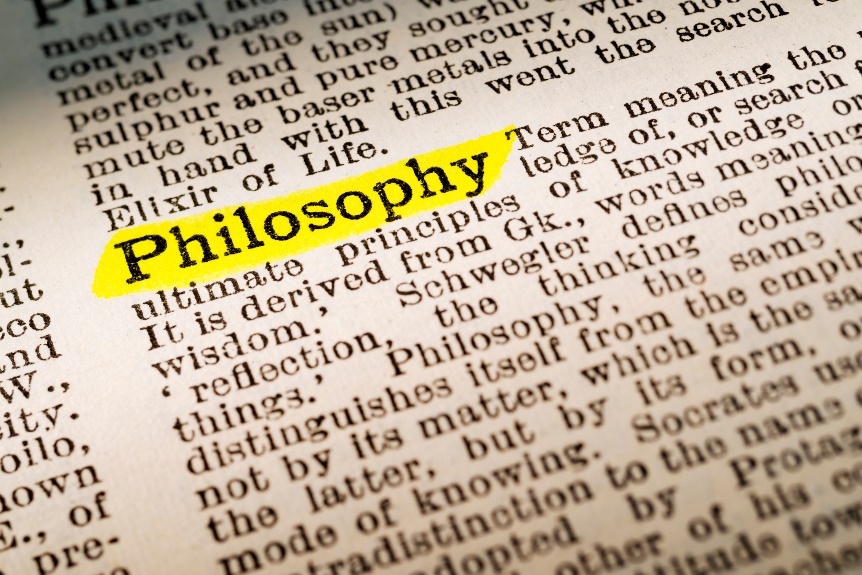
**What Do You Really (Really) Want?**

If you’re in sales, then you need a philosophy of selling.

If you sell advertising, then also need a philosophy of advertising.

A philosophy *is a set of beliefs; a set of ideas about how to do something.*

You need a set of beliefs about selling. You need ideas about how to do advertising. The late, great Jim Rohn was a great business philosopher. Watch any of his inspiring YouTube videos and you’ll get timeless advice on how to succeed in business and life.

Here’s one of my favorite Jim Rohn one-liners: *If you really want to do something, you will find a way. If you don’t, you will find and excuse.*

Think about any success you’ve ever had. You found a way.

If it’s true that if you really want to do something you will find a way, then it seems to me that step one is determining what you really (really) want. Can you tell me what you want?

Napoleon Hill put it this way: “Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything. Desire is the starting point of all achievement. Not a hope. Not a wish, but a keen pulsating desire which transcends everything.

Your manager can’t make you want to succeed. I can’t make you want to succeed.

It’s your life, your success. You’ve got to do your own wanting.

So, think about a major victory you achieved in school, in business, in sports, theater, music, etc. What obstacles did you have to overcome to achieve that win? Why didn’t you quit? What desire kept you going?

Then, ask yourself, “What must I do (accomplish) next. You’ve done it before. You can do it again. And again.

That’s what success is.