**DOUBLING UP ON SUCCESS**

Success is hard to define and is largely driven by the individual. For one person, success may be about having a nine-to-five job and making enough money to live a good life with his or her family. For another it might mean being a billionaire or the CEO of a massive corporation.

**Be tenacious!**

"There is no substitute for hard work and you cannot get ahead without forgoing some pleasures. The willingness to learn is absolutely key to achieving success."

**In brief!**

**To become successful you need to try harder than anyone else.**

**But be sophisticated in your style and manner of trying!**

Have a clear idea of where you want to go and keep it simple. Success is always built on the back of challenge and running your own business will teach you that.

You can fall apart when you hit a difficult patch and see it as the end of the road or you can come to terms with it, **understand it** and put things into place to make life manageable. It takes a great deal of determination but you have to get it together.