

# The Definition of Success by Zig Ziglar

Excerpted from Zig Ziglar's 'Born to Win!'

Zig Ziglar was an iconic expert on complete and balanced success, and in *Born to Win! Find Your Success Code*, his last book before his passing, he shares his winning philosophy—that you have to plan and prepare to win, to succeed—and the strategies to go with it.

In this excerpt, he shares a short list of the characteristics that he believes comprise success:

What Success Is:

1. Success is knowing that you did a great job when you close the door to your office at the end of each workday and head for home.
2. Success is having a home and people to love who love you in return.
3. Success is having the financial security to meet your obligations each month and the knowledge that you have provided that security for your family in the event of your demise.
4. Success is having the kind of faith that lets you know where to turn when there seems to be no place to turn.
5. Success is having an interest or hobby that gives you joy and peace.
6. Success is knowing who you are, and Whose you are.
7. Success is taking good care of you and waking up healthy each day.
8. Success is slipping under the covers at the end of the day and realizing with gratitude that, “It just doesn’t get much better than this!”

You see from this list that success is defined by more than one sentence. Success involves the whole person, and if you skimp on one area, you will limit your success. Now, let’s take a look at what success isn’t:

What Success Isn’t:

1. Success isn’t missing dinner with the family several times a week because of working excessively.
2. Success isn’t rushing home from work and hiding out with the TV thinking, “After the day I’ve had, I need my space!”
3. Success isn’t about how to make more money when you already have more money than you can spend.
4. Success isn’t about going to church and ignoring everything you hear.

5. Success isn't all work and no play.
6. Success isn't about being so busy that you live on unhealthy fast food, served to you through little windows.
7. Success isn't spending mental energy worrying about late projects, being home on time, your health, missing your child's school play, being able to pay your bills, or finding joy in your life.
8. Success isn't texting while you drive to catch up on your overloaded schedule.