

# Jack Canfield

co-creator of  
*Chicken Soup for the Soul*<sup>®</sup>

with Janet Switzer

A photograph of Jack Canfield, a man with short grey hair, smiling. He is wearing a dark blue suit jacket over a light blue collared shirt and dark grey trousers. He is standing with his hands clasped in front of him, leaning slightly forward.

# The Success Principles

How to Get from  
Where You Are to  
Where You Want to Be



THE  
Success  
Principles™

---

HOW TO GET FROM WHERE YOU ARE TO WHERE YOU WANT TO BE

Jack Canfield

Cocreator of the  
*Chicken Soup for the Soul®* Series

WITH  
Janet Switzer

An e-book excerpt from







This book is dedicated to all those courageous men and women who have ever dared to step out of the dominant culture of resignation and mediocrity and endeavor to create the life of their dreams. I honor and salute you!



*Life is like a combination lock; your job is to find the right numbers, in the right order, so you can have anything you want.*

BRIAN TRACY

*If we did all the things we are capable of doing, we would literally astound ourselves.*

THOMAS A. EDISON





# CONTENTS

---

## *Introduction*

### I. The Fundamentals of Success

1. Take 100% Responsibility for Your Life	3
2. Be Clear Why You're Here	19
3. Decide What You Want	25
4. Believe It's Possible	35
5. Believe in Yourself	40
6. Become an Inverse Paranoid	46
7. Unleash the Power of Goal-Setting	51
8. Chunk It Down	62
9. Success Leaves Clues	67
10. Release the Brakes	70
11. See What You Want, Get What You See	81
12. Act as If	90
13. Take Action	98
14. Just Lean into It	109
15. Feel the Fear and Do It Anyway	114
16. Be Willing to Pay the Price	130
17. Ask! Ask! Ask!	139
18. Reject Rejection	146
19. Use Feedback to Your Advantage	153
20. Commit to Constant and Never-Ending Improvement	164
21. Keep Score for Success	168

## CONTENTS

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

## CONTENTS

51. Speak with Impeccability	342
52. When in Doubt, Check It Out	347
53. Practice Uncommon Appreciation	352
54. Keep Your Agreements	359
55. Be a Class Act	364
V. Success and Money	
56. Develop a Positive Money Consciousness	373
57. You Get What You Focus On	381
58. Pay Yourself First	389
59. Master the Spending Game	398
60. To Spend More, First Make More	403
61. Give More to Get More	413
62. Find a Way to Serve	418
VI. Success Starts Now	
63. Start Now! . . . Just Do It!	425
64. Empower Yourself by Empowering Others	432
<i>The Success Principles Free Success Tools™</i>	437
<i>The Success Principles Annual Success Challenge™</i>	437
<i>The Success Principles Free Success Strategies Course™</i>	437
<i>Bring the Power of Change to Your Organization: The Success Principles™ Workshop</i>	439
<i>Suggested Reading and Additional Resources for Success</i>	441
<i>About the Authors</i>	453
<i>Permissions</i>	457
<i>Searchable Terms</i>	461
<i>Acknowledgments</i>	
<i>Praise</i>	
<i>Credits</i>	
<i>Cover</i>	
<i>Copyright</i>	
<i>About the Publisher</i>	







## INTRODUCTION

---

*If a man for whatever reason has the opportunity to lead an extraordinary life, he has no right to keep it to himself.*

JACQUES-YVES COUSTEAU  
Legendary underwater explorer and filmmaker

*If a man writes a book, let him set down only what he knows.  
I have guesses enough of my own.*

JOHANN WOLFGANG VON GOETHE  
German poet, novelist, playwright, and philosopher

This is not a book of good ideas. This is a book of timeless principles used by successful men and women throughout history. I have studied these success principles for over 30 years and have applied them to my own life. The phenomenal level of success that I now enjoy is the result of applying these principles day in and day out since I began to learn them in 1968.

My success includes being the author and editor of over 60 best-selling books with over 80 million copies in print in 39 languages around the world, holding a *Guinness Book* world record for having seven books on the May 24, 1998, *New York Times* bestseller list, earning a multimillion-dollar net income every year for over the past 10 years, living in a beautiful California estate, appearing on every major talk show in America (from *Oprah* to *Good Morning America*), having a weekly newspaper column read by millions every week, commanding speaking fees of \$25,000 a talk, speaking to Fortune 500 companies all over the world, being the recipient of numerous professional and civic awards, having an outrageous relationship with my amazing wife and won-



## INTRODUCTION

derful children, and having achieved a steady state of wellness, balance, happiness, and inner peace.

I get to socialize with CEOs of Fortune 500 companies; movie, television, and recording stars; celebrated authors; and the world's finest spiritual teachers and leaders. I have spoken to the members of Congress, professional athletes, corporate managers, and sales superstars in all of the best resorts and retreat centers of the world—from the Four Seasons Resort in Nevis in the British West Indies to the finest hotels in Acapulco and Cancun. I get to ski in Idaho, California, and Utah, go rafting in Colorado, and hike in the mountains of California and Washington. And I get to vacation in the world's best resorts in Hawaii, Australia, Thailand, Morocco, France, and Italy. All in all, life is a real kick!

And like most of you reading this book, my life started out in a very average way. I grew up in Wheeling, West Virginia, where my dad worked in a florist's shop, where he made \$8,000 a year. My mother was an alcoholic and my father was a workaholic. I worked during the summers to make ends meet (as a lifeguard at a pool and at the same florist's shop as my father). I went to college on a scholarship and held a job serving breakfast in one of the dorms to pay for books, clothes, and dates. Nobody handed me anything on a silver platter. During my last year of graduate school, I had a part-time teaching job that paid me \$120 every 2 weeks. My rent was \$79 a month, so that left \$161 to cover all my other expenses. Toward the end of the month, I ate what became known as my 21-cent dinners—a 10-cent can of tomato paste, garlic salt, and water over an 11-cent bag of spaghetti noodles. I know what it is like to be scraping by on the bottom rungs of the economic ladder.

After graduate school, I started my career as a high school history teacher in an all-black school on the south side of Chicago. And then I met my mentor, W. Clement Stone. Stone was a self-made multimillionaire who hired me to work in his foundation, where he trained me in the fundamental success principles that I still operate from today. My job was to teach these same principles to others. Over the years, I have gone on from my time with Stone to interview hundreds of successful people—Olympic and professional athletes, celebrated entertainers, best-selling authors, business leaders, political leaders, successful entrepreneurs, and top salespeople. I have read literally thousands of books (I average one every 2 days), attended hundreds of seminars, and listened to thousands of hours of audio programs to uncover the universal principles for creating success and happiness. I then applied those principles to my own life. The ones that worked I have taught in my speeches, seminars, and workshops to well over 1 million people in all 50 U.S. states . . . and in 20 countries around the world.

These principles and techniques have not only worked for me but they have also helped hundreds of thousands of my students achieve breakthrough

## INTRODUCTION

success in their careers, greater wealth in their finances, greater aliveness and joy in their relationships, and greater happiness and fulfillment in their lives. My students have started successful businesses, become self-made millionaires, achieved athletic stardom, received lucrative recording contracts, starred in movie and television roles, won political offices, had huge impact in their communities, written best-selling books, been named teacher of the year in their school districts, broken all the sales records in their companies, written award-winning screenplays, become presidents of their corporations, been recognized for their outstanding philanthropic contributions, created highly successful relationships, and raised unusually happy and successful children.

### THE PRINCIPLES ALWAYS WORK IF YOU WORK THE PRINCIPLES

All of these same results are also possible for you. I know for a fact that you, too, can attain unimagined levels of success. Why? Because the principles and techniques always work—all you have to do is put them to work for you.

A few years ago, I was on a television show in Dallas, Texas. I had made the claim that if people would use the principles I was teaching, they could double their income and double their time off in less than 2 years. The woman interviewing me was highly skeptical. I told her that if she used the principles and techniques for 2 years and she didn't double her income and double her time off, I would come back on her show and write her a check for \$1,000. If they did work, she had to ask me back and tell her viewers the principles had worked. A short 9 months later, I ran into her at the National Speakers Association convention in Orlando, Florida. She told me that not only had she *already* doubled her income but she had also moved to a bigger station with a substantial pay increase, had started a public speaking career, and had already finished and sold a book—all in just 9 months!

The fact is that anyone can consistently produce these kinds of results on a regular basis. All you have to do is decide what it is you want, believe you deserve it, and practice the success principles in this book.

The fundamentals are the same for all people and all professions—even if you're currently unemployed. It doesn't matter if your goals are to be the top salesperson in your company, become a leading architect, get all A's in school, lose weight, buy your dream home, or become a world-class professional athlete, a rock star, an award-winning journalist, a multimillionaire, or a successful entrepreneur—the principles and strategies are the same. And if you learn them, assimilate them, and apply them with discipline every day, they will transform your life beyond your wildest dreams.

## INTRODUCTION

### “YOU CAN’T HIRE SOMEONE ELSE TO DO YOUR PUSH-UPS FOR YOU”

As motivational philosopher Jim Rohn has so aptly put it, “You can’t hire someone else to do your push-ups for you.” You must do them yourself if you are to get any value out of them. Whether it is exercising, stretching, meditating, reading, studying, learning a new language, creating a mastermind group, setting measurable goals, visualizing success, repeating affirmations, or practicing a new skill, *you* are going to have to do it. No one else can do these things for you. I will give you the road map, but you will have to drive the car. I will teach you the principles, but you will have to apply them. If you choose to put in the effort, I promise you the rewards will be well worth it.

### HOW THIS BOOK IS STRUCTURED

To help you quickly learn these powerful principles, I have organized this book into six sections. Section I, “The Fundamentals of Success,” contains 25 chapters that are the absolute basics you must do to get from where you are to where you want to be. You’ll start by exploring the absolute necessity of taking 100% responsibility for your life and your results. From there, you’ll learn how to clarify your life purpose, your vision, and what you truly want. Next we’ll look at how to create an unshakable belief in yourself and your dreams. Then I’ll help you turn your vision into a set of concrete goals and an action plan for achieving them. I’ll even teach you how to harness the incredible power of affirmations and visualization—one of the success secrets of all Olympic athletes, top entrepreneurs, world leaders, and others.

The next few chapters have to do with taking those necessary but sometimes scary action steps that are required to make your dreams come true. You’ll learn to ask for what you want, reject rejection, solicit and respond to feedback, and persevere in the face of what can sometimes seem like insurmountable obstacles.

Section II, “Transform Yourself for Success,” addresses the important inner work you’ll need to do—work that will help you remove any mental and emotional blocks you may have to success. It’s not enough to *know* what to do. There are many books that will tell you that. You also need to understand the importance of and the methodology for removing self-defeating beliefs, fears, and habits that are holding you back. Like driving your car with the emergency brake on, these blocks can significantly slow your progress. You must learn how to release the brakes, or you will always experience life as a

## 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

You may want to read this book through once just to get a feel for the total process before you start the work of creating the life you truly want. The principles are presented in an order that builds one upon the other. They are like the numbers in a combination lock—you need all the numbers, and you need them in the right order. It doesn't matter what color, race, gender, or age you are. If you know the combination, the lock has to open for you.

As you are reading, I strongly encourage you to underline and highlight everything that feels important to you. Make notes in the margin about the things you'll put into action. Then review those notes and highlighted sections again and again. Repetition is the key to real learning. Every time you reread portions of this book, you'll literally "re-mind" yourself of what you need to do to get from where you are to where you want to be. As you'll discover, it takes repetitive exposure to a new idea before it becomes a natural part of your way of thinking and being.

You may also discover that you're already familiar with some of the principles here. That's great! But ask yourself, *Am I currently practicing them?* If not, make a commitment to put them into action—now!

Remember, the principles only work if you work the principles.

The second time you read through this book, you'll want to read one chapter at a time, then take whatever time necessary to put it into practice. If you're already doing some of these things, keep doing them. If not, start now.

Like many of my past students and clients, you, too, may find yourself resisting taking some of the suggested action steps. But my experience has shown that the ones you most resist are the ones you need to most embrace. Remember, reading this book is not the same as doing the work, any more than reading a book on weight loss is the same as actually eating fewer calories and exercising more.

You might find it useful to connect with one or two other people who would like to join you as accountability partners and ensure that each of you actually implements what you learn. True learning only occurs when you assimilate and apply the new information—when there is a *change in your behavior*.

## A WARNING

Of course, any change requires sustained effort to overcome years' worth of internal and external resistance. Initially you may find yourself getting very excited about all this new information. You may feel a newfound sense of hope and enthusiasm for the new vision of your life as it can be. This is good. But be forewarned that you may also begin to experience other feelings as well. You may feel frustration at not knowing about all of this earlier, anger at

## 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, 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



PART ONE

# The Fundamentals of Success

---

*Learn the fundamentals  
of the game and stick to them.  
Band-Aid remedies never last.*

JACK NICKLAUS  
Legendary professional golfer





P R I N C I P L E

# 1

## TAKE 100% RESPONSIBILITY FOR YOUR LIFE

---

*You must take personal responsibility. You cannot  
change the circumstances, the seasons, or the wind,  
but you can change yourself.*

JIM ROHN

America's foremost business philosopher

One of the most pervasive myths in the American culture today is that we are *entitled* to a great life—that somehow, somewhere, someone (certainly not us) is responsible for filling our lives with continual happiness, exciting career options, nurturing family time, and blissful personal relationships simply because we exist.

But the real truth—and the one lesson this whole book is based on—is that there is only one person responsible for the quality of the life you live.

That person is *you*.

If you want to be successful, you have to take 100% responsibility for everything that you experience in your life. This includes the level of your achievements, the results you produce, the quality of your relationships, the state of your health and physical fitness, your income, your debts, your feelings—everything!

This is not easy.

In fact, most of us have been conditioned to blame something outside of ourselves for the parts of our life we don't like. We blame our parents, our bosses, our friends, the media, our coworkers, our clients, our spouse, the weather, the economy, our astrological chart, our lack of money—anyone or anything we can pin the blame on. We never want to look at where the real problem is—ourselves.

There is a wonderful story told about a man who is out walking one night

and comes upon another man down on his knees looking for something under a streetlamp. The passerby inquires as to what the other man is looking for. He answers that he is looking for his lost key. The passerby offers to help and gets down on his knees and helps him search for the key. After an hour of fruitless searching, he says, "We've looked everywhere for it and we haven't found it. Are you sure that you lost it here?"

The other man replies, "No, I lost it in my house, but there is more light out here under the streetlamp."

It is time to stop looking outside yourself for the answers to why you haven't created the life and results you want, for it is you who creates the quality of the life you lead and the results you produce.

You—no one else!

To achieve major success in life—to achieve those things that are most important to you—you must assume 100% responsibility for your life. Nothing less will do.

## ONE HUNDRED PERCENT RESPONSIBILITY FOR EVERYTHING

As I mentioned in the introduction, back in 1969—only 1 year out of graduate school—I had the good fortune to work for W. Clement Stone. He was a self-made multimillionaire worth \$600 million at the time—and that was long before all the dot-com millionaires came along in the '90s. Stone was also America's premier success guru. He was the publisher of *Success Magazine*, author of *The Success System That Never Fails*, and coauthor with Napoleon Hill of *Success Through a Positive Mental Attitude*.

When I was completing my first week's orientation, Mr. Stone asked me if I took 100% responsibility for my life.

"I think so," I responded.

"This is a yes or no question, young man. You either do or you don't."

"Well, I guess I'm not sure."

"Have you ever blamed anyone for any circumstance in your life? Have you ever complained about anything?"

"Uh . . . yeah . . . I guess I have."

"Don't guess. Think."

"Yes, I have."

"Okay, then. That means you don't take one hundred percent responsibility for your life. Taking one hundred percent responsibility means you acknowledge that you create everything that happens to you. It means you understand that *you* are the cause of all of your experience. If you want to be really success-

ful, and I know you do, then you will have to give up blaming and complaining and take total responsibility for your life—that means all your results, both your successes *and* your failures. That is the prerequisite for creating a life of success. It is only by acknowledging that you have created everything up until now that you can take charge of creating the future you want.

“You see, Jack, if you realize that you have created your current conditions, then you can uncreate them and re-create them at will. Do you understand that?”

“Yes, sir, I do.”

“Are you willing to take one hundred percent responsibility for your life?”

“Yes, sir, I am!”

And I did.

## YOU HAVE TO GIVE UP ALL YOUR EXCUSES

---

*Ninety-nine percent of all failures come from people who have a habit of making excuses.*

GEORGE WASHINGTON CARVER  
Chemist who discovered over 325 uses for the peanut

If *you* want to create the life of your dreams, then *you* are going to have to take 100% responsibility for your life as well. That means giving up all your excuses, all your victim stories, all the reasons why you can't and why you haven't up until now, and all your blaming of outside circumstances. You have to give them all up forever.

You have to take the position that you have always had the power to make it different, to get it right, to produce the desired result. For whatever reason—ignorance, lack of awareness, fear, needing to be right, the need to feel safe—you chose not to exercise that power. Who knows why? It doesn't matter. The past is the past. All that matters now is that from this point forward you choose—that's right, it's a choice—you choose to act as if (that's all that's required—to act as if) you are 100% responsible for everything that does or doesn't happen to you.

If something doesn't turn out as planned, you will ask yourself, “How did I create that? What was I thinking? What were my beliefs? What did I say or not say? What did I do or not do to create that result? How did I get the other person to act that way? What do I need to do differently next time to get the result I want?”

A few years after I met Mr. Stone, Dr. Robert Resnick, a psychotherapist in Los Angeles, taught me a very simple but very important formula that made this idea of 100% responsibility even clearer to me. The formula is:

$$\mathbf{E + R = O}$$

**(Event + Response = Outcome)**

The basic idea is that every outcome you experience in life (whether it is success or failure, wealth or poverty, health or illness, intimacy or estrangement, joy or frustration) is the result of how you have responded to an earlier event or events in your life.

If you don't like the outcomes you are currently getting, there are two basic choices you can make.

- 1. You can blame the event (E) for your lack of results (O).** In other words, you can blame the economy, the weather, the lack of money, your lack of education, racism, gender bias, the current administration in Washington, your wife or husband, your boss's attitude, the lack of support, the political climate, the system or lack of systems, and so on. If you're a golfer, you've probably even blamed your clubs and the course you played on. No doubt all these factors do exist, but if they were *the* deciding factor, nobody would ever succeed.

Jackie Robinson would never have played major league baseball, Sidney Poitier and Denzel Washington would have never become movie stars, Dianne Feinstein and Barbara Boxer would never have become U.S. senators, Erin Brockovich would never have uncovered PG&E's contamination of the water in Hinkley, California, Bill Gates would never have founded Microsoft, and Steve Jobs would never have started Apple Computers. For every reason why it's not possible, there are hundreds of people who have faced the same circumstances and succeeded.

Lots of people overcome these so-called limiting factors, so it can't be the limiting factors that limit you. It is not the external conditions and circumstances that stop you—it is you! We stop ourselves! We think limiting thoughts and engage in self-defeating behaviors. We defend our self-destructive habits (such as drinking and smoking) with indefensible logic. We ignore useful feedback, fail to continuously educate ourselves and learn new skills, waste time on the trivial aspects of our lives, engage in idle gossip, eat unhealthy food, fail to exercise, spend more money than we make, fail

to invest in our future, avoid necessary conflict, fail to tell the truth, don't ask for what we want—and then wonder why our lives don't work. But this, by the way, is what most people do. They place the blame for everything that isn't the way they want it on outside events and circumstances. They have an excuse for everything.

- 2. You can instead simply change your responses (R) to the events (E)—the way things are—until you get the outcomes (O) you want.** You can change your thinking, change your communication, change the pictures you hold in your head (your images of yourself and the world)—and you can change your behavior—the things you do. That is all you really have any control over anyway. Unfortunately, most of us are so run by our habits that we never change our behavior. We get stuck in our conditioned responses—to our spouses and our children, to our colleagues at work, to our customers and our clients, to our students, and to the world at large. We are a bundle of conditioned reflexes that operate outside of our control. You have to regain control of your thoughts, your images, your dreams and daydreams, and your behavior. Everything you think, say, and do needs to become intentional and aligned with your purpose, your values, and your goals.

## IF YOU DON'T LIKE YOUR OUTCOMES, CHANGE YOUR RESPONSES

Let's look at some examples of how this works.

Do you remember the Northridge earthquake in 1994? Well, I do! I lived through it in Los Angeles. Two days later, I watched as CNN interviewed people commuting to work. The earthquake had damaged one of the main freeways leading into the city. Traffic was at a standstill, and what was normally a 1-hour drive had become a 2- or 3-hour drive.

The CNN reporter knocked on the window of one of the cars stuck in traffic and asked the driver how he was doing.

He responded angrily, "I hate California. First there were fires, then floods, and now an earthquake! No matter what time I leave in the morning, I'm going to be late for work. I can't believe it!"

Then the reporter knocked on the window of the car behind him and asked the second driver the same question. This driver was all smiles. He replied, "It's no problem. I left my house at five AM. I don't think under the circumstances my boss can ask for more than that. I have lots of music cassettes



and my Spanish-language tapes with me. I’ve got my cell phone. I have coffee in a thermos, my lunch—I even brought a book to read. So I’m fine.”

Now, if the earthquake or the traffic were really the deciding variables, then everyone should have been angry. But everyone wasn’t. It was their individual *response* to the traffic that gave them their particular *outcome*. It was thinking negative thoughts or thinking positive thoughts, leaving the house prepared or leaving the house unprepared that made the difference. It was all a matter of attitude and behavior that created their completely different experiences.

I’VE HEARD THERE’S GOING TO BE A RECESSION;  
I’VE DECIDED NOT TO PARTICIPATE

A friend of mine owns a Lexus dealership in Southern California. When the Gulf War broke out, people stopped coming in to buy Lexuses (or Lexi, for any fellow Harvard graduates and Latin students out there). They knew that if they didn’t change their response (R) to the event (E) of nobody coming into the showroom, they were going to slowly go out of business. Their normal response (R) would have been to continue placing ads in the newspaper

and on the radio, then wait for people to come into the dealership. But that wasn't working. The outcome (O) they were getting was a steady decrease in sales. So they tried a number of new things. The one that worked was driving a fleet of new cars out to where the rich people were—the country clubs, marinas, polo grounds, parties in Beverly Hills and Westlake Village—and then inviting them to take a spin in a new Lexus.

Now think about this . . . have you ever test-driven a new car and then got back into your old car? Remember that feeling of dissatisfaction you felt as you compared your old car to the new car you had just driven? Your old car was fine up until then. But suddenly you knew there was something better—and you wanted it. The same thing happened with these folks. After test-driving the new car, a high percentage of the people bought or leased a new Lexus.

The dealership had changed their response (R) to an unexpected event (E)—the war—until they got the outcome (O) they wanted . . . increased sales. They actually ended up selling more cars per week than before the war broke out.

## EVERYTHING YOU EXPERIENCE TODAY IS THE RESULT OF CHOICES YOU HAVE MADE IN THE PAST

Everything you experience in life—both internally and externally—is the result of how you have responded to a previous event.

Event: You are given a \$400 bonus.

Response: You spend it on a night on the town.

**Outcome: You are broke.**

Event: You are given a \$400 bonus.

Response: You invest it in your mutual fund.

**Outcome: You have an increased net worth.**

You only have control over three things in your life—the thoughts you think, the images you visualize, and the actions you take (your behavior). How you use these three things determines everything you experience. If you don't like what you are producing and experiencing, you have to change your responses. Change your negative thoughts to positive ones. Change what you daydream about. Change your habits. Change what you read. Change your friends. Change how you talk.



IF YOU KEEP ON DOING WHAT YOU'VE ALWAYS  
DONE, YOU'LL KEEP ON GETTING WHAT  
YOU'VE ALWAYS GOT

Twelve-step programs such as Alcoholics Anonymous define *insanity* as “continuing the same behavior and expecting a different result.” It ain’t gonna happen! If you are an alcoholic and you keep on drinking, your life is not going to get any better. Likewise, if you continue your current behaviors, your life is not going to get any better either.

*The day you change your responses is the day your life will begin to get better!* If what you are currently doing would produce the “more” and “better” that you are seeking in life, the more and better would have already shown up! If you want something different, you are going to have to *do* something different!

YOU HAVE TO GIVE UP BLAMING

---

*All blame is a waste of time. No matter how much fault you find with another, and regardless of how much you blame him, it will not change you.*

WAYNE DYER

Coauthor of *How to Get What You Really, Really, Really, Really Want*

You will never become successful as long as you continue to blame someone or something else for your lack of success. If you are going to be a winner, you have to acknowledge the truth—it is *you* who took the actions, thought the thoughts, created the feelings, and made the choices that got you to where you now are. It was you!

You are the one who ate the junk food.

You are the one who didn't say no!

You are the one who took the job.

You are the one who stayed in the job.

You are the one who chose to believe them.

You are the one who ignored your intuition.

You are the one who abandoned your dream.

You are the one who bought it.

You are the one who didn't take care of it.

You are the one who decided you had to do it alone.

You are the one who trusted him.  
You are the one who said yes to the dogs.

In short, you thought the thoughts, you created the feelings, you made the choice, you said the words, and that's why you are where you are now.

## YOU HAVE TO GIVE UP COMPLAINING

---

*The man who complains about the way the ball bounces  
is likely the one who dropped it.*

LOU HOLTZ

The only coach in NCAA history to lead six different college teams to  
postseason bowl games, and winner of a national championship and  
“coach of the year” honors

Let's take a moment to really look at complaining. In order to complain about something or someone, you have to believe that something better exists. You

have to have a reference point of something you prefer that you are not willing to take responsibility for creating. Let's look at that more closely.

If you didn't believe there was something better possible—more money, a bigger house, a more fulfilling job, more fun, a more loving spouse—you couldn't complain. So you have this image of something better and you know you would prefer it, but you are unwilling to take the risks that would be required to create it.

Think about this . . . people only complain about things they can do something about. We don't complain about the things we have no power over. Have you ever heard anyone complain about gravity? No, never. Have you ever seen an elderly person all bent over with age walking down the street complaining about gravity? Of course not.

But why not? If it weren't for gravity, people wouldn't fall down the stairs, planes wouldn't fall out of the sky, and we wouldn't break any dishes. But nobody complains about it. And the reason is because gravity just exists. There is nothing anyone can do about gravity, so we just accept it. We know that complaining will not change it, so we don't complain about it. In fact, because it just is, we use gravity to our advantage. We build aqueducts down mountainsides to carry water to us, and we use drains to take away our waste.

Even more interesting is that we choose to play with gravity, to have fun with it. Almost every sport we play uses gravity. We ski, sky-dive, high-jump, throw the discus and the javelin, and play basketball, baseball, and golf—all of which require gravity.

The circumstances you complain about are, by their very nature, situations you can change—but you have chosen not to. You can get a better job, find a more loving partner, make more money, live in a nicer house, live in a better neighborhood, and eat healthier food. But all of these things would require you to change.

If you refer to the list found earlier in this chapter, you could

- Learn to cook healthier food.
- Say no in the face of peer pressure.
- Quit and find a better job.
- Take the time to conduct due diligence.
- Trust your own gut feelings.
- Go back to school to pursue your dream.
- Take better care of your possessions.
- Reach out for help.
- Ask others to assist you.
- Take a self-development class.
- Sell or give away the dogs.

But why don't you simply do those things? It's because they involve risks. You run the risk of being unemployed, left alone, or ridiculed and judged by others. You run the risk of failure, confrontation, or being wrong. You run the risk of your mother, your neighbors, or your spouse disapproving of you. Making a change might take effort, money, and time. It might be uncomfortable, difficult, or confusing. And so, to avoid risking any of those uncomfortable feelings and experiences, you stay put and complain about it.

As I stated before, complaining means you have a reference point for something better that you would prefer but that you are unwilling to take the risk of creating. Either accept that you are making the choice to stay where you are, take responsibility for your choice, and stop complaining . . . or . . . take the risk of creating your life exactly the way you want it.

*If you want to get from where you are to where you want to be, of course you're going to have to take that risk.*

So make the decision to stop complaining, to stop spending time with complainers, and get on with creating the life of your dreams.

## YOU'RE COMPLAINING TO THE WRONG PERSON

Have you ever noticed that people almost always complain to the wrong people—to people who can't do anything about their complaint? They go to work and complain about their spouse; then they come home and complain to their spouse about the people at work. Why? Because it's easier; it's less risky. It takes courage to tell your spouse that you are not happy with the way things are at home. It takes courage to ask for a behavioral change. It also takes courage to ask your boss to plan better so that you don't end up working every weekend. But only your boss can do anything about that. Your spouse can't.

Learn to replace complaining with making requests and taking action that will achieve your desired outcomes. That is what successful people do. That is what works. If you find yourself in a situation you don't like, either work to make it better or leave. Do something to change it or get the heck out. Agree to work on the relationship or get a divorce. Work to improve working conditions or find a new job. Either way, you will get a change. As the old adage says, "Don't just sit there (and complain), do something." And remember, it's up to you to make the change, to do something different. The world doesn't owe you anything. You have to create it.

## YOU EITHER CREATE OR ALLOW EVERYTHING THAT HAPPENS TO YOU

To be powerful, you need to take the position that you create or allow everything that happens to you. By *create*, I mean that you directly cause something to happen by your actions or inactions. If you walk up to a man in a bar who is bigger than you, has obviously been drinking for a long time, and say to him, “You are really ugly and stupid,” and he jumps off the bar stool, hits you in the jaw, and you end up in the hospital—you created that. That’s an easy-to-understand example.

Here’s one that may be harder to swallow: You work late every night. You come home tired and burned out. You eat dinner in a coma and then sit down in front of the television to watch a basketball game. You’re too tired and stressed out to do anything else—like go for a walk or play with the kids. This goes on for years. Your wife asks you to talk to her. You say, “Later!” Three years later, you come home to an empty house and a note that she has left you and taken the kids. You created that one, too!

Other times, we simply allow things to happen to us by our inaction and our unwillingness to do what is necessary to create or maintain what we want:

- You didn’t follow through on your threat to take away privileges if the kids didn’t clean up after themselves, and now the house looks like a war zone.
- You didn’t demand he join you in counseling or leave the first time he hit you, so now you’re still getting hit.
- You didn’t attend any sales and motivational seminars because you were too busy, and now the new kid just won the top sales award.
- You didn’t take the time to take the dogs to obedience training, and now they’re out of control.
- You didn’t take time to maintain your car, and now you’re sitting by the side of the road with your car broken down.
- You didn’t go back to school, and now you are being passed over for a promotion.

Realize that you are not the victim here. You stood passively by and let it happen. You didn’t say anything, make a demand, make a request, say no, try something new, or leave.

## YELLOW ALERTS

Be aware that nothing ever just “happens” to you. Just like the “yellow alerts” in the old *Star Trek* television series, you almost always receive advance warnings—in the form of telltale signs, comments from others, gut instinct, or intuition—that alert you to the impending danger and give you time to prevent the unwanted outcome.

You are getting yellow alerts all the time. There are *external* yellow alerts:

He keeps coming home later and later with alcohol on his breath.  
 The client’s first check bounced.  
 He screamed at his secretary.  
 His mother warned you.  
 Your friends told you.

And there are *internal* yellow alerts:

That feeling in your stomach  
 That inkling you had  
 That fleeting thought that just maybe . . .  
 That intuition  
 That fear that emerged  
 That dream that woke you up in the middle of the night

We have a whole language that informs us:

Clues, inklings, suspicions  
 The handwriting on the wall  
 I had a feeling that . . .  
 I could see it coming for a mile.  
 My gut feeling told me.

These alerts give you time to change your response (R) in the  $E + R = O$  equation. However, too many people ignore the yellow alerts because paying attention to them would require them to do something that is uncomfortable. It is uncomfortable to confront your spouse about the cigarettes in the ashtray that have lipstick on them. It is uncomfortable to speak up in a staff meeting when you are the only one who feels that the proposed plan won’t work. It is uncomfortable to tell someone you don’t trust them.

So you pretend not to see and not to know because it is easier, more con-

venient and less uncomfortable, avoids confrontation, keeps the peace, and protects you from having to take risks.

### LIFE BECOMES MUCH EASIER

Successful people, on the other hand, face facts squarely. They do the uncomfortable and take steps to create their desired outcomes. Successful people don't wait for disasters to occur and then blame something or someone else for their problems.

Once you begin to respond quickly and decisively to signals and events as they occur, life becomes much easier. You start seeing improved outcomes both internally and externally. Old internal self-talk such as "I feel like a victim; I feel used; nothing ever seems to work out for me" is replaced with "I feel great; I am in control; I can make things happen."

External outcomes such as "Nobody ever comes to our store; we missed our quarterly goals; people are complaining that our new product doesn't work" are transformed into "We have more money in the bank; I lead the division in sales; our product is flying off the shelves."

### IT'S SIMPLE

The bottom line is that you are the one who is creating your life the way it is. The life you currently live is the result of all of your past thoughts and actions. You are in charge of your current thoughts and your present feelings. You are in charge of what you say and what you do. You are also in charge of what goes into your mind—the books and magazines you read, the movies and television shows you watch, and the people you hang out with. Every action is under your control. To be more successful, all you have to do is act in ways that produce more of what you want.

That's it. It's that simple!

### SIMPLE ISN'T NECESSARILY EASY

Though this principle is simple, it is not necessarily easy to implement. It requires concentrated awareness, dedicated discipline, and a willingness to experiment and take risks. You have to be willing to pay attention to what you are doing and to the results you are producing. You have to ask yourself, your family, your friends, your colleagues, your managers, your teachers, your coaches, and your clients for feedback. "Is what I'm doing working? Could I

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, trusting, listening, 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



par or you are not. You are either maintaining your ideal body weight or you are not. You are either happy or you are not. You either have what you want or you don't. It's that simple. Results don't lie!

You have to give up the excuses and justifications and come to terms with the results you are producing. If you are under quota or overweight, all the great reasons in the world won't change that. The only thing that will change your results is to change your behavior. Prospect more, get some sales training, change your sales presentation, change your diet, consume fewer calories, and exercise more frequently—these are things that will make a difference. But you have to first be willing to look at the results you are producing. The only starting point that works is reality.

So start paying attention to what is so. Look around at your life and the people in it. Are you and they happy? Is there balance, beauty, comfort, and ease? Do your systems work? Are you getting what you want? Is your net worth increasing? Are your grades satisfactory? Are you healthy, fit, and pain free? Are you getting better in all areas of your life? If not, then something needs to happen, and only you can make it happen.

Don't kid yourself. Be ruthlessly honest with yourself. Take your own inventory.

# 2

## BE CLEAR WHY YOU'RE HERE

---

*Learn to get in touch with the silence within yourself and  
know that everything in life has a purpose.*

ELISABETH KUBLER-ROSS, M.D.  
Psychiatrist and author of the classic *On Death and Dying*

I believe each of us is born with a life purpose. Identifying, acknowledging, and honoring this purpose is perhaps the most important action successful people take. They take the time to understand what they're here to do—and then they pursue that with passion and enthusiasm.

### WHAT WERE YOU PUT ON THIS EARTH TO DO?

I discovered long ago what I was put on this earth to do. I determined my true purpose in life, my “right livelihood.” I discovered how to inject passion and determination into every activity I undertake. And I learned how purpose can bring an aspect of fun and fulfillment to virtually everything I do.

Now I'd like to help uncover the same secret for you.

You see, without a purpose in life, it's easy to get sidetracked on your life's journey. It's easy to wander and drift, accomplishing little.

But with a purpose, everything in life seems to fall into place. To be “on purpose” means you're doing what you love to do, doing what you're good at and accomplishing what's important to you. When you truly are on purpose, the people, resources, and opportunities you need naturally gravitate toward you. The world benefits, too, because when you act in alignment with your true life purpose, all of your actions automatically serve others.

## SOME PERSONAL LIFE PURPOSE STATEMENTS

My life purpose is to *inspire and empower people to live their highest vision in a context of love and joy*. I inspire people to live their highest vision (see Principle 3, “Decide What You Want”) by collecting and disseminating inspiring stories through the *Chicken Soup for the Soul*® series and in my inspirational keynote speeches. I empower people to live their dreams by writing practical self-help books like this one, *The Power of Focus*, and *The Aladdin Factor*; designing courses for high school students; and conducting seminars and workshops for adults that teach powerful tools for creating one’s ideal life.

Here are the life purpose statements of some of my friends. It is important to note that they have all become self-made millionaires through the fulfillment of their life purpose.

- To inspire and empower people to achieve their destiny<sup>1</sup>
- To uplift humanity’s consciousness through business<sup>2</sup>
- To humbly serve the Lord by being a loving, playful, powerful, and passionate example of the absolute joy that is available to us the moment we rejoice in God’s gifts and sincerely love and serve all of his creations<sup>3</sup>
- To leave the world a better place than I found it, for horses and for people, too<sup>4</sup>
- To create and inspire one million millionaires who each give \$1 million to their church or charity<sup>5</sup>
- To educate and inspire people to live their highest self based in courage, purpose, and joy, versus fear, need, and obligation<sup>6</sup>

---

*Decide upon your major definite purpose in life and then organize  
all your activities around it.*

BRIAN TRACY

One of America’s leading authorities on the development  
of human potential and personal effectiveness

---

1. Robert Allen, coauthor of *The One Minute Millionaire*.  
 2. D.C. Cordova, cofounder of the Excelerated Business School.  
 3. Anthony Robbins, author of *Personal Power* and *Get the Edge*, entrepreneur, and philanthropist.  
 4. Monty Roberts, author of *The Man Who Listens to Horses*.  
 5. Mark Victor Hansen, coauthor of the *Chicken Soup for the Soul*® series.  
 6. T. Harv Eker, CEO of Peak Potentials and creator of the “Millionaire Mind” seminar.

Once you know what your life purpose is, you can organize all of your activities around it. Everything you do should be an expression of your purpose. If an activity doesn't fit that formula, you wouldn't work on it. Period.

### WHAT'S THE "WHY" BEHIND EVERYTHING YOU DO?

Without purpose as the compass to guide you, your goals and action plans may not ultimately fulfill you. You don't want to get to the top of the ladder only to find out you had it leaning up against the wrong wall.

When Julie Laipply was a child, she was a very big fan of animals. As a result, all she ever heard growing up was "Julie, you should be a vet. You're going to be a great vet. That's what you should do." So when she got to Ohio State University, she took biology, anatomy, and chemistry, and started studying to be a vet. A Rotary Ambassadorial Scholarship allowed her to spend her senior year studying abroad in Manchester, England. Away from the family and faculty pressures back home, she found herself one dreary day sitting at her desk, surrounded by biology books and staring out the window, when it suddenly hit her: *You know what? I'm totally miserable. Why am I so miserable? What am I doing? I don't want to be a vet!*

Julie then asked herself, *What is a job I would love so much that I'd do it for free but that I could actually get paid for? It's not being a vet. That's not the right job.* Then she thought back over all the things she'd done in her life and what had made her the most happy. And then it hit her—it was all of the youth leadership conferences that she had volunteered at, and the communications and leadership courses she had taken as elective courses back at Ohio State. *How could I have been so ignorant? Here I am at my fourth year at school and just finally realizing I'm on the wrong path and not doing the right thing. But it's been here in front of me the whole time. I just never took the time to acknowledge it until now.*

Buoyed by her new insight, Julie spent the rest of her year in England taking courses in communications and media performance. When she returned to Ohio State, she was eventually able to convince the administration to let her create her own program in "leadership studies," and while it took her 2 years longer to finally graduate, she went on to become a senior management consultant in leadership training and development for the Pentagon. She also won the Miss Virginia USA contest, which allowed her to spend much of 2002 speaking to kids all across Virginia, and more recently she has created the Role Models and Mentors for Youth Foundation, which teaches kids how to be better role models for one another. By the way, Julie is only 26 years old—a testament to the power that clarity of purpose can create in your life.

The good news is that you don't have to go all the way to England for a year

abroad to get away from the daily pressures of your life long enough to create the space to discover what you are really here to do. You can simply take the time to complete two simple exercises that will help you clarify your purpose.

## YOUR INNER GUIDANCE SYSTEM IS YOUR JOY

---

*It is the soul's duty to be loyal to its own desires. It must abandon itself to its master passion.*

DAME REBECCA WEST

Best-selling author

You were born with an inner guidance system that tells you when you are on or off purpose by the amount of joy you are experiencing. The things that bring you the greatest joy are in alignment with your purpose. To begin to home in on your purpose, make a list of the times you have felt most joyful and alive. What are the common elements of these experiences? Can you figure out a way to make a living doing these things?

Pat Williams is the senior vice-president of the Orlando Magic basketball team. He has also written 36 books and is a professional speaker. When I asked him what he felt the greatest secret to success was, he replied, “Figure out what you love to do as young as you can, and then organize your life around figuring out how to make a living at it.” For young Pat, it was sports—more specifically, baseball. When his father took him to his first baseball game in Philadelphia, he fell in love with the game. He learned to read by reading the sports section of the *New York Times*. He knew he wanted to grow up and have a career in sports. He devoted almost every waking moment to it. He collected baseball cards, played sports, and wrote a sports column for the school newspaper.

Pat went on to have a career in the front office of the Philadelphia Phillies baseball team, then with the Philadelphia 76ers basketball team. When the NBA considered granting an expansion team franchise to Orlando, Pat was there to lead the fight. Now in his sixties, Pat has enjoyed 40-plus years doing what he loves, and he has enjoyed every minute of it. Once you are clear about what brings you the greatest joy, you will have a major insight into your purpose.

This second exercise is a simple but powerful way to create a compelling statement of your life purpose to guide and direct your behavior. Take time now to complete the following exercise.

## THE LIFE PURPOSE EXERCISE<sup>7</sup>

1. List two of your unique personal qualities, such as *enthusiasm* and *creativity*.

\_\_\_\_\_

2. List one or two ways you enjoy expressing those qualities when interacting with others, such as *to support* and *to inspire*.

\_\_\_\_\_

3. Assume the world is perfect right now. What does this world look like? How is everyone interacting with everyone else? What does it feel like? Write your answer as a statement, in the present tense, describing the ultimate condition, the perfect world as you see it and feel it. Remember, a perfect world is a fun place to be.

EXAMPLE: *Everyone is freely expressing  
their own unique talents. Everyone is working in harmony.  
Everyone is expressing love.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Combine the three prior subdivisions of this paragraph into a single statement.

EXAMPLE: *My purpose is to use my creativity and enthusiasm to  
support and inspire others to freely express their talents in  
a harmonious and loving way.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

---

7. There are many ways to approach defining your purpose. I learned this version of the life purpose exercise from Arnold M. Patent, spiritual coach and author of *You Can Have It All*. His most recent book is *The Journey*. You can visit his Web site at [www.arnoldpatent.com](http://www.arnoldpatent.com).

## STAYING ON PURPOSE

Once you have determined and written down your life purpose, read it every day, preferably in the morning. If you are artistic or strongly visual by nature, you may want to draw or paint a symbol or picture that represents your life purpose and then hang it somewhere (on the refrigerator, opposite your desk, near your bed) where you will see it every day. This will keep you focused on your purpose.

As you move forward in the next few chapters to define your vision and your goals, make sure they are aligned with and serve to fulfill your purpose.

Another approach to clarifying your purpose is to set aside some time for quiet reflection—time for a period of meditation. (See Principle 47, “Inquire Within”). After you become relaxed and enter into a state of deep self-love and peacefulness, ask yourself, *What is my purpose for living?* or *What is my unique role in the universe?* Allow the answer to simply come to you. Let it be as expansive as you can imagine. The words that come need not be flowery or poetic; what is important is how inspired the words make you feel.

## 3

## DECIDE WHAT YOU WANT

*The indispensable first step to getting the things  
you want out of life is this: decide what you want.*

BEN STEIN  
Actor and author

Once you have decided why you are here, you have to decide what you want to do, be, and have. What do you want to accomplish? What do you want to experience? And what possessions do you want to acquire? In the journey from where you are to where you want to be, you have to decide where you want to be. In other words, what does success look like to you?

One of the main reasons why most people don't get what they want is they haven't decided what they want. They haven't defined their desires in clear and compelling detail.

### EARLY CHILDHOOD PROGRAMMING OFTEN GETS IN THE WAY OF WHAT YOU WANT

Inside of every one of us is that tiny seed of the “you” that you were meant to become. Unfortunately, you may have buried this seed in response to your parents, teachers, coaches, and other adult role models as you were growing up.

You started out as a baby knowing exactly what you wanted. You knew when you were hungry. You spit out the foods you didn't like and avidly devoured the ones you did. You had no trouble expressing your needs and wants. You simply cried loudly—with no inhibitions or holding back—until you got what you wanted. You had everything inside of you that you needed to get fed, changed, held, and rocked. As you got older, you crawled around and moved toward whatever held the most interest for you. You were clear about what you wanted, and you headed straight toward it with no fear.



So what happened?  
Somewhere along the way, someone said . . .

Don't touch that!  
Stay away from there.  
Keep your hands off that.  
Eat everything on your plate whether you like it or not!  
You don't really feel that way.  
You don't really want that.  
You should be ashamed of yourself.  
Stop crying. Don't be such a baby.

As you got older, you heard . . .

You can't have everything you want simply because you want it.  
Money doesn't grow on trees.  
Can't you think of anybody but yourself?!  
Stop being so selfish!  
Stop doing what you are doing and come do what I want you to do!

## DON'T LIVE SOMEONE ELSE'S DREAMS

After many years of these kinds of sanctions, most of us eventually lost touch with the needs of our bodies and the desires of our hearts and somehow got stuck trying to figure out what other people wanted us to do. We learned how to act and how to be to get *their* approval. As a result, we now do a lot of things we don't want to do but that please a lot of other people:

- We go to medical school because that is what Dad wanted for us.
- We get married to please our mother.
- We get a "real job" instead of pursuing our dream career in the arts.
- We go straight into graduate school instead of taking a year off and backpacking through Europe.

In the name of being sensible, we end up becoming numb to our own desires. It's no wonder that when we ask many teenagers what they want to do or be, they honestly answer, "I don't know." There are too many layers of "should's," "ought to's," and "you'd better's" piled on top of and suffocating what they really want.

So how do you reclaim yourself and your true desires? How do you get

back to what you really want with no fear, shame, or inhibition? How do you reconnect with your real passion?

You start on the smallest level by honoring your preferences in every situation—no matter how large or small. Don't think of them as petty. They might be inconsequential to someone else, but they are not to you.

## STOP SETTLING FOR LESS THAN YOU WANT

If you are going to reown your power and get what you really want out of life, you will have to stop saying, "I don't know; I don't care; it doesn't matter to me"—or the current favorite of teenagers, "Whatever." When you are confronted with a choice, no matter how small or insignificant, act as if you have a preference. Ask yourself, *If I did know, what would it be? If I did care, which would I prefer? If it did matter, what would I rather do?*

Not being clear about what you want and making other people's needs and desires more important than your own is simply a habit. You can break it by practicing the opposite habit.

## THE YELLOW NOTEBOOK

Many years ago, I took a workshop with self-esteem and motivational expert Chérie Carter-Scott, author of *If Life Is a Game, These Are the Rules*. As the 24 of us entered the training room on the first morning, we were directed to take a seat in one of the chairs facing the front of the room. There was a spiral-bound notebook on every chair. Some were blue, some were yellow, some were red. The one on my chair was yellow. I remember thinking, *I hate yellow. I wish I had a blue one.*

Then Chérie said something that changed my life forever: "If you don't like the color of the notebook you have, trade with someone else and get the one you want. You deserve to have everything in your life exactly the way you want it."

Wow, what a radical concept! For 20-some years, I had not operated from that premise. I had settled, thinking I couldn't have everything I wanted.

So I turned to the person to my right and said, "Would you mind trading your blue notebook for my yellow one?"

She responded, "Not at all. I prefer yellow. I like the brightness of the color. It fits my mood." I now had my blue notebook. Not a huge success in the greater scheme of things, but it was the beginning of reclaiming my birthright to acknowledge my preferences and get exactly what I want. Up

until then, I would have discounted my preference as petty and not worth acting on. I would have continued to numb out my awareness of what I wanted. That day was a turning point for me—the beginning of allowing myself to know and act on my wants and desires in a much more powerful way.

### MAKE AN “I WANT” LIST

One of the easiest ways to begin clarifying what you truly want is to make a list of 30 things you want to do, 30 things you want to have, and 30 things you want to be before you die. This is a great way to get the ball rolling.

Another powerful technique to unearth your wants is to ask a friend to help you make an “I Want” list. Have your friend continually ask, “What do you want? What do you want?” for 10 to 15 minutes, and jot down your answers. You’ll find the first wants aren’t all that profound. In fact, most people usually hear themselves saying, “I want a Mercedes. I want a big house on the ocean.” And so on. However, by the end of the 15-minute exercise, the real you begins to speak: “I want people to love me. I want to express myself. I want to make a difference. I want to feel powerful” . . . wants that are true expressions of your core values.

### IS WORRYING ABOUT MAKING A LIVING STOPPING YOU?

What often stops people from expressing their true desire is they don’t think they can make a living doing what they love to do.

“What I love to do is hang out and talk with people,” you might say.

Well, Oprah Winfrey makes a living hanging out talking with people. And my friend Diane Brause, who is an international tour guide, makes a living hanging out talking with people in some of the most exciting and exotic locations in the world.

Tiger Woods loves to play golf. Ellen DeGeneres loves to make people laugh. My sister loves to design jewelry and hang out with teenagers. Donald Trump loves to make deals and build buildings. I love to read and share what I have learned with others in books, speeches, and workshops. It’s possible to make a living doing what you love.

Make a list of 20 things you love to do, and then think of ways you can make a living doing some of those things. If you love sports, you could play sports, be a sportswriter or photographer, or work in sports management as an agent or in the front office of a professional team. You could be a coach,

a manager, or a scout. You could be a broadcaster, a camera operator, or a team publicist. There are myriad ways to make money in any field that you love.

For now just decide what you would like to do, and in the following chapters I'll show you how to be successful and make money at it.

## CLARIFY YOUR VISION OF YOUR IDEAL LIFE

The theme of this book is how to get from where you are to where you want to be. To accomplish this, you have to know two things—where you are and where you want to get to. Your vision is a detailed description of where you want to get to. It describes in detail what your destination looks like and feels like. To create a balanced and successful life, your vision needs to include the following seven areas: work and career, finances, recreation and free time, health and fitness, relationships, personal goals, and contribution to the larger community.

At this stage in the journey, it is not necessary to know exactly how you are going to get there. All that is important is that you figure out where there is. If you get clear on the what, the how will be taken care of.

## YOUR INNER GLOBAL POSITIONING SYSTEM

The process of getting from where you are to where you want to be is like using the navigational system with GPS (Global Positioning System) technology in a newer-model car. For the system to work, it simply needs to know where you are and where you want to go. The navigation system figures out where you are by the use of an onboard computer that receives signals from three satellites and calculates your exact position. When you type in your destination, the navigational system plots a perfect course for you. All you have to do is follow the instructions.

Success in life works the same way. All you have to do is decide where you want to go by clarifying your vision, lock in the destination through goal-setting, affirmations, and visualization, and start moving in the right direction. Your inner GPS will keep unfolding your route as you continue to move forward. In other words, once you clarify and stay focused on your vision (and I'll be teaching lots of ways to do that), the exact steps will keep appearing along the way. Once you are clear about what you want and keep your mind constantly focused on it, the how will keep showing up—sometimes just when you need it and not a moment earlier.



## HIGH ACHIEVERS HAVE BIGGER VISIONS

*The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.*

MICHELANGELO

I want to encourage you not to limit your vision in any way. Let it be as big as it is. When I interviewed Dave Liniger, the CEO of RE/MAX, the country’s largest real estate company, he told me, “Always dream big dreams. Big dreams attract big people.” General Wesley Clark recently told me, “It doesn’t take any more energy to create a big dream than it does to create a little one.” My experience is that one of the few differences between the superachievers and the rest of the world is that the superachievers simply dream bigger. John F. Kennedy dreamed of putting a man on the moon. Martin Luther King Jr. dreamed of a country free of prejudice and injustice. Bill Gates dreams of a world in which every home has a computer that is connected to the Internet. Buckminster Fuller dreamed of a world where everybody had access to electrical power.

These high achievers see the world from a whole different perspective—as a

place where amazing things can happen, where billions of lives can be improved, where new technology can change the way we live, and where the world's resources can be leveraged for the greatest possible mutual gain. They believe anything is possible, and they believe they have an integral part in creating it.

When Mark Victor Hansen and I first published *Chicken Soup for the Soul*<sup>®</sup>, what we call our “2020 vision” was also a big one—to sell 1 billion *Chicken Soup* books and to raise \$500 million for charity through tithing a portion of all of our profits by the year 2020. We were and are very clear about what we want to accomplish.

---

*If you limit your choices only to what seems possible or reasonable,  
you disconnect yourself from what you truly want,  
and all that is left is a compromise.*

ROBERT FRITZ  
Author of *The Path of Least Resistance*

## DON'T LET ANYONE TALK YOU OUT OF YOUR VISION

There are people who will try to talk you out of your vision. They will tell you that you are crazy and that it can't be done. There will be those who will laugh at you and try to bring you down to their level. My friend Monty Roberts, the author of *The Man Who Listens to Horses*, calls these people dream-stealers. Don't listen to them.

When Monty was in high school, his teacher gave the class the assignment to write about what they wanted to do when they grew up. Monty wrote that he wanted to own his own 200-acre ranch and raise Thoroughbred racehorses. His teacher gave him an F and explained that the grade reflected that he deemed his dream unrealistic. No boy who was living in a camper on the back of a pickup truck would ever be able to amass enough money to buy a ranch, purchase breeding stock, and pay the necessary salaries for ranch hands. When he offered Monty the chance of rewriting his paper for a higher grade, Monty told him, “You keep the F; I'm keeping my dream.”

Today Monty's 154-acre Flag Is Up Farms in Solvang, California, raises Thoroughbred racehorses and trains hundreds of horse trainers in a more humane way to “join up” with and train horses.<sup>8</sup>

---

8. To learn more about Monty and his work, go to [www.montyroberts.com](http://www.montyroberts.com) or read one of his books: *The Man Who Listens to Horses*, *Shy Boy*, *Horse Sense for People*, and *From My Hands to Yours*.

## 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

for yourself? What hobbies are you pursuing? What kinds of vacations do you take? What do you do for fun?

4. Next, what is your ideal vision of your body and your physical health? Are you free of all disease? How long do you live to? Are you open, relaxed, in an ecstatic state of bliss all day long? Are you full of vitality? Are you flexible as well as strong? Do you exercise, eat good food, and drink lots of water?
5. Then move on to your ideal vision of your relationships with your family and friends. What is your relationship with your family like? Who are your friends? What is the quality of your relationships with your friends? What do those friendships feel like? Are they loving, supportive, empowering? What kinds of things do you do together?
6. What about the personal arena of your life? Do you see yourself going back to school, getting training, attending workshops, seeking therapy for a past hurt, or growing spiritually? Do you meditate or go on spiritual retreats with your church? Do you want to learn to play an instrument or write your autobiography? Do you want to run a marathon or take an art class? Do you want to travel to other countries?
7. Finally, focus on the community you live in, the community you've chosen. What does it look like when it is operating perfectly? What kinds of community activities take place there? What about your charitable work? What do you do to help others and make a difference? How often do you participate in these activities? Who are you helping?

You can write down your answers as you go, or you can do the whole exercise first and then open your eyes and write them down. In either case, make sure you capture everything in writing as soon as you complete the exercise.

Every day, review the vision you have written down. This will keep your conscious and subconscious minds focused on your vision, and as you apply the other principles and tools in the book, you will begin to manifest all the different aspects of your vision.

### SHARE YOUR VISION FOR MAXIMUM IMPACT

When you've finished writing down your vision, share your vision with a good friend whom you can trust to be positive and supportive. You might be afraid that your friend will think your vision is too outlandish, impossible to achieve, too idealistic, unrealistic, or materialistic. Almost all people have



these thoughts when they think about sharing their vision. But the truth is, most people, deep down in their hearts, want the very same things you want. Everyone wants financial abundance, a comfortable home, meaningful work they enjoy, good health, time to do the things they love, nurturing relationships with their family and friends, and an opportunity to make a difference in the world. But too few of us readily admit it.

You'll find that when you share your vision, some people will want to help you make it happen. Others will introduce you to friends and resources that can help you. You'll also find that each time that you share your vision, it becomes clearer and feels more real and attainable. And most importantly, every time you share your vision, you strengthen your own subconscious belief that you can achieve it.



Take your success to the next level . . .

Download

*The Success Principles*

**FREE SUCCESS TOOLS™**

at [www.thesuccessprinciples.com/tools.htm](http://www.thesuccessprinciples.com/tools.htm)

**FREE One-Year Planning Guide . . .** to help you plan your activities, to-do list, action items, success reading, Breakthrough Results time-management schedule, and more. Includes page after page of colorful daily checklists, notes pages, goal-setting pages, reading lists, personal journal entries, inspirational and thought-provoking messages from Jack and Janet . . . and more.

**FREE Victory Log . . .** for your three-ring binder or other victory log format. These letter-size pages are colorful, inspiring, and designed to empower you with daily successes you create. When times are tough, remind yourself how successful you really are—with your own Victory Log pages designed to coordinate with *The Success Principles* Audio Program.

**FREE Mastermind Strategy Guide . . .** designed specifically for mastermind groups, this free strategy guide helps your group with activities, ideas, and thought-provoking messages that can help any group break through to a higher level of success!

*The Success Principles*

**ANNUAL SUCCESS CHALLENGE™**

Every year, Janet and I select individuals from more than a dozen categories who demonstrate a significant increase in their personal or professional success. Perhaps you've overcome a substantial obstacle . . . discovered a new purpose . . . pursued a new path.

You could win **The Success Challenge** when you read and apply *The Success Principles* to your life. Find out how by visiting [www.thesuccessprinciples.com](http://www.thesuccessprinciples.com)!

*The Success Principles*

**FREE SUCCESS STRATEGIES COURSE™**

In this powerful, FREE online course—delivered to your e-mail address—you'll discover easy-to-use strategies that will help you decide what you want . . . and get it. Register today at [www.thesuccessprinciples.com](http://www.thesuccessprinciples.com).



# BRING THE POWER OF CHANGE TO YOUR ORGANIZATION: *THE SUCCESS PRINCIPLES*<sup>™</sup> WORKSHOP

---

Positive and profound changes are the result when your employees, managers, members, and students experience *The Success Principles* live group workshop.

Not only will your team be inspired and motivated to achieve greater success but they'll also learn how to up-level all their efforts, strategic alliances, relationships, attitudes, and behaviors.

*The Success Principles*<sup>™</sup> Workshop will empower them with strategies that make them more productive with less effort . . . that help put more money in their paychecks . . . that help them function better within their workgroups . . . and that help them respond more effectively and productively to everyday events.

*The Success Principles*<sup>™</sup> Workshop includes success tools, plus highly customized program materials, for each participant. Long-term training or remote training can also be designed for your organization. *The Success Principles*<sup>™</sup> Workshop is ideal for groups such as

- Independent sales professionals
- Small-business owners
- Managers and executives
- Trade association memberships
- Corporate workgroups and new hires
- Work-at-home employees and telecommuters
- Students and educators
- School business officials and administrators
- Nonprofit employees and managers
- Professional practitioners and their staffs
- Employees facing layoff or transfer
- Government employees
- Military and civilian personnel

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 . . . important new contacts approach them with opportunities . . . and the world opens 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

**To purchase *The Success Principles™* Audio Program, visit [www.thesuccessprinciples.com](http://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

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](http://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 DNA of Success: Know What You Want . . . To Get What You Want*, by Jack M. Zufelt. New York: Regan Books, 2002.
- The Science of Success: How to Attract Prosperity and Create Life Balance Through Proven Principles*, by James A. Ray. La Jolla, Calif.: SunArk Press, 1999.
- The Success System That Never Fails*, by W. Clement Stone. Englewood Cliffs, N.J.: Prentice-Hall, 1962.
- Success Through a Positive Mental Attitude*, by Napoleon Hill and W. Clement Stone. Englewood Cliffs, N.J.: Prentice-Hall, 1977.
- Think and Grow Rich*, by Napoleon Hill. New York: Fawcett Crest, 1960.
- Napoleon Hill's Keys to Success: The 17 Principles of Personal Achievement*, edited by Matthew Sartwell. New York: Plume, 1997.
- Think and Grow Rich: A Black Choice*, by Dennis P. Kimbro, Ph.D. New York: Ballantine, 1997.
- What Makes the Great Great: Strategies for Extraordinary Achievement*, by Dennis P. Kimbro, Ph.D. New York: Doubleday, 1997.
- The 7 Habits of Highly Effective People*, by Stephen R. Covey. New York: Fireside, 1989.
- The 100 Absolutely Unbreakable Laws of Business Success*, by Brian Tracy. San Francisco: Berret-Koehler, 2000.
- Play to Win: Choosing Growth Over Fear in Work and Life*, by Larry Wilson and Hersch Wilson. Austin, Tex.: Bard Press, 1998.
- Master Success: Create a Life of Purpose, Passion, Peace and Prosperity*, by Bill Fitzpatrick. Natick, Mass.: American Success Institute, 2000.
- The Traits of Champions: The Secrets to Championship Performance in Business, Golf, and Life*, by Andrew Wood and Brian Tracy. Provo, Utah: Executive Excellence Publishing, 2000.
- The Great Crossover: Personal Confidence in the Age of the Microchip*, by Dan Sullivan, Babs Smith, and Michel Néray. Chicago and Toronto: The Strategic Coach, 1994.
- Extreme Success*, by Richard Fetteke. New York: Fireside, 2002.
- The Power of Positive Habits*, by Dan Robey. Miami: Abritt Publishing Group, 2003.
- Unlimited Power*, by Anthony Robbins. New York: Simon & Schuster, 1986.
- The Official Guide to Success*, by Tom Hopkins. Scottsdale, Ariz.: Champion Press, 1982.
- Create Your Own Future*, by Brian Tracy. New York: John Wiley & Sons, 2002.
- The Street Kid's Guide to Having It All*, by John Assaraf. San Diego: The Street Kid, LLC, 2003.
- Peak Performance: Mental Training Techniques of the World's Greatest Athletes*, by Charles A. Garfield, with Hal Z. Bennett. Los Angeles: Jeremy P. Tarcher, 1984.
- Peak Performers: The New Heroes of American Business*, by Charles Garfield. New York: William Morrow, 1986.
- How to Use What You've Got to Get What You Want*, by Marilyn Tam. San Diego: Jodere, 2003.
- You Were Born Rich*, by Bob Proctor. Willowdale, Ontario, Canada: McCrary Publishing, 1984.
- The Magic of Believing*, by Claude M. Bristol. New York: Simon & Schuster, 1991.
- The Magic of Thinking Big*, by David Schwartz. New York: Fireside, 1987.
- Work Less, Make More*, by Jennifer White. New York: John Wiley & Sons, 1998.



- Ask and It Is Given: Learning to Manifest Your Desires*, by Esther and Jerry Hicks. Carlsbad, Calif.: Hay House, 2004.
- 50 Success Classics*, by Tom Butler-Bowdon. Yarmouth, Maine: Nicholas Brealey Publishing, 2004.
- See You at the Top* (2nd revision), by Zig Ziglar. New York: Pelican, 2000.

### *Entrepreneurial Success*

- All You Can Do Is All You Can Do But All You Can Do Is Enough!*, by A. L. Williams. New York: Ivy Books, 1988.
- The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It*, by Michael Gerber. New York: HarperBusiness, 1995.
- E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company*, by Michael Gerber. New York: HarperBusiness, 2004.
- Mastering the Rockefeller Habits*, by Verne Harnish. New York: Select Books, 2002.
- 1001 Ways to Reward Employees*, by Bob Nelson. New York: Workman Publishing, 1994.
- The One Minute Manager*, by Kenneth Blanchard and Spencer Johnson. New York: Berkley Books, 1983.
- Start Small, Finish Big: Fifteen Key Lessons to Start—and Run—Your Own Successful Business*, by Fred DeLuca with John B. Hayes. New York: Warner Books, 2000.

### *Corporate Success*

- Built to Last: The Successful Habits of Visionary Companies*, by Jim Collins and Jerry I. Porras. New York: HarperBusiness, 1997.
- Execution: The Discipline of Getting Things Done*, by Larry Bossidy and Ron Charan. New York: Crown Business, 2002.
- Good to Great: Why Some Companies Make the Leap . . . and Others Don't*, by Jim Collins. New York: HarperCollins, 2001.
- The Five Temptations of a CEO: A Leadership Fable*, by Patrick M. Lencioni. San Francisco: Jossey-Bass, 1998.
- Jack: Straight from the Gut*, by Jack Welch. New York: Warner, 2001.
- The Goal: A Process of Ongoing Improvement* (2nd edition), by Eliyahu M. Goldratt. Great Barrington, Mass.: North River Press, 1992.
- The One Minute Manager*, by Kenneth Blanchard and Spencer Johnson. New York: William Morrow, 1982.
- The Spirit to Serve: Marriott's Way*, by J.W. Marriott Jr. New York: HarperCollins, 2001.
- Who Says Elephants Can't Dance? Inside IBM's Historic Turnaround*, by Louis V. Gerstner Jr. New York: HarperBusiness, 2002.

### *Scorekeeping for Success*

- The Game of Work: How to Enjoy Work as Much as Play*, by Charles A. Coonradt. Park City, Utah: Game of Work, 1997.

*Managing the Obvious: How to Get What You Want Using What You Know*, by Charles A. Coonradt, with Jack M. Lyons and Richard Williams. Park City, Utah: Game of Work, 1994.

*Scorekeeping for Success*, by Charles A. Coonradt. Park City, Utah: Game of Work, 1999.

### *Inspiration and Motivation*

*Chicken Soup for the Soul®*, by Jack Canfield and Mark Victor Hansen. Deerfield Beach, Fla.: Health Communications, 1993.

*Chicken Soup for the Soul at Work*, by Jack Canfield, Mark Victor Hansen, Martin Rutte, Maida Rogerson, and Tim Clauss. Deerfield Beach, Fla.: Health Communications, 1996.

*Chicken Soup for the Soul: Living Your Dreams*, by Jack Canfield and Mark Victor Hansen. Deerfield Beach, Fla.: Health Communications, 2003.

*Dare to Win*, by Jack Canfield and Mark Victor Hansen. New York: Berkley, 1994.

*It's Not Over until You Win*, by Les Brown. New York: Simon & Schuster, 1997.

*Rudy's Rules for Success*, by Rudy Ruettiger and Mike Celizic. Dallas, Tex.: Doddridge Press, 1995.

### *Health and Fitness*

*8 Minutes in the Morning*, by Jorge Cruise. New York: HarperCollins, 2001.

*The 24-Hour Turnaround: The Formula for Permanent Weight Loss, Antiaging, and Optimal Health—Starting Today!* by Jay Williams, Ph.D. New York: Regan Books, 2002.

*Body for Life: 12 Weeks to Mental and Spiritual Strength*, by Bill Phillips. New York: HarperCollins, 1999.

*The Mars and Venus Diet and Exercise Solution*, by John Gray, Ph.D. New York: St. Martin's Press, 2003.

*Stress Management Made Simple*, by Jay Winner, M.D. Santa Barbara, Calif.: Blue Fountain Press, 2003.

*Ultimate Fit or Fat*, by Covert Bailey. Boston: Houghton Mifflin Company, 2000.

## II. TRANSFORM YOURSELF FOR SUCCESS

### *Time Management and Getting Things Done*

*First Things First*, by Stephen Covey, A. Roger Merrill, and Rebecca R. Merrill. New York: Fireside, 1995.

*Getting Things Done: The Art of Stress-Free Productivity*, by David Allen. New York: Viking, 2001.

*Getting Things Done*, by Edwin C. Bliss. New York: Charles Scribner's Sons, 1991.

*Doing It Now*, by Edwin C. Bliss. New York: Macmillan, 1983.

*The 10 Natural Laws of Successful Time and Life Management: Proven Strategies for Increased Productivity and Inner Peace*, by Hyrum W. Smith. New York: Warner Books, 1994.

*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. McGraw, 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, 2002.

*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](http://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](http://www.thesuccessprinciples.com) or [www.jackcanfield.com](http://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](http://www.nightingale.com)) except one, which is indicated:

*Action Strategies for Personal Achievement*, by Brian Tracy

*A View from the Top*, by Zig Ziglar

*The Aladdin Factor*, by Jack Canfield and Mark Victor Hansen  
*The Art of Exceptional Living*, by Jim Rohn  
*The Automatic Millionaire*, by David Bach  
*Get the Edge*, by Anthony Robbins  
*Goals*, by Zig Ziglar  
*Guide to Everyday Negotiating*, by Roger Dawson  
*Jump and the Net Will Appear*, by Robin Crow  
*Live with Passion*, by Anthony Robbins  
*Magical Mind, Magical Body*, by Deepak Chopra  
*Maximum Confidence*, by Jack Canfield  
*Multiple Streams of Income*, by Robert Allen  
*The New Dynamics of Winning*, by Denis Waitley  
*The New Psycho-Cybernetics*, by Maxwell Maltz and Dan Kennedy  
*The One Minute Millionaire System*, by Mark Victor Hansen and Robert Allen  
*The Power of Purpose*, by Les Brown  
*The Power of Visualization*, by Dr. Lee Pulos  
*The Psychology of Achievement*, by Brian Tracy  
*The Psychology of Selling*, by Brian Tracy  
*Pure Genius*, by Dan Sullivan  
*Rich Dad Secrets*, by Robert Kiyosaki  
*The Secrets to Manifesting Your Destiny*, by Wayne Dyer  
*The 7 Habits of Highly Effective People*, by Stephen Covey  
*Self-Esteem and Peak Performance*, by Jack Canfield (CareerTrack)  
*The Weekend Millionaire's Real Estate Investing Program*, by Roger Dawson and Mike Summey  
*Think and Grow Rich*, by Napoleon Hill

### *Human Potential and Self-Development Training*

Canfield Training Group, P.O. Box 30880, Santa Barbara, CA 93130. Phone: 805-563-2935. Toll-free: 1-800-237-8336. Fax: 805-563-2945. [www.jackcanfield.com](http://www.jackcanfield.com). Throughout the year, I conduct day-long, weekend, and weeklong training programs that focus on Living the Success Principles, Living Your Highest Vision, the Power of Focus, Self-Esteem and Peak Performance, Maximum Confidence, and the Training of Trainers Program.

Global Relationship Centers, 25555 Pedernales Point Drive, Spicewood, TX 78669. Phone: 512-264-3333. Fax: 512-264-2913. [www.grc333.com](http://www.grc333.com). Larry Price, the executive director of my foundation—the Foundation for Self-Esteem—took their Understanding Yourself and Others program and received tremendous value from it.

The Hendricks Institute, 402 W. Ojai Avenue, suite 101, PMB 413, Ojai, CA 93023. Phone: 1-800-688-0772. [www.hendricks.com](http://www.hendricks.com). Gay and Katie Hendricks offer a variety of courses, both live and online, on relationships and conscious living. My wife and I have both benefited deeply from their work.

Hoffman Institute, 223 San Anselmo Avenue, suite 4, San Anselmo, CA 94960. Phone: 415-485-5220. Toll-free: 1-800-506-5253. [www.hoffmaninstitute.org](http://www.hoffmaninstitute.org). This powerful weeklong training helps you make peace with your parents and overcome

the limiting beliefs and reactive behavior patterns that you developed as a child. My partner Mark Victor Hansen recently took it, as did Martin Rutte and Tim Claus, coauthors of *Chicken Soup for the Soul at Work*. My son Oran, now 30, also took it, and it radically changed his life.

Human Awareness Institute. Phone: 1-800-800-4117; international: +1-650-571-5524. [www.hai.org](http://www.hai.org). Offers workshops on opening the heart, creating intimate relationships, and for individuals and couples. The institute has offices in Australia and the United Kingdom, as well as throughout the United States.

Insight Seminars, 2101 Wilshire Boulevard, suite 101, Santa Monica, CA 90403. Phone: 310-315-9733. Fax: 310-315-9854. [www.insightseminars.org](http://www.insightseminars.org). A single weekend seminar provides an opportunity to transform your life, experience a deeper connection with your true self, and create greater balance and personal fulfillment. The advanced courses assist you in letting go of fears and limiting behaviors, cultivate greater ability to access your wisdom, intuition, and inner magnificence, and live your life in greater alignment with your spiritual values.

Landmark Education—The Forum, 353 Sacramento Street, suite 200, San Francisco, CA 94111. Phone: 415-981-8850. Fax: 415-616-2411. [www.landmarkeducation.com](http://www.landmarkeducation.com). This powerful weekend training takes you out of fear into living a dynamic, intentional life of contribution and fulfillment. You can expect greater self-esteem, more fulfilling relationships, greater financial success, and more balance in your life.

Money and You Program of the Excelled Business School for Entrepreneurs, 4878 Pescadero Avenue, suite 204, San Diego, CA 92107. Phone: 619-230-1888. [www.excellered.com](http://www.excellered.com). Conducts breakthrough, transformational workshops on money and business for entrepreneurs.

Peak Potentials Training, 1651 Welch Street, North Vancouver, BC, Canada, V7P 3G9. Phone: 604-983-3344. [www.peakpotentials.com](http://www.peakpotentials.com). I strongly recommend Harv Eker's Millionaire Mind weekend. It is his core training. Sign up for a free Millionaire Mind Evening Teleseminar on the Web site to get more information. There are also many graduate seminars you can take on a variety of topics, including a powerful training-of-trainers course.

PSI Seminars, 11650 High Valley Road, Clearlake Oaks, CA 95423. Phone: 707-998-2222). [www.psiseminars.com](http://www.psiseminars.com). The company offers a series of powerful, transformational seminars.

Sedona Training Associates, 60 Tortilla Drive, Sedona, AZ 86336. Phone: 928-282-3522. Fax: 928-203-0602. [www.sedona.com](http://www.sedona.com). The Sedona Method is one of the easiest and most powerful tools for self-improvement and spiritual growth that I have ever experienced. I have been amazed at the simplicity of the method and the powerful effect it has had on my life. It focuses on releasing emotions so that you come back into touch with the deepest part of your nature. Life gets easier. There is less resistance to everything. It helps you release anxiety and fears, eliminate stress, manage anger, overcome depression, improve relationships, enjoy more energy, sleep more soundly, achieve more radiant health, and find lasting inner peace, joy, and love.

The Breakthrough Experience with Dr. John Demartini, Demartini Seminars, 2800 Post Oak Boulevard, suite 5250, Houston, TX 77056. Phone: 713-850-1234. Toll-

free: 888-DEMARTINI. [www.drdemartini.com](http://www.drdemartini.com). John is a master facilitator and a truly wise and profound being.

### *Therapy and Counseling*

The resources below can help you find a practitioner in your area. Finding a good therapist is a lot like dating. You may need to test-drive a few before you find one you like. A good therapist should make you feel safe but also a little uncomfortable. The therapist should be loving and confrontive at the same time.

The following three approaches to therapy are my favorite in terms of impact. There are many fine therapists who do not use these approaches, but if you find a practitioner who does use one of these, you're likely to be in good hands.

*Gestalt therapy*: For information on Gestalt therapy and for a directory of Gestalt therapists in all regions of the United States, go online to the Gestalt Therapy Page at [www.gestalt.org](http://www.gestalt.org). Then scroll down to the entry that says: *If the reason for your visit to The Gestalt Therapy Page is to find a Gestalt therapist in your locale for personal therapy, click here*. This will take you directly to the only comprehensive, worldwide guide to Gestalt therapists in private practice. Then click on the state you live in and scroll down to your closest city,

*Psychosynthesis*: To find a directory of psychosynthesis centers and practitioners, go to [www.chebucto.ns.ca/Health/Psychosynthesis/](http://www.chebucto.ns.ca/Health/Psychosynthesis/). Click on *Centers and Practitioners*.

*Neurolinguistic Programming (NLP)*: NLP is a powerful system of thinking that can accelerate the achievement of your personal and professional goals—in fact, it's the methodology that much of Tony Robbins's work is based on. To find a directory of NLP practitioners, trainers, and centers, go to [www.nlpinfo.com](http://www.nlpinfo.com). Some of my favorite trainers are Robert Dilts and Judith DeLozier (408-336-3457) at the NLP University in California, Tad James (808-596-7765) at Advanced Neuro Dynamics in Hawaii, and Steve Andreas (303-987-2224) and the folks at NLP Comprehensive in Colorado. They've trained hundreds of people who live all over the United States and Canada.

### III. BUILD YOUR SUCCESS TEAM

*How to Say No Without Feeling Guilty: And Say Yes to More Time and What Matters Most to You*, by Patti Breitman and Connie Hatch. New York: Broadway, 2001.

*When I Say No, I Feel Guilty*, by Manuel J. Smith. New York: Bantam, 1975.

*Coach Yourself to Success: 101 Tips from a Personal Coach for Reaching Your Goals at Work and in Life*, by Talane Miedaner. Lincolnwood, Ill.: Contemporary Books, 2000.

*Take Yourself to the Top: The Secrets of America's #1 Career Coach*, by Laura Berman Fortgang. New York: Warner, 1998.

*The Portable Coach: 28 Sure Fire Strategies for Business and Personal Success*, by Thomas J. Leonard. New York: Scribner, 1998.

## COACHING PROGRAMS

For information on The Success Principles Coaching Program, which is designed to personally help you integrate these principles into your life, career, relationship, and finances, visit [www.thesuccessprinciples.com/coaching.htm](http://www.thesuccessprinciples.com/coaching.htm).

These are my other two favorite coaching programs:

The Strategic Coach Program was created by Dan Sullivan. Contact the organization toll-free at 1-800-387-3206, call 416-531-7399, or visit [www.strategiccoach.com](http://www.strategiccoach.com). Dan also has a host of books, audios, and other media based on core Strategic Coach concepts and tools.

Achievers Coaching Program was created by Les Hewitt (who coauthored *The Power of Focus* with Mark Victor Hansen and me) and has offices in four countries. Contact the organization by writing Achievers Canada, suite 220, 2421 37th Avenue, Calgary, Alberta T2E 6Y7 Canada; calling 403-295-0500; or visiting [www.thepoweroffocus.ca](http://www.thepoweroffocus.ca).

To find a personal coach, contact

The International Coach Federation. Call toll-free at 888-423-3131 or visit [www.coachfederation.org](http://www.coachfederation.org).

Coach U. Call toll free 1-800-482-6244 or visit [www.coachinc.com](http://www.coachinc.com). Click on *Find a Coach*.

Other coaches—especially those that specialize in a specific industry or business how-to training—have Web sites that can be found with a simple Internet search like “real estate coaching.” One of the best in that category, by the way, is Mike Ferry’s Real Estate Coaching at [www.mikeferry.com](http://www.mikeferry.com).

*Developing Your Intuition*

*Divine Intuition: Your Guide to Creating a Life You Love*, by Lynn A. Robinson. New York: Dorling Kindersley, 2001. Also check out Lynn’s Web site at [www.lynnrobinson.com](http://www.lynnrobinson.com).

*PowerHunch*, by Marcia Emery. Hillsboro, Ore.: Beyond Words Publishing, 2001.

*Practical Intuition*, by Laura Day. New York: Broadway Books, 1997.

*Practical Intuition for Success*, by Laura Day. New York: HarperCollins, 1997.

*The Corporate Mystic*, by Gay Hendricks and Kate Ludeman. New York: Bantam Books, 1997.

*The Executive Mystic*, by Barrie Dolnick. New York: HarperBusiness, 1999.

## IV. CREATE SUCCESSFUL RELATIONSHIPS

*Conscious Loving: The Journey to Co-Commitment*, by Gay Hendricks and Kathlyn Hendricks. New York: Bantam Books, 1992.

- Lasting Love: The 5 Secrets of Growing a Vital, Conscious Relationship*, by Gay Hendricks and Kathlyn Hendricks. New York: Rodale, 2004.
- Men Are from Mars, Women Are from Venus: A Practical Guide for Improving Communication and Getting What You Want in Your Relationships*, by John Gray, Ph.D. New York: HarperCollins, 1993.
- Real Moments: Discover the Secret for True Happiness*, by Barbara DeAngelis. New York: Doubleday, 1994.
- Feel Alive with a Heart Talk*, by Cliff Durfee. San Diego: Live, Love, Laugh, 1979.
- How to Talk So Kids Will Listen & Listen So Kids Will Talk*, by Adele Faber and Elaine Mazlish. New York: Avon Books, 1980.
- Communicate with Confidence*, by Dianna Booher. New York: McGraw Hill, 1994.
- How to Say It at Work: Putting Yourself Across with Power Words, Phrases, Body Language and Communication Secrets*, by Jack Griffin. Englewood Cliffs, N.J.: Prentice-Hall, 1998.
- Boundaries: When to Say Yes, When to Say No to Take Control of Your Life*, by Dr. Henry Cloud and Dr. John Townsend. Grand Rapids, Mich.: Zondervan, 1992.
- Radical Honesty: How to Transform Your Life by Telling the Truth*, by Brad Blanton. New York: Dell, 1996.
- Practicing Radical Honesty*, by Brad Blanton. Stanley, Va.: Sparrowhawk Publishing, 2000.
- The Truth Option*, by Will Schutz. Berkeley, Calif.: Ten-Speed Press, 1984.

## V. FINANCIAL SUCCESS AND MONEY

- Cash Flow Quadrant*, by Robert Kiyosaki. New York: Warner Books, 2000.
- Multiple Streams of Income*, by Robert G. Allen. New York: John Wiley & Sons, 2000.
- Multiple Streams of Internet Income*, by Robert Allen. New York: John Wiley & Sons, 2001.
- Rich Dad, Poor Dad*, by Robert Kiyosaki with Sharon L. Lecter. Paradise Valley, Ariz.: Tech Press, 1997.
- The Courage to Be Rich: Creating a Life of Material and Spiritual Abundance*, by Suze Orman. New York: Riverhead Books, 1999.
- The Dynamic Laws of Prosperity*, by Catherine Ponder. New York: DeVorss, 1988.
- The Automatic Millionaire: A Powerful One-Step Plan to Live and Finish Rich*, by David Bach. New York: Broadway Books, 2003.
- The Armchair Millionaire*, by Lewis Schiff and Douglas Gerlach. New York: Pocket Books, 2001.
- The Millionaire Course*, by Mark Allen. Novato, Calif.: New World Library, 2003.
- The Millionaire in You*, by Michael LeBoeuf. New York: Crown Business, 2002.
- The Millionaire Mind*, by Thomas J. Stanley. Kansas City: Andrews McMeel Publishing, 2000.
- The Millionaire Mindset: How Ordinary People Can Create Extraordinary Income*, by Gerry Robert. Kuala Lumpur, Malaysia: Awesome Books, 1999.
- The Millionaire Next Door*, by Thomas J. Stanley and William D. Danko. New York: Pocket Books, 1996.



*The Miracle of Tithing*, by Mark Victor Hansen. Newport Beach, Calif.: Mark Victor Hansen & Associates, 2003. Call 1-800-433-2314 to order.

*The One Minute Millionaire: The Enlightened Way to Wealth*, by Mark Victor Hansen and Robert G. Allen. New York: Harmony Books, 2002.

*The Science of Getting Rich*, by Wallace D. Wattles. Tucson, Ariz.: Iceni Books, 2001. (Reprint of original book, which was published in 1910.)

*The 21 Success Secrets of Self-Made Millionaires*, by Brian Tracy. San Francisco: Berrett-Koehler, 2001.

*The Wealthy Barber*, 3rd edition, by David Chilton. Roseville, Calif.: Prima Publishing, 1998.

*Secrets of the Millionaire Mind: Mastering the Inner Game of Wealth*, by T. Harv Eker. New York: HarperCollins, 2005.

CASHFLOW<sup>®</sup> 101 is a fun educational game developed by Robert Kiyosaki that teaches accounting, finance, and investing as you learn how to get out of the rat race and onto the fast track, where your money works for you instead of you working hard for your money. The game is appropriate for anyone 10 and older. You can purchase it online at [www.richdad.com](http://www.richdad.com).

### ADDITIONAL RESOURCES

The ededge book club, which was mentioned in Principle 36 (“Learn More to Earn More”), is a powerful way to stay on the cutting edge of breakthrough business success books. To enroll in the service, go [www.ededge.com](http://www.ededge.com).

*AdvantEdge* is a new magazine focused on providing the world’s most powerful success information and is published by Nightingale-Conant. Subscribe at [www.nightingale.com](http://www.nightingale.com) or by calling 1-800-560-6081.

SuperCamp is a truly transformational experience that will give your kids a head start on the success track. Check out [www.quantumlearning.com](http://www.quantumlearning.com) for a possible 10-day summer experience for kids aged 9 to 18. What their graduates have accomplished is truly awesome.

Chicken Soup’s Daily Serving ([www.chickensoup.com](http://www.chickensoup.com)) is a free daily e-mail of a heartwarming, inspirational story from the best-selling *Chicken Soup for the Soul*<sup>®</sup> series.



## ABOUT THE AUTHORS

---

**Jack Canfield** has been a successful author, professional speaker, seminar leader, corporate trainer, and entrepreneur. After graduating from Harvard University, Jack started his career as a high school teacher in Chicago's inner city. Jack quickly became obsessed with learning how to motivate his unmotivated students. In this quest, he discovered self-made Chicago millionaire and success guru W. Clement Stone. Stone was the publisher of *Success Magazine*, the president of Combined Insurance Corporation, the author of *The Success System That Never Fails*, and coauthor, with Napoleon Hill, of *Success Through a Positive Mental Attitude*.

Jack went to work at the W. Clement & Jessie V. Stone Foundation with the charge to take these success principles into the schools and Boys Clubs of the greater Chicago area—and later the entire Midwest. Wanting to understand these achievement motivation principles even more clearly, Jack returned to graduate school at the University of Massachusetts, where he received his master's degree in psychological education. After graduating, Jack embarked on a career of conducting seminars for schoolteachers, counselors, psychotherapists, and—later—corporate leaders, managers, salespeople, and entrepreneurs, teaching the principles of self-esteem, peak performance, achievement motivation, and success.

Along the way, Jack wrote and coauthored such books as *100 Ways to Enhance Self-Esteem in the Classroom*, *Dare to Win*, *The Aladdin Factor*, *Heart at Work*, and *The Power of Focus: How to Hit All Your Personal, Business and Financial Goals with Absolute Certainty*, as well as the best-selling 85-book *Chicken Soup for the Soul*<sup>®</sup> series, which has currently sold over 80 million copies in 39 languages around the world. Jack has also shared his principles for success, self-esteem, and happiness in his best-selling CareerTrack audio album *Self-Esteem and Peak Performance* and his Nightingale-Conant albums *Maximum Confidence* and *The Aladdin Factor*.

Because he's in demand more days each year than he could possibly speak and do seminars, Jack has also created two video-based training programs: the STAR Program, which is his basic self-esteem and peak performance training

for corporations and schools, and the GOALS Program, which are the same principles presented for at-risk populations such as welfare recipients and prisoners.

Organizations and corporations that have sought Jack out to share these principles with their members and employees include Virgin Records, Sony Pictures, Merrill Lynch, Monsanto, ITT Hartford Insurance, GlaxoSmith-Kline, Scott Paper, The Million Dollar Forum, Coldwell Banker, RE/MAX, FedEx, Campbell's Soup, TRW, Society of Real Estate Professionals, the Million Dollar Roundtable, American Society of Training & Development, Ameritech, NCR, Young Presidents' Organization, Chief Executives Organization, GE, Income Builders International, U.S. Department of the Navy, Siemens, Cingular Wireless, Southern Bell, Domino's Pizza, Accenture, Bergen Brunswig Pharmaceuticals, Children's Miracle Network, UCLA, University of Michigan, the Council for Excellence in Government, and hundreds of others.

Jack has given speeches and conducted workshops in all 50 states in the United States, as well as in Canada, Mexico, Europe, Asia, Africa, and Australia. He has also appeared on over 600 radio shows and 200 television shows, including *20/20*, *Inside Edition*, the *Today* show, *Oprah*, *Fox and Friends*, *CBS Evening News*, *NBC Nightly News*, *Eye to Eye*, and CNN's *Talk Back Live!* and on PBS and QVC.

Jack conducts one-day and weekend workshops that focus on Living the Success Principles, the Power of Focus, Self-Esteem and Peak Performance, and Maximum Confidence, as well as an annual 7-day Breakthrough to Success: Living the Success Principles training in which he teaches the principles of success in a powerful, life-changing workshop. His trainings are designed for businesspeople, managers, entrepreneurs, salespeople, sales managers, managers, educators, counselors, coaches, consultants, ministers, and others who are interested in maximizing their personal and professional success.

To find out more about Jack's workshops and training, books, and audio and video training programs or to inquire about Jack's availability as a speaker or trainer, you can contact his office at

The Jack Canfield Companies  
P.O. Box 30880, Santa Barbara, CA 93130

Phones: 805-563-2935 and 1-800-237-8336; fax: 805-563-2945  
Web site: [www.thesuccessprinciples.com](http://www.thesuccessprinciples.com)

**Janet Switzer**, from her first job as campaign coordinator for a member of Congress at age 19 to building an international publishing company with over \$10 million in assets by age 29, epitomizes the personal achievement and professional accomplishment that comes from applying these proven principles of success.

Today, she's the marketing genius and business growth expert of choice for some of the world's top success gurus: peak performance expert Jack Canfield, master motivator Mark Victor Hansen, marketing icon Jay Abraham, Internet income expert Yanik Silver, and *Jesus CEO* author Laurie Beth Jones, among others. Additionally, Janet has counseled more than 50,000 companies and entrepreneurs worldwide in leveraging their intangibles and information assets for untold millions in potential windfall revenue. She's the author of the Instant Income® series of small-business marketing resources designed to help entrepreneurs not only create immediate cash flow for their business but develop lucrative new profit centers, too. For details, visit [www.instantincome.com](http://www.instantincome.com).

Janet is an internationally recognized keynote speaker and founder and editor of *Leading Experts* magazine—as well as a columnist with *Training Magazine Asia* and numerous newswires and press syndicates.

She regularly speaks to thousands of entrepreneurs, independent sales professionals, corporate employees, and industry association members on the principles of success and income generation. Additionally, she helps achievers who are experts in their field attain worldwide status and million-dollar incomes by building publishing empires around their business strategies, training concepts, industry expertise, and unique market posture. Her multimedia short course “How Experts Build Empires: The Step-By-Step System for Turning Your Expertise into Super-Lucrative Profit Centers” is the industry's definitive work on the subject of developing and marketing information products.

Janet makes her home in Thousand Oaks, California, where she belongs to Calvary Community Church and works with young people as a local 4-H Club project leader—a role she's enjoyed for nearly 20 years.

To bring Janet to your next event, call 805-499-9400 or visit [www.janetswitzer.com](http://www.janetswitzer.com). To subscribe to *Leading Experts e-Magazine*, visit [www.leadingexperts.net](http://www.leadingexperts.net).

Don't miss the next book by your favorite author. Sign up now for AuthorTracker by visiting [www.AuthorTracker.com](http://www.AuthorTracker.com).



## PERMISSIONS

---

We acknowledge the many publishers and individuals who granted us permission to reprint the cited material:

© Randy Glasbergen, [www.glasbergen.com](http://www.glasbergen.com).

Charles Rodrigues. © 1991 Tribune Media Services. Reprinted with permission.

D.C. Cordova. Reprinted with permission.

T. Harv Eker, interviewed by author.

Anthony Robbins. Reprinted with permission.

Monty Roberts, interviewed by author.

Julie Laipply, interviewed by author.

Pat Williams, interviewed by author.

Arnold M. Patent. Reprinted with permission.

© Randy Glasbergen, [www.glasbergen.com](http://www.glasbergen.com).

Dave Liniger, interviewed by author.

Adapted from “Placebos Prove So Powerful Even Experts Are Surprised: New Studies Explore the Brain’s Triumph Over Reality” by Sandra Blakeslee, *New York Times*, October 13, 1998, section F, page 1. Reprinted with permission.

Timothy Ferriss, interviewed by author.

Ruben Gonzalez, interviewed by author.

Stephen J. Cannell, interviewed by author.

*Peak Performers*, by Charles A. Garfield, Ph.D. Reprinted with permission.

Buddy Hickerson. © Tribune Media Services. Reprinted with permission.

Daniel Amen, M.D., director of Amen Clinics, Inc. and author of *Change Your Brain, Change Your Life*.

Stan Dale, D.H.S. Reprinted with permission.

Captain Gerald Coffee. Reprinted with permission.

Reprinted with special permission of King Features Syndicate.

Stuart Lichtman, interviewed by author.

Brian Tracy. Reprinted with permission.

Les Hewitt. Reprinted with permission.

Copyright © 1994 Stephen Rebello. Originally published in *Movieline*, July 1994. All rights reserved. Reprinted by arrangement with Mary Evans, Inc.

© 1998 The New Yorker Collection. William Haefeli from [cartoonbank.com](http://cartoonbank.com). All rights reserved.

Peter Vidmar. Reprinted with permission.  
John Assaraf, interviewed by author.  
Marilyn Kentz, interviewed by author.  
Caryl Kristensen. Reprinted with permission.  
Diana von Welanetz Wentworth. Reprinted with permission.  
www.cartoonstock.com. Reprinted with permission.  
Jack Bierman. Reprinted with permission.  
© 1990 Thaves. Reprinted with permission. Newspaper distributed by NEA, Inc.  
Jana Stanfield, interviewed by author.  
Jeff Arch, interviewed by author.  
Michael T. Kelley, interviewed by author.  
Dr. John Demartini, interviewed by author.  
Richard Paul Evans. Reprinted with permission.  
Robert Allen, interviewed by author.  
Tom Boyer, interviewed by author.  
Wyland. Reprinted with permission.  
Marshall Thurber, interviewed by author.  
Sylvia Collins. Reprinted with permission.  
Dale and Donna Hutcherson. Reprinted with permission.  
Chad Pregracke. Reprinted with permission.  
Charles Coonradt. Reprinted with permission.  
Michael Walsh, interviewed by author.  
Excerpted from “Don’t Burn Out,” originally published in the May 2000 issue of *Fast Company*, © 2000 by FAST COMPANY. All rights reserved.  
Debbie Macomber, *New York Times* best-selling author. Reprinted with permission.  
Jaroldeen Edwards. Reprinted with permission.  
David J. Morris, interviewed by author.  
Steve Beers. Reprinted with permission.  
Mike Foster. Reprinted with permission.  
Dan Sullivan. Reprinted with permission.  
Martin Rutte is at [www.martinrutte.com](http://www.martinrutte.com). Reprinted with permission.  
Sid Simon, professor emeritus, psychological education, University of Massachusetts.  
Reprinted with permission.  
Dr. Wayne Dyer. Reprinted with permission.  
© Randy Glasbergen, [www.glasbergen.com](http://www.glasbergen.com).  
Paul R. Scheele. Reprinted with permission.  
Skip Barber, interviewed by author.  
Les Brown, interviewed by author.  
© 1996 Tedd Goff.  
© Randy Glasbergen, [www.glasbergen.com](http://www.glasbergen.com).  
Allen Koss. Reprinted with permission.  
© Randy Glasbergen, [www.glasbergen.com](http://www.glasbergen.com).  
Kyle Canfield. Reprinted with permission.  
Rafe Esquith. Reprinted with permission.  
© Leo Cullum from [cartoonbank.com](http://cartoonbank.com) All rights reserved.



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.

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.

Madeline Balleta, interviewed by author.

Pat Boone. Reprinted with permission.

Marcia Martin, interviewed by author.

Cliff Durfee, interviewed by author.

Larry Price, executive director, Foundation for Self-Esteem. Reprinted with permission.

Marilyn Tam, interviewed by author.

Don Miguel Ruiz. Reprinted with permission.

Randee Zeitlin Feldman. Reprinted with permission.

Patty Aubery. Reprinted with permission.

Inga Canfield. Reprinted with permission.

Dr. Harville Hendrix. Reprinted with permission.

*Dallas Morning News*. September 10, 1985, p. 1B. 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.

© Randy Glasbergen, www.glasbergen.com.

J. Mike Milliorn, interviewed by author.

Ira and Linda Distenfield, interviewed by author.

Shane Lewis, www.autosplit.com. Reprinted with permission.

Tony and Randy Escobar. Reprinted with permission.

Excerpted from *Religion and Liberty*, November/December 2000, vol. 10, no. 6, a publication of the Acton Institute for the Study of Religion and Liberty. Reprinted with permission.



## SEARCHABLE TERMS

---

- Aaron, Raymond, 290  
abundance, 380  
accountability, 215, 312  
accountability partner, 313  
Achievers Coaching Program, 66, 301  
Achievers Focusing System, 66  
acting out desired future (acting as if),  
90–97  
Adams, Brian, 177  
adrenaline, 115, 119  
advisors, 289–90, 297, 396  
affirmations, 29, 75–80, 378–80, 403  
agreements, 359–63  
Ain't It Awful Club, 191–92  
A. I. Williams Insurance Company, 35  
*Aladdin Factor, The* (Canfield and Hansen),  
20, 140  
Alcoa, 144  
Alcoholics Anonymous, 10  
Alford, Steve, 131  
Ali, Muhammad, 105  
Allen, James, 229, 231, 415  
Allen, Robert, 70, 125–28, 299, 412, 415  
alpha brain waves, 205  
Alspaugh, Nancy, 96–97  
altruism, 413–17, 418–21  
always-or-never thinking, 233  
Amen, Daniel, 45, 231, 232  
Anderson, Walter, 221  
anger, 156, 215, 236–38  
Anheuser-Busch, 144  
*Animal Farm* (Orwell), 152  
anxiety, 266–67  
Apollinaire, Guillaume, 121  
appreciation, 215, 352–58  
Appreciation Game, 234  
appreciation score card, 357–58  
Arch, Jeff, 115, 264–66  
arthroscopic knee surgery, 35  
*As a Man Thinketh* (J. Allen), 229, 231  
Ash, Mary Kay, 111, 177  
Assaraf, John, 88, 135, 190–91, 192, 309,  
362  
assets, financial, 395–96  
assumptions, 147–51  
Attraction, Law of, 91, 217, 357  
Aubery, Patty, 355  
audio programs, motivational, x, 263–68  
auditory appreciation, 354, 355  
automatic deduction, 394–95  
automatic millionaire, 394–95  
*Automatic Millionaire, The: A Powerful One-  
Step Plan to Live and Finish Rich* (D.  
Bach), 67, 395  
Automatic Negative Thoughts (ANTS),  
231–36  
automatic withdrawals, 392  
Avedis Group, 383  
Avon, 405  
awkward stage, 137  
  
Bach, David, 395  
Bach, Richard, 37, 91, 229  
*Back Roads* (O'Dell), 148

- Balletta, Madeline, 321–22  
 Barber, Skip, 258  
 Bassett, Peggy, 50  
 Beach Activities of Maui, 122  
 Beatty, Melody, 113  
 Bee-Alive company, 321–22  
 Beers, Steve, 183  
 belief in oneself, 40–45  
   attitude and, 40–41  
   choice and, 41  
   negative thinking as impediment to, 42–43  
   others' opinions as impediment to, 45  
   others' support and, 38–39  
 belief in one's own potential, 35–39  
 Bell, Alexander Graham, 151  
 Bench, Doug, 232  
 Best Results Days, 282–83, 284, 286  
 Bierman, Jack, 103–4  
 Bill and Melinda Gates Foundation, 416  
 Bird, Larry, 365  
*Black Enterprise* magazine, 146  
 blame, 3–4, 6–14, 40  
 Blanchard, Ken, 153, 178, 251, 280  
 blessing in disguise, 46–48  
 Bogguss, Suzy, 113  
 Boone, Pat, 322  
 Booth, Leo, 280–81  
 Borgnine, Ernest, 430  
 Boxer, Barbara, 6  
 Boyer, Tom, 133, 375–76  
 Bradbury, Ray, 125, 425  
 Bradley, Bill, 131  
 Bragg, Paul, 123  
 brainstorming, 311–12  
 Brause, Diane, 28  
 breakthrough goal, 53–54  
 Breakthrough Results Time System, 282–86  
   Best Results Days in, 282–83, 284, 286  
   implementing of, 286  
   Preparation Days in, 282, 283, 286  
   Rest & Recreation (R & R) Days in, 282, 283–85, 286, 292  
 Breitman, Patti, 295  
 Brin, Sergey, 151  
 Bristol, Claude, 246  
 Brockovich, Erin, 6  
 Brower, Lee, 309, 334, 386, 388  
 Brown, Les, 259, 260, 300  
 Bryant, Paul “Bear,” 132  
 Buddha, xxxi  
 burning coals, walking on, 42  
 business plan, 426  
 Caan, James, 297  
 Callahan, Roger, 120  
 Cameron, James, 164  
 Canfield, Christopher, 129, 398  
 Canfield, Inga, 354  
 Canfield, Kyle, 270  
 Canfield, Taylor, 54  
 Cannell, Stephen J., 41, 182–83  
 Cardillo, Donna, 204  
 Carnegie, Andrew, 51, 307  
 Carrey, Jim, 57, 75  
*Carrie* (King), 151  
 Carson, Johnny, 56  
 Carter-Scott, Chérie, 27–28  
 Carver, George Washington, 5  
*Caryl & Marilyn Show*, 89, 96  
 Cash Flow Game, 386  
 cash vs. credit cards, 399  
 Casstevens, David, 358  
 catastrophic predicting, 234  
 cell phones, 293–94  
 Centerpointe Research Institute, 267  
 challenge, 127–28  
*Challenge, The* (R. Allen), 128  
 change, 164–65  
   through affirmation, 74–80  
   complaining vs., 12, 13  
   embracing of, 226–28  
 Cheney, Dick, 44  
*Chicken Soup for the Gardener's Soul* (Canfield et al.), 180  
*Chicken Soup for the Prisoner's Soul* (Canfield et al.), 414  
*Chicken Soup for the Soul* (Canfield and Hansen), 31, 54, 55, 88, 103–4, 148–49, 178, 179, 197, 318, 352, 407, 420, 426, 429, 430  
*Chicken Soup for the Soul Cookbook, The* (Canfield et al.), 281  
*Chicken Soup for the Soul* series (Canfield et al.), 20, 49, 186, 220, 283, 344, 355, 413–14, 416, 421, 429  
*Chicken Soup for the Soul* television show, 430

- Chicken Soup for the Teenage Soul* series  
(Canfield et al), 328
- child care, 284, 289
- choice, 5–10, 14–18, 40
- Christmas Box, The* (Evans), 124–25, 431
- chunking down, 62–66
- Churchill, Winston, 257, 365
- civic assets, 387
- Clark, Wesley, 30
- Clason, George, 389
- class acts, 364–69
- Clear Channel Communications, 172
- Cleveland Orchestra, 133
- Clinton, Bill, 129
- closure, 208
- clutter, 210–11
- coaches, 68–69, 304–6, 426
  - finding of, 306
  - formats used by, 306
  - purpose of, 304, 305–6
  - types of, 304–5, 306
- Coach Yourself to Success* (Miedaner), 212
- Cobb, Ty, 43
- Coffee, Jerry, 48
- cohabitation agreement, 397
- college dropouts, 44
- Collier, Robert, 178
- Collins, Jim, 292, 296
- Collins, Sylvia, 142–43
- “come as you will be” party, 93–97
- comfort zone, 70–80
- commitment, 251–54, 360
- compassion, 215
- complaining, 11–13
  - alternatives to, 12–13
  - changing vs., 13
  - to wrong person, 13
- complete delegation, 278–79
- completion, 202–3, 208–13
  - checklist for, 211–12
  - cycle of, 208
  - four D’s of, 210
  - in household environment, 210–11
- completion consciousness, 209
- compound interest, 389, 390–91
- conditioning, 7, 36, 42
- “Conscious Relationship, The”  
(Hendricks), 67
- consequences, 4–11, 14–18, 363
- considerations, 57–60
- control, 5–18
- Coolidge, Calvin, 174
- Coonradt, Charles, 168
- Cordova, D. C., 67, 362
- core genius, 277–81, 282–83, 290
- core values, 28
- corporate giving, 416
- counseling, 261–62
- Couples, Fred, 91–92
- courage, 122–28
- Courage to Be Yourself, The* (Thoele), 291
- Cousteau, Jacques-Yves, xxvii
- Cox, Marty, 181–82
- CRA Management Group, 301
- Creasey, John, 152
- creating wealth, 381–88
- credit cards, 399, 400, 401
- Crichton, Michael, 135–36
- Cromwell, Oliver, 166
- Cup of Chicken Soup for the Soul, A*  
(Canfield et al.), 294
- Cycle of Completion, 208
- cyclical change, 227
- Daggett, Tim, 85–87
- Daily Success Focus Journal, 206–7
- Dale, Stan, 46
- Daydots system, 405–6
- DeAngelis, Barbara, 178
- debt reduction, 400–401
- DeGeneres, Ellen, 28
- delegating responsibility, 277–80, 292
  - finding “staff” for, 288–89
  - personal advisors in, 289–90
  - through support team, 287–90
  - total focus process for, 287–88
- Demartini, John, 123–24, 256, 381, 392
- Demming, W. Edwards, 350
- denial, 221–25
  - action vs., 224–25
  - based on fear, 224
  - reasons for, 222–23
- determination, 130–38
- Diary of Anne Frank, The* (Frank), 151
- Di Bona, Vin, 429, 430
- dignity, 364–69
- Dillanos Coffee Roasters, 181–82, 419–20
- DIRECTV, 172
- discussion group, 434
- Distenfield, Linda and Ira, 406–7

- Domingo, Placido, 129  
 Dooner, John, 258  
 Dorsey, Jason, 302–3  
 “Do You Mean” technique, 349  
 dreams, 26, 31, 35–39, 94, 110, 113, 129, 138, 173–75, 264–66, 270, 382, 435  
 dream-stealers, 31  
 Dubin, Burt, 314  
 Dunn, Declan, 309  
 Durfee, Cliff, 330, 332  
 Durning, Charles, 430  
 Dyer, Wayne, 10, 181, 253
- E + R = O (Event + Response = Outcome), 6–18, 227  
 early childhood programming, 25–26  
*Eat That Frog! 21 Great Ways to Stop Procrastinating and Get More Done in Less Time* (Tracy), 65  
 eBay, 405  
 Edison, Thomas, xix, 307, 309, 404  
 Edlic, Liz, 309  
 Edwards, Jaroldeen and Carolyn, 180  
 eidetic visualizers, 87  
 Einstein, Albert, 72, 317, 390  
 Eker, T. Harv, 67, 184, 373  
 Eller, Stevie and Karl, 129  
 Ellison, Larry, 44  
 e-mail, 293–94  
 emergencies, 283  
 Emerson, Ralph Waldo, 264, 418  
 emotional negativity, 191  
 Empowered Wealth, 309, 334, 386  
 empowered wealth quadrants, 387, 388  
 empowerment, 432–36  
 enthusiasm, *see* passion  
 entitlement, 3  
 Ephesians, 343  
 Erhard, Werner, 32, 359  
 Escobar, Tony and Randi, 410  
 Esquith, Rafe, 271–72  
 Evans, Janet, 132  
 Evans, Richard Paul, 124–25, 431  
 evening review, 205  
 events, responding to, 6–18  
 Everhart, Angie, 151  
 exceeding expectations, 181–86  
 Excellerated Business Schools, 362  
 excuses, 5–11, 18  
 exit strategy, 350  
 expectancy theory, 35–36  
 expectations, exceeding of, 181–86  
 expertise, primary area of, 277–81
- failure:  
   fear of, 106–7  
   feedback and, 162–63  
 failure experience, 162–63  
*Fantasies Can Set You Free* (Dale), 46  
 fantasizing, 116–17  
*Farewell to Arms, A* (Hemingway), 136  
*Fast Company* magazine, 170, 305  
 fear, 57–60, 114–29, 215, 236–38  
   acceptance of, 115–16  
   in denial, 224  
   of failure, 106–7  
   fantasizing to overcome, 116–17  
   getting rid of, 118–20  
   and imagined outcomes, 117  
   positive uses of, 115  
   reasons for, 115  
   replacing physical sensations of, 119  
   using memory for relief of, 119  
   using positive images for relief of, 118–19  
 feedback, 6, 16–18, 98, 153–63, 426  
   asking for, 156–60  
   corrective, 158–59  
   failure and, 162–63  
   negative, 153–54  
   patterns in, 161–62  
   positive, 153–54, 353  
   responding to, 154–56  
   in showing appreciation, 353, 354  
 Feed the Children, 414  
*Feel the Fear and Do It Anyway* (Jeffers), 94  
 Feinstein, Dianne, 6  
 Feldman, Randee Zeitlin, 352–53  
 Ferriss, Tim, 37, 189, 350–51  
 50/50 Law, 392  
 financial advisors, 396  
 financial assets, 387  
 financial literacy, 385–86  
 financial planning, 389–97  
   investing as component of, 391, 392–96  
   for retirement, 390, 395  
   savings as component of, 391–96  
   spending as component of, 392, 398–402  
 financial tithing, 414

- 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  
 Fritz, Robert, 31  
 Frost, David, 175  
 Fujimoto, Shun, 130–31  
 Fuller, Buckminster, 30, 107, 160, 428, 431  
  
 Gallozzi, Chuck, 164  
*Game of Work, The* (Coonrad), 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  
   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, 137  
   motivation in pursuit of, 111–13  
   pursuing of, 26–27  
   Rule of 5 and, 178–80  
   taking action toward, 98–108, 425–31  
   taking first step toward, 425–31  
   using failure in achievement of, 106–8  
   waiting 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

- Gray, John, 67, 178  
 Greenspan, Alan, 385  
 grudge, 218  
 guilt-tripping, 235
- Habitat for Humanity, 414  
 habits, 247–50, 277, 358  
   changing of, 248–50  
   consequences of, 247–48  
 Hamilton, Scott, 100  
 Hammerstein, Oscar, 175  
 Hanks, Tom, 266, 364  
 Hansen, Mark Victor, 31, 49–50, 54, 55, 88, 140, 147, 148, 178, 280, 318, 320, 355, 407, 416, 426, 429  
 Harris, Bill, 267  
 Hatch, Connie, 295  
 Health Communications, Inc., 149, 352  
 Heart Talk, 330–35  
 Hemingway, Ernest, 136  
 Hendricks, Gay, 67, 375  
 Hendricks, Harville, 356  
 Hendricks, Kathleen, 67  
 Herman, Jeff, 148–49  
 Hess, Michael, 407  
 Hewitt, Les, 66, 301  
 high achievers, 30–31, 181  
 high intention, 128  
 High Performers International, 169  
 Hill, Napoleon, 4, 35, 36, 47, 307  
 Hilton, Conrad, 315  
 Hilton Hotels, 74, 315  
 hobbies, 134–35  
 Hogan, Paul, 128  
 Holland, Isabelle, 216  
 Holmes, Oliver Wendell, 425  
 Holosync, 267  
 Holtz, Lou, 11, 56  
 hopes, 174  
 Hour of Power, 89  
*How to Be Rich* (Getty), 347  
*How to Get What You Really, Really, Really, Really Want* (Dyer), 10, 181  
*How to Say No Without Feeling Guilty* (Breitman and Hatch), 295  
*How to Think Like Leonardo da Vinci* (Gelb), 314  
 Hughes Electronics, 172  
 human assets, 386, 387  
 Human Awareness Institute, 46
- Hunt, John, 287  
 hurt, 215  
 Hutcherson, Donna and Dale, 143–44  
 Huxley, Aldous, 221
- ideal day, 207  
*If Life Is a Game, These Are the Rules* (Carter-Scott), 27  
 impeccability, in speech, 342–46  
 improvement opportunities, 153  
 Income Builders International, 74  
 income enhancement, 403–12  
   creativity in, 405–12  
   five ideas for, 404–11  
   by meeting needs, 404–5  
 individual retirement account (IRA), 395  
 inner child, 201–2  
 inner coach, 229, 231, 236–41  
 inner critic, 229, 231, 236–41  
 inner global positioning system (GPS), 29  
 inner guidance system, 22  
 Inside Edge, 93, 280–81  
 insurance policy, 396  
 integrity, personal, 359–63  
 intellectual assets, 387  
 International Youth Foundation, 150  
 Internet businesses, 409–10  
 intrapreneur, 404  
 intuition, 121, 314–22  
 inverse paranoid, 46  
 investing money, 391, 392–96  
 investment model, 395–96  
 IPEX, 190  
 Ito, Lance, 179  
 It's a Grind Coffee Houses, 181  
 “I want” list, 28
- Jamal, Azim, 89  
 James, Henry, xxxiii  
 James, William, 187  
 Jeffers, Susan, 94, 114, 280  
 Jenner, Bruce, 55, 132  
 Jesus, 60  
 Jobs, Steve, 6  
 Johnson, Jimmy, 124  
 Johnson, Spencer, 153  
*Jonathan Livingston Seagull* (R. Bach), 37, 91, 229  
 Jordan, Michael, 131



- 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
- Kentz, Marilyn, 88–89, 96–97
- Kettering, Charles F., 90
- Keynote Concerts, 113
- Khosla, Vinod, 170
- Kimberly Kirberger Designs, 412
- Kim Foundation, 220
- kinesiology, 42
- kinesthetic appreciation, 354–55
- King, Coretta Scott, 364
- King, Martin Luther, Jr., 30, 110
- King, Stephen, 136, 151
- 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, 242–46, 263
  - four-step process to overcome, 244–46
  - about money, 373–78
  - sources of, 242–43
  - three steps to eliminating of, 377
- limiting factors, 6
- Lincoln, Abraham, 98
- Liniger, Dave, 30, 408–9, 429
- listening, active, 325–29
  - arguing vs., 326
  - four 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
- Macaulay, “Easy” Ed, 131
- McCain, John, 129
- McCartney, Paul, 179
- McCarty, Oseola, 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  
 Murphy, Joseph, 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

- O'Brien, Dan, 55
- obstacles:
- as "blessing in disguise," 46–48
  - dealing with, 46–40, 177
  - in goal-setting, 57–59
  - as opportunities for growth, 46–48
  - persistence in face of, 171–77
- O'Dell, Tawni, 148, 175
- off course, 154
- Oklahoma, 175
- Omidyar, Pierre, 405
- on course, 154
- On Death and Dying* (Kübler-Ross), 19
- O'Neal, Ryan, 297
- 100 Ways to Enhance Self-Concept in the Classroom* (Canfield), 79
- One Minute Manager, The* (Blanchard and Spencer), 153, 178, 251
- One Minute Millionaire, The* (R. Allen), 67, 70, 299, 415
- 1001 Ways to Market Your Book* (Kremer), 178
- opportunities, 48–50
- encounters as, 49–50
  - finding of, 48–49
  - good vs. great, 297–98
  - preparation for, 259–60
  - unforeseen, 428–31
- Oracle, 44
- Orfalea, Paul, 429
- organizers, professional, 212–13
- Orton, Carl, 151
- Orwell, George, 151
- outcomes, 6–18
- creating vs. allowing of, 14
  - as result of responses to events, 6–18
- out-of-the-box thinking, 408–9
- overcoming limitations, 70–80
- Page, Larry, 151
- Panero, Hugh, 171–72
- Parade* magazine, 221
- Pareto Principle, 296
- Parsons, Gary, 172
- Parton, Dolly, 432
- passion, 269–73
- developing of, 272
  - maintaining of, 273
- past, personal:
- acknowledging successes in, 195–203
  - choices in, 9
  - in early childhood programming, 25–26
  - letting go of, 214–20
  - and money consciousness, 373–76
  - negative emotions from, 214
  - self-esteem based on, 196
- Path of Least Resistance, The* (Fritz), 31
- Path of Prosperity, The* (J. Allen), 415
- Peak Performance* (Garfield), 43
- Peak Performers* (Garfield), 43
- Peale, Norman Vincent, 175, 300
- Peary, Robert, 174
- Peck, M. Scott, 136, 178
- Peoplemaking* (Satir), 160
- Peres, Shimon, 129
- Perot, H. Ross, 171, 175
- perseverance, 146–52, 171–77
- persistence, 148–51, 171–77
- personal advisors, 289–90
- personalizing, 236
- personal responsibility, 3–18
- choice and, 5–10, 14–18
  - excuses and, 5–11
  - and outcomes, 6–18
- Peter, Laurence J., 208
- Phan Thi Kim Phuc, 220
- philanthropy, 413–17, 418–21
- phobia, 120
- Piazza, Ignatius, 150
- Pillsbury Corporation, 419
- Poisonwood Bible, The* (Kingsolver), 149
- Poitier, Sidney, 6, 179
- poker chip theory, 196, 198
- Polaroid, 133
- policies, 292
- polygraph (lie-detector) tests, 230
- positive expectations, 36, 46–50
- in facing obstacles, 46–48
  - opportunity and, 48–50
  - and positive belief, 46
- positive feedback, 153–54, 353
- positive focus, 204–7
- positive thoughts, 231, 234, 238–41
- positive visualization, 40
- Powell, Colin, 214
- Power of Focus, The* (Canfield), 20
- power of releasing, 378–80
- Power of Your Subconscious Mind, The* (Murphy), 242
- Power to Have It All, The* (Proctor), 376

- Poynter, Dan, 178  
 practice, 131–34  
 precessional effects, 428–31  
 Pregracke, Chad, 144–45  
 prejudice, 345  
 prenuptial agreement, 397  
 Preparation Days, 282, 283, 286  
 Previn, André, 133  
 Price, Larry, 338  
 Primerica, 35  
 Proctor, Bob, 114, 376, 423  
*Profiles in Courage* (J. F. Kennedy), 257  
 prosperity, 378  
 psychosynthesis, 262  
 Publilius Syrus, 359  
 Pulse Tech Products Corporation, 375
- quantum leap, 53  
 questions, 139–45, 157  
   vs. assumptions, 347–51  
   for basic releasing exercise, 379–80  
   fear in asking of, 139–40  
   most valuable, 157  
   rules for asking of, 140–42  
 Quest program, 150  
 quit waiting, 104–5
- Ramirez, Mary Alice, 144  
 R & R (Rest & Recreation) Days, 282,  
   283–85, 296, 292  
*Real Moments* (DeAngelis), 178  
 Red Cross, 414  
 refinement, personal, 364–69  
 regret, 215  
 rejection, 146–52  
   famous examples of, 151  
   as myth, 146–47  
*Rejections of the Written Famous* (Spizer), 173  
 relationships, guidelines for, 362–63  
 Relatively Famous Records, 113  
 RE/MAX (Real Estate Maximums), 30,  
   135, 408–9, 429  
 “Remember, You Are Raising Children,  
   Not Flowers!” (Canfield), 103–4  
 remorse, 215  
 requests, 236–38  
 resentment, 215, 218  
 Resnick, Robert, 6  
 responses, 6–18  
   change in, 7–18  
   to events, 6–18  
   and negative outcomes, 6–7  
 responsibility:  
   delegating of, 277–80, 292  
   personal, 3–18  
 Rest & Recreation (R & R) Days, 282,  
   283–85, 286, 292  
 reticular activating system (RAS), 81–83,  
   90  
 retirement, 383, 384  
   financial planning for, 390, 395  
   individual retirement account (IRA) as  
   tool for, 395  
 Revlon, 326  
 Reynolds, Burt, 297  
*Rich Dad, Poor Dad* (Kiyosaki), 385, 386,  
   395  
*Richest Man in Babylon, The* (Clason),  
   389  
 Riley, Pat, 365  
 Rilke, Rainer Maria, 316  
 Ringer, Robert, 248  
 risk, 13, 115–16, 427  
   challenge and, 127–28  
   progress and, 122–28  
   scaling down, 120  
 Ritz-Carlton hotel, 74, 186  
 roadblocks, 57–60  
*Road Less Traveled, The* (Peck), 136, 178  
 Robbins, Anthony (Tony), 42, 67, 120,  
   264, 265, 279, 280  
 Robbins, Mark and Stella, 386  
 Roberts, Monty, 31, 270–71  
 Robinson, Jackie, 6  
*Rocky*, 105, 297  
 Roddick, Anita, 435  
 Rogers, Will, 398  
 Rohn, Jim, 3, 59, 189, 256  
 Role Models and Mentors for Youth  
   Foundation, 21  
 Roosevelt, Theodore, 316  
 Rosenblum, Jack, 161  
 Ross, Percy, 139  
 Ruiz, Don Miguel, 342, 346  
 Rule of 5, 178–80  
 rules of engagement, 362  
 rules of the game, 362–63  
 Ruskin, John, 98  
 Rutte, Martin, 210–11, 363, 368  
 Ryan, Meg, 266

- SAFECO, 419
- Sanders, Colonel Harlan, 148
- Satir, Virginia, 160, 235
- saving money, 391–96, 399
- saying no, 291–95
  - difficulty of, 294–95
  - to good in favor of great, 296–98
  - guilt in, 295
  - techniques for, 295
- Scheele, Paul R., 42, 256
- Schilling, Scott, 375
- Schneider, John, 113
- Schwab, Charles, 352, 383
- Schwartz, David, 56
- Science of Getting Rich* (Wattles), 371, 403
- Scolastico, Ron, 178–79
- SCORE (Service Corps of Retired Executives), 301–2
- scorekeeping, 168–70
- Secret of the Ages, The* (Collier), 178
- Secrets process, 336
- Seidler, Gary, 149
- self-appreciation, 358
- self-assurance, 40
- self-confidence, 38, 40–45, 92, 93, 119, 265
- self-criticism, 229–41
  - four steps to overcoming of, 236–38
  - negative thoughts in, 229–36
  - positive thoughts in overcoming of, 231, 234, 238, 241
- self-destructive habits, 6
- self-discipline, 253, 253
- self-esteem, 40, 196, 199, 338, 360–61, 419
- self-fulfilling prophecy, 41
- self-image, 70, 73–74
- self-improvement, 164–67
- self-talk, 71–72, 75–79, 229–30, 231
- self-talk endless loop, 72
- sharing the wealth, 413–17
- Sharp, Billy, 258
- Sheen, Martin, 430
- Shinn, Florence Scovell, 79
- Shultz, Laura, 43
- Siemens, 133
- Silver, Yanik, 409
- Simon, Sid, 252
- Sitzman, Nick, 230
- 64 principles for success, 427–28
- Sleepless in Seattle*, 115, 265–66
- Small Business Development Centers, 301
- Smith, Manuel J., 295
- social contacts:
  - negative, 191–92, 193
  - positive, 189–91, 193–94
  - selectivity in, 192–93
  - toxic, 193
- Sorbo, Kevin, 114
- Sosa, Sammy, 279
- Southwest Airlines, 364
- spam, 293
- Spears, Britney, 393
- spending money, 392, 398–402
- Spielberg, Steven, 179
- Spilchuk, Barry, 294
- Spizer, Joyce, 173
- Sports Illustrated*, 36
- Stallone, Sylvester, 105, 150, 297
- Stanfield, Jana, 110
- Starwoman, Athena, 123–24
- Stehling, Wendy, 159–60
- Steiger, Rod, 430
- Stein, Ben, 25, 323
- Stern, Isaac, 134
- Stevens Corporation, 315
- Stewart, Jimmy, 364
- Stone, W. Clement, 4–5, 6, 46, 47, 48, 55, 79, 105, 192, 255
- stop-doing list, 292–93
- “Strategic Coach Program, The,” 305, 327, 364
- Street Kid’s Guide to Having It All, The* (Assaraf), 192
- Streisand, Barbra, 179
- stress, 266–67
- structural change, 228
- success inventory, 197
- success list, 197–98
- Success Magazine*, 4, 48
- success principles, recap of, 427–28, 433
- Success Principles Team, 435
- success symbols, 198
- Success System That Never Fails, The* (Stone), 4
- Success Through a Positive Mental Attitude* (Hill and Stone), 4
- Sullivan, Dan, 185, 279, 282, 305, 327, 364, 366
- Sun Microsystems, 170
- superachievers, 30

- support team, 287–90  
     personal advisors as, 289–90  
     putting trust in, 290  
 Switzer, Janet, 283, 301, 409  
 Szymanski, Frank, 358
- Tabler, Pat, 175–76  
 Tagore, Rabindranath, 109  
 taking action, 99–108, 224–25, 425–28  
 Tam, Marilyn, 340–41  
 Tarcher, Carl, 429  
 Templeton, John Marks, 392, 393, 420–21  
 Teresa, Mother, 352  
 therapy, 261–62  
 Thigpen, Peter, 198  
*Think and Grow Rich* (Hill), 36, 47, 307  
*Thin Thighs in Thirty Days* (Stehling),  
     159–60  
 Thoele, Sue Patton, 291  
 Thurber, Marshall, 67, 137, 256, 309, 334,  
     362
- time:  
     prioritizing of, 296–98  
     structuring of, 282–86  
     vacation, 285  
     *see also* Breakthrough Results Time  
     System  
*Time Present, Time Past* (Bradley), 131  
 time tithing (volunteering), 414  
 tithing, 393, 413–17  
 to-do lists, 65–66  
 total focus process, 287–88  
 Total Truth Letter, 214, 216  
 Total Truth Process, 214–16, 218–19  
*Touched by an Angel*, 179  
 toxic people, 192, 193  
 Tracy, Brian, xix, 20, 65, 199  
*Trick to Money Is Having Some! The* (Wilde),  
     389  
 Troup, John, 132  
 True, Herbert, 142  
 Trump, Donald, 28, 393, 429  
 truth, 336–41, 344, 345  
 Turner, Ted, 416  
 Tutu, Desmond, 129  
 Twain, Mark, 62, 118, 336  
 twelve-step programs, 10
- Ueberroth, Peter, 123  
*Unlimited Power* (Robbins), 67
- vacation time, 285, 286  
 Vegso, Peter, 149  
 vibrational states, 357  
 victory log, 198  
 Vidmar, Peter, 85–87  
 Vietnam War, 175, 220  
 vision, 29–34, 93–94  
     and high achievers, 30–31  
     inner global positioning system and, 29  
     sharing of, 33–34  
     staying focused on, 31  
     *see also* goals  
 vision boards, 87–89  
 vision exercise, 32–33  
 visual appreciation, 354, 355  
 visualization, 29, 77–78, 79, 81–89, 207  
     in acquiring wealth, 380, 403  
     aids to, 87–88  
     and brain function, 81  
     emotion in, 85  
     of ideal day, 207  
     in performance enhancement, 82–83  
     process of, 83–85  
     senses in, 84  
 volunteerism, 414, 418–21
- wallet card, 55–56  
 Walsh, Mike, 169  
 wants, 215  
 Warm Fuzzy Boxes, 355  
 Washington, Denzel, 6, 96, 364  
 Watson, James, 319  
 Wattles, Wallace D., 371, 403  
 W. Clement and Jesse V. Stone  
     Foundation, 47, 258  
*Wealth Without Risk* (Givens), 223  
 Weaver, Dennis, 280  
 Weintraub, Lloyd, 430  
 Wentworth, Diana von Welanetz, 93,  
     280–81, 430  
 Wepner, Chuck, 105  
 West, Rebecca, 22  
 Western Union, 151  
 Weston, Simon, 220  
 Weston Spirit, 220  
 We the People, 406–7  
 Weyerhaeuser, 133  
 “What I Feel Like Saying” exercise,  
     334–35  
*When I Say No, I Feel Guilty* (Smith), 295

- Wilde, Stuart, 389  
Williams, Andy, 113  
Williams, Arthur L., 35  
Williams, Pat, 22  
Williams, Rick and Tyler, 169  
Williams, Venus, 45  
Wilson, Kemmons, 263  
Wilson, Willie, 36  
Winfrey, Oprah, 28, 393  
Winters, Jonathan, 99  
Wooden, John, 255, 365  
Woods, Tiger, 28, 279  
words, impeccability of, 342–46  
words, power of, 342–46  
workaholics, 223  
World Trade Center, 85, 172  
worry, 28  
Wyland, 134, 191  
XM Satellite Radio, 171–72  
yellow alerts, 15–16, 161, 221  
    external, 15–16  
    ignoring of, 15–16  
    internal, 15–16  
yellow notebook, 27–28  
Yellow Ribbon International, 414  
Young Entrepreneurs Organization,  
    313  
Young Presidents' Organization,  
    313  
*You Were Born Rich* (Proctor), 423  
YWCA, 414  
Ziglar, Zig, 421  
Zimbalist, Stephanie, 430  
Zmeskal, Kim, 132

## ACKNOWLEDGMENTS

---

This book, like everything else I have created in my life, is the result of a huge team effort. I extend my deepest gratitude and thanks to:

Janet Switzer, without whose Herculean efforts this book would never have been completed. Thank you for your incredible support, deep insights, and long days (and nights!) spent in the original conception of this book, coauthoring a world-class book proposal, boiling my endless production of written words down into a manageable manuscript, keeping me focused, developing the Success Principles Web site, and creating such an amazing marketing plan for reaching millions of people with the message of this book. You are truly awesome!

Bonnie Solow, my literary agent. You are more than an agent. You were there every step of the way with your editorial insights, emotional support, enthusiastic encouragement, and authentic friendship. I admire your integrity, your professionalism, your commitment to excellence, your sincere desire to make a difference, and your love for life.

Steve Hanselman, my brilliant, supportive, and insightful editor and publisher at HarperCollins. Thanks for your boundless energy, your beautiful spirit, and your dedication to educating and uplifting humanity through the written word.

Mary Ellen Curley, who oversaw the marketing and production of the book from start to finish. I appreciate your professionalism and tireless efforts on behalf of the book and its message. Jane Friedman, president & CEO of HarperCollins, who championed this book from the beginning. Thanks for the inspiring job you do of running a company aligned with the principles described in this book. It is an honor to be working with you.

Katharine O'Moore-Klopf, who copyedited the manuscript. Your eagle eye and attention to detail are awesome. Thanks for a wonderful job.



## 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 Alessi, 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 frenzy 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 last 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

## ACKNOWLEDGMENTS

Thatcher, Barbara Lomonaco, and Tasha Boucher, who handled all of the details of getting *Chicken Soup* books completed and out the door during this time. And all the other people who work at Self-Esteem Seminars and Chicken Soup for the Soul Enterprises.

Erick Baldwin, Kristen Craib, Lauren Edelstein, Devon Foster, Anna Giardina, Chris Muirhead, and Danielle Schlapper, our fabulous interns from the University of California, Santa Barbara, for your typing, editing and research skills.

Gail Miller, Janet's director of training programs, who manages Janet's company so brilliantly and who continually creates the space Janet needs to help develop *The Success Principles* book and training products. Your intelligence and the results you produce are truly impressive.

Marci Shimoff, who took a week out of her life to come and help restructure the book and offered such valuable feedback. Thanks for your generosity of spirit. The depth of your friendship is astonishing.

Rick Frischman, David Hahn, and Jared Sharpe at Planned Television Arts for their world-class support in getting the word out to the folks in radio and television land. I love working with you guys!

Hale Dwoskin, Marshall Thurber, and Barbara DeAngelis, for their constant encouragement and offers of support throughout the writing of this book.

The following people who allowed me to interview them, and whose stories and anecdotes appear in this book: Raymond Aaron, Robert Allen, Jeff Arch, John Assaraf, Madeline Balletta, Marty Becker, Arthur Benjamin, Tom Boyer, Lee Brower, Stephen J. Cannell, Frank Corbo, D.C. Cordova, John Demartini, Ira and Linda Distenfeld, Hale Dwoskin, Harv Eker, Tim Ferriss, Ruben Gonzales, Greg Haven, Mike Kelley, Marilyn Kentz, Rick Kinmon, Julie Laippley, Dave Liniger, Debbie Macomber, Fabrizio Mancini, Marcia Martin, John McPherson, Mike Milliorn, David Morris, Chad Pregracke, Monty Roberts, Rudy Ruettiger, Scott Schilling, Jana Stanfield, Joe Sugarman, Marilyn Tam, Marshall Thurber, Diana Von Welanetz Wentworth, Pat Williams, and Wyland.

The following people who allowed me to interview them, and though because of space constrictions and last-minute editing, their stories don't appear in this book, their ideas, insights, and spirit are woven throughout: Jennifer Allen, John Anderson, Janet Atwood, Russell Bishop, Stan Dale, Bob Danzig, Roger Dawson, John Dealy, Kent and Kyle Healy, Orrin C. Hudson, Teresa Huggins, Tony O'Donnell, Kevin Ross, Michael Russo, Barry Spilchuk, and Gary Tuerack.

The hundreds of people who offered to be interviewed for the book—you know who you are—but whom I simply couldn't get to because of time, which I regret, because conducting the interviews was the most exciting part

## ACKNOWLEDGMENTS

of creating this book. This project taught me once again just how much valuable information we all have to share with each other. I hope someday to be able to take all of you up on your offers for a future book.

The following people who read the manuscript and provided much-needed feedback: Patty Aubery, Tom Boyer, Mark Donnelly, Eldon Edwards, Mike Foster, Andrew Holmes, Russ Kamalski, Veronica Romero, Zev Saftlas, LeAnn Thieman, Marci Shimoff, and Robin Yerian. Thank you for taking time out of your busy schedules—and on such short notice—to provide your valuable comments. I appreciate you all a lot!

The following people, who have directly influenced my thinking about and achievement of success in their workshops, seminars, and coaching programs, over the years: W. Clement Stone, Og Mandino, Norman Vincent Peale, Marshall Thurber, Mark Victor Hansen, Phil Laut, Leonard Orr, Stewart Emery, Martha Crampton, Russell Bishop, Jim Newman, Lou Tice, John Gray, Tim Piering, Tracy Goss, Martin Rutte, Wayne Dyer, Bob Proctor, Lee Pulos, Brian Tracy, Jim Rohn, Anthony Robbins, Michael Gerber, Dan Sullivan, Les Hewitt, Robert Allen, Hale Dwoskin, and John Assaraf. Thanks for your brilliant minds, your courage to live on the cutting edge, and your generosity of spirit.

Dr. Jack Dawson and Dr. Bruno Wildhaber, my two chiropractors, and Wayne Darling, my massage therapist, for all the great body work that kept my body and soul together during these past stress-filled months.

The members of my mastermind group: John Assaraf, Lee Brower, Declan Dunn, Liz Edlic, and Marshall Thurber. I appreciate being part of such a loving and visionary band of brothers and sisters.

Mark Victor Hansen and Patty Hansen for their love, friendship, and partnership on the *Chicken Soup for the Soul*<sup>®</sup> journey, which has been the greatest adventure of my life.

Peter Vegso and Gary Seidler at Health Communications Inc., for believing in the dream long before anyone else did, and without whose support over the years this book would have never been created. Thanks, guys! And everyone else at HCI who has worked to make *Chicken Soup for the Soul*<sup>®</sup> a worldwide publishing phenomenon.

All my family for their love, support, and understanding during what has been unquestionably the greatest professional challenge of my career. Thanks for understanding the long hours, the sacrificed weekends, and the two canceled vacations that were required to finish this project on time. I love and appreciate you all so much. Inga, my wife, whom I adore for how much she understands me and what I am about, and for her unceasing love, support, humor, and encouragement. Christopher, my 14-year-old son, for putting up with my obsession around this book. I hope our 2 weeks in Europe this summer make up for the time lost during the past 6 months. Riley and Travis, my

## ACKNOWLEDGMENTS

two stepchildren, who continue to delight me to no end with their shenanigans. Thanks for being so supportive. Oran and Kyle, my two older sons. Now we'll have time for that promised trip to Las Vegas!

My sister Kim, for all of her moral support and encouragement when I couldn't see the light at the end of the tunnel. It's nice having a sister who is a fellow writer and understands the process. Taylor and Mary, for taking care of Mom all these many months and years. Rick and Tana, for being such a good brother and sister-in-law. Fred Angelis, my stepfather, for taking me under his wing when I was 6 and providing me with the values and work habits that have allowed me to create the level of success that I have.

Janet's family, for their support, understanding, and good humor in the face of missed vacations and endless book-related dinner conversation. To her parents, Les and Beverly, who showed Janet early on the meaning of success and who fostered an atmosphere of achievement in their home. To her siblings, Jennifer and Jeff, for their constant support and encouragement through every new step in Janet's life and career. And most especially, thanks to Janet's niece Brianne, who not only reflects how children learn to be successful but is also a gentle reminder that the most important thing is to enjoy it.

And finally, thanks to all of the assistants and participants in my seminars and workshops these past few years for sharing their dreams, struggles, and triumphs with me. Your heroic efforts in overcoming your limiting beliefs and fears, your courage in confronting the obstacles in your paths, your perseverance in the face of adversity, and the amazing lives you have all created are the inspiration that led me to write this book and share these principles with others. Thank you for being the models of vision, purpose, and passion that the world so desperately needs. Know that you are all represented in these pages.



## Praise for *The Success Principles*™

Canfield's principles are simple, but the results you'll achieve will be extraordinary!  
—Anthony Robbins, author of *Awaken the Giant Within* and *Unlimited Power*

If you could only read one book this year, you have it in your hands.  
—Harvey Mackay, author of the *New York Times* number one best seller  
*Swim with the Sharks without Being Eaten Alive*

When Jack Canfield writes, I listen. This is Jack's finest piece of writing and will impact your life forever.  
—Pat Williams, senior vice president of the NBA's Orlando Magic

Jack Canfield is a Master of his medium, giving people who are hungry for more life the wisdom, insights, understanding, and inspiration they need to achieve it. Great book, great read, great gift for anyone committed to becoming a Master of Life!  
—Michael E. Gerber, author of *The E-Myth* books

In one book, *The Success Principles* gives you the basic strategies for success plus the advanced strategies that will help you become a success master. I have personally learned a lot from Jack Canfield and I trust you will too.  
—John Gray, Ph.D., author of *Men Are from Mars, Women Are from Venus*

Before you can change your life, you must first change your thinking. Jack and Janet have created an inspirational and motivational road map for your personal success! My real estate home study course has helped thousands become confident, successful real estate investors. I am convinced *The Success Principles* will change the way you think, the way you act, and help you change your life in ways you never dreamed possible! I would not only recommend this book to my students, but also to anyone committed to being successful—beyond their wildest dreams! I urge you to read this wonderful book. It will absolutely help you to change your life for the better!  
—Carleton Sheets, creator of the “No Down Payment Real Estate” home study course

Canfield and Switzer have put their methods to success in an illuminating and easy-to-read book. Jack's teaching is highly effective and this new book will be the gift to give this year.  
—Ken Blanchard, coauthor of *The One Minute Manager*® and *Customer Mania!*®

In *The Success Principles*, Jack Canfield reveals the specific methodology and results-oriented principles required for success and ultimate achievement. Whether you need to boost sales at the office, expand creativity, or create more balance in your life, this book will pave the way to achieving your highest success!  
—Peter Vidmar, two-time Olympic gold medalist in gymnastics and member of the U.S. Olympic Hall of Fame

*The Success Principles* will inspire and empower you to lead a more fulfilling life. Get ready for some changes with this book!  
—Kathy Smith, a leading force in American fitness and wellness

Jack's message is simple, powerful, and practical. If you work the principles, the principles work. A must-read for those who want to create the successful life about which they dream.

—Andrew Puzder, president and CEO of CKE Restaurants, Inc., Carl's Jr., Hardee's, and La Salsa

What a great book! Jack Canfield's *The Success Principles* is a reference book for everyone who is interested in actually having the life they have dreamed about. Keep this book with you, use it as a guide and inspiration to help you achieve your highest potential and the inner peace that you desire. You need this book.

—Marilyn Tam, former president of Reebok Apparel Products Group and author of *How to Use What You've Got to Get What You Want*

If you thought you knew everything about how to be successful in business, wait until you read what's inside *The Success Principles*. From start-up entrepreneurs to the world's most powerful CEOs, this book can and will teach anyone how to be more successful and much happier doing what they love to do.

—John Assaraf, RE/MAX Indiana, *New York Times*, and *Wall Street Journal* best-selling author of *The Street Kid's Guide to Having It All*

Page for page the best system for achieving anything you want. Get ready for the ride of your life. I couldn't put it down!

—Marcia Martin, former vice president of est and transformational coach

Jack Canfield's amazing ability to be extremely articulate, understandable, and approachable makes *The Success Principles* not only an amazing blueprint for success, but also a pure joy to read.

—Jim Tunney, Ed.D., former NFL referee, educator, and author of *It's the Will, Not the Skill*

I have witnessed firsthand Jack Canfield's tenacity in using the principles within this book. It is because of this determination and his beliefs in these principles that the *Chicken Soup for the Soul*® book series was born. *The Success Principles* is not only an amazing book that will give you the guide to outstanding achievement, but it in itself is proof that the principles work.

—Peter Vegso, president of Health Communications, Inc., and publisher of *Chicken Soup for the Soul*®

Most of us know what we want out of life, but only a handful of us have learned how to get it. Now *The Success Principles* not only gives you the road map, it hands you the keys to the ignition and puts gas in your tank! Get yourself some cookies and don't put this book down till you've mastered its message.

—Wally Amos, author of *The Cookie Never Crumbles*

My good friend Jack Canfield is one of the most insightful speakers and teachers in the world today. After you have spent time with him, internalizing his ideas and insights, you will be changed in a positive way for the rest of your life.

—Brian Tracy, one of America's leading authorities on the development of human potential and personal effectiveness and author of *Success Is a Journey*, *Million Dollar Habits*, and *The Traits of Champions*

By bringing your actions in line with Jack's core principles and values you can achieve any success you seek, including inner peace. Jack has written the road map to that end in *The Success Principles*. All you have to do is follow it.

—Hyrum W. Smith, vice chairman and founder of FranklinCovey

In today's super-competitive marketplace, high achievers are those people who follow a systematic approach to their success. Now in the best success classic to come along in decades, *The Success Principles* catalogs and explains these systems in simple language with step-by-step instructions, and features inspiring stories of others who have traveled the path before you. If your goal is greater accomplishment, more money, more free time, and less stress, read and apply the proven principles in this book.

—Les Brown, author of *Live Your Dreams* and *Conversations on Success*

What a great collection of "successful" thoughts and ideas . . . some simple, some profound, and all "essential" in today's complex world . . . a must-read!

—Steven Stralser, Ph.D., managing director of and clinical professor at the Global Entrepreneurship Center, Thunderbird: The Garvin School of International Management, and author of *MBA in a Day: What You Would Learn in Top-Tier Schools of Business—If You Only Had the Time*

After you read *The Success Principles*, you will approach your short- and long-term goals in a completely new and exciting fashion. This book outlines the tools you need to get everything you want out of life and more! Canfield and Switzer's own success is evidence that these principles work and can be easily applied to any goal.

—Rita Davenport, president of Arbonne International

Success is something almost everyone wants, and many spend a lifetime hoping for. Some never find it while others realize it early in life. No matter where you are in your life, stop and read this magnificent book by Jack Canfield and Janet Switzer. Maybe you're already there, or are trying to get there, or are lost somewhere between the desire for and the realization of personal success. When you've finished *The Success Principles: How to Get from Where You Are to Where You Want to Be*, you'll immediately know where you are, where you want to be, and how to get there. This is a work that should become a textbook and required reading before earning "adulthood."

—Dave Liniger, chairman of the board of RE/MAX International

Jack Canfield has done it again! In *The Success Principles*, he explains with great ease and compassion the time-tested techniques employed by high achievers from every walk of life—techniques that can take you as far as you dare to dream. No matter what your definition of "success" is, this book is going to get you there!

—Jeff Liesener, president of High Achievers Network

If you've ever wanted Jack Canfield to personally mentor you in achieving your highest vision, this book is the next best thing to having him as your personal guide. It's packed with information, inspiration, and—most importantly—understanding. Along with his proven strategies, Jack's support, compassion, and integrity shine through.

—Marshall Thurber, cofounder of the Accelerated Business School and *Money and You*



The success principles in this book are so simple to follow but at the same time so powerful. They are essential to achieving your goals. Jack has a way of making learning entertaining and fun. This book is a true winner!

—Kathy Coover, cofounder and senior VP of sales and marketing of Isagenix International

In a world filled with dubious paths to success, *The Success Principles* identifies the proven steps today's biggest names and brightest stars use to achieve their ideal future. I can't think of a better way to get from where you are to where you want to be.

—Bill Harris, director, Centerpointe Research

If you have a big vision and big plans, read *The Success Principles* and take action on what you learn. After all, you deserve to have more of what you want out of life.

—H. Ronald Hulnick, Ph.D., president of the University of Santa Monica

A unique blend of lessons and techniques with true-life anecdotes and humor make *The Success Principles* a great read. Educational, humorous, and very down-to-earth, this book uses Jack Canfield's ability to motivate and inspire without an overly "hyped" attitude. These success principles offer great value to any reader.

—Christen Brown, president of On Camera Entertainment and author of *Star Quality*

No matter what your idea of success is, Jack Canfield can help you get there. *The Success Principles* is life's reference book for the young and old alike. Transform your dreams of success into reality. Buy this book today.

—Gary T. Van Brunt, CEO of Discount Tire Co.

*The Success Principles* proves once and for all that personal achievement is not an accident of birth or privilege. Rather, it's the result of thinking, and of doing—of planning, and of follow-through. But most importantly, the power to achieve is a *skill* that can be *taught*—and no one teaches it more superbly than Jack Canfield.

—Catherine B. Reynolds, chairman of the board of the Catherine B. Reynolds Foundation

This book is a must-read! Canfield and Switzer explain the specific, step-by-step formulas all of us can use to achieve more success in our careers and personal lives. If making more money, playing a bigger game, and achieving your dream lifestyle are what you want, *The Success Principles* delivers it masterfully.

—Gay Hendricks, Ph.D., author of *Conscious Living* and coauthor (with Dr. Kathryn Hendricks) of *Conscious Loving*

No matter where you are with your life, *The Success Principles* gives you proven strategies and time-tested systems to create a brighter future. Join the ranks of today's highest achievers in reading and applying what this impressive new success classic tells you. Then plan to get a copy for a friend.

—Paul R. Scheele, author of *Natural Brilliance*, *Genius Code*, *Abundance for Life*, and *The PhotoReading Whole Mind System*

This book is a brilliantly written, masterful distillation of the leading principles and processes available today for creating real success in your life.

—Hale Dwoskin, author of the *New York Times* best seller *The Sedona Method: Your Key to Lasting Happiness, Success, Peace, and Emotional Well-being*

Success in all areas of your life can be yours! Follow Jack Canfield's principles and strategies to achieve any goal! *The Success Principles* offers a detailed yet understandable guide to achieving more of what YOU want. It's enjoyable and effective. Read it today!

—Erin Saxton, The Idea Network

I have made the studies of success a lifetime pursuit. Thank you so much, Jack, for putting together an easy-to-understand book on success that readers of all ages and backgrounds will understand and benefit from. The powerful lessons and stories within *The Success Principles* are truly life-changing!

—James Arthur Ray, author of *The Science of Success* and  
*Stop the World: 29 Principles to Realize Your Infinite Self*

Reading *The Success Principles* is as close as possible to having Jack Canfield as your personal coach. Jack has the ability to blend intelligence and compassion, making the book very approachable. The book's principles and stories of others who have used these principles is effective and inspiring. This dynamic book will be spoken of for years to come!

—George R. Walther, author of *Heat Up Your Cold Calls*

If you are looking for a magic bullet to improve your life, your career, and your relationships, *The Success Principles* delivers it in spades. But don't just buy this impressive new classic and put it on a shelf. Read its proven strategies, apply its time-tested systems, then get ready to join the ranks of the world's highest achievers!

—Raymond Aaron, Canada's number one business and investment coach

What a great collection of "successful" thoughts and ideas . . . some simple, some profound, and all "essential" in today's complex world. A must-read! I used the principles in this book to propel my Web site from 100 visitors a month to over 5,000 visitors a month.

—Zev Saftlas, author of *Motivation That Works* and  
founder of [empowermessages.com](http://empowermessages.com)

Jack Canfield's *The Success Principles* intertwines strategies for success with proven examples and stories. The book should be a must-read for everyone who is looking to attain new heights in his or her life. Is there a way to make this required reading for future generations? I wish I had this information twenty years ago!

—Arielle Ford, author of *Hot Chocolate for the Mystical Soul*

Canfield and Switzer have created a book that is alive with intellect, compassion, and humor. This is one of the best books on success I have ever read! If you have a dream that you have not yet attained, let Jack Canfield lead the way. You will be happy you did.

—Bill Cirone, superintendent of Santa Barbara County  
Office of Education

If expanding your opportunities, creating new alliances, helping more people, and getting more out of every minute of your life are your goals, *The Success Principles* can bring you these results. I loved it!

—John Demartini, CEO of Demartini Seminars and  
founder of the Concourse of Wisdom

Successful people know the most significant investment you can make is in yourself. *The Success Principles* helps you master the skill sets that will attract great people, great opportunities, and great fortune into your life. Let this investment pay off for you.

—Cynthia Kersey, author of *Unstoppable* and *Unstoppable Women*

If ever there was a book that uncovered the secret strategies of today's highest achievers, *The Success Principles* is it. Easy, understandable, applicable. It's the best success tool to come along in years.

—Bill Bauman, Ph.D., Bill Bauman Seminars and Mentoring

Finally, a book that lives up to what it claims. *The Success Principles* really does take your life to the next level and helps you achieve anything you've ever dreamed of. Using the principles that have made Jack Canfield and the many other successful men and women within this book, you too can attain amazing achievement. Read this book today!

—Tom Hill, founder of the Eagle Institute and author of *Living at the Summit: A Life Plan*

If you're looking for a winning plan for success, look no further than Jack Canfield's *Success Principles*.

—Suzanne de Passe, television producer

Jack Canfield is a true master. He understands what it takes to lead a successful life, and in *The Success Principles* he puts all the key elements together in one place for the rest of the world to see.

—T. Harv Eker, author of *Secrets of the Millionaire Mind*

I have been a student of Jack Canfield for over a decade and have used the principles he teaches in this book to accelerate my own success and the success of the people I train and manage at the Henry Ford Museum. This book has my highest recommendation. It will change your life.

—Jim Van Bochove, director of workforce development at The Henry Ford: America's Greatest History Attraction

Jack Canfield's *Success Principles* brilliantly and succinctly imparts the tried and true formula for living a successful, fulfilled life. You will find inspiration and motivation on every page.

—Debbie Ford, number one *New York Times* best-selling author of *The Dark Side of the Light Chasers* and *The Best Year of Your Life*

Jack Canfield has, with diamond-like clarity, crafted the ultimate success manual. It's the manual I wish I'd had when I began my quest for the best.

—Master Mary Louise Zeller, "Ninja Grandma," twelve-time national and five-time international gold medalist in Olympic-style tae kwon do

Whether you are a budding entrepreneur, have been in business for decades, or have just graduated high school, Jack Canfield's *The Success Principles* is a must-read. The book takes you step-by-step through the stages of success and achievement and will propel you to your next level (and most likely far beyond that too)! Jack's down-to-earth style and straightforward language allow the everyday person to enjoy this incredibly thorough, comprehensive, and intelligent book.

—Linda Distenfield, president, and Ira Distenfield, CEO of We The People

## Credits

Jacket photograph © Deborah Feingol  
Designed by Ellen Cipriano

## Copyright

THE SUCCESS PRINCIPLES™. Copyright © 2005 by Jack Canfield. All rights reserved under International and Pan-American Copyright Conventions. By payment of the required fees, you have been granted the non-exclusive, non-transferable right to access and read the text of this e-book on-screen. No part of this text may be reproduced, transmitted, down-loaded, decompiled, reverse engineered, or stored in or introduced into any information storage and retrieval system, in any form or by any means, whether electronic or mechanical, now known or hereinafter invented, without the express written permission of PerfectBound™.

PerfectBound™ and the PerfectBound™ logo are trademarks of HarperCollins Publishers, Inc.

Adobe Acrobat eBook Reader December 2004 eISBN 0-06-081579-5

Library of Congress Cataloging-in-Publication Data

Canfield, Jack, 1944—

The success principles : how to get from where you are to where you want to be / by Jack Canfield with Janet Switzer.

p. cm.

Includes bibliographical references and index.

ISBN 0-06-059488-8

FIRST EDITION

10 9 8 7 6 5 4 3 2 1



## About the Publisher

### **Australia**

HarperCollins Publishers (Australia) Pty. Ltd.

25 Ryde Road (PO Box 321)

Pymble, NSW 2073, Australia

<http://www.perfectbound.com.au>

### **Canada**

HarperCollins Publishers Ltd.

55 Avenue Road, Suite 2900

Toronto, ON, M5R, 3L2, Canada

<http://www.perfectbound.ca>

### **New Zealand**

HarperCollins Publishers (New Zealand) Limited

P.O. Box 1

Auckland, New Zealand

<http://www.harpercollins.co.nz>

### **United Kingdom**

HarperCollins Publishers Ltd.

77-85 Fulham Palace Road

London, W6 8JB, UK

<http://www.uk.perfectbound.com>

### **United States**

HarperCollins Publishers Inc.

10 East 53rd Street

New York, NY 10022

<http://www.perfectbound.com>