

Tipping Points of Success and Failure

By Ron Killian

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First off I did not mean to swipe anything from Malcolm Gladwell, whose book, "The Tipping Point" is an outstanding read and should be a requirement for any Entrepreneur's bookshelf. Hopefully that was a good enough plug to keep me out of trouble ☺

I just couldn't think of a better way to explain or title this report, as it was exactly what I've experienced in my life.

Before we go any further, let me make it clear that I am no Expert or guru, don't claim to be and don't want to be. Just my way of trying to give back, as many people have helped me over the years. Last but not least, these are only my opinions, take this as you will. As I've said, these are just my experiences and what I've noticed or concluded.

On with the parade...

I spend plenty of time on Internet forums (probably more than I should) and most of what I see is the never ending supply of people looking to make money on the net, but most meet with little success. Naturally many of these folks don't take enough action to find that golden thread of profits, it's a terrible flaw most humans have, which seems to be natural and built in on auto pilot. I can testify it's built in to me and I've proven it many times.

Besides the lack of action, there are many other reasons most people do not make it big or make more than pocket change, so I don't mean to generalize.

Which leads to why I wrote this report...

Over the years I've come to realize, some points or times in my life that were tipping points, probably more than I realize or care to admit.

I think there are times in all of our lives that could be tipping points, where we could tip either way, that's the point actually. These same points that could tip us into, success driven or the complete opposite, "why do I bother" or "I give up".

I really hate to use the word failure because I don't believe any one is a failure. As they say, you're only a failure when you give up.

True case in point is when I started to work on the net...

For many years I worked retail, worst yet working for some one else, always some one telling me when to work and how much they would pay me. It wasn't really any boss in particular; actually my last boss was a great guy. I think it was just the idea that I was under some one else's control and I didn't have much say in the matter.

While I had the opportunity to make a little more money, I sure wasn't going to get rich at a some-what dead-end job. Add to the fact that I would always have a schedule, created by someone else. I did not see a fancy car or a big house in my immediate future.

There came a day were I'd had it, I had enough and I wasn't going to do it any more. I was so sick of working for little pay and working when some one else told me too. I was done and I wasn't going to do it any more.

This was one of my tipping points

The key was, it could have gone either way. Even though I hated every minute of "work", I could have just kept it to myself and drug myself into work every day.

What made the difference for me, at that particular tipping point was that I used it to get me motivated enough to do something.

It could have been anything really, I just happened to see what others where doing on the net to make money and I went 100% full throttle. I was so motivated that I often stayed up all night working on the web thing, then going to work in the morning with no sleep.

Even my wife was less than enthusiastic about the idea. I remember telling her I was going to do it and that was that. I did say it in a nice way as I don't like sleeping on the couch.

I was so powerful that within 6 months I quit my "job" because I was making more than the paycheck I was getting. Again, I have to stress, it's not that important what I did, it was **just one** of many vehicles I could have used. A point few people seem to really get.

I could have started an offline business, I could have joined a MLM program, and the list is endless. To me, I now understand those are just the vehicles, but I had to be the driver and a very determined one at that.

It's also very important to understand that it was not, that I was smarter than most people or knew some secret few were privy to; it was the fact that I took that tipping point in the opposite direction that I took other points like it in the past.

It wasn't the first time..

Thing is, I've come to realize there were many other tipping points in my life that I did not use to my advantage.

The times when the electric was turned off because we couldn't pay the bill. The time we almost got evicted from our apartment because we could barely afford the rent. The time they came to get our car when we got too far behind on the payments. Just a few from a long list.

There were so many tipping points, but instead of using them to get charged up, I usually got depressed or bummed out. I can bet I am not the only one that has said, "Just my luck" or "Why does this always happen to me?".

It could have been a big thing or a little irritation, either could be expanded to move one to big things. It's all in what you do with it.

What I'm trying to say...

The point I am trying to make is that we all have tipping points in our own lives that we could harness to propel us to success, or another failure.

I guess you could also call it, creating a burning desire, which it is, but to me it's more the fuel for the fire, used to create a real burning desire. We can either load up the fire with that fuel, or let the fire die out.

I am not going to say it only takes lighting a fire under ourselves, but it's a good start. We also need to change our thinking. I am a true believer that we get what we focus on, positive or negative. If all we think about is how we don't have enough money, what are we going to get? More of not having enough money. Believe me; I've proven that one to myself more times than I care to admit.

The moral to the story is to recognize and use those tipping points in your life to excite yourself enough that you are bound and determined to make it work, and "it" could be anything that works.

I know it works, I know I've gone both ways when I came to a tipping point and I know that they can be used to create anything, including success and failure.

I hope you've enjoyed my little blurb, if so, let me know, I'd love to hear how it's helped you. As they say... if it helps just one person, it was worth it.

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Ron Killian

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