



Volume: 3 Issue: 3

Publisher: [Michael York](#)

WebMaster / Publication Design: [Web Station](#)

Going Somewhere? Start at The End!

If suddenly you arrived at the place you've wished for, or dreamed about, or worked so hard to get to...

Would you recognize it?

Do you know what it looks like?

Have you taken the time to really see it in your mind's eye? If not, what would keep you from going right past it? Or missing an opportunity to end up there?

In 1989 I first discovered Stephen Covey's book ***The Seven Habits of Highly Effective People***. All of those habits have proven their merit over time, as has the book. It remains today one of the top-selling success books of all time.

Perhaps the most practical, maybe even the most powerful, of those habits I've witnessed from that day to this is Dr. Covey's advice to **"Begin with THE END in mind."**

Success by design.

Whether a blueprint for a building or a vacation planner for your next trip, it works. Begin with THE END in mind.

That's how to arrive at any destination you desire.

It's been said many different ways over the years,

but that's still my favorite way to say it...

Start any project or goal by thinking about **where you want to end up.**

Cool.

Effective.

Successful.

Epictetus got the ball rolling toward THE END in the second century when he wrote, "First say to yourself what you would be, then do what you have to do."

Isn't that beginning with THE END in mind?

I choose...THIS!

Now how can I become that?

Or how can I get there?

Or how can we make it happen?

The answer is in the questions.

And in knowing what success looks like when you arrive there.

Saying to yourself what your own enterprise might look like and then beginning the process to arrive there one day. Working hard on you, your strengths, your skills, your value and how you can bring that value to the marketplace until you arrive at THE END you have in mind. Beginning to write hand-written notes to say thank you.

Beginning to write notes to yourself in a journal of your very own.

Beginning to read a book, that someone (you consider successful) has recommended. Beginning to write a book when all you have is the title, or just one idea that the book is built around. Beginning to write down your goals. Beginning your new library...

Beginning is cool.

Beginning with THE END in mind is a major key in discovering your success. And understanding when you do, that the real payoff (the arriving) is in THE BECOMING.

What you will become on your way to THE END.

True success?

The great and successful know it lies in your personal commitment to go there.

All the way to THE END.

On that path, I wish you well.

You guessed it...THE END.

Michael

Climbing the Amazon Mountain:

MICHAEL'S NEWEST BOOK!

"THE 10 COMMITMENTS"

BIG THANKS

to a host of corporate clients, partners, friends, family, and complete strangers who just couldn't resist buying the book...

The 10 Commitments reached

a new sales ranking...

#159 (out of over 1 million books)

In March on Amazon.com!

Making it one of the

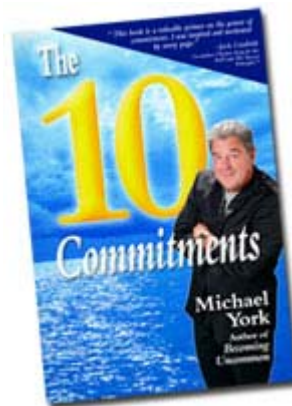
**5 Top-Sellers in the
Motivational & Success Category.**

COOL.

Thanks for buying into commitment.
(Satisfaction Guaranteed)

To Your Uncommon Success

www.MichaelYork.com



BOOKS: What Michael's Reading
"The Success Principles" by Jack Canfield

Jack is Back!

Actually he never left. My friend and Mr. Chicken Soup, Jack Canfield has dropped a hammer on the marketplace and it's time for all those of us trying to go for BIG SUCCESS to re-think how to get from where we are to where we want to be!

This is actually 5 or 6 books all rolled into one. And it's one you absolutely must have.

[Click here](#) to check out what others are saying and to buy yours today.

It's a book you can't be without.

Michael