

RUSSELL R. SHIPPEE PRESENTS

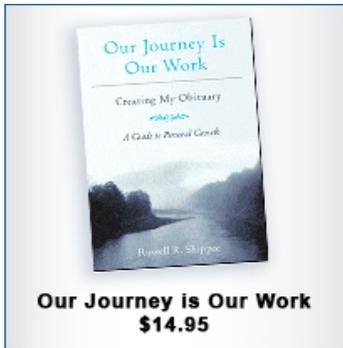
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Thursday, Feb 25, 2010
Winter Edition #111



Russell R. Shippee
Author, Speaker, Life Coach



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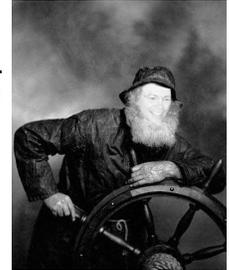
A handwritten signature in blue ink that reads 'Russell'.

p.s. You ARE the Captain -- take ACTION.

Hello Captain,

Do you feel you aren't a captain? Are you not a captain?

They say boats are not made to sit at the dock. Neither are you and I. The captain has to make a commitment, has to cast off the lines, and head out towards the next destination. Of course, the captain has to know where he is heading. Do you? Are you willing to cast off the lines, untie and head out towards your goal? You have to commit; and you have to let go of the safety of the dock in order to move forward. Is there anything holding you back? Are you afraid to let go? Do you want to let go and move forward?



Remember, 'do that which you fear and the death of the fear is certain.'

Just do it. Just engage. Just start right where you are. It is more of a risk doing nothing than taking a risk to do something. If you do something, you have a chance of being right. If you do nothing, you are wrong. It's that simple.

We are all in sales. Anytime we interact with another we are making or losing a sale. We ask people to buy our ideas, our recommendation, and have a relationship with us. Those are the real sales. Then we have the secondary sale, the sale a 'salesperson' makes to a client. But, the first product is yourself. If you can't sell yourself, you probably will not sell the product you are trying to sell. People buy people first, and then the products. You are the product. You are the captain. This has not changed since the beginning of time. Our tools change, but the personal relationship is still key.

If your sails are not adjusted in line with the wind and the current, you will be fighting the situation and not get far. If your sails are in alignment with the wind and current, then you can go places and accomplish things. See, sailing is like sales. The sails are like sales.

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Inspiring
"QUOTATIONS"

Cameron's Corner

The real contest is always between what you've done and what you're capable of doing. You measure yourself against yourself and nobody else.

Geoffrey Gaberino

Success means having the courage, the determination, and the will to become the person you believe you were meant to be.

George Sheehanstrong

How do I change? If I feel depressed I will sing. If I feel sad I will laugh. If I feel ill I will double my labour. If I feel fear I will plunge ahead. If I feel inferior I will wear new garments. If I feel uncertain I will raise my voice. If I feel poverty I will think of wealth to come. If I feel incompetent I will think of past success. If I feel insignificant I will remember my goals. Today I will be the master of my emotions.

Og Mandino

There is no wind that blows right for the sailor who doesn't know where the harbor is.

Norwegian Proverb

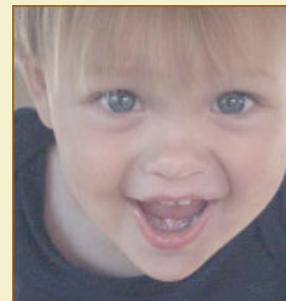
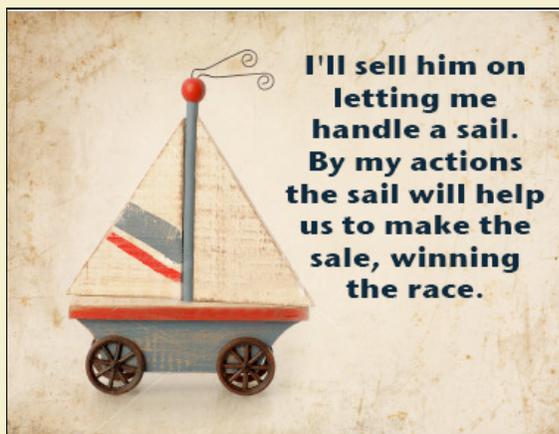
I'm Ready for ACTION - Are YOU?

I told Grandpa it's time he did some new things with me. Sure, we're going to art and music. But, I'd like more. I'm talking more, so it's time for more.

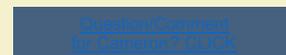
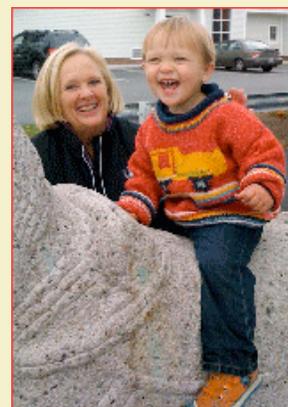


GRANDPA HAS REGISTERED FOR A BIG SAILBOAT RACE TO NANTUCKET.

He talks about action, and he's taking it by participating in the race. But, the action he should take is to sign me on as crew. He hasn't. I'm taking action, I'm asking you to remind him that I'll be the BEST crew member.



I have my energy back. Being sick is not fun. Staying healthy is the right action. Be sure you take care of yourself.



Spotlight Article

ACTION

Don't tell the world what you are going to do. Show them.

Don't keep dreaming the same dream. Take the dream, and then take action to make the dream a reality. All things are created twice. First, in the mind's eye, and then in physical form. It takes action.

Action does not mean thinking about something over and over without doing anything. It means taking your thoughts and doing something with them.

First, you need the thought, the desire, the goal. Once you know what you want, you need to commit to it with a plan. A wish without a plan, without motivation, and without passion, is nothing.

When you know with energy and emotion your goal, then it is time to take action. The action might complete the goal within minutes. Or, it could be years. Or, even a lifetime.

What is action? Action is movement, initiative, and doing something. The first action is to commit to something.

SET GOALS



AND MAKE PROGRESS

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The second action is to make a plan. It might be as simple as picking up the phone and calling to order something. Or, it might be to research colleges that have degrees in the area of study you desire.

The plan may have one step, or it may have 100 steps. The key is to write down the steps that are needed. Once you determine the steps you can then determine who will do what steps and schedule them on a time line or a calendar. The steps and the timeline are your roadmap.

The action of writing the steps makes the goal concrete, and guides you towards the actions needed and when to take them. Just making the plan is fulfilling and empowering. Creating the plan shows you it can be done and allows you to see the best way to do it.

Finally, you just have to follow the plan, adjusting as needed, over time. No plan is perfect on the first draft. The first draft is the current best, and it leads you to make improvements along the way.

Starting, writing it down, researching it, and putting it on your schedule, will make you feel terrific. You will be able to see and feel the action, the satisfaction of actually starting, and taking the first steps. The first action also breaks the tension of fear that often prevents us from moving forward.

Too often we have a goal, feel it is too big, or will take too long, so we spend weeks, months, or even years thinking about the goal but never taking action. Once you take action you will wonder what took you so long. Often, we spend more time thinking about something than the time it takes to actually do it.

Action is the key. Writing it down is the start. Sure, most people do not have all the answers when they start. But, by starting, by taking action, you can determine the resources you have and find those that you need.

Action makes it all easy. Action is fun and rewarding. Try it today on that long delayed goal. Take action – write it down, write down the steps, put it on a timeline. Start with the first step. Kids do it every day. Why not you?

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