

Do Something Different!

By Andrew Laing & Gary Wilkinson

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There is saying that people can be divided into *3 groups*:

- * Those who make things happen.
- * Those who watch things happen.
- * And those who wonder what happened.

Which category do you fit into?

You see, it's important to remember that doing anything, especially something a bit different, means taking a risk. Most people may try to apply a particular approach, but this might not work.

When this happens, most people will draw these two negative conclusions:

- a) This approach did not work, so I'd better try the same thing again.
- b) This approach did not work, so I'd better give up.

That is why most people will never get where they want to go.

Consider how much more your chances of success will be if you adopt these conclusions instead:

- a) This approach didn't work but I still believe in my goal.
- b) This approach didn't work, so I had better try something different.

Consider any successful person and you will find that they experienced many 'failures' before they attained their success. For most overnight wonders, it was a long night.

Try and find out how they attained their success and study their methods.

Creatively adapt their strategies to suit your business. More often than not you will need to adopt a

variety of methods to achieve your success, but there are many resources and people who will help you to do something different.

Andrew Laing & Gary Wilkinson
Co-owners of The Affiliates Club

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