I. Practice Persistence

22. Practice Persistence 171
23. Practice the Rule of 5 178
24. Exceed Expectations 181

II. Transform Yourself for Success

25. Drop Out of the “Ain’t It Awful” Club...and Surround Yourself with Successful People 189
26. Acknowledge Your Positive Past 195
27. Keep Your Eye on the Prize 204
28. Clean Up Your Messes and Your Incompletes 208
29. Complete the Past to Embrace the Future 214
30. Face What Isn’t Working 221
31. Embrace Change 226
32. Transform Your Inner Critic into an Inner Coach 229
33. Transcend Your Limiting Beliefs 242
34. Develop Four New Success Habits a Year 247
35. 99% Is a Bitch; 100% Is a Breeze 251
36. Learn More to Earn More 255
37. Stay Motivated with the Masters 263
38. Fuel Your Success with Passion and Enthusiasm 269

III. Build Your Success Team

39. Stay Focused on Your Core Genius 277
40. Redefine Time 282
41. Build a Powerful Support Team and Delegate to Them 287
42. Just Say No! 291
43. Say No to the Good So That You Can Say Yes to the Great 296
44. Find a Wing to Climb Under 299
45. Hire a Personal Coach 304
46. Mastermind Your Way to Success 307
47. Inquire Within 314

IV. Create Successful Relationships

48. Be Hear Now 325
49. Have a Heart Talk 330
50. Tell the Truth Faster 336
struggle and fall short of your intended goals. What will you learn in Section II? You’ll learn how to surround yourself with successful people and how to acknowledge the positive past and release the negative past, face what isn’t working in your life, embrace change, and make a commitment to lifelong learning. We’ll look at how to clean up any physical and emotional messes you have created and complete all the “incompletes” in your life robbing you of valuable energy that could be better used in the achievement of your goals. I’ll also teach you how to transform your inner critic into an inner coach and develop valuable success habits that will change your life forever.

Section III, “Build Your Success Team,” reveals how and why to build different kinds of support teams so you can spend your time focusing exclusively on your core genius. You’ll also learn how to redefine time, find a personal coach, and access your own inner wisdom—an untapped but ultrarich resource for most people.

In Section IV, “Create Successful Relationships,” I’ll teach you a number of principles, as well as some very practical techniques, for building and maintaining successful relationships. In this day of strategic alliances and power networks, it’s literally impossible to build large-scale, long-lasting success without world-class relationship skills.

Finally, because so many people equate success with money, and because money is vital to our survival and the quality of our life, Section V is entitled “Success and Money.” I’ll teach you how to develop a more positive money consciousness, how to ensure that you have plenty of money to live the lifestyle you want, both now and after you retire, and the importance of tithing and service in guaranteeing your financial success.

Section VI, “Success Starts Now,” consists of two short chapters on the importance of getting started now and empowering others in the process. Reading these chapters will jump-start you in creating the life you’ve always dreamed of but up until now may not have fully known how to create.

HOW TO READ THIS BOOK

_Believe nothing. No matter where you read it, or who said it, even if I have said it, unless it agrees with your own reason and your own common sense._

BUDDHA

Everyone learns differently, and you probably know how you learn best. And though there are many ways that you can read this book, I’d like to make a few suggestions that may be helpful.
your parents and teachers for not teaching you these important concepts at home and at school, or anger at yourself for having already learned many of these things and not having acted on them.

Just take a deep breath and realize that this is all part of the process of your journey. Everything in the past has actually been perfect. Everything in your past has led you to this transformative moment in time. Everyone—including you—has always done the best they could with what they knew at the time. Now you are about to know more. Celebrate your new awareness! It is about to set you free.

You may also find that there will be times when you wonder, Why isn't all of this working faster? Why haven't I already achieved my goal? Why aren't I rich already? Why don't I have the man or woman of my dreams by now? When am I going to achieve my ideal weight? Success takes time, effort, perseverance, and patience. If you apply all of the principles and techniques covered in this book you will achieve your goals. You will realize your dreams. It won't happen overnight.

It's natural in the achievement of any goal to come upon obstacles, to feel temporarily stuck on a plateau. This is normal. Anyone who has ever played a musical instrument, participated in a sport, or practiced a martial art knows that you hit plateaus where it seems as if you are making no progress whatsoever. That's when the uninitiated often quit, give up, drop out, or take up another instrument or sport. But the wise have discovered if they just keep practicing their instrument, sport, or martial art (or, in your case, the success principles in this book), eventually they make what feels like a sudden leap to a higher level of proficiency. Be patient. Hang in there. Don't give up. You will break through. The principles always work.

Okay, let's get started.

It's time to start living the life you've imagined.

HENRY JAMES

American-born author of 20 novels, 112 stories, and 12 plays
be doing it better? Is there something more I should be doing that I am not? Is there something I am doing that I should stop doing? How do you see me limiting myself?”

Don’t be afraid to ask. Most people are afraid to ask for feedback about how they are doing because they are afraid of what they are going to hear. There is nothing to be afraid of. The truth is the truth. You are better off knowing the truth than not knowing it. And once you know, you can do something about it. You cannot improve your life, your relationships, your game, or your performance without feedback.

Slow down and pay attention. Life will always give you feedback about the effects of your behavior if you will just pay attention. If your golf ball is always slicing to the right, if you’re not making sales, if you’re getting C’s in all your college courses, if your children are mad at you, if your body is tired and weak, if your house is a mess, or if you’re not happy—this is feedback. It is telling you that something is wrong. This is the time to start paying attention to what is happening.

Ask yourself: How am I creating or allowing this to happen? What am I doing that’s working that I need to be doing more of? (Should I do more practicing, meditating, delegating, working, asking, saying “I love you,” keeping my eye on the ball, advertising?)

What am I doing that’s not working? What do I need to be doing less of? (Am I talking too much, watching too much television, spending too much money, eating too much sugar, drinking too much, being late too often, gossiping, putting other people down?)

What am I not doing that I need to try on to see if it works? (Do I need to listen more, exercise, get more sleep, drink more water, ask for help, do more marketing, read, plan, communicate, delegate, follow through, hire a coach, volunteer, or be more appreciative?)

This book is full of proven success principles and techniques you can immediately put into practice in your life. You will have to suspend judgment, take a leap of faith, act as if they are true, and try them out. Only then will you have firsthand experience about their effectiveness for your life. You won’t know if they work unless you give them a try. And here’s the rub—no one else can do this for you. Only you can do it.

But the formula is simple—do more of what is working, do less of what isn’t, and try on new behaviors to see if they produce better results.

PAY ATTENTION . . . YOUR RESULTS DON’T LIE

The easiest, fastest, and best way to find out what is or isn’t working is to pay attention to the results you are currently producing. You are either rich or you are not. You either command respect or you don’t. You are either golfing
THE VISION EXERCISE

Create your future from your future, not your past.

WERNER ERHARD
Founder of EST training and the Landmark Forum

The following exercise is designed to help you clarify your vision. Although you could do this as a strictly mental exercise by just thinking about the answers and then writing them down, I want to encourage you to go deeper than that. If you do, you’ll get deeper answers that serve you better.

Start by putting on some relaxing music and sitting in a comfortable environment where you won’t be disturbed. Then, close your eyes and ask your subconscious mind to give you images of what your ideal life would look like if you could have it exactly the way you want it, in each of the following categories:

1. First, focus on the financial area of your life. What is your annual income? What does your cash flow look like? How much money do you have in savings and investments? What is your total net worth?

   Next . . . what does your home look like? Where is it located? Does it have a view? What kind of yard and landscaping does it have? Is there a pool or a stable for horses? What color are the walls? What does the furniture look like? Are there paintings hanging in the rooms? What do they look like? Walk through your perfect house, filling in all of the details.

   At this point, don’t worry about how you’ll get that house. Don’t sabotage yourself by saying, “I can’t live in Malibu because I don’t make enough money.” Once you give your mind’s eye the picture, your mind will solve the “not enough money” challenge.

   Next, visualize what kind of car you are driving and any other important possessions your finances have provided.

2. Next, visualize your ideal job or career. Where are you working? What are you doing? With whom are you working? What kind of clients or customers do you have? What is your compensation like? Is it your own business?

3. Then, focus on your free time, your recreation time. What are you doing with your family and friends in the free time you’ve created
YOUR EMPLOYEES AND MEMBERS BENEFIT WHEN YOU PURCHASE THE SUCCESS PRINCIPLES™ AUDIO PROGRAM IN QUANTITY . . .

Now your employees, managers, members, and students can experience this revolutionary system for accomplishing any goal, living any dream, and becoming successful in any area when you purchase The Success Principles™ Audio Program in bulk. You’ll enjoy substantial discounts off the regular retail price—plus, your team will discover powerful new habits that bring astonishing opportunities and extraordinary results.

Let The Success Principles give your group the day-by-day written exercises that will help them incorporate these new attitudes and behaviors into their compelling new lives. Then, watch as unexplained benefits come their way . . . new friends and new contacts approach them with opportunities . . . and the world opens up its bounty and riches to them—all because they, too, have made the journey through exercises and success principles like these:

- Articulating your unique appeal so the world’s resources will gravitate toward you
- Accessing powerful mentors and friends who’ll open doors for you as you seek success
- Saying no to the good so that you’ll have room in your life to say yes to the great
- Completing past projects, relationships, and hurts so that you can embrace the future
- Telling the truth sooner to save you from disaster as you move forward to success
- Changing the outcome of any event, simply by changing your reaction to it
- Preparing and being instantly ready when opportunity comes knocking
- Using the unique time management system that ensures that you’ll have time to focus on success

SUGGESTED READING AND ADDITIONAL RESOURCES FOR SUCCESS

You are the same today as you’ll be in five years, except for two things, the books you read and the people you meet.

CHARLIE “TREMENDOUS” JONES
Member of the National Speakers Hall of Fame

Remember, I recommend that you read for an hour a day. That should add up to one or two books a week. The list below contains 120 books—enough to keep you busy for at least 2 years. I suggest you read through the list and see which books jump out at you and start with those. Follow your interests, and you’ll find that each book you read will lead you to other books.

There are also 27 audio programs I suggest you listen to and 12 training programs I encourage you to attend. There’s even a success-oriented summer camp for your kids.

For a more extensive and continually updated list of books, audio programs, and trainings in all of these areas, go to www.thesuccessprinciples.com.

I. THE FUNDAMENTALS OF SUCCESS

The Science of Success


Personal Awareness, Human Potential, Inner Peace and Spirituality


Audio Programs

The Success Principles: Your 30-Day Journey from Where You Are to Where You Want to Be, by Jack Canfield and Janet Switzer, is a 30-day course with 6 CDs and a 90-page workbook that is a great supplement to this book. It contains numerous worksheets and exercises to help you integrate the material presented here. You can also listen to the CDs in the car to reinforce your new learning. To order, go to www.thesuccessprinciples.com or www.jackcanfield.com or call 1-800-237-8336.

The following are the other motivational and educational audio programs I most recommend. All are available from Nightingale-Conant (www.nightingale.com) except one, which is indicated:

Action Strategies for Personal Achievement, by Brian Tracy
A View from the Top, by Zig Ziglar
Raymond Aaron, interviewed by author.
Barry Spilchuk, interviewed by author.
© 1993 The New Yorker Collection. Robert Mankoff from cartoonbank.com. All rights reserved.
Lisa Miller. Reprinted with permission.
Madeline Balleta, interviewed by author.
Pat Boone. Reprinted with permission.
Marcia Martin, interviewed by author.
Cliff Durfee, interviewed by author.
Marilyn Tam, interviewed by author.
Don Miguel Ruiz. Reprinted with permission.
Patty Aubery. Reprinted with permission.
Inga Canfield. Reprinted with permission.
Dr. Harville Hendrix. Reprinted with permission.
Kim Kirberger. Reprinted with permission.
Scott Schilling, interviewed by author.
Rick Kinmon, interviewed by author.
Real Live Adventures © 1993 GarLanco. Reprinted with permission of Universal Press Syndicate. All rights reserved.
Lee Brower, interviewed by author.
J. Mike Milliorn, interviewed by author.
Ira and Linda Distenfield, interviewed by author.
Tony and Randy Escobar. Reprinted with permission.
active approach to, 109–13
breakthrough, 53–54
cell phones and, 293–94
chunking down of, 62–66
clarifying of, 28–31
demands of others vs., 291–95
determination and, 130–38
early childhood programming vs., 25–26
e-mail and, 293–94
fear of failure vs., 106–7
financial, 381–82
first steps toward, 109–10
good ideas vs., 52
importance of vision in, 29–34
making a living and, 28–29
momentum in pursuit of, 109
motivation in pursuit of, 111–13
Rule of 5 and, 178–80
schema of 5 and, 178–80
taking action toward, 98–108, 425–31
taking first step toward, 425–31
wasting vs., 98–108
see also vision
Goals Book, 55, 88–89
goal-setting, 29, 51–61
clarifying aims in, 52
criteria for, 51
of high goals, 53
mastery as aim of, 53, 59–60
multiple goals in, 56–57
overcoming obstacles to, 57–59
specificity in, 51–52
goals list, 56–57, 60–61
GOALS (Gaining Opportunities and Life Skills) program, 196, 338
god, 20, 48, 50, 52, 60, 79, 106, 112, 308, 310, 317, 318, 321, 413
Goethe, Johann Wolfgang von, xxvii
going the extra mile, 181–86
Goldwyn, Samuel, 340
Gonzalez, Ruben, 38–39, 100–102, 430–31
Good to Great (J. Collins), 292, 296
good vs. great, 296–98
Google, 151
gossip, 344–46
Graduate to Your Perfect Job (Dorsey), 303
gratitude, 357, 415
Graves, Earl G., 146
Graziano, Chuck, 164
Game of Work, The (Coonradt), 168
Garfield, Charles, 43
Garr, Terri, 430
Garson, Greer, 280
Gates, Bill, 6, 30, 44, 416
Gates, Melinda, 416
Gelb, Michael J., 314
General Motors, 172
George, William H., 416
Gestalt therapy, 262
getting started, 427–28, 431
Getting the Love You Want: A Guide for Couples (H. Hendricks), 356
Getty, J. Paul, 247, 347
Giuliani, Rudolph, 129, 257, 407
Givens, Charles J., 223
Gladstone, William E., 106
Glamour magazine, 151
goals, 25–34, 137
acknowledgment of, 27–28
action plan for, 62–66
Firestone, Harvey, 307, 309
Five Minute Phobia Cure, The, 120–21
Flag Is Up Farms, 31
Florists’ Telegraph Delivery (FTD), 226, 228
focusing regimen, 204–5
Folk, Judith, 393
following one’s heart, 280–81
Forbes, B. C., 171
Forbes, Malcolm, 277, 279
Ford, Eileen, 151
Ford, Harrison, 179
Ford, Henry, 42, 307, 309
forgiveness, 215, 216–20
affirmation of, 219–20
steps to, 218
forgiveness affirmation, 219–20
Foster, Mike, 184, 305
Foundations of Self-Esteem, 338
Four Agreements, The (Ruiz), 342, 346
Four Seasons hotels, 185–86
Fox, Terry, 172
Frost, David, 175
Fujimoto, Shun, 130–31
Fuller, Buckminster, 30, 107, 160, 428, 431
Gallozzi, Chuck, 164
Game of Work, The (Coonradt), 168
Garfield, Charles, 43
Garr, Terri, 430
Garson, Greer, 280
Gates, Bill, 6, 30, 44, 416
Gates, Melinda, 416
Gelb, Michael J., 314
General Motors, 172
George, William H., 416
Gestalt therapy, 262
getting started, 427–28, 431
Getting the Love You Want: A Guide for Couples (H. Hendricks), 356
Getty, J. Paul, 247, 347
Giuliani, Rudolph, 129, 257, 407
Givens, Charles J., 223
Gladstone, William E., 106
Glamour magazine, 151
goals, 25–34, 137
acknowledgment of, 27–28
action plan for, 62–66
journal writing, 320
joy, 22, 119, 270, 271, 272, 273, 319

kaizen, 164
keeping one’s word, 359–63
Kelleher, Herb, 364
Keller, Helen, 275
Kelley, Mike, 122–23, 183–84
Kellogg Foundation, 149
Kennedy, John F., 30, 226, 257
Kennedy, Robert F., 125
Kenz, Marilyn, 88–89, 96–97
Kettering, Charles F., 90
Keynote Concerts, 113
Khosla, Vinod, 170
Kimberly Kirberger Designs, 412
Kim Foundation, 220
kinesthesia, 42
kinesthetic appreciation, 354–55
King, Coretta Scott, 364
King, Martin Luther, Jr., 30, 144
King, Stephen, 136
Kingsolver, Barbara, 149
Kinko's copy stores, 429
Kirberger, Kim, 328, 412
Kiyosaki, Robert, 385, 395
Knight, Phil, 340–41
Koss, Allen, 266–67
Kremer, John, 178
Kriegel, Bob and Otis, 102
Kristensen, Caryl, 88–89, 96–97
Kroc, Ray, 105
Kübler-Ross, Elisabeth, 19

labeling, 235
Laipply, Julie, 21
Lancôme, 326
L.A. Parent magazine, 103
Leadership Secrets of Jesus, The (Murdock), 190
Leahy, Frank, 358
learning, 255–62
   being open to, 258
counseling in, 261–62
human-potential trainings as sources for, 260–61
as preparation for opportunity, 259–60
reading as tool for, 256–57
television vs., 255–56
therapy in, 261–62

Learning Strategies Corporation, 42, 256
Lee, Bruce, 57
Lemmon, Jack, 430
letting go:
   forgiveness and, 217–20
   of past, 214–20
Levi Strauss & Co., 198
Lewis, Shane, 409–10
liabilities, financial, 395–96
Lichtman, Stu, 58–59
life purpose, 19–24
   finding of, 21–23
   inner guidance system and, 22
   personal statements of, 20
   staying on, 24
life purpose exercise, 23
limiting beliefs, 70, 71, 92–97, 166
   four-step process to overcome, 244–46
   about planning, 373–78
   three steps to eliminating, 377
limited power of
   fate, 88
   free will, 98
Limbo, Dave, 36, 408–9, 429
listening, active, 325–29
   arguing vs., 326
   questions exercise for, 327–29
   hearing vs., 325
Little, Rick, 149
Live Your Dreams (Brown), 259
Loggins, Kenny, 113
Lombardi, Vince, 191
Louganis, Greg, 132
love, 48, 215, 236–38, 243, 343, 353, 368, 413
   low attachment, 128
   Lucado, Max, 40
   Lucas, George, 129
lying, 344

Macauley, “Easy” Ed, 131
McCain, John, 129
McCartney, Paul, 179
McCarty, Osceola, 394
McDonough, Megon, 113
McEntire, Reba, 113
McGraw, Tim, 36
McGraw, Tug, 36
Macomber, Debbie and Wayne, 173–74
Magic of Believing, The (Bristol), 246
Magic of Thinking Big, The (Schwartz), 56
Mahoney, Travis, 129
Make-A-Wish Foundation, 414
Malachi, 413
Managing the Obvious (Williams), 169
Mandela, Nelson, 218, 364
Man Who Listens to Horses, The (Roberts), 31, 270
Marathon of Hope, 172
Marcellus, Robert, 133
Martin, Marcia, 325–26
Mastermind Group, 308–10
masterminding, 307–13
mastermind meeting, 310–12
mastery, 59–60
Matthew, Gospel According to St., 308
measurable goal, 53
meditation, 316–18, 319–20
Medtronic, 416
memory, 241
Men Are from Mars, Women Are from Venus (Gray), 67, 178
mentors, 68–69, 299–303, 357, 426
acting on advice of, 302–3
making contact with, 300–302
purpose of, 300
Michelangelo, 30, 130
micromanagement, 278
Microsoft, 44
Miedaner, Talane, 212
Miller, Lisa, 301
Miller’s Outpost, 340
Millionaire Cocktail Party, 92
“Millionaire Mind” (Eker), 67
millionaire mind-set, 92, 378
millionaires, 393–95
Million Dollar Forum, 74
Million Dollar Habits (Ringer), 248
Milliorn, Mike, 405–6
Millman, Dan, 281
mind mapping, 63–64
mind-reading, 234–35
mind-set, 74
mirror exercise, 199–201
Mississippi River Beautification and Restoration Project, 144
momentum, 109, 136
Mommies, The, 89
“Money and You” (Thurber and Cordoba), 67
money consciousness, 383
Morris, David, 181–82
mortgage, home, 401
Moses, Grandma, 195
Mother Load, The (Kentz and Kristensen), 89, 96
motivational audio programs, 263–68
motivation chart for employees, 353
Motorola, 133
Moyer, Jane, 285
Multiple Streams of Income: How to Generate a Lifetime of Unlimited Wealth (R. Allen), 412
Multiple Streams of Internet Income: How Ordinary People Make Extraordinary Money Online (R. Allen), 412
Murchison, Junior, 416
Murdock, Mike, 190
Murchison, Talane, 242
Nantz, Jim, 91–92
Nardelli, Bob, 304
NASA, 88, 136
National Arbor Day Foundation, 414
National Association of Professional Organizers (NAPO), 212–13
natural talents, 277–81
Naval Sea System Command, 227, 228
negative expectations, 36
negative feedback, 153–54
negative focus, 233–34
negative thoughts, 229–36
nest eggs, 396
network marketing companies, 410–11
net worth, 383–84, 390
neurolinguistic programming (NLP), 262
neuropsychologists, 35
New England Center for Personal and Organizational Development, 426
Newman, Paul, 364
Nicklaus, Jack, 1, 82
Nike, 340–41
“no exceptions” rule, 251–52
Nordstrom, 186
Nothing Down: How to Buy Real Estate with Little or No Money Down (R. Allen), 125, 127, 415
Not Your Mother’s Midlife: A Ten-Step Guide to Fearless Aging (Alspaugh and Kentz), 96–97
ACKNOWLEDGMENTS

Andrea Brown, who designed the book cover. I love it!
Deborah Feingold, who took the cover photo. It was fun working with you in the studio. You are a kick!
Brian Grogan, Veronica Gonzalez, Ana Maria Allessi, Andrea Rosen, Paul Olsewski, Shelby Meizlik, Nina Olmsted, Josh Marwell, and all of the others at HarperCollins who have worked so diligently on getting this book (and the audio version) onto the shelves in the bookstores and into the hands of the readers. You are the best at what you do.
Patty Aubery, president of Chicken Soup for the Soul Enterprises, for “making” me write this book. Thanks for overseeing the whole project and especially for helping get all of the endorsements. You are an awesome friend and business partner. Words can never convey how much I appreciate your support in bringing out the best in me.
Russell Kamalski, chief operating officer at Chicken Soup for the Soul Enterprises. Thanks for your calm, easygoing demeanor that helps keep it all together in the midst of the tornado-like fires we often find ourselves in. You’re a true gentleman.
Veronica Romero, my executive assistant, who has kept my life in order with very little support from me during the past year of being buried under the weight of this project. Thanks for scheduling all of the interviews and for overseeing getting all of the necessary permissions for this book. Thanks for keeping me, my travel, and my speaking career alive and well during this time. Your tireless efforts, your attention to detail, and your commitment to excellence are awesome. Thanks so much!
Mike Foster, my other executive assistant, thanks for your help in keeping the wolves at bay so I could have the space to work on this book with a minimum of interruptions, your research support, your long hours, your sense of humor, and your shared vision. Your commitment above and beyond the call of duty to keeping our seminars filled and our computers working is also awesome. Thanks for your dedication and your love.
Jesse Ianniello, for all of her endless hours of transcribing the hundreds of hours of interviews I recorded, and for all of the other endless clerical tasks that were required to complete this book. You consistently make the difficult look easy. You are a wonder.
Robin Yerian, for looking after me in so many areas of my life, especially making sure we stay on budget so that we always have enough money to do the things we need to do.
Teresa Esparza, for managing to coordinate all my speaking engagements and keeping all of our clients happy during this “year of the book.” D’ette Corona for brilliantly overseeing the Chicken Soup for the Soul® production schedule while I was diverted by this project. You, too, are awesome!
Heather McNamara, Nancy Mitchell Autio, Leslie Riskin, Stephanie
Credits

Jacket photograph © Deborah Feingol
Designed by Ellen Cipriano