

**YOU DON'T
HAVE TO**

FAIL

**DISCOVER AND FIX YOUR
5 FAILURE HABITS**



You Don't Have to Fail: Discover and Fix Your Five Failure Habits

Gene Eugenio

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Introduction

You may think that just because you constantly try and fail to meet your objectives that you are doomed to fail. It's very easy to think this way if you look at life as simply something that unfolds on autopilot. You have to always remember that things happen for a reason. One of the most powerful reasons in effect in the universe is the Law of Cause and Effect. Effects can always be traced to causes.

Accordingly, if your efforts rarely meet with success, it probably has something to do with something you do over and over again. You might want to look into your personal habits.

Before we get any further, I want to make one thing clear here: people don't intentionally seek to fail. People don't intentionally want to fall short of their goals and aspirations. Most people want to succeed. In fact, most people have no hesitation in putting in the work and effort needed to try and achieve success.

The problem is we may have certain habits that we may be blind to that sabotage our chances of success. Unfortunately, regardless of how much time, effort and energy we put into achieving our goals, if we fail to recognize and address these failure habits, we will fail again and again.

If you are having a tough time turning your ideas, hopes and dreams into a reality you can touch, see, hear, taste, smell and feel proud about, you might want to discover, confront and fix any of the following five failure habits outlined in this book that you may subconsciously have. Please understand that **failure is a choice**. Just as success is a choice, failure is something that you choose.

Again, while most people would not consciously choose failure, they may actually have certain habits that lead to the same bad choices over and over again. It doesn't matter how hard you try, if you have certain habits, failure is almost guaranteed. Put in another way, to stop suffering from a BAD EFFECT, you have to FIX the cause.

Another fact that I need you to wrap your mind around is the fact that **failure is learned behavior**. It is something that you pick up from outside of you.

Nobody is born a loser.

Nobody is born to fail. Always remember that if you do things in such a way that it ends up in failure and disappointment, you can choose to unlearn that behavior. This is great news. Don't think that you are doomed because of genetics or your background to a life of desperation, depression, and discouragement. You only simply need to drop the wrong habits and learn the right ones.

What makes this all difficult is that your learned behavior might be so ingrained that **it seems automatic**. A lot of people who fail consistently think that failure defines them. They think that it's an ingrained part of their personality. Don't fall for that trap.

While it's okay to be frustrated, **the good news is you can do something about it**. You don't have to take your lack of success lying down. The even better news is that by simply becoming aware, you take the first step to actionable solutions that will help you eventually achieve the success that you're capable of achieving.

No matter how you look at it, you need to take action today. The longer you kick the can down the road, the more elusive ultimate success will be. You need to take action today.

While I congratulate you for reading this book, but this book will be completely useless to you unless you **learn to recognize the five failure habits** I will outline in these pages **and take action to work around them, drop them, and adopt better habits**.

Chapter 1

Your Mind may be Working on Autopilot and You are Clueless About It

According to a few studies, a lot of behaviors that people think are conscious and deliberate are anything but. In fact, according to some surveys' analyses, **as much as 60% of our daily activities and choices can be attributed to habitual behavior.** This is a big deal because if you were to be more purposeful and intentional regarding your choices, chances are you might be living a more successful life than you are living.

If you were more conscious regarding your thinking and decision processes, you might end up with courses of action that would lead to better outcomes. To begin unraveling the impact of failure habits on our lives, it's important to, **first focus on the foundational question of how habits work.**

Habits involve routine behavior. These are activities you just engage in when two other factors are present. When **you pick up on a cue**-this can either be things people do, say or other vibes that they send out, or external factors you detect in your environment-these cues then trigger a course of action that you automatically engage in. This course of action is unthinking. You just need to detect the cue and then you go on autopilot in acting out this routine behavior. You allow yourself to do this because there is something in it for you.

People learn to adopt routines based on certain cues because **there are rewards involved.** These rewards can be financial, material, emotional, or social. Regardless of their particular form, a reward is something that your mind at some level or other interprets as positive. Don't get too excited that the reward that your mind may give you can be just as simple as avoiding something unpleasant. It may seem like a small and even worthless reward, but when your mind compares different options, this might actually be the least unpleasant option and your mind would consistently seek out this reward.

The bad news is that you really **cannot change how habits work.** You really can't. There are two components of habits that don't change. The cues will always be there and the need for the rewards that your routine generates. **The good news is that this doesn't mean you can't change your habits.** You just have to be mindful of how they work-and actively work around them.

How?

Change your routine. This is actually all that you need to change your habits. Why? Your routines involve your actions. Since the world doesn't care about your intentions and motivations and only cares about your actions, it's crucial that you take the right actions.

If you **learn to get out from under your failure habits by retaining your cues and rewards but changing your routines**, you will achieve a higher level of success.

This is the only way you can deal with failure habits. You cannot change your cues and your rewards. Your brain is already wired to operate that way. You only have to be more deliberate and intentional regarding the routines you resort to. Change the routine and you change your level of success. **Your changed routines change your outcomes.**

Obviously, the routines that you engage in currently only end up in failure. Strive to understand how certain cues trigger certain routines which trigger certain rewards. Understand this interrelationship. **Once you're able to get this, then you are well on your way to eventually making the changes you need to make to lose your failure habits and achieve a sustainable level of success.**

Chapter 2

If They Can Do It, You Can Do It too... If You Want to!

Failure habit #1 is assuming that success is inborn.

This habit fits into an overarching mental habit that pretty much governs all the five failure habits I will list out below. Before I tackle failure habit #1, let me just help you get a clear understanding of the overall mental habit that is holding you back.

People who fail consistently do so because they have the wrong belief habits. They often deal with any kind of opportunity or situation with the assumption that they will fail or that they would have to resign themselves to mediocre results. This is like stepping up to the three-point line in the game of basketball and assuming at the back of your head that the ball is going to bounce off the rim or bounce off the backboard and you're going to miss the shot. If that is your thinking in basketball, what are your chances of actually sinking that shot? Quite slim.

Your beliefs dictate your reality. Why? When you believe that something will happen or you believe that you're only capable of certain actions, they can't help but **influence your emotional state**. There's a lot of uncertainty involved in stepping up to the three-point line and taking a shot. There is a sense of anticipation, there is a sense of doubt. There is a muted excitement at what's at stake. You might feel fearful that people might make fun of you if you miss the shot.

There's all these different stressors at play and if you are under the belief that you're not going to make that shot or that you're a lousy basketball player, this can't help but undermine your emotional state. You become more fearful, hesitant, and you end up second-guessing yourself. Naturally, **this mental and emotional state would impact your physical performance.**

As I've mentioned above, the world only rewards actions. The world doesn't care about the wide range of emotions happening in your head. It doesn't care about all the tension happening in between your ears. **All it cares about is what it sees.** All it cares about, in your case, is that the ball bounced off the backboard or hit the rim and bounced back. The bottom line is the ball did not go through the hoop. You failed.

What triggered all of this, of course, is your belief. You believed that you're not going to make the shot. You believed that you're a lousy basketball player. These all worked to undermine your performance. This is how powerful belief is.

If there is any one mental habit that you need to directly work on, it is this: you need to be more intentional in what you choose to believe about yourself. Put in another way, **you need to be clear as to what you choose to believe about your capabilities, your worth as a person, and your overall level of personal effectiveness.**

It's one thing to consistently tell yourself certain encouraging personal definitions and affirmations, but **if you don't truly believe them they're worthless.** It takes a lot of honesty and introspection to do a thorough and honest personal inventory of who you think you really are.

This can be quite uncomfortable for some people, but it is absolutely necessary. You need to make sure that you believe in the right things. **Make sure that you view yourself as somebody who is not just capable of success, but is a person who deserves to succeed and is likely to do so.**

This may take a little bit of heavy lifting at first, but the good news is even if you start with baby steps, eventually, you will get to where you need to go.

Start today.

Take action by **consciously arresting negative beliefs that you have about yourself.** Understand that these limiting beliefs are not doing you any favors. They're just holding you back and preventing you from living the kind of life you are capable of living.

With that said, one of the most common habits people who consistently fail have is that they assume that success is inborn. When they meet a successful person at a class or work reunion, they hear all sorts of success stories. The routine that they find themselves irresistibly falling into is that **they excuse away that person's success to imagined advantages at birth or heredity, family wealth, or access to capital.** In many situations, they outright just dismiss that person's success by saying to themselves they're not just cut out for success.

In their mind, there is this random natural allocation of talents and 'advantages' out there and they

don't hold the winning lottery ticket.

As depressing and discouraging as this mental habit may seem, it does have a **perverse reward**. When you allow yourself to engage in that mental routine of simply assuming that successful people were either born that way or they started out in the game with an insurmountable advantage, **you give yourself emotional peace**.

You get the 'reward' of the **emotional satisfaction of not having to work to change your situation**.

Again, as I have mentioned in Chapter 1, the rewards don't have to be substantial. As long as your mind feels that you are getting out of having to make hard sacrifices like setting a goal and taking action and making the necessary tough choices to make that goal happen, **you allow yourself to feel rewarded**. This, again, all ties into your sense of belief. If you believe that the best things in life are not for you, it becomes more likely that you would fall all too eagerly and easily to low-value emotional rewards like the relief of avoiding harder choices and actions.

How to work around this negative mental habit

To get out from under this almost irresistible tendency to avoid the challenge of copying other people's success by assuming that their success is inborn, **you have to go back to your beliefs**. You need to be critical of what you choose to believe in.

Instead of thinking that there is some sort of random lottery in life and you hold the losing ticket, **choose to believe that success is learned behavior**. This is a very empowering belief because behaviors can be broken up, put on a grid, analyzed, and proper behaviors adapted. If you're able to do this then you would be able to identify and **routinely engage in the right behaviors**.

The best part of all of this is that it doesn't have to happen overnight.

I know that the reward of relying on something quick and easy is almost irresistible at this point. This is why you have this habit in the first place, but take comfort in the fact that you only need to commit to taking initial baby steps and consistently working on pushing forward with these baby steps for you to make progress.

The human mind is so adaptable and versatile that regardless of how difficult a particular task is, we eventually grow accustomed to it and it becomes easy. At that point, we can then start scaling up. By repeating this process of starting with baby steps, challenging yourself and by scaling up, you can keep increasing the amount of effort and risks you take until you are able to achieve a high degree of success.

Haters Keep Hating While Players Keep Playing

Mental habit #2 is dealing with insecurity by “explaining away” others’ success. The cue to this habit is when you read or hear a success story or you come across a successful person. Failures respond to this cue by **convincing themselves to believe that successful people are “not really happy.”** Alternatively, failures would like to believe that successful people missed out on life somehow, somehow to achieve their success.

The reward here is actually quite obvious. The reward is by thinking this way, you get the emotional satisfaction of not having to work to change your situation. Moreover, **you get an emotional reward in thinking that despite your frustrations, life isn’t all that bad for you because, hey, you didn’t have to sell your soul to achieve a high degree of success like these other people.**

This is a very corrosive mental habit because not only do you give yourself an excuse to not chase after your dreams and do whatever it takes for however long it takes to get the success that you are capable of achieving, **it also makes you a very unpleasant person.** In short, you become a hater.

Haters are particularly nasty because they hate due to the fact that they’re unhappy. They eventually look at other people’s success not as personal victories or signs of personal virtue. Instead, they look at success as a byproduct of a deep and profound unhappiness. In short, haters are projecting their own level of unhappiness to successful people. Do you see how ridiculous this is?

Habit #2 is a very corrosive habit because **the more you explain others’ success away, the less you learn.**

In fact, you engage in willful ignorance because these explanations are often inaccurate. In fact, most of the time, they are willfully inaccurate. You can succeed without having to compromise your highest values. You can get what you want without having to sacrifice relationships or your personal happiness. **In fact, for many people, the more they succeed, the higher their self-esteem, and the happier they become.**

One key study destroyed the conventional wisdom regarding self-esteem and happiness. For the

longest time, people believed that you need to develop a decent level of self-esteem before you become successful. **It turns out, it's the other way around:** you need to achieve some level of success before you start feeling good about yourself.

Unfortunately, when you fall for the trap of dealing with insecurity by explaining others' success away, you end up competing against these people on an emotional level. You paint yourself as an emotionally superior person because you didn't have to compromise your values, you didn't have to sell out relationships or engage in some other imagined dubious activities to achieve a level of success. **Ultimately, you lose out because you fail to learn from successful people.**

The solution: choose to be inspired instead of competing with successful people

To counteract this negative mental habit, **you only need to allow yourself to be inspired instead of automatically competing with successful people on an emotional level.** Stop trying to explain their success in terms of personal sellouts, compromises or some sort of betrayal to their ideals. You don't know them. You don't know if they subscribe to certain ideals.

Instead, allow yourself to be inspired by them. Allow yourself to believe that if they are able to achieve that level of success, you can too. After all, there's really nothing separating you from successful people like Bill Gates, Warren Buffett, or that happy well-adjusted husband and wife next door with the amazing kids. You both have the same hardware, you have the same eyes, a pair of legs, and a pair of arms. **The big difference is not the hardware, it's the software you chose to install in your mind.** They obviously chose to look at the world a certain way that enabled them to achieve a high degree of success in many areas of their lives. Remember, success isn't just defined in dollars and cents. Success also involves having loving, warm, and fulfilling personal relationships. Most importantly, success is defined by a deep and abiding sense of inner calm, peace, and fulfillment.

The good news?

You can do the same thing.

This is the most empowering belief you can subscribe to. Again, going back to the basketball example, instead of believing that you are incapable of sinking that three-point shot or three-point

shots are by nature difficult, assume that's possible. After you sink a few shots here and there, assume that it's probable. The more your beliefs change in a positive direction, the higher the likelihood that you will get the results that you desire.

You just have to choose to take baby steps today... Not tomorrow... Today!

You Don't Have to Eat the Whole Burrito All at Once!

A lot of people who fail regularly think that success is something that you achieve overnight. We know that this is a cop out. Why? They're just falling into habit #3. **This mental habit assumes that success is a complete package you achieve at one time.** According to this mental habit, if you don't achieve success quickly, you're a failure. This habit makes you a slave to 'get rich quick' scams or otherwise makes you very very impatient.

The pattern works like this. You come across a success story, either you heard it from somebody you know or you read about it. This success story then triggers a coping routine where you focus on how many moving parts there is to that success story. **You identify all the things that need to happen at the right time and you just end up paralyzed. You freak out at the complexity and scale involved in making that success happen.**

As a result, you think it's too much to do at one time and **you choose NOT to do anything.** The reward that you get at the end of this quick mental process is that you get the emotional satisfaction of not having to change your situation. Again, you look for low-hanging emotional fruit.

Admittedly, great success can seem complicated. Microsoft Corporation is a success story. Steve Jobs and Apple Computer are success stories. These are multibillion dollar companies that completely dominate their fields, but the problem is they didn't start out this big. These massive successes didn't happen overnight. They didn't come prebuilt in a package. Instead, they grew organically. Often, they grew despite some serious stumbles.

Remember, Windows ME? How about Apple Lisa?

To counteract the harmful effects of mental habit #3, **you have to understand that great success grows organically from lesser success.** You don't have to work on this one massive project to achieve success. Instead, you need to just establish a baseline and then keep building on your small victories. Great successes often start out with small wins. As long as you get one thing right at first, you are on the right track to achieving success on a large scale. What's needed at that point is for you to believe that you can start small to later achieve great successes.

Again, this all boils down to belief. **If you believe that you have to eat the whole burrito at once or create that huge massive system for you to be successful, then you're going to fail.** In many cases, large-scale successes are too complicated to be achieved all at once.

Do yourself a big favor and simply choose to start today. **Master one small component of your grand plan and work to scale up.** Define your success accordingly. Don't fall for the trap of only allowing yourself to feel truly successful if you have created a company of a certain size, or won certain competitions, or earned certain awards. Allow yourself to start small and give yourself the time, energy and motivation to constantly challenge yourself by scaling up.

Chapter 5

There's No Need to be Babe Ruth the First Time You Step Up to the Plate

When was the last time you saw somebody who has never played baseball before step up to the plate and hit a homerun? Chances are you haven't seen that before. I don't blame you. Such events are very rare. I don't say that they don't happen, but they're very few and far between. While there is such a thing as a 'natural,' you can count them with the fingers of one hand.

The reason for this is simple. Success doesn't happen overnight and unfortunately, **people who fail regularly have this mental habit of assuming that success MUST happen overnight.** In fact, habit #4 is all about **assuming that success needs to happen overnight otherwise, it's not success.**

The typical scenario that brings out this mindset is when you come across a successful person or that you hear a story of a person who's truly successful, you then allow yourself to engage in a routine where **you focus on how quickly someone became rich or how long it took to achieve their success.** Either of these choices would lead you to the same conclusion. The conclusion, of course, is that you don't have what it takes and it's not worth your time and effort to replicate their success. You then, collect your shallow reward of getting some measure of satisfaction of not having to change your situation.

This may seem laughable at first because almost everybody can agree that you can't hit a homerun the first time you step up to the plate. You cannot earn a million dollars in your first month when you open a typical business. It can happen, but it's not very likely. **Still, people fall for this mental habit again and again.** What gives?

Well, the reward here is that you give yourself an excuse by focusing on the timeline. Since it takes too much time to achieve success, then you convince yourself of thinking that it is not worth your effort. Similarly, if somebody made their fortune very quickly, you can fall for the emotional trap of thinking that there were some shenanigans or ethical or legal shortcuts involved.

Regardless of how you cut it, you still end up with the same reward. You still get your same emotional reward. You get the emotional reassurance that you don't have to change your situation

because you probably will fail if you try to copy this person's success since such success cannot be achieved overnight. To work around this very problematic mental habit, you need to wrap your mind around the following.

Real success is a learning process

To short-circuit mental habit #4, you need to understand that real success is a learning process. Anytime you're learning, it involves an investment of time. You have to give your educational process enough time for you to absorb and master the right information. Second, learning success constantly involves fine tuning.

It's worth remembering that there is no cookie cutter template for success. What works in a particular set of circumstances may not work in another set of circumstances. What works for one particular person in one specific context may not work for another person dealing with a different context. Do you see how this all works out? **While the basic elements of success are the same across the board, to actually achieve concrete success, you have to do constant fine tuning and tweaking.** If you are able to understand this and accept this fact, then you would be able to understand that success requires a lot of time.

Focus on enjoying the journey instead of fixating about the destination

Failures like to believe that success is some fixed destination in the future. They only need to work hard towards that destination in a particular direction and they will get there. In many cases, when they do get to that point in the future, they realize that they're not happy. They then choose to believe that if they get to another point in the future, they will be happy. It never ends.

This really is too bad because people tend to rob themselves of the joy of the journey they go on towards success. **As you work towards your big goals in life, focus on enjoying the problem solving, the constant experimentation, as well as savoring the new ideas and appreciating the people you encounter along the way.** Think of it as a grand adventure. This way, you're less stressed about reaching your destination and chances are pretty good that you will get there sooner rather than later.

It all boils down to your mindset. If you think achieving success is a long, hard grind that takes a

ridiculous amount of time, then you're going to have a tough time at it. You might eventually quit. **Sadly, quitting guarantees failure.** However, if you look at it as an adventure, then time will fly and soon enough, you will get to where you need to go. It's your choice.

Learning to enjoy the moment is crucial to winning

If there's any one fundamental lesson I need you to absorb, it is this: learn to enjoy the moment. Success is great and everything, but you also have to remember that you're living a life. Your time is very precious. You have to enjoy every second you're alive.

You have a higher calling and your calling on this planet is to **enjoy and find meaning in your existence**, and unfortunately, it's so easy to be fixated at achieving success that you end up becoming miserable. You end up looking at the necessary process of identifying problems, fixing the mess as you go, as an emotionally taxing chore. Eventually, all the stress gets the best of you and you quit. You end up failing.

If you don't want that to happen, focus on enjoying the moment. This is crucial to winning.

Here's how it works. You figure out what's at stake when you look at your situation on a moment-to-moment basis, you quickly figure out what you're dealing with. As a result, you enjoy each second as you work on solutions as they occur to you. Instead of a chore or a hassle, working towards ultimate success becomes a grand adventure. It becomes fun.

Whether you're looking at the story of Steve Jobs, Bill Gates, or Howard Schultz, one of the most common themes that successful people all share is that they are driven by passion. At some level or other, it was fun. They were emotionally engaged in what they're doing. **Otherwise, it would all become such a chore and such a time-consuming thankless hassle that you'd feel crazy for even pursuing your big goals.**

Steve Jobs himself said this much. He said that if he wasn't driven by passion about the technology behind Apple Computers, then he would have quit because to do so otherwise would have been crazy.

The bottom line is you have to give yourself the time to keep swinging that bat until you knock that

ball out of the park. **The best way to give yourself that time is to allow yourself to believe that the process is not only fun, but exciting.** Allow yourself to be driven by passion. **The process IS the reward.**

Chapter 6

You Blew Your Chance because You Wanted To...

In this final chapter, I need you to turn your attention back to Chapter 2's description of belief. I can't repeat this enough times, belief is the most important factor in success. It creates your reality. The good news is you can choose what you want to believe in.

Unfortunately, most people relinquish this choice.

Most people just assume that they don't have any power over their situation. Not surprisingly, they keep repeating the same negative patterns again and again.

You have to be clear as to what you believe regarding a particular situation or activity. **This is what habit #5 is all about: when you always assume the worst, chances are the worst will happen.**

Here's one common way habit #5 plays out.

You come across a successful person or you hear a success story. **But instead of being inspired, you then automatically focus on the likelihood of loss if you try to achieve that kind of success. You then take the next step and compare it to the "security" of the mediocre results you are getting right now. You feel good about where you are and your choices.** Again, the low-hanging fruit reward here is that you get the emotional satisfaction of not having to work or sacrifice to change your situation.

What's crucial to note here is the idea of comparison. You're comparing the security of the results that you already have to the great results and success you could've had if you put in the work. People who fail to live up to their fullest potential habitually engage in this practice because they believe that assuming the best takes too much work. They would rather assume the worst and have things remain the same.

At least, they have the devil that they do know which makes them unhappy, instead of the devil that they don't know. While they can appreciate the benefits great success brings to the table, they feel that they're getting enough results now. Accordingly, they would rather take the bird that they have in their hand rather than put in the effort to get the two birds in the bush.

At some level, this makes a lot of sense. This is especially true if you have a wife and kids. This is especially true if you're already advanced in age. It's very easy to settle for what you already have even though you're frustrated about your level of success. Maybe you have a career that did not pan out the way you expected. Maybe you started out with all sorts of hopes and dreams and now you feel like a failure and you're frustrated with your situation. Still, it's much easier to stay where you are because striving for something better is just 'too risky.' **You're miserable but not so miserable you're pushed to do whatever it takes to fix your situation.**

The problem here is that you deny yourself success by choosing the 'lesser evil.' Let me be clear: when you go for the 'lesser evil,' you're still stuck with evil. You're still stuck in a life that you're frustrated with.

Unfortunately, habit #5 is very seductive because it's so easy to be fearful of 'likely failure' compared to the 'security' of what you already have.

The bottom line with habit #5 is all about belief. You have to give yourself permission to believe you will succeed. If you do not do that, nothing is possible, and also it's important to note that this is not just a mental process. You actually have to challenge yourself in terms of actions in doing this. This means not just realizing that you have given yourself permission to believe but testing that mental state by applying to better jobs, testing your sales and marketing skills in new markets or with new audiences.

Whatever particularly challenging situation you're dealing with, give yourself permission to believe you can overcome those challenges by getting into the thick of it. Don't let your power of belief remain at an intellectual level. As I've mentioned repeatedly, the world doesn't care about your intentions and motivations. You are welcome to believe all sorts of things about yourself. However, unless this is translated into positive action, you will remain a failure.

Conclusion

Winners are made, they are not born. While it's very easy to fixate on a small subset of the population that were born rich and will probably die comfortable, the reality is that most billionaires out there are self-made. Many people who are well-respected and have happy families did not start out in life with those blessings.

All these is due to the fact that success is a habit. Success is brought about by a set of actions that people do automatically if they are subjected to certain cues.

You need to understand how habits work so you can undermine your current failure-inducing habits. Of course, the first step to getting rid of these negative habits is to simply become aware of them. Once you're aware of them, expose them to the clear sunshine of logic, reason, and probability. You'd surprised as to how unfounded your fears are. You'd be surprised as to how unrealistic some of your failure-inducing habits are.

It's really important to know that unless you internally realize all of these, you won't be able to take action. However, with that said, change must come from within, but you have to take action. Allowing all the ideas discussed in this book to remain academic issues or intellectual exercises are not going to do you any favors. You have to take action on them. The world will only reward you based on what you do. Thus, it could care less about your intentions, motivations, or internal breakthroughs unless there is some sort of external indication that this is the case. Take action starting today.