



4 Step Success Blueprint

Your personal guide to the success journey

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Inspire | Enable | Achieve





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Congratulations

- You have taken the first step in achieving the success you deserve. It is awesome that you have decided to access this Success Blueprint. Nothing happens without taking action!

To your success!

Mark Taylor

What is success?

- There are many definitions of success and it can be a very personal thing
- It is very important for you to personally define success; subconsciously all your motivations will be behind this definition
- At Keys To Success Club have the following definition of success:

“Success is when an individual overcomes their fear, apathy and self doubt to truly harness and apply their unique talents”

- We do not see financial wealth as the measure of success; we recognize financial wealth as a great enabler to give you the freedom to be apply your unique talents.

Meet Mark Taylor – Founder of KeysToSuccessClub.com

- Personal Background
 - 15 years in the fields of innovation, management consulting and corporate strategy
 - From leading Blue chips such as **Unilever**, **GSK**, to exciting emerging businesses such as **Freshtel & Onetest**, to Innovation hothouses such as **TTP Group**, Mark has a diverse set of experiences to draw from
 - Property Investor and co-developer
 - Mark brings a truly global perspective having lived/worked in Australia, France, Kenya, New Zealand, Singapore & UK
- Personal Networks
 - World champions of sport
 - Successful entrepreneurs
 - Seasoned property developers and investors
 - Multiple individuals who have achieved financial freedom and pursue their passions 24/7
- Research and Study
 - \$1,000s spent on courses, seminars and books
 - Significant time spent on psychology and understanding the motivations and workings of the mind
- Why did I set up KeystoSuccessClub.com?
 - From my own experiences and needs along with my conversations from a truly diverse set of people all around the world, I realised that:
 - there was a call to build a community of people who would support each other to achieve success
 - people wanted easy and instant access to methodologies, tools, knowledge and support on an ongoing basis.
 - to this end I created KeysToSuccessClub.com to *inspire* and *enable* people to *achieve success*

What is behind the passion at Keys To Success Club?

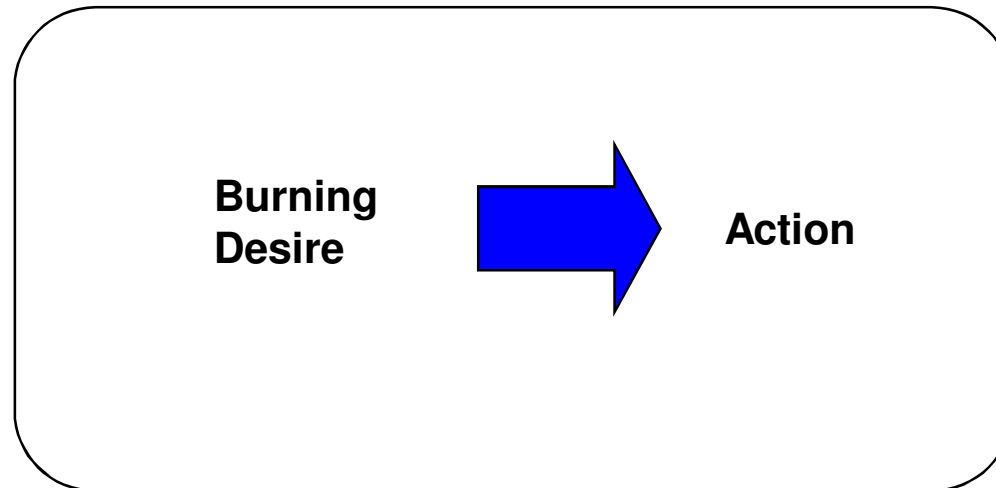
- As a community we are passionate about the following:
 - People should feel empowered to change their current situation
 - People should be able to spend a substantial part of their waking hours on a passion they have
 - Everyone has the potential to be successful in their own right
 - People should wake up every day with a smile on their face and an enthusiasm for life

The 4 Steps

- **Step 1** – Decide and commit to do something!
- **Step 2** – Decide what option or avenue you are going to pursue
- **Step 3** - Learn from people who have been there and done it
- **Step 4** - Ensure you have a support network as you move forward!

Step 1 - Decide and commit to do something!

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Step 1 - Decide and commit to do something!

- This sounds simple, but is the number 1 priority as it involves your own mindset and the blockages (conscious or subconscious) that prevent you from taking action. From my experiences, observations and research it comes from two fundamental root causes:
 - Apathy
 - Your desire to move forward is outweighed by the effort required to do something
 - Fear / Doubt
 - Multi faceted but one of the great inhibitors. It could be fear of failure, fear of the unknown, fear of being judged etc
- The above two root causes result in a number of sub factors that include
 - Procrastination
 - Lack of confidence and belief
 - General disillusionment
- To move forward you will need to **increase your desire to the point where you overcome your apathy and fear**. And be honest with yourself. If you are really quite happy with where you are at then stop wasting your effort on “the grass is always greener” thinking and go and enjoy yourself.
- If you are serious about wanting to achieve something then **get serious**. Focus on your drivers and ramp up your desire and passion.

Step 1 - Decide and commit to do something! - Let's hear from Socrates

- *A young man asked Socrates the secret to success. Socrates told the young man to meet him near the river next morning. They met. Socrates asked the young man to walk with him toward the river. When the water got up to their necks, Socrates took the young man by surprise and dunked him under the water. The boy struggled to get out but Socrates was strong and held him down. When the boy started turning blue, Socrates raised the boy's head out of the water.*

The first thing the young man did was to gasp and take a deep breath of air. Socrates asked, "What did you want the most when you were under water?"

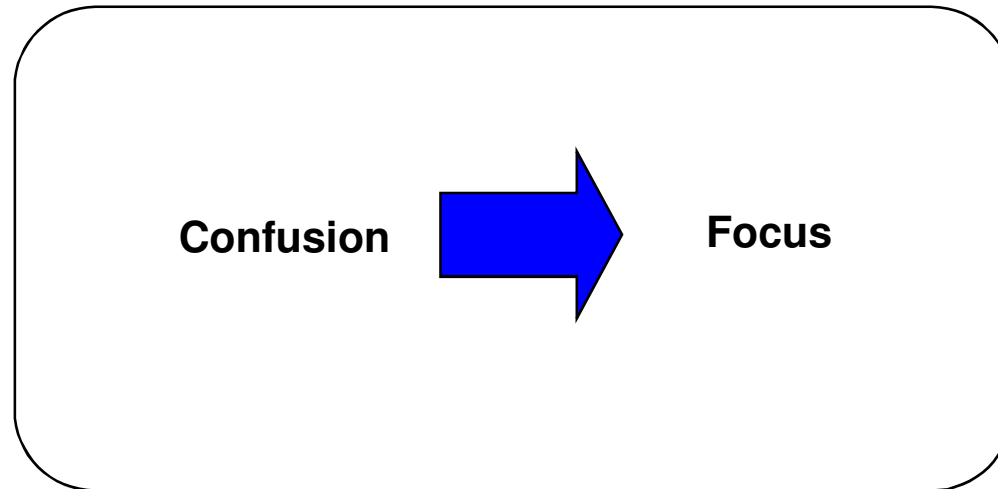
The boy replied, "Air."

Socrates said, "That is the secret to success. When you want success as intensely as you wanted air underwater, then you will have it."

- Keys To Success Club tips:
 - If your intention and genuine desire is not strong then stop immediately as you will waste a lot of time and money by going forward!
 - There is heaps of content on developing your own success mindset inside KeysToSuccessClub.com
 - You need to develop and maintain a **burning desire** in order to succeed

Step 2 – Decide what option or avenue you are going to pursue

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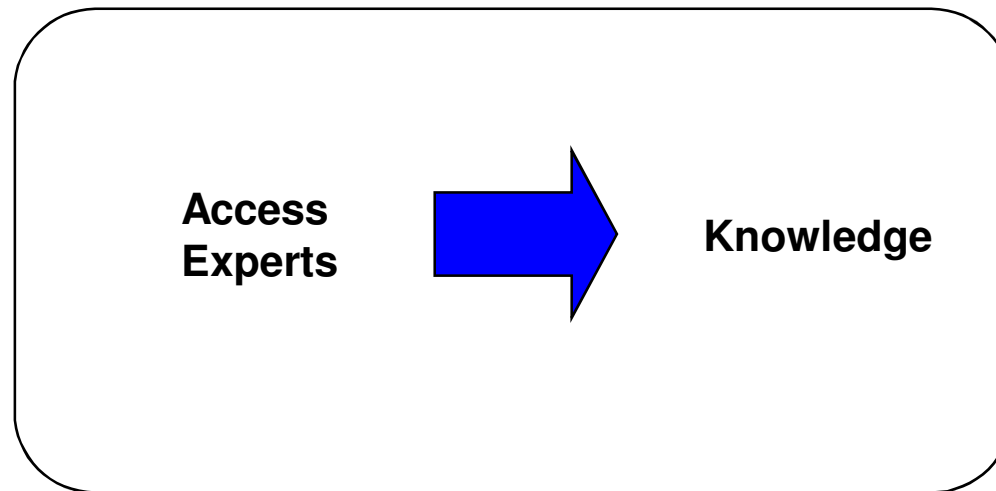
- Once you make the decision that you are going to take to change your circumstances, you will need to decide what option to pursue
- This is not always obvious for many people as
 - they are not clear on who they really are
 - They are clear on their unique talents
 - They are not aware of their true passions and what they really stand for when stripped away from the expectations created by modern day society, family & friends
 - If money / financial freedom is a key driver for you then be aware that the chase for the big \$ can also cloud the picture.
- As I discussed in the introduction, \$ do not on their own create success, however for many people it is an important factor either to create the time to follow your passion or simply to relieve financial pressure to have the right headspace . The reality is we need to be able to care for ourselves, our friends and family, and if financial wealth enables this to occur and allows us to give back to the world then it is great tool.
- And remember, there is so much opportunity in the world to combine your passion with income generation that you should really be looking for this as the starting point and remember to think creatively!

Step 2 – Decide what option or avenue you are going to pursue – How do I start working it out?

- This is a self exploration path and one you will need to discover for yourself. Here are some techniques I have used to help:
 - Ask your friends, family and colleagues to articulate what they see as your real strengths.
 - Note your emotions when different subjects are talked about. What ones make you get excited or frustrated. Identify your **passion pulses**.
 - Try some avenues and see how easy you find it to spend time on them. If you find it easy to spend time on it then it is a good sign! If you would rather watch some TV then you are probably on the wrong track
 - Don't get blindsided by something that makes a lot of money. That's great, but if you haven't got a passion for the fundamental activity or "raison d'être" then when the going gets tough you will be off!!
 - When you are long gone, what do you want to be remembered for having achieved?
- If this is difficult for you, then be gentle on yourself but keep at it. The fog will lift in time!

Step 3 – Learn from people who have been there and done it

- **Step 3** - Learn from people who have been there and done it



Step 3 – Learn from people who have been there and done it

- The next step is to learn from people who have shown demonstrable success in your field of interest.
- Going solo is a recipe for a long, tortuous journey. It simply doesn't make sense to repeat previously made mistakes and missed opportunities. This step is about building connections, finding resources, gaining inspiration and guidance.
- Whilst it is tempting to jump straight in, invest in learning and educating yourself and be generous in this step; you will benefit!
- Options you have are through books, audio, video, face to face. If you have the right mindset (step 1) you should have a feverish desire to absorb as much as you can. Get rid of your wasted time and use it to maximize your chances of success.
- The core of Keys To Success Club is to enable people to quickly and easily access information in the format that works best for them. Read while you are the bus, listen when you are in the car, watch on your computer. Go nuts!!
- Alongside this build up your network on people who have demonstrable success and spend time with them.

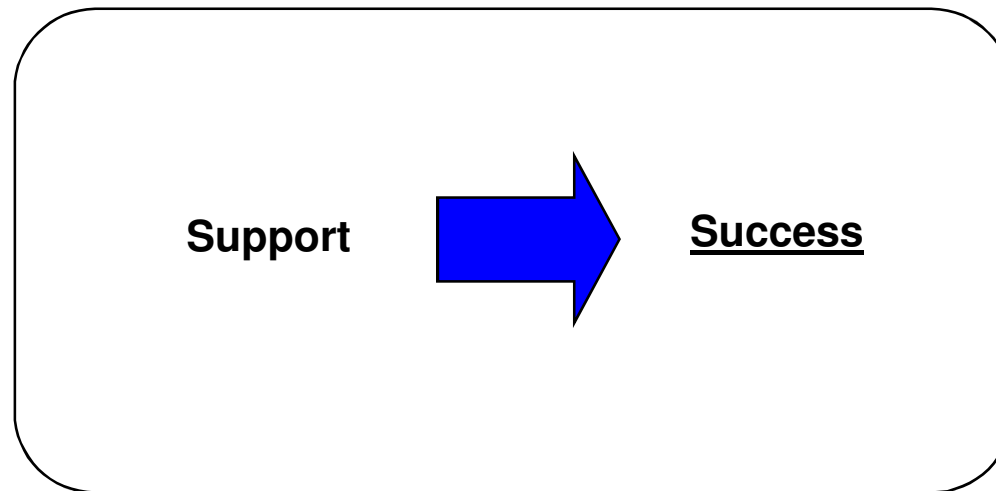
Step 3 – Learn from people who have been there and done it

- Keys To Success Club tips
 - Check that you are learning from people who have experience in your field.
 - Friends and family can often be trying to help but in fact may hinder
 - Be careful on whose advice you listen to. The people that generally give the most advice often have no basis for doing so!! Ask the question in your own mind. “Has this person achieved success in the field in which they are giving advice?” If not, smile and tread carefully!

“You are the same today you’ll be in five years except for two things: the people you meet and the books you read”
Charles “Tremendous” Jones

Step 4 – Ensure you have a support network as you move forward

- **Step 4** - Ensure you have a support network as you move forward



Step 4 – Ensure you have a support network as you press the go button!

- You have chosen the field you are going into, you have spent time learning from people who have been there and done it, you are pumped and fired up and away you go. Two months later, you run into problems:
 - it is taking more time than you expected
 - you are finding it difficult
 - it is costing you more than you expected
 - you are struggling to get the right people around you to make it happen
 - your friends & family question what you are doing
- You **need** to have the proper support mechanism around you to overcome adversity.
- The first thing to remember that this is normal. The vast majority of successful people have had to deal with failure and difficulties. This can make you stronger or if handled wrongly can devastate an individual and they will go back to their comfort zone as the “fearometer” goes through the roof.
- ***Make sure you have support to help you in your journey***

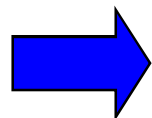
Step 4 – Ensure you have a support network as you press the go button!

- Keys To Success Club tips:
 - Identify someone who can encourage you and help you with your self belief
 - Identify a forum where you can get answers to questions and a sounding board
 - Find a way to identify real people who
 - can help you
 - are genuine and are not going to screw you.
 - Remember, you cannot do it all yourself so you will have to have partners / suppliers you work with.
 - Try and find a group of people who on a success journey and spend enough time with them to counteract time you may be spending with people on a different path. This is vital!

Summary of the 4 step Success Blueprint

1.

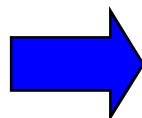
**Burning
Desire**



Action

2.

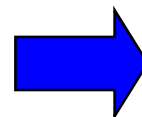
Confusion



Focus

3.

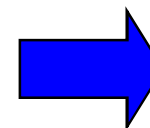
**Access
Experts**



Knowledge

4.

Support



Success

To your success!

I truly hope that this document inspires and enables you to begin or accelerate your own personal success journey.

Warm regards

Mark Taylor

"Emptiness is a symptom that you are not living creatively. You either have no goal that is important enough to you, or you are not using your talents and efforts in striving toward an important goal."

Maxwell Maltz



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