto them". Wow! If you start doing unto others as they would like done unto them, what happens? They are going to love you and they are going to do anything and everything for you. If people around you just love you because they love the way you behave towards them, they are all going to behave in the same way to you because life is a boomerang, and they will all start making things work for you. This way, before you know it, you will be successful!

# SOS 95

The Magic of Imagination





Imagination has magic. Imagination is the child of the superconscious mind that connects to the Universal Satellite. Not many people have learned this principle of using imagination for success, but truly, it is a secret and it's up to you to tap the magic of imagination.

What does imagination do? Why is it so magical? Imagination comes with very creative and innovative ideas that is born out of the superconscious. They are so innovative that they have never been realized before. These ideas are so new, virgin and fresh that they will be immediately successful.

Therefore, imagination creates magic! It's magical to see a wireless phone for the first time. It was never there before, but somebody had that imagination and made it happen. One of the instances of the magic of imagination is the airplane, from which you can see everything outside - the sky above and the ground below. Wow! Remember that imagination can create success because it is magical! So build your imagination to create success!

# SoS 96

Don't Just Work Hard..  
Work Smart!

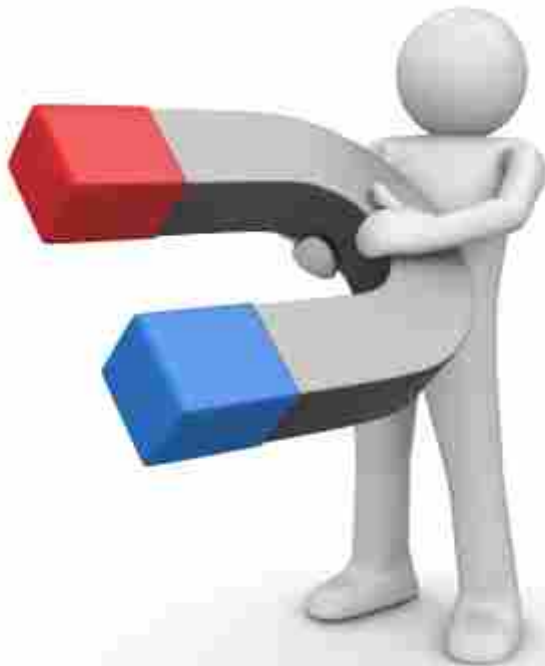


Successful people use this as probably one of the first secrets and principles of success. They don't just work hard, they work smart too. Of course, they do work hard. Without hard work, you just can't succeed, but everyone who works hard doesn't succeed. So, what do they do? They work hard and smart too!

This is a magical combination for those who work hard and who work smart. They just can't be conquered. Do you work hard? Do you work smart? Audit your work. If you truly work hard and work smart, either you're already successful or you're on the way, for this is a Secret of Success that works all the time!

# SoS 97

The Science of Attraction

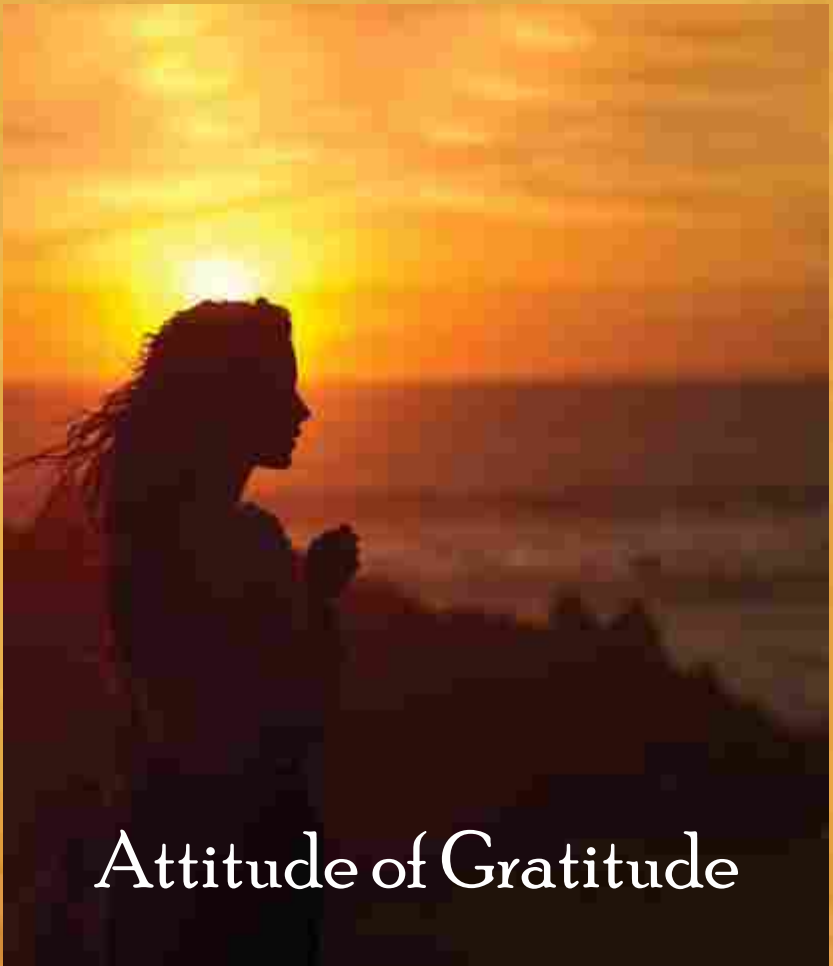


Everyone talks about the “Law of Attraction”, but this success secret can be slightly changed to be called as the “Science of Attraction”. It is called so because there’s a scientific way to attract success. What is it? When you start understanding the mind and you know that thoughts are popping out of the mind just like popcorn pops out of a popcorn machine, you realize that these thoughts are the ones responsible for your success.

What do the thoughts do? Thoughts – they create action, repeated actions create habit, repeated habits create a character and character creates the destiny. The Law of Attraction says that if you have thoughts that are based on attracting success into your life, these thoughts scientifically become actions and the actions become habits and the habits make you achieve the destiny.

Therefore, attraction is a science that works all the time! So, if you scientifically understand that you can control your actions by controlling your thoughts, then you will use the Science of Attraction to attract success.

# SOS 98



Attitude of Gratitude

Before nearing the end of this book, the "100 Secrets of Success, we mustn't forget this secret because I always believe that the attitude of gratitude raises your altitude! If you want to be successful and want to climb up in life, learn this secret. Develop an attitude of gratitude.

Your behavior and your response should always be one of gratitude. Always be ready to say "Thank you," always appreciate what people do for you, and always be grateful to God who has given you a beautiful head, strong heart and working hands!

We have everything that we need to achieve success. Sometimes, we don't have the attitude of gratitude, and hence, we don't find the right opportunities coming to us. We don't find the universe working in our favor because we are not really grateful for what we have.... Therefore, why should we get more? But if you change your attitude and behave with gratitude, for sure your attitude of gratitude will raise your altitude!

# SOS 99

Making the

**ORDINARY**

ORDINARY

EXORDINARY

EXORDINARY

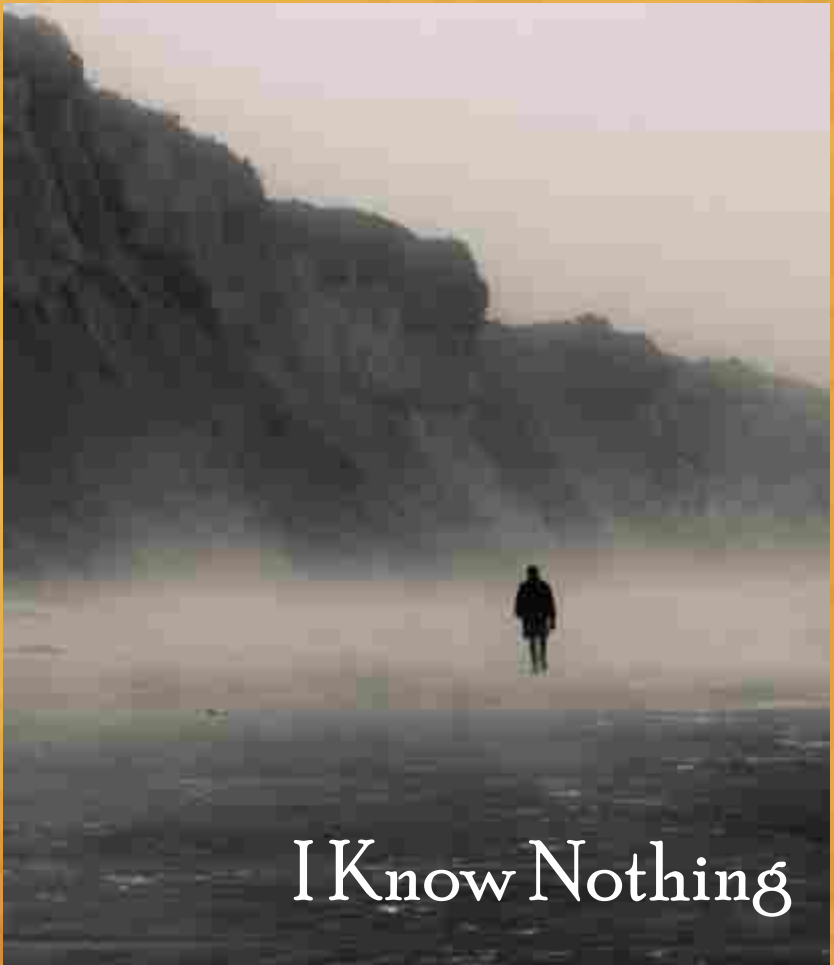
**EXTRA  
ORDINARY**



Well, do you want to be successful? Then, this is a very simple secret – “Don’t be ordinary!” The question is that how can we not be ordinary? We can avoid being ordinary by being extraordinary. It’s very simple: just add those little extras to the ordinary and when you do that, you become extraordinary!

Whenever you do something in an ordinary manner, stop! Add something extra, polish it, make it special, and do something more to make it different! This way, you’ve changed the ordinary to extraordinary. It is a secret that not many people use; therefore, they live and die ordinary. A person who is constantly changing from ordinary to extraordinary is bound to succeed because it is principle of success!

# SOS 100



I Know Nothing

The SOS “I know nothing” is a success principle. I have often used this principle to succeed, and I call it the humility principle. If we are humble and if we have this attitude of “I know nothing”, then we go into the world as a student who wants to learn. By doing so, we start succeeding because people love to teach learners. The world is happy to teach the one who wants to learn. Therefore, it starts teaching us and because the world teaches us, we learn and we succeed.

Those who do not want to succeed go into the world with a thought: “I know everything!” The world doesn’t stop to teach such people because of their attitude, they already claim to know everything! So the world thinks, “Why should we stop and teach them when they already think that they know everything?” This is a guaranteed SOF – Secret of Failure. So remember that if you want to succeed, adorn the attitude of “I know nothing” and success will flow to you.

## CONCLUSION

As I conclude this book, I wish you all the very best. I wish that you use all the 100 SOS in your life!

I have talked about the SOS to various people, and it has helped many achieve success. Moreover, it has made my life successful as I have implemented these secrets in my own life. These secrets have worked for me in the same way as they have worked for all the successful people from whom I picked these. I have discovered them and put them together in easier and simpler words so that you can also read and implement them.

I hope that you will implement all the secrets soon! Even if you implement a few of them, I am sure you will achieve success. If you implement all of them, there is no way you can fail. I can guarantee it! You have to implement these secrets in thoughts, words and deeds, and surely, you will be on your way to success.

Keep this book, 100 SOS, beside you. Every time things are not happening, remind yourself that it is the result of not using these SOS. If you have failed to achieve success, it doesn't matter because you always encounter failure before you reach success.

Change yourself for the better, learn to be obsessed with success, upgrade your thoughts, implement these secrets and move on. I hope that one day, you will say that the 100 SOS helped you climb to the peak of success! All the Best!

## **ABOUT THE AUTHOR**

Ravi V. Melwani was India's first innovative retailer who started the retail revolution in India, much before modern retailing hit the country. From 16 to 40 years of age, Ravi Melwani worked 18 hours a day, 7 days a week, to launch the first mega store Kids Kemp, and then Big Kids Kemp and finally Kemp Fort. His innovative retailing techniques included bringing entertainment into retail, innovative customer service and training people to achieve high levels of customer service and sales targets.

Every Sunday, he would address his team of Kempians and teach them his secrets of success. Not only did Ravi Melwani use these secrets, but he also went on to discover more secrets by time. Inspired by many successful people around the world, he assimilated the principles that helped them reach the pinnacles of success. Today, people around the globe use his Secrets of Success to achieve success.

After making millions after millions, Ravi Melwani decided to change his path with the aim to lead a life of fulfillment. He transformed to RVM, and as the first step, he shut down his business and decided to make a difference in the world through his inspirational, spiritual and humanitarian initiatives.

As a part of his humanitarian initiative, he started the 125-bed RVM Foundation Transit Home and 200-bed

RVM Foundation Hospital, which is now being converted into a 1000-bed hospital under the RVM Foundation Trust, offering free medical services to the poor.

Being a staunch believer in God and armed with the mission to spread the power of faith through his spiritual initiative, RVM built a Shiv Temple with a 65-foot-tall Shiv idol on Old Airport Road, Bangalore, which is now a center for spiritual awakening for devotees and people all around the world.

RVM has authored many books to illuminate and inspire people and to spread his unique RVM philosophy and message through his inspirational initiative. Some of these books are “I Wanna Be Happy”, “Succsex (on Success through Sex Transmutation)”, “Power Your Life with PEP (Positive Energy Power)”, “100 Diamond Quotes” and “A Power We Call God”.

After 8 years of living a life of fulfillment, RVM felt that there was more to life. He went on a quest, a *Talaash*, and realized that as human beings, we are not the body, but we are the soul. RVM, therefore, now calls himself AiR – Atman in RVM.

As readers, you can be assured of the fact that Success is not difficult! If you wish to succeed, apply the principles explained in this book to your life and be ready to take off on your journey of success!

# Success Secrets Revealed!

Have you ever wondered what made successful people successful? There is no mystery and there are no real secrets, but just simple principles that they used, which guaranteed success. Yes, success is difficult, but not that difficult if you use the success principles. I call them “Secrets” because most people are unaware of these principles, and therefore, they remain secrets for years together.

Do you want to succeed? This book compiles the success principles that were used by many successful people to achieve success. These principles are not complicated. Just knowing the success principles won't grant you success, but you have to execute them to be successful. Put them in action! Start implementing the secrets one by one. When you do this, there is no way that you can fail. If you implement all the 100 secrets, it's impossible not to succeed!

Start the journey now! These principles called 100 SOS are time-tested principles of success used by Ravi V. Melwani for over 25 years to achieve all his dreams and goals.

Not just Ravi V. Melwani, but several others who have followed the 100 SOS have achieved success and made their dreams come true. You can too!



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All proceeds from the sale of this book will be used to serve suffering humanity.