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WHAT IS SUCCESS?

Today many people in the world ask the question of *what is success?* and how to achieve it. And someone finds not only the answer, but also the way. Each person has his own approach and strategy during this way. To achieve success, you know without doubt that you need to put a lot of effort. You have to work on your discipline, self-control, daily routine, habits, self-development, and this is not the whole list. I realize that people are divided into two categories regarding this issue: those who managed to become successful fairly quickly, making a minimum of mistakes, and those who had to go through a thorny path, making a lot of mistakes and conclusions before becoming the best version of themselves.

Every person, at whatever stage of their life they may be at the top of success or in the midst of misery and adversity, in search of a way out of this situation dreams of at least one thing (probably many more of some things), but for sure there is one: to improve their lives and themselves. This does not mean that there is anything wrong with our lives, but we all come into this world with a desire and innate thirst for continuous growth, development and self-improvement [1, p. 1].

Fundamentally, there is nothing strange, bad or reprehensible about this. This is because of the nature of man, so it was, is and will be. This is not our fault – this is our peculiarity. This is why we are different from all other living beings on our planet, because we have a desire for personal growth, development, self-improvement and progress. And it is very important to program yourself for this progress and success. Everything starts in our head so it is important what and how we think.

Hal Elrod, an American speaker, who is the speaker of good luck and the author of the book “Magic of the morning. The not-so-obvious secret guaranteed to

transform your life before 8AM” [1], based on the affirmations, offers five simple steps that will help you imagine those affirmations.

Step 1: determine what you really want. The goal of forming an affirmation in writing is to program your mind with beliefs, attitudes, and actions that are critical to developing the ability to attract, achieve, and maintain an ideal level of success.

Step 2: determine why you really want it. Determine why what you most want from life is so important to you. You will get a goal that nothing will stop you from reaching.

Step 3: determine what kind of person you need to become in order to achieve what you want. Only by becoming what you should be and doing what you should be doing can you hope to get what you want to have. Get as much insight into who you need to be and what you should strive to become in order to raise your business, health, marriage, and other areas of life to a higher level.

Step 4: determine what you need to do to achieve what you want. What actions do you need to do to materialize your ideal lifestyle? The more specific your actions are described, the better. Feel how it is to achieve success on the road, and so you will feel comfortable and pleasant.

Step 5: include inspirational quotes and philosophical thoughts in your affirmation. Every time you see or hear words that inspire you, or learn about a philosophy or strategy that strengthens your self-esteem, it will make you think: this is exactly what I need to develop and improve myself – include this thought in your affirmation [1, p. 102-106].

Perhaps some of you have heard and even tried these tips for yourself. And it is very important to understand and be aware of them. After all, awareness is the key to results. You can repeatedly try to repeat the affirmation or visualization but it will be in vain if you do not realize it and do not feel one hundred percent. All the information that passes through you should be fully aware, and the feelings that you fill yourself with during the affirmation should be clearer and clearer. For some

people such practices may seem ineffective and simply useless and unnecessary waste of time. Yet many people have proven this by their own experience and continue to practice successfully. There are many famous personalities among them – singers, actors, TV presenters and other media personalities. For them, this is an important daily ritual that they simply cannot do without. The thing is that while speaking they have programmed themselves for success, for positiveness, for luck. Everyone who manages to practice these methods has attached great importance and significance to this process, so it is effective and important for them.

Many people who have succeeded in mastering the secondary components of success lack the primary significance – the positiveness in the character. Sooner or later it will appear. This will manifest itself in every case of a long-term relationship, with a co-worker or a spouse, a friend, or a teenage child going through a personality crisis. The most eloquent thing about a person is his character. Ralph Waldo Emerson once said, “What you are shouts so loudly in my ears I cannot hear what you say” [2, p. 88]. Of course, there are also situations when a person, having the strength of character, does not have any communication skills. This, of course, also affects the quality of relationships. But this factor is still secondary one. In the end, what we are is far more eloquent than what we say or do. We all know that. There are people we absolutely trust because we know their character. Whether they are eloquent or not, whether they know how to communicate effectively or not, we still believe them and work with them successfully [3, p. 3].

Therefore, no matter who we are or who we strive to become and achieve, we must remember that everything begins in our head. What we think and dream about turns into the reality of our life through the prism of our thoughts.

REFERENCES

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