**Stan Reeg’s Secrets to A Successful Life**

**(excerpted from *Stanley Reeg, Take This Job and Love It* as told to Rich Wolfe)**

* I have always been a big proponent of “When one door closes, another door opens.” And it is always a better door especially if you are a positive thinker. Every experience you are going through today good, bad, or indifferent, is preparing you for your future. Be an optimist! Many times in life, your greatest opportunity comes from out of left field.
* Getting into this business and getting hired is my opportunity. It’s just a matter of how big a goal I have, how much energy I am willing to put forth, how many hours I am willing to work, and how many contacts I am willing to make.
* Regarding making cold calls every day: There was many a day I went home feeling beat up and depressed. When I had days like that, I would go home, strip off my suit, go directly to bed and sleep for maybe 12 hours. The next morning, I would get up, put my suit on and be the first one in the office, and I would be back on that phone! I was determined to be successful and was willing to work until hell froze over and then to work on ice if I had to.
* I learned various techniques on how to have more success on my cold calls. One of them was before I started dialing I would consciously put a smile on my face. I still do it today because I really believe that the person on the other end of the telephone line can tell you’ve got a smile on your face. It makes people feel more relaxed.
* I had learned that before you would ever get somebody to come in and see you or before they would invest with you, you had to have five conversations or contacts with them. I spent hours at the end of each business day sending notes, business cards and brochures.
* In all the years I’ve been in this business, I’ve noticed that most advisors are rather cheap and never want to spend their own money on building their practice. They always feel that the firm owes them that, but my attitude was if it will help me be a better advisor for my clients, it’s just a cost of doing business.
* Many times when you achieve big goals, a person has a tendency to sit on their laurels. You plateau because you are comfortable with that level of success. It is really easy to do, and it happens to many talented people in our industry. Guess what you do next? You have to establish larger goals, change how you are doing things, and most of all get outside you comfort zone.
* We are all victims or the results of our habits. If things aren’t going well for you, you need to change your habits. To expect better results while repeating the same daily habits you are now doing is insanity. Over the last fifty years, I have read hundreds of books. Most of them are biographies, autobiographies, and motivational or books of inspiration. Most of us don’t start at the top, but we can learn through other people’s experiences and succeed at a faster rate rather than reinventing the wheel.
* In all the years I’ve been in the Investment Business, I’ve always been in the office more hours than any other advisors. In the first twenty-five years, I was generally the first one in the office and the last one to leave at the end of the day. I was thinking like I was an owner, not just the latest employee to join the firm.
* The idea of every job is to take ownership. We are each responsible for the results we create. Life is all about choices and one of my favorite books is Your Greatest Power. I would encourage you to read it. Every day my goal is to be the best I can be and to try and make a difference in other people’s lives.
* My mother had a saying, “birds of a feather flock together.” If you want to be successful, you need to hang out with the brightest and most successful people in your field or business. What will you find is that the more successful the individual is, the more likely they are willing to share ideas and views with you on how to become better and more successful in your business life.
* I’ve learned a few nuggets: 1. The best way to make money in a Gold Rush is to be the one selling the shovels; 2. Success consists of going from failure to failure without loss of enthusiasm; 3. It’s always good news until it ain’t; and 4. 60 percent of the time I’m right 100 percent of the time.