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INTRODUCTION

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.

INTRODUCTION

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, but 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 or 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 all 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, listening, focusing, asking questions, keeping my eye on the ball, advertising, saying "I love you," controlling my carbohydrate intake?)*

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 quietly 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

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- 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

To purchase *The Success Principles*™ Audio Program, visit www.thesuccessprinciples.com. To arrange for an in-house workshop, call 805-563-2935, extension 41.

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

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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

The Power of Focus: How to Hit Your Business, Personal and Financial Targets with Absolute Certainty, by Jack Canfield, Mark Victor Hansen, and Les Hewitt. Deerfield Beach, Fla.: Health Communications, 2000.

The Aladdin Factor: How to Ask for and Get Anything You Want in Life, by Jack Canfield and Mark Victor Hansen. New York: Berkley, 1995.

The Art of Possibility: Transforming Personal and Professional Life, by Rosamund Stone Zander and Benjamin Zander. New York, Penguin, 2000.

The Procrastinator's Handbook: Mastering the Art of Doing It Now, by Rita Emmett. New York: Walker Publishing, 2000.

Personal Awareness, Human Potential, Inner Peace and Spirituality

Loving What Is: Four Questions That Can Change Your Life, by Byron Katie. New York: Harmony Books, 2002.

The Sedona Method: Your Key to Lasting Happiness, Success, Peace and Emotional Well-being, by Hale Dwoskin. Sedona, Ariz.: Sedona Press, 2003.

The Four Agreements: A Practical Guide to Personal Freedom, by Don Miguel Ruiz. San Rafael: Amber-Allen, 1999.

The Power of Full Engagement, by Jim Loehr and Tony Schwartz. New York: Free Press, 2002.

Don't Sweat the Small Stuff . . . and It's All Small Stuff: Simple Ways to Keep the Little Things from Taking Over Your Life, by Richard Carlson. New York: Hyperion, 1997.

The Six Pillars of Self-Esteem, by Nathaniel Branden. New York: Bantam, 1994.

Life After Life, by Raymond A. Moody Jr., M.D. New York: Bantam, 1975.

Life Strategies: Doing What Works, Doing What Matters, by Phillip C. McCraw, Ph.D. New York: Hyperion, 1999.

Power vs. Force: The Hidden Determinants of Human Behavior, by David R. Hawkins, M.D., Ph.D. Carlsbad, Calif.: Hay House, 2000.

The Power of Now: A Guide to Spiritual Enlightenment, by Eckhart Tolle. Novato, Calif.: New World Library, 1999.

Eliminating Stress, Finding Inner Peace, by Brian Weiss, M.D. Carlsbad, Calif.: Hay House, 2003.

The Seven Spiritual Laws of Success, by Deepak Chopra. San Rafael, Calif.: Amber-Allen, 1994.

The Spirituality of Success: Getting Rich with Integrity, by Vincent M. Roazzi. Dallas: Brown Books, 2002.

The Way of the Spiritual Warrior (audio cassette), with David Gershon. Available from his Web site at www.empowermenttraining.com.

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.

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Jason Ryan Dorsey, best-selling author, *Graduate to Your Perfect Job*, interviewed by author.

Burt Dubin, creator, Speaking Success System, www.speakingsuccess.com. Reprinted with permission.

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Credits

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