**Article No. 9**

**Word Count: 644**

**Successful People Believe They Deserve Success**

What if I told you that there are certain people that don't think they believe they deserve good things to happen to them? I know it sounds crazy right. I mean who in their right minds would assume that they don't deserve the good things in life.

What kind of cancerous or toxic mental ideas are they suffering from for them to think this way? Believe it or not, this is not rare. Too many people sabotage themselves from achieving success because they believe they do not deserve success.

One common variation of this is thinking all your future success will be beyond your grasp since you screwed up royally in the past. It's just not going to happen. Forget about it. They believe in stigma.

They believe there are certain things you cannot do. If you do it in the past, you're sealed from any kind of success. You are a failure and you will continue to be a failure.

Now, they don't explicitly think about it in these terms but the effect is the same. They can't bring themselves to do something needed and to sacrifice something required for them to achieve great success in life.

Another variation of this is the Impostor Complex. This complex afflicts people who accomplished many things. They know how to write best-selling books. They know how to speak in front of large audiences. They know how to connect with people.

They know how to do the right things at the right time with the right people to produce the very best results. But deep down inside they feel they are impostors, frauds, fakes, hypocrites, or liars. They call this Impostor Complex, and it's real.

In fact, you only know less than Oprah Winfrey, herself who reported that she suffered from Impostor Complex. Deep down inside, it goes back to the same place. It goes to this burning idea of not deserving success.

Well, flip the script because the more you walk around with Impostor Complex or the self-sabotaging idea the less likely success will happen. Eventually, even if you have achieved great victories in the past, your Impostor Complex might catch up with you and erode your ability to make things happen.

It robs you of the enjoyment and immediacy of the feeling of success. You deserve success. Why? Well, you deserve it because you know how the pieces fit. I understand that you're feeling like a fraud right now.

I understand that you feel you're the biggest faker in the world but when you look around the room, who knows where the pieces fit? Who can see the big picture? Who can see where this is all headed? That's you.

That's why you are in the position you're in. Understand that. Embrace that fact. Others can work hard but they don't know how the pieces fit. They're smart people around you. They are hard workers. They sacrifice a lot.

They don't know how the pieces fit. You hold the key and that's why you're able to focus on providing value and this will make you feel more deserving. It is a value that people pay you for. It is the value that people keep you around for.

Focus on providing it and you will feel more deserving. Don't let the thought of not deserving to be successful, erode your confidence because you will disappoint and hurt many people. I know it sounds kind of weird but your success is their success.

When you provide value to them, they benefit. You should know your success defines your ability to provide value. If you let your Impostor Complex or your feeling you do not deserve success take over you, it will erode your competence because when your competence breaks down, you let other people down because you're giving them less value.