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"Every morning in Africa , a Gazelle wakes up.
It knows it must run faster than the
fastest Lion or it will be killed.

Every morning a Lion wakes up.
It knows it must outrun the slowest
Gazelle or it will starve to death.

It doesn't matter whether you are a
Lion or a Gazelle.
When the sun comes up,
you'd better start running."

- African Proverb

"Your attitude, not your *aptitude*,
will determine your *altitude*."

- Zig Ziglar

Resolve To Be A Gazelle And A Lion In 2010

The sun's come up on a new year and a new decade, and if the last year and the last decade taught us anything, it's this: We had all best be running as fast and as hard as we can.

I don't know how you see yourself, gazelle or lion, but as for me I'm a mixture of both. I'm a gazelle, for example, because I do my best to run faster than my competitors to create separation and differentiation. That way I don't get devoured by the mainstream. That way my personal "brand" is *distinct* from everyone else. Which brings to mind this quote:

"You have two choices in life: you can dissolve into the mainstream, or you can be distinct. To be distinct, you must be different. To be different, you must strive to be what no one else but you can be."

- Alan Ashley-Pitt

Your biggest opportunity

That's why every day I strive to be what no one else on earth but me can be: **Albert Mensah**. Because there is where my biggest opportunity lies. So my advice to you, my resolution for you this first month of this first year of this new decade is:

- Be distinct
- Be different
- Be what no one else can be: YOU!

Because therein lies your biggest opportunity. For while it's all well and good to have mentors, coaches, individuals in your life you respect and love...your biggest success will come from being the very best [Insert Your Name Here] you can be. With that thought in mind, here are two straightforward questions I'd like you to answer for yourself, in written form:

- What makes you different?
- How can the factors that make you different also make you successful?

For instance, as you may know, I was born in the West African nation of Ghana and from an early age dreamed of coming to America . That dream came true, I earned a degree from an American University and went into sales. Ultimately, I became a professional speaker and started my own consulting business. In my most successful year as a speaker I earned a multiple six-figure income. You know what I spoke about mainly? Growing up in Ghana and making my dream of coming to America come true.

I talked about what no one else but me could talk about.

That said, in the last 18 months I've had a bit of a tumble. But I learned some valuable lessons and I'm on my way back up the mountain. I have no doubt whatsoever that I will make it back to where I was - and even reach new peaks - because...

I'm also a lion

And opportunity is my gazelle. I am fortunate - indeed, we are all fortunate - to live during a time when there is more opportunity in the world than ever before.

Think about this. If you were born just twenty-five years ago in the then U.S.S.R. or any Eastern European country or China or even India ...if you were an "average Joe" you had little opportunity to achieve any kind of material success in life. (Not that material success is everything, but most everyone I know appreciates the finer things this wonderful world has to offer us.)

Today, the overwhelming majority of the inhabitants of planet Earth have the opportunity to succeed. To go as far in life as their attitude, drive, determination, and abilities will take them. Did you notice that I put **abilities** last? That's because of the four I mentioned **ability** is the least important factor in your success. For if you have the abundance of attitude, drive and determination of that lion on the savanna of Africa you will run down your "gazelles" even if your abilities are modest.

A lion with an attitude

But just as the lion must be focused on that gazelle you and I must be focused on opportunity. It all starts with developing an **attitude** that conditions us to be ever vigilant of opportunities, keeping in mind that opportunities - at first glance - don't always look like opportunities.

For example, in the last two years millions of people have lost their jobs. Many of these people have been devastated. Others have seen it as an opportunity to take their careers in a different direction or start a business. And in another year or so I have no doubt we'll be reading about and hearing about any number of these people and their thriving new careers and businesses. (You can read about some of them already. Just do a google search with "lost his job" and "started a business" as exact phrases.)

To quote American business icon Lee Iacocca: ***"We are continually faced by great opportunities brilliantly disguised as insoluble problems."***

So, here's the question I want you to answer for yourself, in writing: **How's your attitude?** And please, be brutally honest with yourself. If it's not what you think it should be, what you KNOW it needs to be for you to be your best, CHANGE IT. It's in your power, and it really is that simple.

As I wrap up this newsletter, I encourage you, be a **gazelle**. Make an effort to separate yourself and differentiate yourself from the crowd by being what no one else but you can be. BE YOUR BEAUTIFUL AND WONDERFUL SELF. And yes, my friend, you ARE beautiful, and you are wonderful. We ALL are, because we were made in God's image.

I also encourage you to be a **lion**, a lion with an attitude that makes you ever vigilant of opportunities to better yourself, your family, your world.
And always remember this: You can do it!