



The Ultimate Success Formula



I recently attended an AWESOME seminar by Anthony Robbins called “Unleash the Power Within”. Anthony Robbins is not unlike Mary Kay herself, in that he wanted to help people find the greatness that lies within them. He has built his own business in Motivational Speaking and has changed MANY lives. Nothing happens by accident, and I am so thankful I had the opportunity to see him. It was TRULY awesome! Here is something he shared with is that I found invaluable!

- 🌟 **Know your outcome.** Know your goal, what you ultimately want
- 🌟 **Know why it’s MUST.** Why must you achieve it
- 🌟 **Take MASSAVIVE action.** Break your comfort zone and do something uncomfortable that will get you to your goal
- 🌟 **Know what you’re getting.** Know your results. Analyze results
- 🌟 **Change your approach.** If results aren’t what you want , try another approach

Sylvester Stallone, the famous actor, was not ALWAYS famous. He struggled for many years auditioning for parts, trying to get roles in anything. Stallone, his wife and his dog struggled to get by on \$25 a week while he was determined to be a *famous actor*. **(Know your outcome)**. He knew he had talent and wanted success badly for himself and his family. **(Know why you MUST)**. Frustrated, he realized they needed money so he was forced to do something that was very difficult. He had to sell his dog, his best friend, to get some money for food. Therefore, he took his best friend to a local liquor store and sold his dog to a stranger for \$25. He continued to go on audition after audition and faced constant rejection. **(Massive Action)**. “You’re too ugly”, they told him. He wasn’t getting anywhere. **(Know what you’re getting)**. So he decided to go to the library and research film and movie development. **(Change your approach)**. Not long after, he was struck with an idea for a movie. He sat down and wrote the entire screen play to Rocky in 10 hours straight. **(Massive Action)**. He proceeded to take his screenplay to a film producer who LOVED it and offered him \$100,00 for it. Stallone replied, “On one condition – I get to star in it.” They laughed and said, “No way! You’re too ugly—it would kill the movie!” He then turned them down. He was then offered \$200,00 for it. Still, no. Finally \$300,00 for him NOT to star in it. Stallone declined again and left. Living on \$25 a week, he turned down \$300,00!!!!!! **(Know your goal and why it’s a must)**. He continued to other producers and no one would let him star in it. Finally, the original producer called him back and said, “Okay. We WANT to do the film and we will let you star in it, however we will only pay you \$35,000.” He took it. The rest is history!



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Side Note: Stallone went back to the liquor stor and found his dog. He offered the man \$100 to buy the dog back. The guy rejected Stallone’s offer and, after some negotiation, Stallone got his dog back for \$15,000! Stallone also gave the man a part in the movie – as well as the dog – Butkiss!

--Robin Gill