

SUCCESS

What Achievers Read

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NEW POLL: Surprising Number of Americans Lack Life Goals

*From a Mentor to an RSS Feed,
SUCCESS Names 27 Resources to Achieve Success*

New York, NY (June 30, 2008) – A new survey conducted by *SUCCESS* magazine, the preeminent publication for personal achievement, found that nearly 20 percent of Americans openly admit to living a life without future goals.

“We were surprised to find that nearly one in five Americans answered ‘No’ when asked if they had life goals,” said Darren Hardy, publisher and editorial director of *SUCCESS*. “This admitted lack of direction encouraged us to create our list of 27 resources that could help get people on the path to success. The No. 1 resource—a personal list of life goals.

“The first step toward achieving your dreams and ambitions is to identify them because they remain fantasies until you write them down and create a roadmap to get there,” added Hardy. “When you know exactly where you are going and focus on that endpoint, you will more directly and expeditiously reach your desired destination.”

In a subsequent survey, which generated 2,834 responses, the majority (33 percent) of respondents said that their highest priority is to run their own company. Coming in a close second, 31 percent stated that their top goal is to retire early. These were followed by raising a family (16 percent), purchase a dream house and get in shape (both 10 percent).

The Life Goals survey was conducted to coincide with the *SUCCESS* feature on the “**27 Resources for Your Success**,” a list of essential tools and technologies to help achievers gain the competitive edge. The 27 resources include:

- **Mentor/Coach**—those who seek excellence have a coach. Even Tiger Woods, who has written books on how to master your golf swing, has a swing coach.

- **Personal Reading/Listening Library**—being a consummate student can be the single greatest factor contributing to your success.
- **News Aggregator/Reader (RSS)**—Sites like iGoogle and Bloglines.com allow you to create personalized news feeds so you can stay current on happenings in the world.
- **On-site or Virtual Assistant**—when growing a business your time is too valuable to get bogged down with lesser-skill functions, so get a part-time or virtual assistant through AssistU.com.

For a complete list of the “**27 Resources for Your Success,**” please log onto www.SUCCESS.com/27resources

The *SUCCESS* magazine surveys were conducted on SUCCESS.com among a national sample of 1,200 and 2,834 Americans, respectively. The margins of error are +/- 2.83 percent and +/- 1.84 percent, respectively, at a 95 percent confidence level.

About *SUCCESS* Magazine

SUCCESS is designed specifically to serve the growing entrepreneurial and small-business markets. *SUCCESS* features personal-development thought leaders, CEOs, entrepreneurs and other achievers who offer practical advice, ideas, tips and training on leadership, goal attainment, time management, selling, motivation and more. Bound into every issue is also a free DualDisc™ (CD & DVD in one) featuring exclusive compilations of success training from leading personal-achievement experts. *SUCCESS* retails for \$5.95 and is distributed nationally with an initial printing of more than 1 million copies. Visit www.SUCCESS.com for more information.

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