



Action Speaks Louder Than Words

By Debbie Allen

“Actions Speak Louder Than Words!” You’ve heard this statement many times before but let’s talk about what it really means. Action is the most important success habit anyone possesses when it comes to determining how your business and personal life play out. Ideas, knowledge, and expertise are all useless without action, because action is the starting point of all progress.

The most successful people are those who recognize an opportunity and then take quick action. You can learn how to do this, too, by developing a powerful business skill that will transform your life forever – the skill of taking action.

The good news is that you don’t have to wait until you know more, do more or achieve more to take action. If you wait until conditions are perfect, you’ll be waiting forever. The best time to take action is right now.

I have actually achieved most of my business success from taking action on things I knew nothing about. In fact, I’ve never applied for a job in my life, never attended a day of college, and started every one of my businesses with little or no knowledge of the industry I was going into. Now, I am not recommending that this as a good business model to follow. But I do recommend that you take action when opportunities arise instead of sitting back and waiting for the timing to be just right. Often success opportunities knock on your door before you think you are ready. That’s all right. Open the door and step out anyway!

You’re going to make some mistakes along the way, but taking action will move you forward faster than standing still. Even if you take two steps

forward and one step back you're getting ahead. With each step you will become more knowledgeable, confident, and successful.

Are you ready to move forward and design the success you deserve today?

One of the best steps to taking action is to become a DOER. Actually practice doing more of the things you are currently just thinking or dreaming about.

What is it you really want to do?

Do you want to start a new business?

Do you want to lose weight or get in better shape?

Do you want to become more successful in your career?

Do you want to excel and achieve more goals this year? Whatever it is, start doing it – today!

The longer an idea, concept, or dream rattles around in your head without action, the weaker it becomes. After a while you lose clarity and you begin to forget about your ideas. Ideas are important, but they will only benefit you when you implement them.

One simple idea put into action is more valuable than dozens of brilliant ideas that are saved until the perfect opportunity arises. Unless you take action, those ideas will never go anywhere. Action truly does speak louder than words!

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About the Author

Debbie Allen, The Expert of Experts, is one of the world's leading authorities on business and brand strategy. She is the author of seven books including her latest best-seller *The Highly Paid Expert*. Learn more about her "Expert Positioning Formula" and innovative marketing strategies at www.DebbieAllen.com.

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