

Success Must Meet Preparation, Belief, and Opportunity:

Are You Ready?

September 8, 2009

Liz Goodgold

In case you're just tuning in, you might have missed the fact that I am a rabid tennis fan. During this time of the US Open, it is all tennis, all the time. BUT, my message today really isn't about the icons, the sponsors, or the uniforms, but instead, it is on the powers of belief, focus, and preparation. My inspiration? [Melanie Oudin](#) and [Kim Clijsters](#).

The Case of the 17-Year Old Melanie Oudin: Belief

In case you haven't been tuned in to CBS Sports, here is the back-story: Melanie is an unseeded 17-year old American who had to qualify to get into Wimbledon just two months ago! On the green grass, she had an extraordinary run and beat the #2 player in the world, Jelena Jankovic. At Flushing Meadow, New York, she knocked off two more seeded players including the former world's #1 Maria Sharapova.

Perhaps on the sidelines you could be thinking, "Wow! What great luck she is having." But, let's be clear. Luck has nothing to do with her success. In fact, as an entrepreneur, you and I both know that it is never luck. *Preparation plus belief meets opportunity.*

This youngster makes for an amazing story, but if you truly listen to her, you discover that her secret weapon for success is belief. She believes in her soul she can win; she takes to the court with the commitment that she can win. She even has the word "Believe" engraved on her tennis shoes.

Kim Clijsters: Preparation and Focus

In the case of Kim Clijsters, she is a returning Belgian player, but is unseeded in this draw. She took time off to have a baby. If she wins this title, she will be the first mom to hoist a grand slam trophy in 29 years!

Of course, the men's #1 player, Roger Federer just had twins, but men returning to the court after fatherhood, as we know, is a completely different ball game than giving birth. Kim admits that she didn't even watch tennis last year as she was trying to take a nap as her newborn was napping! (Can't we relate?)

Again, she has pushed through the draw to the fourth round because of her preparation. She has worked tirelessly for months to get back in fighting shape and has succeeded.

So, let me ask you: Are you ready for your moment?

I have all of my clients practice their soundbites and have a TV outfit “at the ready” in case a producer calls. It must be a complete outfit with hose and jewelry that fits today - not when you’ve lost 10 lbs, not when you have time to go shopping, but now. Trust me, you do not want to get your magic call and be unprepared.

Or, do you have the perfect boiler-plate proposal ready? Or, a case study prepared to share with a big prospect? How about your bio? Is it ready to be emailed as a PDF in a moment’s notice?

I insist that all of my clients who are speakers have an entire packet ready to go because once they get a nibble for a big gig, it is a sure bet that a bio, speech description, and photo will be the next steps.

What should you be doing now to prepare for your moment? Plot out a plan, prepare, focus, and believe.

Until next week.....Liz

Meet Liz Goodgold



Branding speaker and expert Liz Goodgold has over 25 years of experience working for clients such as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-up. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. To find out how Liz can help you, contact her at liz@redfirebranding.com

Liz is also the author of [*RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life*](#) and [*DUH! Marketing.*](#)