



# The Don Hutson Report

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## Your Success Consciousness Helps You Win Big!

*(For the coming issues of The Don Hutson Report, be sure to check out our special offers at the end of the newsletter. Most are complimentary.)*

**Unless you understand** basic and advanced success strategies and the latest and best practices, you will never be as good as you were meant to be. We all know that the easiest thing to do today is what we did yesterday – that’s how habits are created. *Good* habits send us soaring and *bad* habits thrust us into a “trickbag”!

**Having a hunger for knowledge** and a desire for the latest and best approaches will stir the passion within you to seek out and learn what can take you to the top! Seeking the newest and best ideas is for the people who have developed a “Success Consciousness”. Those who don’t have it must be content to use old methodology and slog through daily challenges until they become mired and disappointed.

**Your success consciousness** is made possible by embracing key principles which are designed to give you distinction and a cutting-edge spirit. Here are the keys for developing this mindset:

1. Develop a sincere desire to learn all you can about your craft. Step one would be to make a list of every publication or blog you need to read on a regular basis to give you a competitive edge. Read and study with a vengeance! Read more and you’ll become more.
2. Develop and display a compelling personality with everyone you meet. Give them the gift of a smile accompanied by solid eye contact. Ask about them rather than telling them about you. Be dynamic and optimistic - without overdoing it - and people will find you a unique and powerful person.
3. Be a lofty thinker, not a complacent old school person. Think about possibilities and progress, not negativity and problems. Re-frame problems into small issues

and focus on what you can make happen. Vow to think big and advance your personal mission with vigor and determination.

4. Do the right thing and make integrity and high standards your hallmark. When tempted, thank your maker for the faith and right-thinking that he has imbedded in your heart.
5. Make promises reservedly, but always keep them. This habit will serve you extremely well for a lifetime. Every time you keep a promise your image leaps higher in the eyes of the person you helped or served.
6. Think of what you can do for others. A spirit of unselfishness is one of the most powerful attributes a person can have. It is impossible to “outgive” yourself, so don’t worry about what will come to you, just know that you will be blessed.
7. Communicate well any time you converse with someone. It’s okay to over-communicate enough to make certain that your point is clear, but not to under-communicate. Be considerate of their needs and always try to be a resource to them, and never a burden. It is a great idea to *start at home* with this principle.
8. Strive to have balance in your life. It increases the chance that you will have a life of success and refinement.
9. Be a goal-setter, and help those you love to do the same. You will enjoy great growth and progress when you focus on setting and achieving goals. Write them down and give them the reference and time they deserve. Your life might just unfold as a masterpiece.
10. Persevere as life throws you obstacles and problems. We all have them; the difference is how we handle them. The winners treat problems as challenges to be conquered, while the losers say “Why me?” as they wallow in self-pity.

I hope these ten principles serve you well in your quest for success and happiness!

Have you thought about writing a book? Now just might be the time! Seize the opportunity to learn the process now through my “5-Day Fearless Writer Boot Camp”. In one hour per day for five days I will teach you how to write and publish your book!

Don Hutson is a #1 NY Times and Wall Street Journal  
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