

MaryEllen Tribby Presents



# THE SUCCESS INDICATOR ACCELERATION REPORT

How to Implement the Traits of Highly Successful People  
to Skyrocket Your Own Personal and Business Success...

# **THE SUCCESS INDICATOR ACCELERATION REPORT**

**How to Implement the Traits of Highly  
Successful People to Skyrocket Your Own  
Personal and Business Success...**

## **Part 2**

**by MaryEllen Tribby  
Centerpointe CEO**

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*Published by:*

**MET Edge, LLC  
5030 Champion Blvd., Suite G11-278  
Boca Raton, FL 33496-2473**

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**The Success Indicator Acceleration Report** is an in-depth look at MaryEllen Tribby's infographic, The Success Indicator. After much acclaim and the overwhelming demand from her community for more, MaryEllen now reveals a more detailed explanation of The Success Indicator.

## About the Author

MaryEllen is the proud Founder and CEO of WorkingMomsOnly.com, the world's leading media company for the empowerment of the working mom. Prior to founding WMO, MaryEllen was Publisher & CEO of Early to Rise where she was responsible for growing the business from \$8 million in sales to \$26 million in just 15 months. Before that, she served as President of Weiss Research where she led the company to \$67 million in sales from \$11 million in just 12 months.

MaryEllen is a highly sought- after business consultant, speaker, and author. Her first book - which she co-authored with Michael Masterson - **Changing the Channel: 12 Easy Ways to Make Millions For Your Business**, hit #1 on Amazon.com within just 10 hours of its release.

Because of her impressive track record of re-engineering companies and making them profitable she is known as the "go to" business consultant for digital and traditional publishing ventures.

MaryEllen has been with Centerpointe since 2015 where she worked side-by-side with legendary Centerpointe Founder, Bill Harris. In 2018 she took over as CEO after Bill passed away. Since then she's overseen the release of countless new product launches and successfully steered the company through the rocky waters of the Covid-19 pandemic while keeping profits steady.

MaryEllen currently resides in Boca Raton, FL with her husband Patrick, their three beautiful children, Mikaela, Connor, and Delanie.

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**Please note that this PDF Contains  
Only Part 2 of the Full Report**

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## Chapter 5

### A Transformational Perspective For Satisfaction and Success

Another very powerful success indicator is operating from a transformational rather than transactional perspective. A person with a transformational perspective of business exhibits many of the success indicators we have already discussed. He or she is enthusiastic and value driven with a continuous desire to learn. He or she is an effective communicator, listens and shares information, is strategic, believes in mentoring and wants to help others succeed.



On the other hand, a person who operates from a transactional perspective exhibits many of the indicators of an unsuccessful person. He or she is always thinking of the amount of effort needed to gain reward. He or she only thinks about the present and is only motivated by the incentive of possible punishment or reward for their actions. He or she is only interested in the here and now and what can be gained in the present without considering the future.

Operating from a transformational perspective is absolutely conducive to success. Instead of focusing on the single task at hand, it allows you to look at the big picture and lead a fulfilling business life. A transformational perspective keeps a person

from getting stuck in the present, just pushing papers, and opens the door to finding satisfaction in the work that is accomplished, the people with whom they interact and the possibilities of the future.

Success isn't only measured by the amount of money one makes. True success comes from reaching the goals one has set and doing so in a way that leads to internal satisfaction. In order to be truly successful, one must be able to attract and inspire others and effectively spread their mission to the public.

Steve Jobs was a transformational leader. I have always looked up to him as a model for how I want to run my business. He approached business in a way that was truly inspirational. He was not working with the sole purpose of personally making money. He wanted to transform the way people looked at technology.

Steve Jobs' innovation, vision and quest for excellence allowed me to start a real business out of my home and grow it into one of the most respected and profitable online businesses in our industry, while being one of the most technically inept people on the planet. Because of Steve Jobs, my complete fear of technology disappeared.

He knew that technology would make or break a business and that by making it easy for entrepreneurs, it would lead to explosive growth. But his business contribution was just a small piece. His greatest accomplishment was connecting people all over the world. Because of his influence on technology, because of his innovative way of thinking, it has become possible to constantly be in the know.

He was an advocate of colleagues working together, helping and encouraging each other, which in turn made them more invested in the company and increased their performance. His communication style and leadership inspired others to want to be better, which attracted other talented people to him.

Over my lifetime, I have had the honor of meeting so many smart, compassionate and successful people in so many different circles. Never in my lifetime has there been a person that I wanted to meet more. I am so sorry I did not have the honor of meeting Mr. Jobs in person, but am so incredibly grateful for the impact he has made on my life and the lives of my children.

## **Giving Credit Moves Mountains**

Operating from a transformational perspective, a successful person gives credit to others for their victories and accepts responsibility for their failures. The ability to work well with others, to consider their needs and treat them well, is essential for success. The ability to accept responsibility and forgive allows a person to learn from mistakes and move forward.



A successful person doesn't play the blame game. Casting blame doesn't solve a problem, it doesn't right a wrong and it inevitably leads to begrudging behavior. Blaming others and holding grudges are toxic. They hold a person back and keep them from success. When you take ownership of your actions, you can move on. When you forgive others, because honestly, no one is perfect, you can move on and come up with better solutions and plans.

I saw this first hand as my career went along fantastically in NYC for years. But like many people I suffered a devastating personal loss; my father passed away. Even though he had been ill for quite some time, I was still not prepared for the pain. My desire to escape New York was tremendous. So when an offer came my way to become Vice President of a large publishing company in Boca Raton, Florida, I grabbed it.

I never could have imagined that my new boss, Jeff McDonald, would have a huge impact on my career. He taught me about business. He introduced me to the works of Peter Drucker, the legendary management consultant who coined the term "knowledge worker"; Jim Collins, a leading authority on company sustainability and growth; and Stephen Covey, best selling author and organizational consultant. He showed me how the principles they taught applied to our business.

Each evening we would have a one on one session during which we would discuss a lesson that could be learned from one of these influential business people. And it was on one of those evenings that Jeff spoke one little sentence that has stayed with me all these years: "A good executive has the ability to face the facts."

This is a mantra I've repeated to myself for years. Whether you have to face up to a partnership that's not good for your business, or you have to kill a product that's not making money, or you have to reevaluate your staff, Jeff's words have helped me cut my losses and save plenty of money. Successful people face the facts and maintain professionalism. They can accept defeat and deal with failure. They can look at a deteriorating business partnership, decide to part ways and do so amicably without casting blame or holding a grudge.

In an interview with *Success Magazine*, Richard Branson said, "The challenge is to follow through on a great idea. I think if [you've] got a great idea, you need to just give it a try. And if you fall flat on your face, pick yourself up and try again. Learn from your mistakes. And, remember, you've got to go make a real difference in people's lives if you're going to be successful."

There are always going to be risks involved with business. To be successful, you must be willing to share and take those risks, while being able to accept accountability for your decisions and forgive others for theirs. There is no room for anger, blame or grudges when it comes to being successful.

Recently, I was being interviewed on the radio in New York City, when the host asked me, "What gets you mad, really mad, in the business world?" I have to admit, I was a little caught off guard. You see there really aren't many things that I let get to me.

My belief is that everyone is responsible for his or her own actions, reactions and feelings. And I choose to surround myself and work with people that are able to deal with situations in a constructive way. I guess it is because I have seen the damage anger and hate can do during my 25 years plus in business.

Even though I have been lied to and about and have dealt with a couple of backstabbers in my day, I don't hate the people who committed those immoral acts. Rather, I feel sorry for them because business karma exists and it exists big time. And, in the end these people always get what they deserve.

Exuding anger and hate is not only a big waste of time; you give up your power when you hold a grudge. We all have better, more productive ways to spend our time. When you can't share victories and choose to cast blame and hold grudges, you close yourself off from opportunities.

Entitlement and selfish tendencies will get you nowhere. Let's consider my friend Linda. Linda was an up and coming power player in a well-known telecommunications company. She did not have a college degree let alone an MBA like the majority of her colleagues.

But, Linda had a great sense of business ethic. She was a determined self-starter with a great attitude, which caused her to quickly gain momentum within the company and form easy friendships with her co-workers. Linda was not the most adept financial analyst, she was not the best event planner, and she was not the most brilliant marketing mind in her company. She knew her strengths and weaknesses and was able to work with them.

Linda was extremely skilled at finding people who were at the top of their game. Again, she knew what she was good at and what she wasn't. She constantly researched and made sure to follow the key players in the business. Linda made sure she knew who was making strides and what they were capable of. She found and hired people who would be great for certain positions, giving them opportunities to shine.

Linda never took credit for how these employees improved the company. She credited the people who worked so hard for their victories. She watched several colleagues she had brought into the company rise in rank, some moving above her, and she was always nothing but happy for them. Linda believed in the company and she motivated her colleagues to want to perform better. Linda didn't know it at the time, but she was inherently functioning as a CEO.

Eventually, the CEO of her company saw the tremendous value Linda gave the company. It was impossible to ignore the way she communicated with her colleagues, how she seamlessly worked with and created teams for projects, and mostly how complementary and gracious she was. Soon, Linda was promoted and became the Vice President of the company.

She was the youngest and the first female VP in the organization's history. Linda's meteoric rise to the top was fueled by a few simple principles found in the success indicator. If she had not been complimentary, if she had not truly wanted others to succeed, if she had not operated from a transformational perspective, Linda never would have seized the opportunity to be great.

It is incredible to hear about people who have gained success through hard work and dedication, while still being the person that can be respected and admired because they never stepped on people or took credit for others' work to get to where they are. Operating from a transformational perspective is not only a surefire way to become successful, it is also a way of thinking and working that will help you embody all of The Success Indicators.

## Chapter 6

### Change is Inevitable. Adapt For Success

At this point, we have touched upon every success indicator except for one. The last success indicator I want to talk about is the ability to embrace change as opposed to fear it. Successful people know that change is inevitable, and though it can be scary, they choose to welcome it instead of standing still.



I will always strive to make improvements in all aspects of my life. Some people have a hard time engaging and accepting change, which is truly a shame. Just like all aspects of your life, your business is continuously evolving. Change is inevitable. Those who embrace change usually succeed. Those who fight it often become extremely frustrated and eventually fade away.

#### **Initiate, Prepare and Welcome Change**

As a businesswoman and mother of three, I need plenty of energy to get me through the day. The best way I know to get a big surge of energy is to start my day with an hour at the gym. The hour I spend working out sets the tone for my entire day. It boosts my productivity and keeps me upbeat and fresh. My morning workout lifts my mood, which means I'm much more pleasant to be around.

I have a routine that fuels my day. Monday through Friday, I'm waiting for the gym doors to open at 4:55 a.m. At least that's how it goes 99 out of 100 times. But once in a while "stuff happens." One particular incident stands out in my mind.

A few years ago, one of my children kept me up most of the night because she didn't feel well. When I finally got to bed, I nudged my husband and said, "I can't believe I have to get up in three hours." "Don't do it," he said. "Get some sleep." I responded with, "My day will be shot if I don't get my workout in!"

In need of sleep himself, he suggested that I set the alarm for 6:30. That would get me to the gym before 7:00 and in my office by 9:00. I decided I could live with that. But here's the funny part. Walking into the same gym at 7:00 a.m. was like walking into a foreign country! The music was loud. The cafe was open and crowded. People were standing by the stairs and by the weights and by the exercise equipment, talking and laughing. These were not the hard core "early birds" that I was used to.

I was a little taken aback. But I decided to just go with it. After all, in business I am constantly reminded how important change is to overall success. Soon, I was in my zone, drowning everything else out. It was just the elliptical machine, Bono, and me and he was telling me it was a beautiful day.

Suddenly, out of the corner of my eye, I saw a woman approaching. From the way she was smiling at me, I knew she was going to engage me in conversation. I had to think fast to preserve the only "alone" time in my entire day. But before I could come up with something that didn't sound crazy or mean, she was standing right in front of me.

With an inward sigh of regret, I put Bono on pause and took off my earphones. The woman started off by complimenting me. She said I looked like I owned the machine, because I made it look so easy. Then she told me she had joined the gym recently, a few months after giving birth to her first child and most of the machines intimidated her. All she'd been doing were modest workouts on the treadmill.

Having been a new mom not once but three times, I understand how it feels to want to lose the extra weight after giving birth. So I decided to turn Bono off, introduce myself and help her get started on the elliptical. Within minutes, Liz was doing fine on the machine, and we were having a pleasant conversation.

It turned out that before having the baby she was a marketing director with a large advertising agency in Miami. She loved marketing. But with a newborn, there was no way she could handle the long commute and demands of the job. Though her husband, an attorney, had a good income, she knew that with the new addition to their family, her salary would be sorely missed. And then Liz said the magic words that were music to my ears.

She wanted to start an online business! Liz had already enlisted a friend to help build her site. But, she felt like the site was going in the wrong direction. She was worried that it was too complicated. Little did Liz know that morning she had inadvertently chosen the right machine and the right woman to approach.

I was able to share my marketing expertise and knowledge of website building with Liz. There are three types of websites, and I explained the ins and outs of them. At the end of our conversation, she said she was happy she'd had the courage to talk to me and she was going to go home and call her Web designer immediately.

I have to admit that Liz was not the only one who learned something that morning. I walked away with a few valuable lessons myself. For one thing, this experience reconfirmed that change is good. By getting to the gym at a different time, I not only made a new business contact but a new friend as well. Plus, it reminded me not to judge a book by its cover.

When I saw Liz approaching that morning, I assumed I was in for some silly reason. But it turned out she is a smart, well spoken, and interesting person who has added something to my life. In an unexpected turn of events, we both learned something from each other.

Most successful entrepreneurs were able to become the legendary business people they are today because of their ability to embrace change. A few men we have already discussed, Steve Jobs, Steve Wozniak, and Sir Richard Branson, are great examples of how important embracing change is for success. Their willingness to build their businesses in an ever-changing world led them to achievements that speak for themselves.

Steve Jobs and Steve Wozniak took a computer that was built in a garage and turned it into Apple. Jobs left Apple for almost ten years from the mid 80s to mid 90's. After his return, his innovative perspective coupled with the ability to foresee the needs of his customers, allowed Apple to become profitable again by making amazing products and then upgrading them as time demanded. Think of the evolutionary changes of Apple products that you have witnessed.

Each new Apple device is better than the previous. Steve didn't sit back after creating the first model of the iPhone and say, "There, it's done." He saw that people liked it and understood what it lacked. He continuously worked to make the product better. He anticipated the changing needs of Apple users and created products based on those needs.

Had Steve Jobs sat back and said, "There, it's done," we all would have moved on to use different products that were more innovative. His success was not only due to his transformational leadership and personal genius. It is also due to his ability to take what he had done and change it to keep up with the evolving world.

Richard Branson has dyslexia and struggled as a student, but he didn't let that hold him back. He loved connecting with people and was extremely business savvy from a

young age, starting his first business at 16. He went on to become the founder and chairman of the Virgin Group.

With Sir Richard at the helm, the Virgin Group has grown and flourished. It started with a chain of record stores, which evolved into a record label, and eventually an airline. The Virgin Group has successfully grown business in many sectors as a global brand.

How does a company go from selling records to flying planes? Richard sees an opportunity and he takes it. Knowing that change is what fuels success, Richard took risks and they paid off. Looking at Richard Branson's expansive career, you can see the success indicators at work.

Take a good look at your life. Are you opposed to change? Do you make negative assumptions that keep you from having something good happen in your life? Are you afraid to take risks within your business? Remember, if you want to change your life, you need to change your actions.

## Chapter 7

### Embody the Indicators For Success



The Success Indicator is such an important part of my everyday life. It reminds me how crucial embodying certain characteristics is for personal success. I incorporate the success indicators into every aspect of my business and life from the moment I wake up.

### **Turning Problems into Solutions**

A few years ago, my friend Rich approached me and said, "I think you have a serious problem with your business model with Working Moms Only." All I could manage to blurt out was, "Excuse me?" But in my mind I was thinking, "Look buddy, numbers don't lie."

In the first 30 days of opening my doors for business for WMO I had a cool \$145,000 sitting in my business account. Not bad for a \$10,000 investment. After all, that is an ROI of 1,450% in just 30 days! When the median yearly household income in the United States is about \$43,000, I would say that's pretty good.

Plus, after just 6 months in business I had made more than my entire salary the previous year as a big-time CEO for one of the world's most successful information publishing companies. So what the heck did Rich mean when he said I had a problem, actually a serious problem, with my business model?

His explanation was, "You come off making it look too easy." Rich went on, saying, "First, let's look at just the business aspect of your life. You were a big-time



publishing executive for years in New York City. It doesn't get much tougher than that. Then you move to Florida, not knowing anyone, and wham! You not only wind up at one of the largest most prestigious financial publishing companies in the world, you become the first and only female president that company has ever seen.

You take that company from \$11 million to \$67 million in just 12 months. Then almost every financial publishing company in the industry is trying to recruit you.

"Then you go and take over Early to Rise, an Agora company, and it happens again. You take that company from \$8 million to \$26 million in just 15 months. Plus you launch the best marketing campaign in the company's history. Given the talent that company encompasses, that is pretty freakin' impressive."

"Practically everyone in our industry is begging you to come run their company so you can make the same magic happen. But instead, you leave all the comfort of your cushy CEO job and start your own company in one of the worst economic crises our country has ever known. And, just one year later you are more successful than ever."

"Now let's talk about your lifestyle," Rich continued. "You do all of this while raising three kids. Hell, I see you every Saturday at the tennis courts and your daughter is always so happy taking her lesson while you take yours. Your other two kids do great in school and sports. You volunteer at their schools. Plus, when Ann and I run into you and Patrick out on a Saturday night, you two look like newlyweds and you have been married for nearly 17 years!"

"I don't have a clue how you have the time to write best-selling books and speak at industry events around the world. Let alone run your business. So do you see my point MaryEllen?" Rich asked me. "Most working moms out there are probably thinking they can't compete with you."

Rich's words hit me like a ton of bricks. I don't want any working mom to feel like she has to compete with me or anyone else. I am here to teach, help, and empower not only working moms, but anyone who is looking to be more successful. My intention is never to make them feel like they can't reach their goals.

I am constantly approached and asked, "How do you do it?" or I am told, "You make it look so easy." So here is a secret that I haven't shared with many. It wasn't always this way for me. I wasn't born with a magical playbook. I developed my success playbook over years and years of trial and error. I developed systems that work and strategies that anyone can put to use.

The Success Indicator is one of my resources. It took years of experience and observation to be able to create it and it has greatly evolved since that first chart I made. I became successful by first practicing, then eventually mastering, the five skills that have become essential to the continued success of my business.

Last year, while at a conference I spoke at in Las Vegas, I had the pleasure of meeting Michael Gerber, an authority when it comes to business skills. So much of what he and I talked about made tremendous sense, and I saw these five factors as some of the essential keys to my success.

## **The Five Essential Skills You Must Master**

The five skills are concentration, discrimination, organization, innovation and communication. These five skills go hand in hand with the Success Indicator. Mastering these five skills can help any person embody the success indicators and put them to good use so that they can attain the level of flexibility in life that they desire.

*Concentration* means focusing your attention on where you are and what you are working on at all times. This is the opposite of multitasking. I hear people brag about how good they are at multitasking, and it makes me sad. When you are multitasking, nothing gets your full attention.

To create extraordinary results, your full attention is needed. Journaling, setting goals, developing life plans, and keeping lists are the first step towards success. If you write it, you will live it. Having a concrete plan of action makes concentrating on what is important easier.

*Discrimination* is imperative to choosing when, where, and how you focus your attention. Most entrepreneurs and business people fail not because they are lazy or don't do the work. They fail because they work on the wrong things. You need to understand what is important and what's not.

Making "to-do/project" lists helps you determine which tasks, projects, meetings, emails, and phone calls will yield revenue and which will not. Unfortunately, most people work on things they are comfortable and confident doing. Often, the comfortable or easy task is not the right or the most important thing to be doing.

Keeping journals and lists creates *organization*. They turn chaos into order. If you take the multitude of ideas and plans that you have and lay them out in an organized manner, you can successfully complete any project you begin. Concentration, discrimination and organization are skills and they take practice. With the help of your journal and your lists, you can begin to practice them today.

*Innovation* is another skill that is critical for success. Another term for innovation is transformation. The ability to embrace change is extremely important, but many people tend to fear change because it seems so final. Think of innovation as improvement.

If you are doing something now, there is always a better way and there is always a best way. And because we live in an ever-changing world, one day your "best" way will need and should be on its way to "better." This is why it's so important to share information and listen to others.

*Communication* is key to forming strong relationships with your colleagues, employees, and clients. All relationships, whether business or personal, hinge on our encounters with another person stacked end to end. In survey after survey, those who lack strong interpersonal skills are tagged as less competent, less attractive, and less qualified as leaders.

Effectively communicating with others allows us to continuously learn and better our businesses and ourselves. We form real partnerships and connections that lead to monetary gain. Take it one step further and effectively communicate while operating from a transformational perspective, and the opportunities for success are limitless.

Do you want to be successful? Do you want to make your business better? Do you want to set aside the self-destructive habits that have been holding you back?

Journaling, setting goals, developing life plans, and keeping lists is the first action step towards success. Start keeping track of your ideas today. Write out your goals and start making lists of the steps you need to take to get there. When you have an organized plan right in front of you it will be that much easier to concentrate on moving in the right direction.

Once you see that there is a real and tangible way to make your business more successful – write it out for proof – you need to think about the way you have been portraying yourself and your business. Your reputation is your business' reputation, and it is an indicator of your success or lack thereof.

Compliment instead of criticize. Have a sense of gratitude instead of entitlement, and exude joy instead of anger. Pinpoint the things in your life and business that are keeping you from putting your best foot forward. Figure out what you need to do to be a more complimentary businessperson.

If you change the way you approach your days and the tasks at hand, if you start to do so graciously and happily, you will immediately see a difference in your business. Nobody is entitled to success. They have to work for it. Be thankful for the accomplishments you achieve and treat the people who help you make them with the respect and kindness they deserve.

The indicators of the unsuccessful include hoarding information and data, thinking they know it all, talking about people instead of ideas, watching television everyday,

and secretly hoping others fail. These characteristics are so detrimental to a person and their business. Reread them and think about how negative and restrictive they are.

No one knows it all, but a successful person understands that and looks to others to gain more knowledge and shares their ideas with others in order to expand what they know. He or she reads everyday and is continuously learning about everything relevant to their business. A successful person does not put others down. Jealousy will eat you alive. Successful people are drawn to other successful people. Hoping others fail will do nothing to help a person make connections that will further their business.

Successful people operate from a transformational perspective. They have the ability to effectively communicate their ideas and motivate others to want to do better. They give other people credit for their victories because they truly want others to succeed. They are able to take responsibility for their failures and forgive others for theirs because they understand that no one is infallible and lessons can be learned from failures.

Operating from a transformational perspective opens the doors to so many opportunities. It draws people to you and paves the way for making successful business connections. Listening to others, mentoring, and continuously learning are a few of the key indicators of success and they are a vital part of operating from a transformational perspective.

Lastly, one of the strongest indicators of success, embracing change, is one of the most fundamental qualities needed for success. The world is ever evolving and in order to keep up with it and maintain a successful business, you must always look to improve your business. Don't stand still and watch opportunities pass you by. Without change, you can't learn and grow.

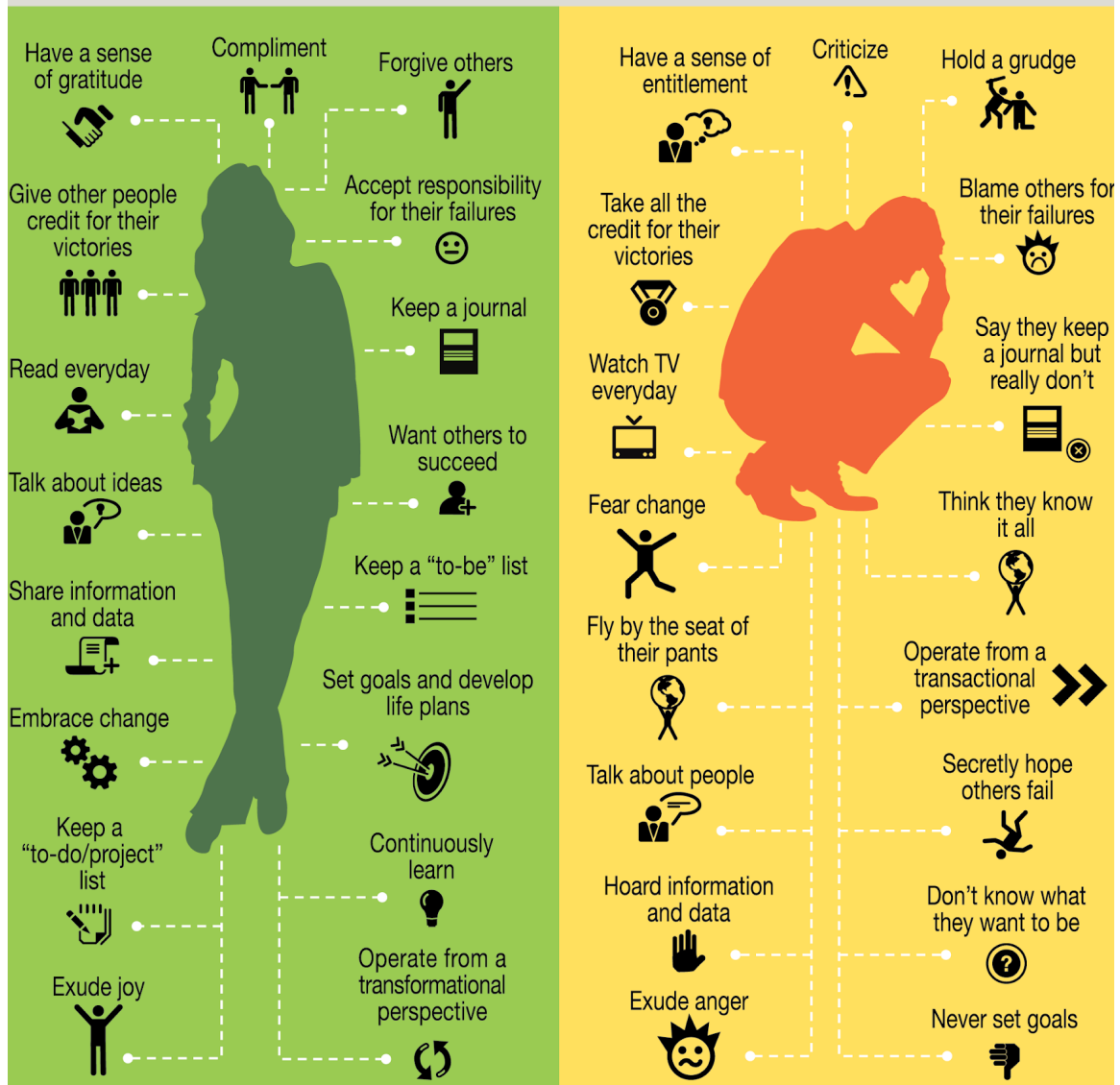
Again, thank you for investing your time in The Success Indicator. Take from it what you will, but I guarantee that if you use this information, if you learn from the examples that were given, and you make these qualities a priority when doing business, you will become successful.

# THE SUCCESS INDICATOR

By MaryEllen Tribby

## SUCCESSFUL PEOPLE

## UNSUCCESSFUL PEOPLE



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