Tom Hopkins’ ABC’s of a Successful Career

**A**titude  Begins with the ability to handle **failure** and **rejection**.

**B**alance  Total fulfillment in all areas: financial, emotional, physical, and spiritual.

**C**onfidence  Act it and you become it.

**D**iscipline  Desire without discipline leads to disappointment, disillusionment, and depression.

**E**nthusiasm  En Theos = God within IASM — I am sold myself.

**F**lexible  Anything is feasible if you are always flexible.

**G**oals  Short-term and long-term — must be believable and worth committing to.

**H**ealth  To get rich and sick is stupid.

**I**ntegrity  Be trustworthy so people will like you, trust you, and want to listen to you.

**J**ust for today  Live in the present moment. Burn the past. Don’t worry about the future.

**K**nowledge  is power when properly applied.

**L**aughter  is like medicine to the bones. — Proverbs

**M**entor  Allow yourself to be mentored and mentor others.

**N**etwork  With every new person you meet, you expand your company’s potential client base.

**O**rganized  Pay fast attention to details.

**P**ersistence  Growth occurs when you find you can’t go on, but know you can’t quit.

— Charles T. Jones

**Q**uestions  If I say it, they tend to doubt it. If they say it, it’s true.

**R**elationships  Begin with rapport. Develop respect and give more service than your clients expect and they will give your company more business.

**S**uccess  The continuous journey toward the achievement of pre-determined, worthwhile goals.

**T**ime planning  I must do the most productive thing possible at every given moment.

**U**nderstanding  The first step that creates empathy and builds a long-term relationship.

**V**ocabulary  The words we use create thoughts and feelings that result in actions.

**W**ork  Combine PLAY and WORK and you’ll fall in love with PLORK.

**X**-tra  Find more creative ways to give thanks and recognition to your company’s clients.

**Y**-wait  Overcome procrastination by living by these three words: DO IT NOW.

**Z**ero in with Zeal  Stay focused. Keep yourself in a positive shell and unleash the Champion within you.