

A man with a shaved head and a slight smile is sitting on a wooden bench. He is wearing a dark grey V-neck t-shirt and dark jeans. He has white earbuds in his ears. The background is a blurred indoor setting with warm lighting. The entire image has a strong orange-red color overlay.

5 Principles To Becoming A Raving Success

by Chris Ducker

(Collated from an Interview with Darren Hardy)

chris ducker

5 Principles To Becoming A Raving Success

You've gotten a taste of what Darren Hardy brings to the table from listening to our conversation on [Episode 112](#) of The New Business Podcast.

Now it's time to 'Download' Darren's principles directly to your entrepreneurial hard drive - via this exclusive eGuide.

As you follow along, take the time to start executing on the items that resonate with where you're at in your business.

I've created this for more than your viewing pleasure, so open up a fresh notepad, or a clean screen on your computer and get ready to learn what it takes to become a raving success in business and life!



PS. If you have any questions or comments on this eGuide, please feel free to reach out to me anytime on Twitter, [@chrisducker](#)



5 Principles To Becoming A Raving Success



Darren Hardy - Editor & Publisher of SUCCESS Magazine

1. Practice

In Darren's new book, *The Entrepreneur Roller Coaster*, a key concept he covers is the idea of 'Practice'.

Do you know that one person who always has a new book in hand, but very little results?

We all do. Here's the problem...

Most people go from book to book, and conference to conference learning great information...

... but struggle to ever implement any of it.

Darren once had a conversation with someone who set a goal of reading 32 books.

On the surface, that sounds like a great goal. But Darren gave the person some advice leaning in the other direction:

Instead of reading 32 books one time, read one GREAT book 32 times.

It's not what you learn, it's what you execute on!

If you make implementation a habit you won't have time for many books, but your results will speak for themselves.

2. Insight

Darren and I covered one key of creating raving success in length on the show, and I'm still not sure if we pounded it hard enough...

You see, business activity is 10% product improvement, and 90% marketing and sales.

If you have a problem in your business, chances are sales will help it!

< TWEET THIS >

Most people think of sales as scenes from Broiler Room, but those are far from true.

If you want to be successful in sales, you have to know a few key things like the back of your hand:

- Your market
- Their problems
- How you can solve their problems

If you can share those three items in a conversational way, then you'll be off to the races.

If sales isn't your strength, you'll need to seek knowledge through books and mentors.

You can also find someone to balance your weakness in your business.

3. Enthusiasm Switches

How can you get yourself motivated to market and sell?

Darren suggests you choose one or more enthusiasm switches to ignite the motivation needed to stick it out:

- **Who you do it for?** (are you doing this for a woman you love? Your family?)
- **Why you do it?** (are you doing this to save the forest? What does it mean to you?)
- **How you do it?** (do you enjoy the process of working because of the perfection you put into it?)
- **What you do?** (a relatively weak switch. Do you enjoy writing sales letters?)

Notice anything in particular about those first two switches?

They're extremely powerful because they are much bigger than sales and marketing...

They help you keep a close eye on the bigger picture instead of the tough task in front of you.

ACTION ITEM

(YES, THAT MEANS A LITTLE WORK!)

Consider these questions as “why” you’re in business in the first place. Find small ways to remind yourself throughout the day like an alarm, or a picture close by.

4. Dream 50

You’re going to need a fresh piece of paper, or a blank spreadsheet for this on.

(Trust me, it’s well worth it)

Make a list of 50 influencers who have the audience of thousands of people who would appreciate your product or offering.

When Darren purchased Success Magazine, it had already failed several times. He used this exercise to keep that from happening again.

This method focuses on selling your product to someone who would enjoy it, and then tell other fans. It also gives you leverage since your list of 50 already has your audience’s attention.

5. 4 Keys To Your "Success Vitals"

In his book, *The Entrepreneur Roller Coaster*, Darren breaks down the 4 ‘vital signs’ every entrepreneur must watch.

Much like the vital signs in the human body, these signs help you keep a close eye on the most important parts of your business.

Vital Functions

What are the few critical tasks that need your time and attention?

Sit down and analyze those tasks, and start to assemble a team to help with the rest. For extra help:

See my “Three Lists to Freedom” exercise in Virtual Freedom here. [[link](#)]

Vital Priorities

What are the few critical items that need your undivided attention? They're typically going to align with items that advance the ball in your business, and the fewer, the better.

Vital Metrics

It's imperative to track your progress (or lack thereof) along your journey. In your business, what metrics really matter?

(hint: sales, revenue, pipeline, etc.)

When you find your vital metrics, it's going to be important to keep them front and center. As you perform vital functions and priorities, knowing the metric you're chasing helps you hit the mark.

Vital Improvements

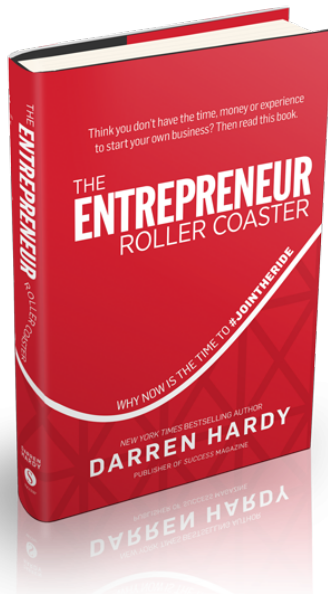
Last, but possibly most important, are the aspects of your business that you need to improve to stay afloat.

With your other vital signs in hand, you can analyze where you're missing the mark.

The faster you find holes in your operation the quicker you can begin to seek help in the form of a mentor or other resources to patch things up.

DARREN'S NEW BOOK

The Entrepreneur Roller Coaster is out NOW!



66 percent of small businesses fail – and it's not for the reasons you think. Why do they fail?

That is what SUCCESS Publisher Darren Hardy set out on a mission to discover.

To get your copy of Darren's new book, use my amazon link and #JoinTheRide!

[CLICK HERE TO GRAB YOUR COPY TODAY!](#)

Next Steps - It's Time to Take Some ACTION!!!



I often get asked “what’s the best way to start my website?”, and honestly it’s no different for a website as it is for a membership site.

My answer is always the same... Taking action! Blogging has opened more doors for me than any other activity as an entrepreneur.

That’s why I use, trust, and recommend BlueHost

If you haven’t started your website, now’s the time. Here are 4 (quick) Reasons Why You Should Start Blogging – TODAY!

1. Blogging helps you position yourself as an authority.
2. Blogging gives you your own ‘home’ on the internet, your ‘hub’.
3. Blogging is the perfect way to educate, inspire, entertain and create a community of raving fans in your niche.
4. Blogging is the main ingredient in creating a powerful personal brand.

Visit <http://www.chrisducker.com/bloggingtutorial/> for a full walk-through training session that’ll help get your blog up and running..... in less than 10 minutes!



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