



# 7 SECRETS OF THE SUPER SUCCESSFUL

HAYDEE ANTEZANA

---

I N T E R N A T I O N A L

You can start creating your own success from today, you don't have to wait a minute longer...

Through years of researching hundreds of top successful brands I have noticed various shared traits. Here are the top 7 Secrets of the Super Successful you can apply right now! These can escalate your level of success in leaps and bounds.

So, get ready to be ...

PACKAGED  
for SUCCESS

*Haydee*



# 1.

## EVOLVE YOUR BRAND

One of the top 2018 workplace trends highlighted the movement from the company brand to the personal brand. Which brand leads? More corporate brands are realizing the power of personal branding.

Google and Facebook, the biggest traffic sources of most brands, have now started favoring individual faces over brands. Personal brands spark engagement and install trust in the consumers of your corporate brand.

So in today's Distraction Economy - where attention is the new commodity in short supply - successful people ensure their personal brand is constantly evolving.

When last did you evolve your brand for impact and reset for relevance?

Do you need to put in place a...

1. **Brand Evolution?** This is when you have a strong personal brand, you just need to make small changes to your brand or a...

2. **Brand Revolution?** You're not attracting new business, or opportunities to accelerate your career path. You need to give your brand a major shake up!

Imagine if IBM still used their first logo from 1888 and never evolved their image... would you still see it as an innovative technological brand? When last did you work on your personal brand?







YOU DIDN'T COME THIS FAR  
TO ONLY COME THIS FAR

# 2.

## LEADERS ARE READERS

What was the last book you read?

Warren Buffett (valued at \$ 82.9 billion and the world's most successful investor) was asked his key to success, he said, "Read 500 pages every day. That's how knowledge works. It builds up, like compound interest."

Successful people don't just read anything, they value knowledge, self-development and education over being entertained.

A study revealed that self-made millionaires read at least 2 books a month.

Remember, the person you will be 6 months, 6 years from now depends on the information you feed your mind TODAY!





YOU WILL NEVER GO BROKE  
FROM INVESTING  
IN YOURSELF



# 3.

## CONSISTENCY



Just one inconsistency can change people's trust in you. It's the little things – done consistently, that make the big difference. Successful people make the call when they say they will, they meet the deadline when they promised. What inconsistencies do you need to work on?



THERE IS NO ELEVATOR TO SUCCESS

YOU HAVE TO  
TAKE THE STAIRS



# 4. CREATE YOUR OWN CATEGORY



This is how you will stand out from the crowd and be memorable in the hearts and minds of others...Be bold in your positioning, to secure your real estate as a successful brand in the  
Distraction Economy.

What makes you YOU-nique?

Find what your superpower is – invest in it,  
develop it!



— — — — —  
WHEN YOU DO THE COMMON  
THINGS IN LIFE  
IN AN UNCOMMON WAY

YOU WILL COMMAND THE  
ATTENTION OF THE WORLD

George Washington

# 5.

## DRESS HOW YOU WANT TO BE ADDRESSED

Your clients/guests don't buy logos, social media campaigns or fancy websites. People buy people. In essence YOU are the "product". So what does your visual brand communicate to your target market?

In today's attention economy advertisers are focused in producing powerful visual content to attract attention. As personal brands competing with a thousand others in our field we need to do the same. Both online and offline.

Although, today's company dress codes are more relaxed than before, I still believe you need to "look" the part. It doesn't mean you need to wear a high price tag outfit...you just need to "Dress how you want to be addressed".

Walter Bond – super successful speaker (previous NBA professional player) once told me “If you want the \$100 million deal you best look \$100 million worth.”







---

DID YOU KNOW THAT COLOR  
INCREASES  
BRAND RECOGNITION BY 80%?

---

*b.*

# BUILD YOUR CIRCLE OF INFLUENCE



Many successful people believe that we pick up the habits, thoughts and actions of those we spend most time with. Jim Rohn, stated that we're the average of the 5 people we spend the most time with.

Think of the top 5 business people you are spending time with right now...Do you aspire to be as Super Successful as they are?

This is your Circle of Influence and the higher the quality of it, the more social currency you'll command.

How are you currently expanding and nurturing your Circle of Influence? Join LinkedIn groups and associations, attend industry events (yours and your customer's), where emerging and top leaders hang out. The feeling of success rubs off on you when you are in the energy field of successful people. By making face to face connections, you're giving yourself and your business exposure. When people hear of your company, they'll be able to "place" in their mind's eye. Move out your comfort zone...



SURROUND YOURSELF WITH THOSE  
ON THE SAME MISSION AS...

YOU



# 7.

## FORGET FOMO, EMBRACE JOMO



We live in the era of FOMO (fear of missing out). The average person spends 3 hours a day on social media! It's become such a problem that recent studies suggest it can manifest as a genuine form of social anxiety.

Randi Zuckerberg, Founder and CEO of Zuckerberg Media (sister to Facebook's creator) says you should focus instead on JOMO (the Joy of Missing Out).

Take pleasure in turning off all your devices, disconnect and settle into a time of just doing YOU.



NEVER GET SO BUSY MAKING A LIVING  
THAT YOU FORGET TO  
MAKE A LIFE



# I WILL INSPIRE & EMPOWER YOU & YOUR TEAMS TO...

- Reach New Success Levels this year.
- Elevate both your Personal & Organization's Brand.
- Develop Leadership Quality.
- Create Memorable Client Experiences.
- Radiate a Powerful Presence.
- Develop a Culture of Success.
- Boost Growth & Revenue.

Step into your Unlimited Potential  
& be...

PACKAGED for SUCCESS

Connect with me on...

M: USA +1 951 970 4347

E: [haydee@haydeentezana.com](mailto:haydee@haydeentezana.com)







---

# SUCCESS

---

DEPENDS ON THE  
SECOND LETTER