



# 7 SECRETS OF THE SUPER SUCCESSFUL

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You can start creating your own success from today, you don't have to wait a minute longer...

Through years of research of hundreds of top Successful Brands I have noticed various shared traits. Here are the top

Seven Secrets of the Super Successful you can apply right now! These can escalate your level of success in leaps and bounds. So, get ready to be ...

PACKAGED  
for SUCCESS

*Haydee*



# 1.

## EVOLVE YOUR BRAND

One of the top 2017 workplace trends highlighted the movement from the company brand to the personal brand. Which brand leads? More corporate brands are realizing the power of personal branding.

Google and Facebook, the biggest traffic sources of most brands, have now started favoring individual faces over brands. Personal brands spark engagement and install trust in the consumers of your corporate brand.

So in today's Distraction Economy - where attention is the new commodity in short supply - successful people ensure their personal brand is constantly evolving.

When last did you evolve your brand for impact and reset for relevance? Also think if you need to put in place a...

1. Brand Evolution - you have a strong brand, you need to just make small changes to your current brand or a...
2. Brand Revolution - not attracting clients, not accelerating your career path, a complete change is needed.

Imagine if Apple still used their first logo from 1976 (Isaac Newton under a tree) and never evolved their image...would you still see it as cutting edge innovative brand? When last did you work on your brand?





YOU DIDN'T COME THIS FAR  
TO ONLY COME THIS FAR

# 2.

## LEADERS ARE READERS

What was the last book you read?

Warren Buffett (valued at \$68.2 billion and the world's most successful investor) was asked his key to success, he said, "Read 500 pages every day. That's how knowledge works. It builds up, like compound interest."

Successful people don't just read anything they value knowledge, self-development and education over being entertained.

A study revealed that self-made millionaires read at least 2 books a month.

If you want to take your life to the next success level...read the Big Leap by Gay Hendricks.

Remember, the person you will be 6 months, 6 years from now depends on the information you feed your mind TODAY!





YOU WILL NEVER GO BROKE  
FROM INVESTING  
IN YOURSELF

# 3.

## CONSISTENCY



Just one inconsistency can change people's trust in you. It's the little things - done consistently, that make the big difference. Successful people make the call when they say they will, they meet the deadline when they promised.



THERE IS NO ELEVATOR TO SUCCESS

YOU HAVE TO  
TAKE THE STAIRS



# 4.

## CREATE YOUR OWN CATEGORY



This is how you will stand out from the crowd and be memorable in the hearts and minds of others...

Be bold in your positioning, to secure your real estate as a successful brand in the Distraction Economy. What makes you YOU-Unique?

Find what your superpower is – invest in it, develop it!



— — — — —  
WHEN YOU DO THE COMMON  
THINGS IN LIFE  
IN AN UNCOMMON WAY

YOU WILL COMMAND THE  
ATTENTION OF THE WORLD

George Washington

# 5.

## DRESS HOW YOU WANT TO BE ADDRESSED

I don't believe people buy logos, websites, social media pages..I believe people buy people YOU are the message - what are you saying?  
In today's attention economy marketers need to produce strong, good quality visual content to attract the consumer's attention - you need to do the same with your visual brand both online and offline.

Even though much of today's business world has relaxed its dress code, people that are successful (or want to be successful) want to deal with people that look successful...This doesn't mean you need to wear a high price tag designer outfit...you just need to look the part.  
Walter Bond - Professional NBA Basketball Player, now super successful speaker once told me "If you want the \$100 million deal you best look \$100 million worth."





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DID YOU KNOW THAT COLOR  
INCREASES  
BRAND RECOGNITION BY 80%?

*b.*

# BUILD YOUR CIRCLE OF INFLUENCE



Many successful people believe that we pick up the habits, thoughts and actions of those we spend most time with. Jim Rohn, stated that we're the average of the five people we spend the most time with.

Think of the top 5 business people you are spending time with right now...Do you aspire to be as Super Successful as they are?

This is your Circle of Influence and the higher the quality of it, the more social currency you'll command.

So invest, expand and nurture your Circle of Influence - join LinkedIn groups, industry associations, attend business events, conferences where successful people hang out. The feeling of success rubs off on you when you are in the energy field of successful people. By making face to face connections, you're giving yourself and your business exposure. When people hear of your company, they'll be able to place you personally. Get out of your comfort zone!



SURROUND YOURSELF WITH THOSE  
ON THE SAME MISSION AS...

YOU

# 7.

## FORGET FOMO, EMBRACE JOMO



With the explosion of social media we live in the era of FOMO (fear of missing out). The average person spends three hours a day on social media! It's become such a problem that recent studies suggest it can manifest as a genuine form of social anxiety.

Randi Zuckerberg, Founder and CEO of Zuckerberg Media (sister to Facebook's creator) says you should focus on JOMO (the Joy of Missing Out). Take pleasure in turning off all your devices, and settling into a time of just doing you and not on social media broadcasting.



NEVER GET SO BUSY MAKING A LIVING  
THAT YOU FORGET TO  
MAKE A LIFE



Would you like to...  
Radiate Powerful Presence?  
Enhance Credibility?  
Gain a Competitive Edge?  
Connect with me...  
I will ensure that you and your  
team are...



PACKAGED for SUCCESS

You will be empowered with  
practical strategies to...

- Create New Opportunities
- Accelerate Success
- Impact Profits and Sales

So Step into your Unlimited Potential  
TODAY ...

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# SUCCESS

DEPENDS ON THE  
SECOND LETTER