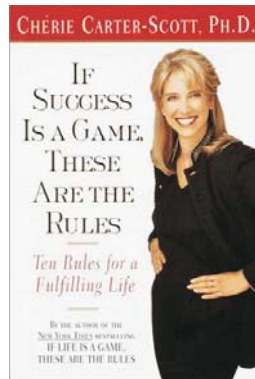




BestSummaries



## IF SUCCESS IS A GAME, THESE ARE THE RULES

Ten Rules for a Fulfilling Life

Author: Cherie Carter-Scott, Ph.D.

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### About the Author



Cherie Carter-Scott Ph.D.

New York Times #1 bestselling author **Cherie Carter-Scott, Ph.D.** has been coaching change successfully since 1974. Dr. Carter-Scott is an international author, entrepreneur, consultant, lecturer, teacher/trainer, talk-show host, and seminar leader. Her company, **Motivation Management Service Institute, Inc. (MMS)**, has reached millions of people worldwide. Dr. Carter-Scott's Fortune 500 corporate clients include: *AMI, FMC, American Express, IBM, GTE, State Farm Insurance, AMI, SGI, Burger King*, and *Better Homes and Gardens Magazine*.

Dr. Carter-Scott's bestselling book, *If Life is a Game, These are the Rules: The Ten Rules for Being Human* has been published in 30 countries. Her books in the Game Rules series include *If Love is a Game, These are the Rules*, and *If Success is a Game, These are the Rules*. In addition, Cherie will publish *If Life is a Game, These are the Stories* to be published in October, 2004.

Dr. Carter-Scott other published work includes: **Negaholics: How To Overcome Negativity and Turn Your Life Around**, which has sold over 100,000 copies, **The Corporate Negaholic: How to Successfully Deal with Negative Employees, Managers and Corporations**, in addition to two self-published books: **The New Species: The Evolution of the Human Being** and **The Inner View: A Woman's Daily Journal**.

She lives in Nevada and Santa Barbara with her husband and daughter.

Visit the author's website at:

<http://drcherie.themms.com/index.php>.

### Wisdom in a Nutshell

In this book, Carter-Scott takes you to a journey of a fulfilling life through the ten rules of success. These rules that contain universal truths to live by will empower you on your quest to realize your full potential.

Use this book as your companion as you travel through the road of life in search of your fulfillment and mission.

## Rule One: Each Person Has Their Own Definition Of Success

Success means differently to each individual. In order to decipher your personal definition of success, you need to have a careful assessment of what comes to your mind when you think about success. Is success reaching the apex of your profession? Does it involve acquiring great wealth? Do you equate it with fame?

### To Each His Own

To some people success may be anchored on material and quantifiable grounds while to others it may be viewed as a daily reward. Other people may think of success as a grand accomplishment of a personal mission in life like being a good mother, a socially responsible child or living an ethical life. Knowing that success means differently for each individual, the basic rule of success is that there is no one universal definition of fulfillment. Each person's definition of success is just as equally precious and important.

### Standards of Success

The normative definition of success is governed by three elements: power, money and fame. However, this definition is severely limited and excludes a host of other people who define success using an entirely different set of standards. These people are those who have realized goals and dreams set from within rather than as dictated by the societal norm.

### Comparisons of Success

The volunteer at a local hospital who reads to the elderly is not any less successful than a baseball player who keeps scoring the winning run. The school principal that starts a middle school that teaches values and love of nature is not any less of a success than a tycoon who masterminds corporate buyouts.

### Judge Yourself

Everybody wants to be successful but at the end of the day there is only one true judge - yourself. You

are the only one who can assess your level of success because it is you who determines what it personally means for you.

## Your Personal Definition of Success

Establishing your personal definition of success will help you channel your energy and focus on goals that really matter to you. You need to connect your personal values to your goals because it is the path that will lead you to ultimate fulfillment.

*Establish your personal  
definition of success.*

### The Feeling Within

What matters more than anything is the way you are feeling at night when you contemplate about your life and what you have achieved. A peaceful feeling signals that you are living up to your personal vision of yourself. A feeling of emptiness means that you are striving for a definition of success that is not aligned with your values and passion.

### Establishing Your Vision

This exercise will help you excavate what brings you fulfillment. Complete the following sentences by writing down your responses on a blank sheet of paper. Writing down your response reinforces your commitment towards a fulfilling life.

1. The people I view as successful are...
2. I feel successful when I...
3. My symbols of success are...
4. I will feel like a success when I...
5. If I were to write my ideal obituary based on the fact that my life was a success, it would read like this...

The people you view as successful are your role

models. Specify their behaviors and attitudes that you can choose to emulate.

Your answers to the second question will show you the way toward the path that is most likely to spell success for you.

Your symbols of success are the tangible results that

*Success is only attainable  
to those who want it.*

you want to manifest in your life. These can be a sizeable bank balance, abundance of free time, or fitting into the next smaller size.

The fourth question allows you to try on your future aspirations to see how they will feel. Putting an "I" before your desires gives you the power to achieve it.

The fifth question gives you the chance to confront your mortality. It is a good tool so you can really examine your life and know what it is you really want to accomplish during your lifetime. Write freely, don't judge or edit what you write.

## Rule Two: Wanting Success Is the First Step Towards Attaining It

Success is only attainable to those who want it. Thus, actively wanting success is the first step towards attaining it. If you possess the courage and the conviction to say "I want it" then you will have the drive to achieve it.

### The Power of Wanting

Wants emerge from a deep desire within, it gives you the power to move out of your comfort zone and do something different. Wanting signifies a moment of engagement that initiates a series of actions. Keep in mind that you may not always get what you

want but you can also be certain that you will never be able to achieve anything without first "wanting" it.

### Want Versus Need

Most people operate from a place of need thus there is a constant battle between their wants and needs. Their needs often overshadow their wants because they view the latter as luxuries they don't deserve.

The difference between a want and a need is that needs come from a place of insufficiency whereas wants come from a place of sufficiency. Needing something indicates absence of it while wanting something means reaching for something to augment what you already have.

### You Deserve What You Want

If your wants are not harmful to yourself or to anyone else, are within legal bounds, and are aligned with good intentions then there is no reason to deny yourself the feeling of wanting something. And when you want something go out there and succeed in getting it.

### Hidden Barriers to Success

Barriers to success are not always external. More often than not, personal blocks present bigger hindrances to your success. You need to stop blaming bad luck or unfortunate circumstances, as it will only lead you away from your success.

### Ambivalence

The author defines ambivalence as uncertainty or fluctuations caused by the inability to make a choice. Most people unconsciously cling to underlying doubt or uncertainty about their wants and desires. It then leads them to focus on frustrations and disappointments.

### Change Your Identity Fears

Overlooking or ignoring the identity changes that might come with your success will give you some level of difficulty. It is important for you to not be afraid of change.

Ask yourself these questions: What will accompany the success that I am pursuing? Will my identity, lifestyle or financial status change? Will other people treat me differently? List down all the possible answers. As you go through them, you might be surprised to find out that what is limiting you from achieving success is your unconscious anticipation of the outcome of your desires.

## Limiting Beliefs

Reprogram yourself against limiting beliefs. Avoid phrases which contain "I could never...", "I don't deserve...", "I shouldn't", "I don't have what it takes", and "Yeah but". Remember that your beliefs dictate your behavior. So if you believe you will succeed then you will. But if you believe otherwise, then it becomes a negative self-fulfilling prophecy.

## External Pressures

Other people may put undue pressure on you and this may make you question if you deserve the success you are enjoying. If this happens within your circle, it often helps to confront that person directly. Ask them to be more encouraging instead of creating barriers for you.

## Rule Three: Self-Trust Is Essential

### Uncover Your Essential Self

To be fulfilled you must know yourself and honor your truth. You can only know yourself if you dig down into the layers of your imagined self. When you know yourself, it will lead you to the path that is essentially yours. Attune into your inner desires and from there you can plot your path towards success.

### Follow Your Heart

Always remember that your heart is a life force. It is important that you follow your passions in life. Find what it is that matters to you and trust that it is the signpost that you have been looking for. Your heart will help you find your path to fulfillment.

## Identify Your Gifts

Know your gifts, your talents, your abilities and your assets, as these are valuable steps in knowing what path will work for you. If you can't readily identify what your gifts are, ask those who are close to you. Know what it is you have to offer and share it to the world.

## Knowing Your Needs

In order to know who you are, determine what is true about you including your needs. When you know what your needs are, you can create situations that optimize your satisfaction that in turn can make you achieve a strong performance.

## Trust Your Instincts

Do not be afraid to trust what you feel. Do not be afraid of making mistakes, of going in the wrong direction and of wasting time. More importantly, do not be afraid to trust yourself.

## Assess Where Your Fear Comes From

Fear is a learned behavior because no child is born afraid. Fear arises from the feeling of insufficiency, of not making it, and of not being capable. Most of the time, when plans don't come true as expected, you begin to question your decisions. The world is a great teacher of doubt and fear. However, always remember that in this fast changing world, the only person you can rely on is yourself.

## Connect with Yourself

When fear sets in, take some time to realign with your inner values and core. Take a walk in the park, meditate, talk to a trusted friend, or do an activity that you love the most. When you feel empowered you will see how fear disappears.

## No Right or Wrong Choices

There are no right or wrong choices. When you make a decision, do what you feel is right at that time and follow that route toward success. Sometimes our decisions teach us important lessons. If on the road to your destination you feel that you need to

change direction, do so. It does not mean that you made the wrong choice. It only means that you have acquired greater knowledge and is in a better position to plot your course of action.

## Golden Handcuffs and Negaholics

Negaholics abound in this world along with golden handcuffs. Negaholics are the naysayers who hold on to the mantras of "can't," "shouldn't," and all other negative reinforcement phrases. They can keep you from achieving your full potentials as they cast doubt on you.

Golden handcuffs are things that you allow yourself to be locked into because of complacency. Do not allow yourself to be locked in a prison of convenience in exchange for doing something that you really love to do.

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## Believe in Yourself

Believing in yourself empowers you to boldness; which in turn allows you to achieve the things that you want. Trust in yourself that you can create change and break away from the golden handcuffs. The author suggests the following steps in creating change:

- Acknowledge your personal truth and don't live in denial
- Actively select to release the pattern (choice)
- Create a realistic plan (strategy)

- Take action (commitment)
- Reward yourself for succeeding (celebration)

## Rule Four: Goals are the Stepping-Stones on Your Path

### Power of Goals

In order to achieve something, you need to set goals for yourself. Your journey to fulfillment is propelled forward by the goals you set along the way. Goals are clear, specific and it allows you to chart a particular course of action in order to make it happen. Goals keep you focused and motivated.

### Visions Vs. Goals

Visions describe how you see yourself in the big picture. They serve as a compass, providing you direction on where you should go. However, they are often lofty and overarching statements of intent. Visions are general statements. Goals on the other hand are specific. They are dated, tangible, targeted and measurable. In order to reach your vision, you need to have goals.

VISION	GOAL
To find a better more fulfilling job	To be actively employed doing what I love to do and able to support myself in my desired lifestyle before I turn forty.
To own my own business	To research franchise opportunities and choose one by the end of the year
To be financially independent	To be debt-free and investing \$500 per month by the end of 2005

### SMART Goals

Goals need to be SMART. If it is not SMART then it is merely an intention. SMART stands for specific, measurable, attainable, realistic, and time-based. Use these criteria to guide you in your goal setting.



## Rule Five: Your Actions Affect Your Outcomes

### Are You Betting on Luck?

Life works with the concept of causality. Causality is the act of bringing something into existence through your own efforts. If you want to have a successful outcome, then you need to put in the work. Put in the action and do not rely on luck to give you what you desire.

### The "What" of Taking Action

When you want to take action don't focus on *how*, instead, focus on *what*. The *How* drives you to figure out in your head how to untangle and analyze the mystery of the act. On the other hand, the *What* leads you to the concrete and specific steps that you can take to transform your goal into reality. You do not need to understand how; you just need to know what the steps are to perform your tasks.

### Mapping Out the Steps

The following steps will help you design any action plan you want to make.

1. Make lists of all the possible things that you can do to take your wish forward.
2. Find the one action step that jumps off the page at you. Start with the small steps, the least intimidating ones. Starting with small steps builds your self-confidence.
3. Do the first step you have selected.
4. Celebrate that you did something that started your process in motion. Pat yourself on the back.
5. Keep on going. Choose another step then another. Each accomplishment generates energy that will gain you momentum.

### Giving 100 Percent

If you give your all in your endeavors, you can never look back with regret. Think of it this way, if you have given your all, there is nothing more you could have done. People who know what it takes to succeed have the following similarities: diligence, focus on quality of effort not just quantity, and the willingness

to give 100 percent.

## Rule Six: Opportunities will be Presented

### Open Your Eyes

When you invite opportunities into your life, the universe will cooperate and present various options to you. You need to keep your eyes and ears open in order to see the windows of opportunity around you. Keep your antenna open because opportunities exist and abound even on a daily basis.

As an exercise, carry a notebook around with you and jot down every opportunity that comes your way. Leave nothing out. Try to notice every option that is presented to you to expand your horizons, or to learn or experience something new. Attune yourself to the possibilities that surround you.

### Every Opportunity Presents a Choice

When an opportunity presents itself, you should engage yourself in an immediate assessment process. The assessment process leads you to make an appropriate choice. Avoid being trapped in arriving at a decision of "I don't know." When you arrive at a dead end, ask yourself this pivotal question: What would it take to make it work? Remember that there is always a way.

### Timing and Cost Factors

Sometimes you will need to pass on opportunities because the timing is off. You will know that this is so when what is being presented to you overloads or unbalances you, or causes you too much stress. If an opportunity comes your way at the wrong time, let it pass. You will know when the time is right to seize the next one.

There are also times when what you have to give up is greater than what you would gain if you took the opportunity. Do a cost/benefit analysis. Take into account what the cost will be to your time, your career path, your relationship, your private time, your family life, and your mental, emotional, physical, and spiritual health. If your analysis reveals that you will need to give up more than you will get in return,

release the opportunity to the universe. It simply isn't the right one for you.

## Venturing Into the Unknown

When you seize opportunities, you take risks and you venture into the unknown. This can be quite daunting but when you have made a choice, do not give yourself an opportunity to renege on your decision. Don't let fear and hesitations hold you back. Take risks and stretch your comfort zone a little.

## Rule Seven: Each Setback Provides Valuable Lessons

### Muster a Courageous Attitude

On your path to success, there will always be disappointments and perceived failures along the way. You will often encounter obstacles and there is always the potential that you will fall, lose courage and eventually give up. Always remember that trials can offer you valuable lessons and insights in life.

### Always Choose to Recover

When you experience feelings of defeat and rejection, you should bounce back instead of dwelling on it. Collect yourself, process what happened, put the experience in perspective, and then choose to move forward. Always label setbacks as part of your history, and not as the end of your story.

### Walk the Path of the Determined

When you are determined, you are mentally committed to a specific outcome. Determined people do not let barriers and obstacles hinder their paths. Instead, they make seemingly insurmountable things happen. If you are determined, giving up is not an option.

### Process Your Disappointments

If you want to succeed in life, you need to know how to deal with disappointments and how to overcome

setbacks and difficulties. Process your disappointments in the three realms of your existence: the physical, the psychological, and the emotional.

Physical changes are the ones that happen immediately around you. The physical changes allow you to take care of the realistic details and circumstances that arise out of your predicament.

Psychological is the second phase of the process. This is where you address what the disappointment really means to you and where you internally explore the options and the choices that you have.

The emotional realm is difficult to address and for

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most people it takes the longest. This is where you deal with your feelings. No matter how difficult it may be, you need to address your emotions if you are to move on.

### Look for the Lessons

In the face of disappointment and failure, there are plenty of lessons that you can mine. These lessons will shape you as a person and will teach you what you need to learn so your future endeavors will yield more favorable results. Never see yourself as a victim, instead, look at yourself as a student of life who is willing to bounce back each time disappointment strikes.

## Rule Eight: Managing Your Resources Maximizes Your Efforts

### Get Your Act Together

Organization is a philosophy and system by which successful people run their lives. You need to manage your time, relationships, energy and

finances because they are your most valuable assets. Handling them will enhance your ability to succeed.

## Manage Your Time

Ask yourself if you feel good about the way you

*Proper use of time can offer you  
limitless possibilities.*

spend time. If not, you need to allocate your time wisely. Proper use of time can offer you limitless possibilities. If misused, time will be a constant burden on your life.

## Time Log as a Tool of Time Management

This exercise is ideal for someone who at the end of the day wonders where time had gone. Try this exercise for a week so you can see how you make use of your time. Carry a pad of paper and a pen with you and at the end of each hour; log how you spent your time. The main benefit of this exercise is to discover how much time you actually spend on tasks.

## Cultivate your Relationships

You are a part of a network of human relationships. The manner in which you interact with the people in your life will impact your overall well-being. From your bosses, coworkers, clients and customers to your family, the people in your life can be your greatest resource. It is from them where you can gain support, glean wisdom, and learn valuable lessons. Whether positive or negative, each relationship offers you a wealth of knowledge as well as numerous opportunities to grow.

## Ways to Nurture Business Relationships

The author suggests the following ways on how to

better interact with the people in your business life:

1. Always keep your word.
2. Appreciate those around you, and let them know it.
3. Go the extra mile for them.
4. Treat others with respect.
5. Forgive when necessary.
6. Honor the human in them.
7. Pay attention to the details.
8. Communicate clearly.

## Maintain Your Energy

In your daily activities, always stay in balance. You need to spend your energy wisely on things that are beneficial to you materially, physically, emotionally, or spiritually. Always remember that you need to recharge your energy every now and then.

## Manage Your Finances

Managing your finances well will help you attain peace of mind. Always be aware where your money is going and learn how to save. Life costs money and knowing how much you have and consciously choosing where and how to spend it puts you in control over your life.

## Rule Nine: Every Level of Success Brings New Challenges

### Deal with the Changes

Attainment of success brings changes to your life - changes to which you must adjust. Some changes will be positive, some may be challenging, some will be fun, and some may be tedious. Whatever the change may be, your task is to maintain your balance when your game board shifts.

### You will Change Inside

Each time you expand to a new level of success, your identity is slightly altered. Regardless of the type of success you achieve, when your status, sphere of influence, or bank balance changes significantly, your identity also changes.



A new you will emerge. You will go through a process of “becoming.” It is establishing new ground and new anchors and finding comfort with what is inherently uncomfortable. Through your process of becoming you need to acknowledge your success before you can ritualize it.

## Keep Your Perspective

At a certain level of playing the success game, you will likely encounter four significant lessons: maintaining integrity, arrogance, greed and power. The more you succeed the harder it is to resist the lure of the dark side of success. Your greatest challenge will be to stay grounded in yourself as you scale the heights of greatness.

## Rule Ten: Success is the Process that Never Ends

### The Cycle of Achievement and Renewal

Success is not a destination. As soon as you reach a level of success, you will then have another viewpoint where you can see another world of opportunities and challenges. There is always another turn you can take that will enrich your life and bring you an even deeper dimension of fulfillment.

### Success is Constantly Changing

Success never ends because our definition of it is constantly changing and evolving. As we go through the stations in life, the meaning of success gets redefined. The model of success is not a linear one. As Gloria Steinem said, “Success is completing the full circle of yourself.”

## Appreciate the View

When you attain a new height of success, you need to pause, acknowledge and celebrate your accomplishment. Do not overlook the importance of what you strived for. Bask in the moment of

your success, otherwise, you run the risk of missing the rewards of all your efforts.

## Recognize your Accomplishments

It is always a good idea to check what you have accomplished every now and then. Answering these questions will put you in a pause mood and will give you an insight on where you are in your path.

- What have I accomplished recently that I am proud of?
- What have I learned from the journey between “there” and “here”?
- How have I grown?

Whenever you have the opportunity, stop and appreciate the view from each moment of success. Take stock of the beauty, the gifts, and the breakthroughs of the life you are living.

## The Meaning of the Game

Success is having lived a life worth living. Realize that the ultimate value in playing the game is not the realization of your goals. It lies in truly learning the lessons that life teaches you.

The success game is all about growing as a person. Growth is a process that never ends. As long as you are alive there will always be opportunities for growth and for new learning.

When you are playing the game, you are in action. When you experience the end of one phase of the game, you may experience fulfillment - and then you will realize that the process will begin all over again. Remember that winning is all in the experience.