

This is a billion-dollar question...

Is success a number, or some sort of never-ending destination?

Is an executive making \$350k/year successful if he hates his job (and life)?

What about the writer who barely makes any money, but is incredibly fulfilled? Does the lack of money make him “unsuccessful”?

Traditionally, success has been defined by money, fame, and power...

We consider people successful based on the amount of money they make, their job title, or their shiny possessions (which may or may not have been purchased on credit)...

But is this really the case?

About two years ago, I was grinding away as a door to door Solar Salesman in Southern California

(incredibly lucrative industry, btw)

I was making **bank** – more money than I ever had in my life.

What I made in a month was more than what I made every 6 months prior to that.

I bought myself awesome clothes, a new Mercedes, and a shiny new watch...

And the funny thing is...

Absolutely nothing changed. I wasn't more confident. I wasn't happier. Sure I did a bit better with women, but that's a product of materialism, and I realized I was attracting the wrong people into my life...

This made me realize that the superficial definitions of success did not affect what really mattered:

My self worth.

In the book “*Drive*,” Daniel Pink debunks the definition of traditional success.

He argues that people need to pursue three intrinsic elements for true fulfillment:

**Autonomy** – being self directed.

**Mastery** – exceling at something that matters.

**Purpose** – the desire to work on something much bigger than yourself.

Of course, money is an extremely important element too.

Before focusing on the intrinsic, you should be earning enough money to cover your basic needs.

Just enough money so that “money problems” are off the table.

Now you can focus on what really matters:

Knowledge...

Personal Growth...

Happiness...

Meaningful Relationships...

Health...

Knowing what success means to you is a very deep and personal question, and a question that is absolutely necessary for you to identify your dream life, and pursue it.

Don't let societal norms and consumerism define that for you...

It takes some deep reflection, and in previous emails, I've given lots of actionable tips to help you gain clarity into yourself (spoiler: meditating, reading, journaling)

Some questions to ask yourself as you ponder this email:

Why do you want to be 'successful'?

What excites you?

What makes you feel fulfilled?

Remember, success is about self worth, not net worth.

Money definitely matters, but not as much as you would think...

No amount of money can make you confident, charming, or happy.

But it sure can help.

Be awesome,

Richard