

The Success Principles™

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

Life is like a combination lock. If you know the combination to the lock . . . it doesn't matter who you are, the lock has to open.

— Orrin Hudson

The main objective today: Learn how to identify and overcome roadblocks, build momentum and achieve your goals.

Success Principle 1: Take 100% Responsibility for Your Life and Your Results

You can't hire other people to do your pushups. — Jim Rohn

E + R = O . . . Events + Response = Outcome

If you want a different outcome, you have to change your responses.

You have to give up blaming others, complaining about circumstances and events, justifying your lack of results, and defending your position. Hold yourself and your staff accountable.

Success Principle 31: Embrace Change

When change happens, you can either cooperate with it and learn how to benefit from it, or you can resist it and eventually get run over by it. It's your choice.

Don't wish for things to get easier. Wish for you to get better. Change requires you to grow...to become more effective. Approach change with excitement and a commitment to investigate, learn and grow. Ask yourself, "What's the potential benefit to me in this change?"

Every negative event contains within it the seed of an equal or greater benefit.

— Napoleon Hill

To be successful you have to change your responses to the people and the external events in your life. (The economy, clients, customers, food, accidents, failures, etc.)

There are only 3 responses (R's) you have any control over:

1. Your behavior (including what you say and how you say it)
2. Your thoughts (and self-talk) and beliefs (both conscious and unconscious)
3. Your visual imagery (including your images of the future)

Thought creates the world and then says, "I didn't do it. — David Bohm

You have to harness the power of your thoughts. Your thoughts (self-talk) control your physical reality more than you realize. The Hand Demonstration: “Grow longer!” ...

“Return to normal.” The Kinesiology Demonstration:

- . • Lying vs. the truth
- . • “I can’t...” vs. “I can...”
- . • Focusing on Your Successes vs. Your Failures,
- . • Criticism and Judgment vs. Support and Appreciation
- . • Fear vs. Confidence

If you want to be successful, you and your staff have to eliminate the phrase “I can’t...” What “I can’t’s” do I need to eliminate in my life?

1. _____
2. _____
3. _____

You control your attitude by what you think.

If you are an average person with a negative attitude, you are half way to the bottom. If you are an average person with a positive attitude, you are half way to the top.

— Roger Crawford

Success Principle 25: Drop Out of the Ain’t It Awful Club

You are the average of the 5 people you spend the most time with. — Jim Rohn Avoid

negative people and associate with positive and successful people... best with people one level up. Utilize the “Law of Attraction” (Like attracts like!) by practicing gratitude, appreciation, love, acceptance and joy. You must create the vibrational (emotional) match for that which you want to receive.

Success Principle 3: Decide What You Want

- . • If you’re clear and focused on the WHAT, the HOW will show up!
- . • Focus on what you want, not what you don’t want.
- .

My Vision

Financial (income, profit, cash flow, net worth, investments)

Business, Job and Career

Health and Fitness

Relationships

Fun Time and Recreation (fun, vacations, travel, hobbies, recreation, sports)

Personal (possessions, education, spiritual growth, personal development, experience you want)

Contribution and Legacy (philanthropy, volunteer work, community impact)

Success Principle 7: Unleash the Power of Goal Setting

SPECIFIC OBJECTIVE (How much ...By when?)	3 ACTIONS
Financial: _____ _____ _____	_____ _____ _____
Business, Job, Career:	
Health and Fitness: _____ _____ _____	_____ _____ _____
Relationships:	
Fun Time and Recreation: _____ _____ _____	_____ _____ _____
Personal:	
Contribution: _____ _____ _____	_____ _____ _____

It doesn't take any more effort to dream a big dream than it takes to dream a small dream.

— General Wesley Clark

Create a Breakthrough Goal . . . a goal that would quantum leap your professional success or the success of your practice

- Set a goal that is big enough so that in the process of achieving it, you become someone worth becoming.

My Breakthrough Goal (How much... by when)

My Affirmation

I am so happy and grateful that I now...

Write your Breakthrough Goal on the back of your business card and carry it in your wallet and read it every day. Display it on a 3x5 card where you will see it every day, too.

Practice the Rule of 5 (Success Principle 23) on your Breakthrough Goal.

Do 5 things every day to advance the achievement of your Breakthrough Goal.

My Next Steps

1. _____

2. _____

3. _____

4. _____

5. _____

Part 1 - Ready...Prepare for further transformation in your life

The law of attraction:

1. Ask. (Decide What you want)
First you have to ask and decide what you want and transform that into a specific measurable goal
2. Believe (Expect it. Take action)
Believe it's possible, expect it's going to happen, and take action because action is a representation of your belief.
3. Receive – (Create a vibrational match for what you want)
You have to be open to what may come

Success Principle 10: Release Your Brakes

Use affirmations

You need the discipline to do your affirmations periodically, write them down and revisit on a daily basis. You want to affirm as if the event has already happened.

Affirmation

#1: _____

Affirmation

#2: _____

Affirmation

#3: _____

My Ideal Scene:

Write down a 250-word paragraph of something you want. Use a detailed description, then read it, and visualize it. The key is to feel the feelings you would feel as if you would already have achieved that Ideal Scene

I'm so happy and grateful that I now...

Success Principle 33: Transcend your Limiting Beliefs

The endless Cycle:

My Self-talk > My Self Image > My performance > My Self-talk

These three things are related. You have negative self-talk, that creates an image of yourself, then you have performance that follows the negative visualizations you have.

Using EFT (Emotional Freedom Technique) Tapping to eliminate your negative self-talk

One of every 200 people is psychologically reversed that means that positive information that goes in actually has a negative impact.

To remove any reversal, tap on the heel of the hand 35 consecutive times.

There are 7 points on our body that we can tap to help us eliminate limiting beliefs

You have to be willing to use techniques like tapping to help you step out of your comfort zone.

Face your fears and try new things. Make a habit of getting a little uncomfortable.

Step out of your comfort zone

You have to get comfortable with being uncomfortable

You want to raise your comfort zone to a higher level so that you perform at that higher level

The power of positive expectation: Part of believing is expecting that it's going to happen

“Inverse Paranoia: believing the world is plotting to do you good.”

W. Clement Stone

Never say “if” always say “when”. Always act as if the task is done and the goal achieved.

Change your paradigm to see challenges as opportunities for growth.

Success Principle 11: Use the Power of Visualization

Research Studies on the Power of Visualization in Accelerating Performance:

Change your self-image. Visualize yourself being the way you would like to be.

The evening Review

At the end of the day, visualize how your day went. Then think of the things you could have done differently and visualize those moments doing something that could have improved each moment or reaction.

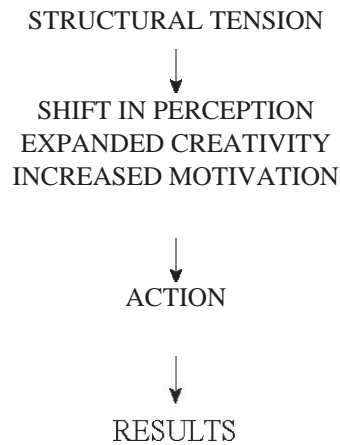
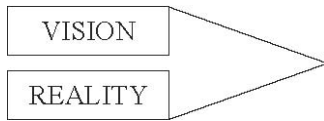
How Did My day Go?	What Could I Have Done Differently?

Create a Vision Board. (Go to www.JackCanfield.com to purchase the Dream Big Vision Book and/or the Digital Vision Board.) Do this within the next 7 days or you wont do it.

Remember, your level of performance always matches your dominant vision.

Visualize all of your goals and results as already complete . . . twice a day!

- Morning and Night
- For a total of 5 minutes
- Feel the feelings you would feel if you had already completed it.
- Do this for 30 days in a row without fail



Perception Exercise What is the one thing that most separates winners from losers?

Winner's

Success Principle 22: Act as if

Act as if you already achieved your goal. This programs the subconscious just as visualizations do. Organize a *Come as you'll be Party*. Dress as you will be in 5 years, play the role as if you had already achieved your goals, do this for a minimum of an hour.

Part 2 - Set - Transform yourself for success

Success Principle 16: Be Willing to Pay the Price

Make a commitment to yourself to be willing to pay the price that is required to reach your desired outcome. Work with a Master to shorten the time needed to reach your objectives. Organize your time to make room for the activities that will get you closer to your goals.

Practice the Hour of Power.

- 20 minutes of **exercise**
- 20 minutes of **meditation**
- 20 minutes of **reading** (positive, uplifting material)

Organize your time to make room for the activities that will get you closer to your goal.

Success Principle 24: Exceed expectations

Most people don't exceed expectations. You need to do what's not expected.

Make a contract with yourself, now in the face of fear and overwhelming challenges, that you will never give up.

Success Principle 13: Take Action

What stops us from taking action:

_____.

Oh what the heck...

_____.

Success Principle 15: Experience Your Fear and Take Action Anyway FEAR =

Fantasized Experiences Appearing Real Success Principle 17: Ask! Ask! Ask!

Remember: Nothing happens until a request is made, an offer is made or an action is taken.

What Do I Need to Ask For?	Who Do I Need to Ask?	When Will I Ask Them?

Success Principle 18: Reject Rejection SWSWSWSW

(Some Will, Some Won't, So What, Someone's Waiting!)

What do you say when someone says "No!"... Say "NEXT!!!" (Next person, next time, next way.)

Resource: *The Aladdin Factor: How to Ask for and Get Anything You Want* by Jack Canfield and Mark Victor Hansen. (New York: Berkley Books, 1995) A powerful six-hour CD live audio program of *The Aladdin Factor* is also available from www.jackcanfield.com

Success Principle 19: Ask for and Respond to Feedback

Ask for feedback and respond to it. We can't move forward in life without feedback. Feedback tells us if we're on course or off course.

You need to know when you're off course in order to make any changes to move forward.

On Course	Off Course
Happy	Unhappy
Wealthy	Not Wealthy
Healthy	Unhealthy
Lots of Friends	Few Friends
Lots of sales	Few Sales
Results	Lack of results

Don't cave in. Don't get mad at the source of the feedback. (i.e., don't shoot the messenger.) Don't ignore the feedback. Ask for it. Welcome it. Express gratitude for it. Respond to it.

The most useful question I have ever learned:

1. On a scale of 1 to 10 (10 being high), how would you rate the quality of (our product, our service, our relationship, me as a manager, me as a husband/wife/father/brother/teacher/student, etc.) during the past (period of time).

Any answer less than a 10, gets a follow-up question: What would it take to make it a 10?

Be willing to ask and to improve upon the things that need to be changed.

Success Principle 20: Commit to Constant and Never-Ending Improvement

Have the willingness to constant improvement. **Ask yourself, "How can I improve today?"**

Success Principle 32: Transform your inner critic into an inner coach

How to silence your inner critic:

1. Talk to your inner critic and tell him/her that you can't change what has been done Ask yourself what you should do differently? Then accept that advice and be done with it.
2. Transform your inner critic into an inner coach by using EFT Tapping.
 - a. Identify what the critical voice is saying
 - b. Acknowledge the voice and be willing to listen
 - c. Interpret it as "I want you to be happy" or "I want you to be safe"
 - d. Thank the voice for its concern and caring
 - e. Tell the voice that you now need a different kind of support
 - f. Negotiate if you need to
 - g. Thank the voice for its support

If you do this, you will have retrained that inner voice. By doing this your internal dialog will be gone

Success Principle 34: Develop Four new habits a year

How to identify and replace bad habits: Review the list on page 17 in my book *The Power of Focus*.

Use the 3-Step Successful Habits Formula

- 1. Identify a bad or unproductive habit**
- 2. Define your new successful habit**
- 3. Create a three-part action plan**

Bad habit	Successful Habit	Three-part Action Plan
_____	_____	1. _____
_____	_____	2. _____
_____	_____	3. _____

Success Principle 22: Practice Persistence

Never, ever give up on your vision of the ideal practice and your ideal life.

Take advantage of the Law of Probabilities, which states: The more things you try, the more likely one of them will work. The more things you read the more likely one of them will transform your practice or your life

Part 3 – Go! - Success Principles for Leadership

Success Principle 53: Practice Uncommon Appreciation

Believe it or not: Employees are more motivated by appreciation, feeling in on things, and an understanding attitude than they are by good wages, job security and promotion opportunities.

The Acknowledgement Exercise ... “Catch them doing something right.”

The three forms of acknowledgment: auditory, visual and kinesthetic.

Who Do You Appreciate?	What Do You Appreciate About Them?	How Could You Express It?	When Will You Do It By?

Changes to Make in My Environments

Environment	Current Rating0-10	To Add	To Delete
Physical			
Financial			
Network			
Relationships			
Body			

Success Principle 46: Mastermind Your Way to Success

Work with an accountability partner 5 days a week. (5 minute call is all you need.)

Success Principle 40: Redefine Time³

Use the **Entrepreneurial Time System™** developed by Dan Sullivan at The Strategic Coach. This is the key to doubling the amount of Free Time you have in your life.

Divide your days into 3 kinds of days: Free Days, Buffer Days and Focus Days

1. Free Days ... Rest and Recreation

A Free Day is defined as midnight to midnight with no work-related activities.

Do whatever it takes to double your current number of Free Days.

How do you get more free days? You plan for them.

1. 1. Schedule them and take them. Do this planning at the beginning of the year.
2. 2. Work more effectively.
3. 3. Delegate what you don't like to do and don't do well to others.
4. 4. Hire and barter for more help at work and at home.
5. 5. Say no more often

2. Buffer Days... Preparation, Planning, Delegating, Training and Learning New Skills

Delegate more. Do only those things which you love to do...your unique abilities.

Make complete delegations: you delegate it so you never have to think about it again.

Constantly decrease your number of Buffer Days. Keep score so you can compare.

3. Focus Days... Best Results

A Focus Day is defined as a day in which 80% of an actual work day, devoted to doing the 1, 2, or 3 things that produce your best results. Focus on your areas of core genius and unique abilities, the things you do naturally, easily and well. Remember the Pareto Principle: 80% of your results come from 20% of your efforts. Identify what that 20% is and focus on those. (Read *The 80/20 Principle* by Richard Koch) Identify your core genius, high-payoff focus behaviors and stick to them. Don't be a victim of the technological revolution (i.e., e-mail and cell phones). Create long periods of productive time where you can do your best work without interruption.

Success Principle 54: Keep your Agreements

The cost of broken agreements:

1. Lack of trust
2. Loss of business and relationships
3. Loss of self esteem
4. Loss of integrity
5. Confusion
6. Tiredness

Guidelines on Agreements

1. Only make agreements you intend to keep
2. Write them down
3. Let people know as soon as you know when you will have a broken agreement
4. Clean up any broken agreements

Ask yourself: How can you serve more.

Success Principle 64: Empower yourself by empowering others.

Give them the tools, skills and training they need to be successful.

Remember...The best is still yet to come....