

# **CRAFTSMANSHIP**

**12 specific traits of the most exceptional craftsmen**

**By Aman Varma**



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12 qualities of people who mastered their craft and made  
a difference in this world.

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## **Dedication**

To all my loved ones.

## Preface

I love wisdom. I love studying highly successful people. I am very curious about what makes the greatest people of history so special and extraordinary. I often spend my lot of time analysing the common patterns and habits of the people who changed the world; May it be a scientist, a political leader, a businessman or an artist. Studying successful people is my hobby.

I have also studied a lot of psychological and personal development material along the way to get a better understanding of the psychology of these legends and what actually made them stand out of the crowd. I have come up with a list of 12 qualities of all successful people, irrespective of their field, which according to me can help a lot of people condition their mind to success.

There is no particular sequence of the list; every trait is equally essential and responsible to make a human being – extraordinary. What I want you to do is, scale yourself from 1 to 10 in each of the characteristics and see where you stand. Try to inhabit the traits that are missing and sharpen what you already have.

If you are struggling with your life or are unsure of what future holds for you, this is the golden key to your greatness. Start working on developing all of these qualities and I can assure you that you will become successful no matter in what field. Print the below list of the points and stick it on your bedroom wall and read it every day before your go out and start working hard to cultivate these qualities.

So let's get started...

\*\* Note: all the traits are not positive and may backfire. These traits made them successful and they have said it as well. This is the ultimate breakdown of what success requires you to have.

***If you want to be highly successful, inculcate these traits in your personality. All the traits are in sync, playing the song of success.***

- I. High ambition and passion
- II. Failure doesn't matter
- III. Competitive
- IV. Value knowledge
- V. Invest in human capital
- VI. Create value
- VII. Rule breakers
- VIII. Strong work ethics
- IX. Smart workers
- X. Think big
- XI. Rapid massive determined action
- XII. Work for themselves

## I. THEY HAVE HIGH AMBITION AND PASSION

*“A man’s worth is no greater than his ambitions”*

*– Marcus Aurelius (Roman Emperor)*

Ambition is a strong desire to do or achieve something that makes you feel fulfilled and worthy. Highly successful people are ambitious. Ambition is the path to their success. It's exclusive to a handful of people who did extraordinary things in their lives to get them to where they are today. And it wasn't because they were lucky or because it was just handed to them by God. Most successful people in this world started from the bottom and worked their way up in life. The only time luck plays a role is when you are in the right place at the right time, but it's up to you to get yourself there. **Being successful is all about how badly you want it and how much you're willing to work for it** – it's about the traits you possess to help get you there.

You need a strong sense of ambition to get yourself to the top and compete with other ambitious people.

Sam Walton founder of Wal-Mart says “I think I overcame every single one of my personal shortcomings by the sheer passion I brought to my work. I don’t know if you’re born with this kind of passion, or if you can learn it. But I do know you need it.”

Ambition and Passion go hand in hand. Without Ambition you will never reach heights and without Passion you will never be able to complete the journey.

Ambition and passion act like a push and pull system. Ambition pulls and passion pushes. Ambition pulls you towards something great and passion pushes you towards something great. They are not opposites; they drive you in the same direction. Highly successful people know this secret. Most people could not do

great things just because they have one of these 2 things missing in their life.

For Example: You want to be a billionaire, you are highly ambitious. You have committed to yourself that no matter what happens I will become a billionaire. But when you start working to make this big goal come true, you feel de-motivated after sometime. You feel exhausted. You feel lazy. You do work because you want to make money out of it. You feel lack of energy and drive to work your ass off and reach that big ambition and you start to doubt yourself and your ambition and soon you end up doing nothing.

All this happened because you were missing “Love for your work”

“The only way to do great work is to love what you do” said Steve Jobs.

And in the opposite case, you have intense love and passion for your work; It is so intense that when you are doing that world you forget the world, food and sleep. You are so concentrated and focused that the work is guaranteed to succeed and suddenly you fail! All your efforts were drained in that sink. And guess what you didn't even retry because you didn't have that ambition. You didn't have a destination to reach at. You did not have a goal. And so you end up being nothing.

All this happened because you were missing “a direction and a destination to reach at.”

See it from a perspective of a car race.

Will you win the race if you did not have a finish point?

Will you win the race if you did not have boost, while all the other cars have that?

Will you ever lose if you have a finish line and a lot of extra boosters that set you on fire and give you maximum speed and fuel?

I think I have made my point clear with the above example. You need to have a sense of direction and dream (ambition) and intense drive and love (Passion) for work.

*“Passion is the genesis of genius” – Galileo Galilee (Philosopher)*

Passion is the most common trait in each and every highly successful person. They are on fire, they are radiating with passion and inspiration. They are hungry – extremely hungry to be and do something excellent. Hunger or passion is the fuel to your actions, without passion you won't grind your ass. Passion generates intrinsic motivation which is 1000 times more effective in pushing a person to act and generate results. Passion is what drives highly successful people. The best feeling in the world is getting paid to do what you love. You do not exhaust, you do not procrastinate; you do not doubt, you do not hold back, you do not let other people's opinions decide your fate when you are overflowing with passions. You do not settle for less when you are filled with your passion. There is a difference between every champion and a loser, a loser plays for a reason and a champion play for his passion. Light yourself on fire with passion and people will come from miles to watch you burn said John Wesley. Allow your passion to become your purpose and it will one day become your profession.

*“There is no passion to be found playing small – in setting for a life that is less than the one you are capable of living” – Nelson Mandela*

When I was researching about what made them extraordinary, I was amazed to find that how many people have become robots without a fire in them. They work for money and not because they love something about it and want to do something excellent in the field. They do not push their limits, they do not push their standards higher and so they stay mediocre. These people were no better than the walking deads – zombies. It makes me very sad when I see people living without a purpose or passion. A man without passion is nothing more than a walking piece of bones and meat. What separates us humans from other animals is the ability to think, dream and work accordingly so that one day we can make the invisible into visible. This is what makes us alive! People without passion are not alive. That is why it is so essential to identify your passion and work on your passion. If you don't



have passion for something, my friend, trash those dreams right away.

I want you to become highly successful person and create a amazing life for yourself. You need to have passion and love what you do. It is what will keep you going throughout your journey, even when the life knocks you down, your passion will keep you on track. This is how important it is.

Bishop T.D. Jakes says “If you can’t figure out your life’s purpose, figure out your passion. For your passion will lead you right into your purpose.”

*“Passion makes us stronger than we are. Love makes us better than we are. Be passionate about the thing you love” – Galen Watson (Author)*

Passion is attractive. It attracts people, situations, ideas, money and everything you need to be highly successful and make your dream life come true. Where attention goes energy flows. Emotions are nothing but energy in motion. Emotions and feelings are the two sides of the same coin and passion is nothing but an intense feeling towards something. Passion = feelings.

Unless you are strongly emotionally attached to your goals, you cannot achieve it. You need to have intense feelings of attachment with your goals (Passion) to make your dreams come true. It directs your life. Passion is necessary.

**Remember! All the traits synchronize.**

*“It’s a beautiful thing when a career and a passion come together”*

*“Rich people follow their passion”*

*“Pleasure in the job puts perfection in the work” - Aristotle*

*“As long as you’ve got Passion, Faith and are willing to work hard. You can do anything you want in this life.”*

*“Passion is the difference between having a Job or having a career”*

**How much do you score in this area from 1 to 10? \_\_\_\_\_**

## II. FAILURE DOESN'T MATTER TO THEM

*“I have not failed; I’ve just found 10,000 ways that won’t work”  
– Thomas Alva Edison (American Inventor)*

Highly successful people have this rarest quality – High tolerance for failure.

Let me explain you this through some case studies –

Ford’s first two automobile companies failed. That did not stop him from incorporating Ford Motor Company and being the first to apply assembly line manufacturing to the production of affordable automobiles in the world. He not only revolutionized the industrial production in the United States and Europe, but also had such influence over the 20th century economy and society. His combination of mass production, high wages and low prices to consumers has initiated a management school known as “Fordism”. He became one of the three most famous and richest men in the world during his time.

When Einstein was young his parents thought he was mentally retarded. His grades in school were so poor that a teacher asked him to quit, saying, “Einstein, you will never amount to anything!” Also he didn’t speak until he turned 4 and didn’t read until he was 7. We know him as the theoretical physicist widely regarded as the most important scientist of the 20th century. He was awarded the 1921 Nobel Prize for Physics for his explanation of the photoelectric effect in 1905 and “for his services to Theoretical Physics”.

Before joining the NBA, Jordan was just an ordinary person, so ordinary that he was cut from his high school basketball team because of his “lack of skill”.

By acclamation, **Michael Jordan** is the greatest basketball player of all time. He is a phenomenal athlete with a unique combination of grace, speed, power, artistry, improvisational ability and an unquenchable competitive desire. Jordan single-handedly redefined the NBA superstar.

*“I have missed more than 9,000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot, and I missed. I have failed over and over and over again in my life. And that is why I succeed.”*

It doesn't matter if you are a scientist, an entrepreneur or an athlete all you need to do is don't let your failure stop you. You need to keep going, no matter what happens or how big the problem comes, keep going. Learn from your mistakes and keep going.

*“Success consists of going from failure to failure without loss of enthusiasm.” — Winston Churchill (British Prime Minister)*

Here is a small list of famous people that failed.

1. Jim Carey (Actor)
2. Katy Perry (Singer)
3. Oprah Winfrey (Media proprietor)
4. J.K. Rowling (Author) – Rejected
5. Bill Gates (Businessman)
6. Walt Disney (Entrepreneur)
7. Isaac Newton (Mathematician)
8. The Beatles (Rock Band)

Failure is that what you give definition to it. Without failing you cannot succeed. People think that failure is opposite to success because their mind is conditioned in that manner by the society. Ask any successful person what according to them is failure.

A failure is a person who has given up because of his incapability to work hard and lack of efforts that were required to succeed. No extraordinary person was ever born without failing at least once. Those who stop trying after they fail are the failures; those who keep going are the winners.

*“The key to success is failure” – Michael Jordan (Athlete)*

*“If you are afraid of failure, you don’t deserve success” – Charles Barkley (Basketball player)*

*“Failure defeats losers, failure inspires winners”  
- Robert Kiyosaki (Businessman)*

**How much do you score in this area from 1 to 10? \_\_\_\_**

### III. THEY ARE COMPETITIVE

*“Stop competing with others, start competing with yourself”*

Highly successful people are in competition with no one but themselves. They are not interested in what others are succeeding at; they are not jealous. The only thing they are concerned about is becoming better than who they were yesterday.

*“Successful people compete with others; highly successful people compete with themselves”*

There is a big difference in being successful and highly successful. Every single individual on this planet wants to be successful, so assuming that the average person is successful do you want to be successful? No! You want to be highly successful! A highly successful person is the one who has done something great and had an impact on the world.

It would be **unfair** to put David Smith & Warren Buffett in the same category of “Successful.” Why?

Let me explain you with the below table:

David Smith is an investor in stock market and my neighbour. According to the society he is successful, and they are right! But I am not concerned with being successful; instead I am concerned with highly successful people.

Name: David Smith
He earns 2 billion dollars
Successful? Yes!
Do you know him? No!

No take a look at this table; this will make my point much clear.

Name: Warren Buffett
He earns 63.3 billion dollars
Successful? No! – He is highly successful
Do you know him? Yes!!

See, the title of the book says “what made them extraordinary” so even if your are reading this book it won’t be of much worth unless you change your perspective and lift your standards higher than the average. For me successful is average. The standards you hold for yourself defines who you become.

Do you want to be David or Warren? The choice is yours. I want you to be Warren :)

Society have made the range of successful people so broad that even average people are being counted in this category “Successful”

The society is full of mediocre people, to protect their ego and project themselves as good as highly successful people they have assigned themselves a title “successful people.” They are jealous and compete with other people. They don’t want people to become highly successful (because of their ego and insecurity) they force potential individual to follow the mediocre rules. For example – Our parent’s minds are conditioned by the society for years. Our parents want us to be successful but do not allow us to do something different and go out of our comfort zone, they want us to do what everybody else is doing because they think & believe that it is what success is.

*“A sheep in a flock thinks she is the most pretty, until she sees a beautiful peacock pass by”*

We don't want bunch of useless robots calling themselves “successful” We want people who can make a difference in the world, this can happen only when you have all the qualities in the list.

Remember only “Highly Successful or Extraordinary” people make a difference in the world. So, you want to become highly successful, and not simply successful.

*“Successful people are unknown, Extraordinary people are remembered for ages”*

And the main difference in both of them is that David competed with other investors and Warren competed with himself. Anybody can be successful but only the finest can be extraordinary. I want you to replace “average” with “Successful” in your dictionary and add Highly Successful / Extraordinary at the top. You don't want to be simply successful; you want to be highly successful and one of the ways to do it is to compete with yourself.

*“If you continuously compete with others, you become bitter, if you continuously compete with yourself, you become better”*

*“The greatest artists like Dylan, Picasso and Newton risk failure. And if we want to be great, we've got to risk it too.” – Steve Jobs*

**How much do you score in this area from 1 to 10? \_\_\_\_**



#### IV. THEY VALUE KNOWLEDGE

*“To read without reflection is like eating without digestion” –  
Edmund Burke*

I love that quote. All highly successful people are highly knowledgeable. You should never stop learning. Reading is the best way to learn. You should read more and more non-fictional books to improvise the quality of your life.

Reading is a complex cognitive process of decoding symbols in order to construct or derive meaning (reading comprehension). It is a means of language acquisition, of communication, and of sharing information and ideas.

But a person who actually applies his knowledge in practical life is the one who creates an extraordinary life for himself. Reading is cool; it broadens your mind and takes your creative powers to a next level.

Reading is to the mind what exercise is to the body. Everything you read fills your head with new bits of information, and you never know when it might come in handy. The more knowledge you have, the better-equipped you are to tackle any challenge you'll ever face. Through reading, you expose yourself to new things, new information, new ways to solve a problem, and new ways to achieve one thing. Who knows – you might find your new hobbies within it. Who knows – you might actually explore one thing you really like and it may end up becoming your career and success in the future. Exploration begins from reading and understanding. Reading does help you form a better you, doesn't it? Through reading, you begin understand the world more. Through reading, you begin to have a greater understanding on a topic that interest you; for example: how to build self confidence, how to make plan better before taking action, how to memorize things better and more. All of these self improvements start from

the reading; through reading, you create a structured path towards a better understanding and better actions to take in the future.

When you are reading, you are actually gaining the knowledge and experience of someone. It can hasten your success towards a goal, as you don't need to repeat the same mistake while focusing on the right path in achieving one thing. It's like a mountain of gems for you to discover in books, which contain people's successes, failures and advice. Life is too short for you to keep repeating the mistakes that had been done by other people in the past, in order for you to reach the results that someone might already reached. There are more than four thousand billionaires and 12 million millionaires today. To become one of them, the first thing is to learn and get to know their past, what they did in the past that makes them where they are today. Reading is a great path to get to know them, and learn from these great people.

Reading exposes you to a world of imagination, showing you nothing is impossible in this world. By reading, you are exploring a different angle to see a thing you've known, on how different action leads to different results. Books are beyond imagination. It's like a huge spider web, where you keep linking to more and more to things you knew, and things you just learn, structuring new solutions and answers.

C. S. Lewis once said, "We read to know we are not alone." What this means to me is that, through books, more than through any other medium, I can have conversations with the minds of other people - how they think, what they believe, what they value. And more important, I can find out more about myself. There is something identifying and affirming to realize that other people have thought the same thoughts, had the same struggles, felt the same longings.

## **Benefits of Reading:**

- It increases Intelligence.
- It boosts brain power
- It can make you more empathetic
- Reading can help you relax
- Reading before bed time can help you sleep better.
- It is a fundamental skill builder
- It improves your vocabulary
- Improves concentration and focus
- Builds self-esteem
- Improves memory
- Improves your discipline
- Improves creativity
- Gives you something to talk about
- Books are inexpensive entertainment
- Improves yours reasoning skills
- You'll discover surprises
- Can change your life
- You'll make more money
- It could help keep your brain sharp.
- Self-help books, on the other hand, can ease depression.

Another great way to learn and develop knowledge is to share your knowledge through books, articles, speeches or magazines.

*“Sharing will enrich everyone with more knowledge”*

We all hear the phrase “Knowledge is power” get thrown around quite a bit. Our teachers told it to us when we were growing up in order to inspire us to want to learn, business leaders and authors instilled that principle over and over again, and maybe even our parents told us it a time or two.

The truth is, knowledge really does have a lot to do with the amount of success we achieve. It really does contain a lot of power. But the thing is, the knowledge part really isn't where the power lies. Knowledge is pretty much useless unless you apply it to your life.

I'm not sure where I first heard this principle, "Application is power", but I think it really challenges what past gurus have taught the past thousand years. Everyone thinks "knowledge is power". If you have certain knowledge that automatically makes you more powerful. But unless you have a way of applying that knowledge to the world or to your life, that knowledge is useless.

So I'm here to pass on this brand new concept. "Application is power". Applying your hard earned knowledge and expertise is where the true gold lies because until you take some action and allow that knowledge to flourish, it's useless.

You must put yourself out there and apply your expert knowledge in order for it to make you successful and powerful. The power lies in your ability to apply your knowledge, not in the knowledge itself. So when you start doing something with your expertise, and making things happen, that is when the true power will come your way.

*"A fool hates Knowledge"*

**How much do you score in this area from 1 to 10? \_\_\_\_**

## V. THEY INVEST IN HUMAN CAPITAL

*“The best investment you can make is in YOU”*

Before we begin with this trait of highly successful people let us take a look at the meaning of the word invest. According to the Oxford Dictionary,

Meaning 1: Buy something whose usefulness will repay the cost.

Meaning 2: Devote time or energy to an undertaking with the expectation of a worthwhile result.

Meaning 3: Provide something with an added quality.

There is a great advice by Brian Tracy which says “Invest 3% of your income back into yourself (personal development), and your earning ability will continue to grow”

The concept is solid—if you want to grow, you need to invest in yourself. The 3 Percent Formula makes it easy to budget self-leadership, and it scales—so your investment grows *alongside* your tangible success. According to Brian, the most profitable 20% of companies in each field typically set aside 3% of their revenue for training and development—and the investment pays off.

Here are a few examples of what the 3 Percent Formula looks like, depending on where you’re at in your career:

- **Scenario 1:** Annual income = \$25,000; 3% = \$750 (\$62.50 per month).  
Attend a local conference, subscribe to Audible, and read one new book every month.
- **Scenario 2:** Annual income = \$50,000; 3% = \$1,500 (\$125 per month).

Travel to attend a conference, subscribe to Audible, and read two new books every month.

- **Scenario 3:** Annual income = \$100,000; 3% = \$3,000 (\$250 a month).

Travel to multiple conferences, subscribe to Audible, read two books a month, *and* schedule a mid-year session with a personal business coach.

Now personally, this 3% rule is not valid for me. I invest about 10-15% of my income in personal development work.

All highly successful people invest in themselves. Human Capitalism is all about investing your time, money and energy in developing yourself and becoming your greatest version. The kind of person who is world-class in whatever he does and who is driven by passion and an urge to create an extraordinary life for him. You should spend more of your time, money and energy is improving your skills, experiences and knowledge. You need to develop new positive and useful habits that will contribute in making you a resourceful person and a valuable asset to others in the long run.

Applying the 3% rule in your life will guarantee you success in your long run. It is absolutely necessary trait in your life after the life purpose. As you starting investing in and developing yourself you become useful and deserving. Becoming useful and worthy is the greatest aim of humanity. Do you want to make more money? If yes, then INVEST IN YOURSELF. You can make more money or acquire more of whatever you want by investing in YOU than in any other investment. You will attract what you deserve. This is where the BIG SUCCESS is going to come.

Investing in yourself may be the most profitable investment you ever make. It yields not only future returns, but often a current pay-off as well. The surest way to achieve a better quality life, to be successful, productive, and satisfied is to place a priority on

investing in both personal and professional growth. The effort you put into consistently investing in yourself plays a large role in determining the quality of your life now and in the future.

You are the most important place you can put your time and money, and yet you are probably the one thing that tends to get neglected in life. When other people's priorities come up or it's time to sacrifice something, you might be the first to bend. But investing in you is not a selfish act. In fact, by helping make your life better, you will by default make the lives better of everyone else around you. And investing in yourself is the best way to ensure that you are well-taken care in the future, too.

*“Generally speaking, investing in yourself is the best thing you can do. Anything that improves your own talents; nobody can tax it or take it away from you. They can run up huge deficits and the dollar can become worth far less. You can have all kinds of things happen. But if you've got talent yourself, and you've maximized your talent, you've got a tremendous asset that can return ten-fold”*  
–Warren Buffet

Spending and investing isn't the same thing. Spending simply exchanges value, say, money for rent. Investing creates value in that after your initial cost is paid, you can keep getting value without new input. Getting a big promotion might give status and prestige, but it also eats away more time. In order to count as a great self-investment, your efforts need to pay you back with more time or energy, not less.

You are your greatest investment. The better the things you put into yourself the greater your returns are going to be. At least, that's how I look at it. It's typical to think of investment as just stocks, bonds and mutual funds. But that's too narrow a definition of investment for me. I like to think of investment as something you can do for yourself right now that will cause you to get a much better life in the future.

If you stripped Bill Gates of his assets and dumped him on the street...he'd be back to living a comfortable life with plenty of income in about a week. Why?

Bill Gates has tons of **human capital**.

“The stock of competencies, knowledge, social and personality attributes, including creativity, embodied in the ability to perform labour so as to produce economic value.”

If Bill Gates suddenly became homeless he could walk into the headquarters of any major company on the planet, offer his services as a consultant and start making 6+ figures a year. Focusing on building your human capital is a lot more productive than worrying about “job security.”

Most of the time, I'm a reasonably happy and content person. I feel upbeat about my own life and I feel in touch with the world around me. Sure, I occasionally dive into melancholic moods, but compared to my mental state several years ago, things are going incredibly well for me.

It's not easy, though. I spend time virtually every day keeping my mind in good shape and keeping my spiritual self – that sense of connecting with things I don't fully understand – in shape, too. Without proper care and feeding – without a little regular time investment – it's easy to watch these areas of your life wear down, leaving you feeling constantly exhausted, unhappy, and feeling rather empty on the inside.

So if the portfolio of “you” needs a little bit of extra love, here are some options for investing in yourself:

### **1. Advance your education –**

Extra classes, advanced degrees, relevant certifications, are all valuable investments. Take classes, either in person or online. Utilize available training – enrol in workshops, attend conferences



or participate in webinars. Expand your knowledge – there's lots of information available on nearly any subject imaginable. Read books, articles, white papers, anything related to the talent or skill you want to work on. Keep current – stay abreast of the latest trends or advancements. Subscribe to publications, read blogs of experts, and follow the latest news.

## **2. Explore your creative side**

There is a fountain of creativity within most of us that has never been tapped or certainly hasn't been used to its highest potential. We may need to unearth, and hone our individual creativity. Creativity, in any form, helps us to grow personally and professionally, to view problems and solutions in different ways and to utilize other parts of our mind that may have been previously untapped. It's important to keep in mind that creativity has many faces. It's far broader than being a painter or sculptor; it's also about trying new things.

- Learn a new language – take a class or use language training software
- Try gourmet cooking – enrol in a formal class, buy a new cookbook, or ask someone you know who enjoys cooking in a different way.
- write something – a book, short stories, poetry, anything
- Explore the outside world – try gardening, bird watching, or landscape photography
- Enjoy music – play an instrument, learn a new one or join a music group of some kind.
- Create something tangible – paint, sculpt, make pottery, make jewellery or design your own clothes.

Choose some form of activity that you have never tried, haven't practiced in years, or have never explored fully.

### **3. Go to a Seminar/Conference**

A great way to learn more about your industry or break into a *new industry* is attend a seminar or conference. Not only will you learn a great deal, but you can also meet a number of new people.

If you don't have the money to attend a conference, then try to be in the area when the conference will be held and attend meet ups. That way you can meet a lot of new people and start to foster more relationships in the industry.

### **4. Invest in your health.**

Usually exercise and proper eating is the first thing to go when other priorities pop up. But that makes investing in your health all the more important. And being healthy is the best way to insure your other investments in life (like taking care of your family and being productive at work) keep up. Investing in your health can be as simple as a having a healthy breakfast each morning. It could mean taking walks after dinner or signing up for that personal trainer that you've always wanted. Do something daily to invest in your health and you'll be sure to reap wonderful returns.

### **5. Start a Habit**

What is one thing you wish you did every day? Here are some ideas:

- Write a blog post
- Learn something
- Exercise
- Reach out to an influencer
- Brainstorm ideas

## Final Thoughts

All of these strategies are very useful ways to invest in you. They can improve your energy level, your decision making process, your knowledge base, your ability to focus, your available free time, and so on.

The catch is this: **None of these will really help without long-term consistency.** You need to stick to these things over a period of time to really see the benefits. Reading one challenging book is good, but reading them consistently is what will make the difference. Getting one good night of sleep is good, but getting consistent nights of sleep is what will make the difference. Getting a batch of exercise is good, but getting consistent exercise is what will make the difference.

So here's your game plan. Pick one of these strategies and commit to making it a habit in your life. Try to take steps forward on that strategy every single day for a while. Commit to getting a better night of sleep for a month or to spending an hour a day reading a challenging book instead of watching television in the evening.

Gradually, you'll find that you have more energy, more skills, more relationships, more knowledge... and eventually all of that will translate into more income.

**How much do you score in this area from 1 to 10? \_\_\_\_**

## VI. THEY CREATE VALUE

*“Creativity is intelligence having fun” – Albert Einstein*

Highly successful people are creative. Over here creative means the ability to create something from a thought to actual existence. Successful people are creative people; they create a lot of stuff. Their work impacts a thousand or millions or billions of people. You need to generate a massive amount of stuff to be successful in this age. You need to be creative, rather highly creative. If you think some people are just born that way (and you're not one of them), think again. Experts say we all have a wellspring of creative energy. The secret is how to tap it. An artist once said that a change of perspective would boost your creative thinking. Our society doesn't approve of creativity, nor does it ever encourage it. Why? Because it never wants people to think for themselves or create their own paths in life. Think back from the point you were a child to the point you are an adult- you are always told what to do by society and that you have to do it. School actually limits our creativity more than anything else because it is so egregious and is solely focused on how well you can cram and memorize things you will forget right after the fact, which is why we all hate it.

*“Every child is an artist; the problem is staying an artist when you grow up.”- Pablo Picasso (Spanish painter)*

Without creativity there would be no innovation. We would continue to be cavemen. They say some of the most creative people work for Apple and that they regularly set time aside from each day to brainstorm and let their minds take them somewhere that they didn't think existed.

You are blessed with creativity. It can be in any industry, so go out there and don't be afraid to show it to the world. The saddest thing in the world is a wasted talent. Don't be just that. Live up to your potential.

*“To live a creative life, we must lose our fear of being wrong” –  
Joseph Pearce (Writer)*

Creative people invent, imagine, problem-solve, create, and communicate in fresh, new ways. Every business requires creative thinkers in the form of scientists, engineers, medical researchers, technology innovators, business entrepreneurs, artists, performers, writers and illustrators, designers, inventors, educators and parents. Those with the ability to "think outside of the box" will lead the future and make special things happen.

**How much do you score in this area from 1 to 10? \_\_\_\_**

## VII. THEY ARE RULE BREAKERS

*“You are remembered for the rules you break” – Gen. Douglas MacArthur (Military Chief)*

All highly successful people break rules. They go against the rules of the society or institution or religion. They are flexible with the rules because if they follow the rules they won't be able to fulfil their desires or do something innovative.

Extraordinary people have an idea or a thought that they want to bring into existence, which is unusual to the society. The society doesn't believe in them and so to prove themselves they have to break the rules. The rules over here indicate the mental barriers of the society as well as the laws of nature.

Sam Walton wrote that the most important rule in business is to break all the rules. He has also said, “I always prided myself on breaking everybody else's rules, and I always favoured the mavericks who challenged my rules.” His innovative and daring approach to business established the worldwide Wal-Mart chain, which replaced Exxon as the largest corporation in the world in 2002.

Bill Gates broke the rules and we got the “Microsoft”

Einstein broke the rules and we got the “Theory of relativity”

Nelson Mandela went against the society and we got Human Rights

Mahatma Gandhi broke the rules and we got “Freedom”

*“History is made by those who broke the rules”*

But you should know which rule to break and when to break. You should know if you need to follow the rules or not. If you

want to break through the rules for good, which will benefit you and the people around you, go for it.

*“Breaking rules isn’t bad when what you’re doing is more important than the rule itself” – Kim Harrison (Author)*

*“Learn the rules like a pro, so that you can break them like an artist” – Pablo Picasso (Spanish Painter)*

*“Know the rules well, so you can break them effectively” – Dalai Lama XIV (Monk/Spiritual teacher)*

*“There are no rules here – we are trying to accomplish something”  
– Thomas Edison (Inventor)*

**\*\*Special note: Don’t let the rules stop you, small mindedness limit you and other’s opinions defeat you.**

**How much do you score in this area from 1 to 10? \_\_\_\_**

## VIII. THEY HAVE STRONG WORK ETHICS

*“You can’t have a million dollar dream, with a minimum wage work ethic”*

If you have strong work ethics, you can win battles. All highly successful people from Michael Jordan (Basketball Player) to Marissa Mayer (CEO Yahoo) or Howard Schultz (CEO Starbucks) have strong work ethics that has got them to top position. You need not have work ethics but strong work ethics; this is what will make the difference. Mediocre people are mediocre because their work ethics are average. Highly successful people are masters, they have STRONG WORK ETHICS.

Strong work ethics is made up of massive hard work, sacrifices, diligence and generation of value. Here is one of the views about work ethic from Will Smith and how important it is where Will says (about 2:00 during the interview):

*“I’ve never viewed myself as particularly talented. Where I excel is ridiculous sickening work ethic” – Will Smith (Actor)*

**SWEAT** – Strong Work Ethics & Tenacity will help you reach your goals.

Viggo Mortensen says – I have a strong work ethic. If I say I’m going to do something, I do it.

Robert Noyce says – If ethics are poor at the top that behaviour is copied down through the organization.

I want you to have strong work ethics, it is one of the most important and common quality in all highly successful people. Here are some examples of people with strong work ethics –



Apple CEO Tim Cook routinely begins emailing employees at 4:30 in the morning.

NBA legend Michael Jordan spent his off seasons taking hundreds of jump shots a day.

WPP CEO Sir Martin Sorrell is a legendary workaholic whose employees can expect emails at any hour of the night.

Yahoo CEO Marissa Mayer routinely pulled all nighters and 130-hour work weeks while at Google.

Starbucks CEO Howard Schultz continues to work from home even after putting in 13-hour days.

GE CEO Jeffrey Immelt spent 24 years putting in 100-hour weeks.

JP Morgan CEO Jamie Dimon spends his weekends preparing to grill employees on Monday.

**How much do you score in this area from 1 to 10? \_\_\_\_**

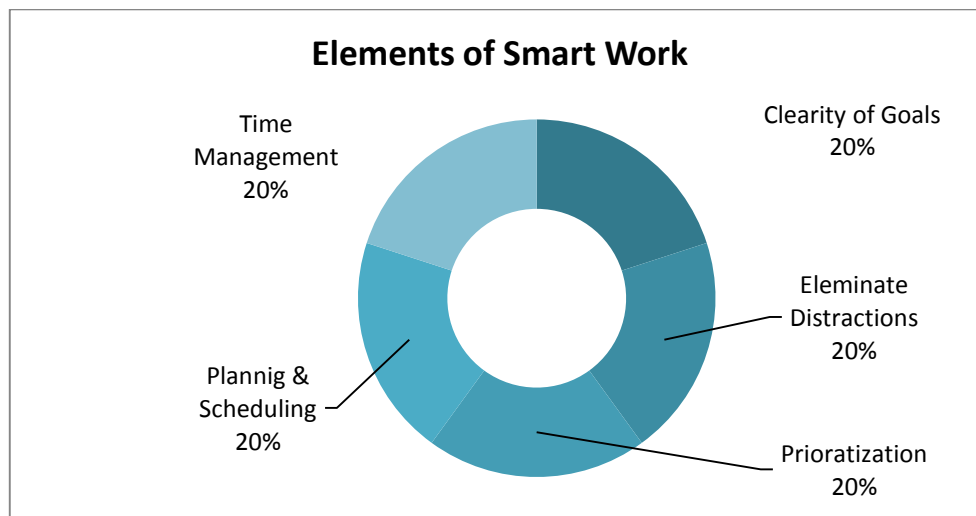
## **IX. THEY ARE SMART WORKERS**

*“Never hope for it more than your work for it”*

Highly successful people are often said to be "blessed with talent" or lucky. But the truth is, they have worked harder than the average person can even imagine. Thomas Edison says there is no substitute for hard work and he is 100% correct. Nothing can beat hard work if you work hard in the right direction. Highly successful people work about 20 hours a day on an average and that is why sometimes they burnout. They are able to work this much because they love what they do and so work doesn't seem like work to them. If you are a 9 to 5 person, you have to change, work extremely hard if you wish to live an extraordinary life. Now, I don't mean you have to work 20 hours a day, but try to work more than you think you can.

Extreme hard work is essential; but you should know where you have to work harder. If you keep running to the west to see the sunrise, you will never see it. Hard work should be combined with cleverness. Even a donkey does the hard work, which is senseless. An intelligent approach towards your hard work is what will bring results. Many people work hard, but they do not succeed because they don't know where to work hard and where not. It is important to know what to do, but more important is to know what not to do.

I want you to work harder but intelligently, like all the highly successful people did. Smart work is the key. You must know where to apply your energy, you must know whether to spin around, hit in the center or breakthrough it. Below is a smart work model that I have created which will guide you to avoid donkey work and work like highly successful people.



**The central idea of smart working is to know where you need to work hard.**

To work smartly you have to be absolutely clear about your goals, crystal clear. Example of a crystal clear goal: I will write a 200 page book self help book by 01.04.2016 and get it publish by 15.04.2016. or I will earn \$100,000 by 02.04.16 by selling a 100 pieces of book shelves. They key thing over here is being SPECIFIC.

The real problem comes when you start working on your goals. You come across a lot of distractions and situations that use up your energy and attentions and don't give any output. So, to work smartly you need to identify the problems and distractions as soon as they occur and deal with it or delegate it to someone else. This will help you be more productive.

Prioritise like a genius. When you know what you need to do, there comes a long list which we commonly call as To-Do list. I want you to grade these tasks according to their urgency, importance and priority. Doing this will give you high speed and intense focus.

Highly successful people have planned their life! Do you even have a weekly plan? You need to work on it. First known your life purpose and break it into small bite size goals that become your yearly goal, then break it down further to month and further to weeks and plan your day according to your weekly plan.

Block time and schedule your day to specific task, which gets the task done quicker than your normal approach. Set aside some specific time of the day just to think or just to schedule or just to solve problems. This is called smart work. Do you do smart work?

You need to create momentum to jump higher which starts by accomplish small things continuously, once you get that momentum you are ready to fly.

*“I was a workaholic. I never stopped. I lived in fifth gear. I bought cars. I invested in stocks. I made more money than I had ever imagined.” – Mitch Albom (Author)*

*“It is not what we do, but also what we do not do, for which we are accountable.”*

**How much do you score in this area from 1 to 10? \_\_\_\_**

## **X. THEY THINK VERY BIG**

*“The only way to achieve big is to think big and push your limits.”*

One day I was reading a book named “Trump: Thinking Big” and it completely blew my mind. I started noticing a pattern in all highly successful people; it is another trait that made them highly successful and achieve far more than they thought.

Thinking big is one of the most important traits you need to inculcate in yourself. If you want to achieve something big, you need to think big. You need to push your standards so high that you will have to work your hardest ass off. Bill Zanker founder of The Learning Annex said how his 5.5 million dollar company exploded to a 107 million dollars in just 4 years, the secret behind this big step was – he thought BIG. He thought 1000 times bigger than his capacity and that is what pushed him from 5.5 million to 107 million dollars. You need to see the big picture. Donald Trump’s biggest secret of his 4.5 billion dollar empire is – He thought big, really big!

*“The degree of your achievement is directly proportionate to the degree of your thinking big”*

In the book “The magic of thinking big” by David Schwartz, David says “the only thing that is holding people back is their small thoughts” He explains with an example of how a salesman sell more and earn more than his colleagues, the only difference was the salesman thought bigger than any of his colleagues and that is why he pushed himself further to others. Another important idea that David reminds us through this book is - 'To see what can be, not just what is'. He explains that visualization adds value to everything and thinking big means training oneself to see not just what is, but what can be.

Dhirubhai Ambani founder of Reliance Industries quotes – “If you can dream it, you can achieve it.”

And that makes sense, Alexander Graham Bell “thought” that it is possible for two people to communicate from a far distance and so came the invention of Telephone. Thinking big is the source of all invention, wealth, progress and everything.

Take a look at your surroundings, do you see that big box ‘TV’ it is the result of someone’s thinking big. It is necessary for you to think big in order to generate something bigger.

Warning! Thinking Big alone will not get you all the results. As I have stated earlier all the traits synchronise together and therefore it is essential for you to use all these traits together. The next step after thinking big is taking MASSIVE RAPID ACTIONS.

*“You have to think anyway, so why not think BIG?”- Donald Trump*

*“Think little goals and expect little achievements. Think big goals and win big success” – David Schwartz*

**How much do you score in this area from 1 to 10? \_\_\_\_**

## **XI. THEY TAKE RAPID MASSIVE DETERMINED ACTIONS**

*“The path to success is to take massive, determined actions” –  
Tony Robbins (Author)*

Successful people (mediocre) think. Highly successful people Act. The only difference between an average and highly successful person is that Highly Successful people take rapid, massive and determined actions. They just don't keep thinking about something instead they take actions to make that dream come true. Mediocre people keep analysing rather over analysing situations which stop them from taking actions; while on the other hand highly successful people think what to do, how to do, when to do and why to do. They do not over think and over analyse the result of their actions in advance. They believe in their actions more than their thoughts.

Paralysis by analysis is what defines mediocre people and I don't want you to do that, ever.

Think before you act but don't keep thinking so much that it stops you from acting. Over thinking is the biggest cause of failure and an enemy to action. It paralyzes you, breaks your momentum.

Action is the most important key to any success. Stay committed to your decisions but stay flexible in your approach.

*“Action is the foundational key to all success” – Pablo Picasso*  
I have observed that highly successful people value their time and so they have a high rate of implementation. As soon as they strike with an idea they start working upon it. They do not procrastinate, they are not lazy. They are proactive which means they take charge of their own actions; they hold themselves accountable and do not blame any person or situation for any kind of failure.

Without actions you cannot see results. I cannot stress how much taking action is important and it is not just about actions

but massive actions that will get you results. You cannot take massive actions without thinking big.

*“If you do what you’ve always done, you’ll get what you’ve always gotten”- Tony Robbins*

If you are ready to take Massive Determined Actions you can use a tool which is called MAP (Massive Action Plan) constructed by Tony Robbins. Basically it is a three steps model where you gain clarity of what you need to do to achieve your BIG dream. It includes 3 columns as:

1. Massive Action Plan (Actions you will take)
2. Result (What result you want)
3. Purpose (Why you want to do it)

This tool is used by the most successful people across the world which guarantees results. I have been using it for years and It works wonders.

*“Don’t wait until you are ready to take action. Instead, take action to be ready” – Jensen Siaw*

**How much do you score in this area from 1 to 10? \_\_\_\_**



## **XII. THEY WORK FOR THEMSELVES**

*“If you don’t build your dream, someone will hire you to help build theirs” – Tony Gaskins (Life Coach)*

Take a few people from the history who were highly successful and see for whom did they work for? Did they work for themselves or did they work for someone else? For instance, Steve Jobs worked for himself, Albert Einstein worked for himself, Henry Ford worked for himself, Soichiro Honda worked for himself, Bill Gates worked for himself, Walt Disney worked for himself.

Do you see that? I am not against being an employee and working for someone else but I would always prefer and love to work the way I want and for myself so that I can fulfil my dreams and not spend my whole life for someone else building their empire.

Working for yourself offers great flexibility, less limitations and higher rate of success. Imagine a life in which you can live on your own terms, have the freedom to choose how you spend your time and the projects on which you work. With enough planning, patience and determination, this situation can be yours.

*“There is only one success: to be able to spend your life in your own way” – Christopher Morley (American Journalist)*

**How much do you score in this area from 1 to 10? \_\_\_\_**

## **Special Thanks**

I want to thank many people and their work which came in use while writing this small book.

I want to thank people whose lives and quotes have been used in this book to inspire and motivate people.

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## About the author

Aman Varma is a happiness coach, who aims at guiding people to achieve **unconditional and permanent happiness**. He is the developer of the Cloud9 Philosophy which is concerned with a few principles and laws of happiness which never fail, like the law of gravity.

Other than coaching, author has also developed various online course spread across various domains like productivity, happiness, Confidence, relationships, personal growth, etc. Also he shares various high quality information products which boils down to a single target i.e **unconditional and permanent happiness**.

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