

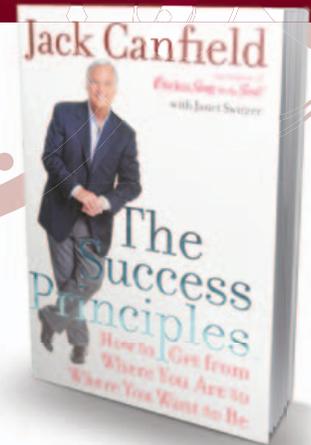
# The Success Principles

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

by Jack Canfield

### Turning Your Dreams into Reality

#### Stop Wishing—Make It Happen!



Harper Collins  
© 2005, Jack Canfield  
ISBN: 9780060594886  
512 pages, \$25.95

#### QUICK OVERVIEW

Jack Canfield sheds new light on the “tried and true” principles of success, teaching you how to increase confidence, tackle daily challenges, live with passion and purpose, and realize all your ambitions. He explains the timeless principles used by successful men and women throughout history. Whether you want to start your own company, be the top salesperson, score straight A’s in school, lose weight or buy your dream home, Canfield demonstrates how you can use these fundamental strategies to achieve your goals.

Canfield fills the book with memorable and inspiring stories of CEOs, world-class athletes, celebrities, and—fortunately for many of us—everyday people. For those struggling with fear, excuses, or simply an inability to see beyond the next hurdle, this book will give you the courage to act on the principles of success today!

#### APPLY AND ACHIEVE

Set aside time each day to visualize every one of your goals as already complete. Visualization is a simple but vital technique, and it is one of the strongest tools in your “success toolbox.” Make sure you use it.

Even 20 minutes a day spent visualizing your future achievements can have a profound impact. Canfield recommends what Azim Jamal, a prominent speaker in Canada, calls “the Hour of Power”:

- 20 minutes of visualization and meditation
- 20 minutes of exercise
- 20 minutes of reading inspirational or informational books

Imagine what would happen to your life if you did this every day!

#### SUCCESS Points

*From this book you'll learn:*

- The fundamentals of success vital to achieving your goals
- How to reach even the most elusive goals
- How to generate additional income
- The danger of waiting for the “perfect time” to launch your dream. Get started *now*.

# SUMMARY

## *The Success Principles*

**T**his 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.

These techniques have not only worked for me but they have also helped hundreds of thousands of my students achieve breakthrough success in their careers, greater wealth in their finances, greater aliveness and joy in their relationships, and greater happiness and fulfillment in their lives.

### **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.

### **TAKE 100 PERCENT RESPONSIBILITY FOR YOUR LIFE**

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.

### **YOU HAVE TO GIVE UP ALL YOUR EXCUSES**

If you want to create the life of your dreams, then you are going to have to take 100 percent 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 percent responsible for everything that does or doesn't happen to you.

---

**You have to give up all your excuses.**

---

### **SEE WHAT YOU WANT, GET WHAT YOU SEE**

Visualization—or the act of creating compelling and vivid pictures in your mind—may be the most underutilized success tool you possess because it greatly accelerates the achievement of any success in three powerful ways:

- Visualization activates the creative powers of your subconscious mind.
- Visualization focuses your brain by programming it to notice available resources that were always there but were previously unnoticed.
- Visualization magnetizes and attracts to you the people, resources and opportunities you need to achieve your goal.

The principle also applies to learning something new. Harvard University researchers found that students who visualized in advance performed tasks with nearly 100 percent accuracy, whereas students who didn't visualize achieved only 55 percent accuracy.

#### ***How Visualization Works to Enhance Performance***

When you visualize your goals as already complete each and every day, it creates a conflict in your subconscious mind between what you are visualizing and what you currently have. Your subconscious mind tries to resolve that conflict by turning your current reality into the new, more exciting version.

This conflict, when intensified over time through constant visualization, actually causes three things to happen:

It programs your brain to start letting into your awareness anything that will help you achieve your goals.

It activates your subconscious mind to create solutions for getting the goals you want. You'll start waking up in the morning with new ideas. You'll find yourself having ideas in the shower, while you are taking long walks and while you are driving to work.

It creates new levels of motivation. You'll start to notice you are unexpectedly doing things that take you to your goal. All of a sudden, you are raising your hand in class, volunteering to take on new assignments at work, speaking out at staff meetings, asking more directly for what you want, saving money for the things that you want, paying down a credit card debt or taking more risks in your personal life.

So how does your brain know what to let in and what to filter out? It lets in anything that will help you achieve your goals you have set and *constantly* visualize and affirm.

If you give it pictures of a beautiful home, an adoring spouse, an exciting career and exotic vacations, it will go to work on achieving those. By contrast, if you are constantly feeding it negative, fearful and anxious pictures—guess what?—it will achieve those too.

## TRANSFORM YOUR INNER CRITIC INTO AN INNER COACH

Research indicates that the average person—that means you!—talks to himself or herself about 50,000 times a day. And most of that self-talk is about yourself, and according to the psychological researchers, it is 80 percent negative—things such as *I shouldn't have said that... I'm never going to be able to pull this off... I don't like the way my hair looks today... That other team is going to kill us... I can't dance... I'll never be a good skater... I'm not a speaker... I'll never lose this weight... I can't ever seem to get organized... I'm always late.*

We know from the research that these thoughts have a powerful effect on us. They affect our attitude, our physiology and our motivation to act.

So what if you could learn to always talk to yourself like a winner instead of a loser? What if you could transform your negative self-talk into positive self-talk? What if you could

silence your thoughts of lack and limitation and replace them with thoughts of unlimited possibility? What if you could replace any victim language in your thoughts with the language

---

**There is only one person responsible for the quality of the life you live. That person is you.**

---

of empowerment? And what if you could transform your inner critic, who judges your every move, into a supportive inner coach who would encourage you and give you confidence as you faced new situations and risks? Well... all of that is possible with a little awareness, focus and attention.

The key to dealing with any kind of negative thinking is to realize that you are ultimately in charge of whether to listen to or agree with any thought. Just because you think it—or hear it—doesn't mean it's true.

You want to constantly ask yourself, *Is this thought helping me or hurting me? Is it getting me closer to where I want to go, or taking me further away? Is it motivating me to action, or is it blocking me with fear and self-doubt?* You have to learn to challenge and talk back to the thoughts that are not serving you in creating greater success and happiness.

## LEARN MORE TO EARN MORE

People who have more information have a tremendous advantage over people who don't. And though you may think it takes years to acquire the knowledge you would need to become super-successful, the truth is that simple behaviors such as reading for an hour a day, turning television time into learning time, and attending classes and training programs can make it surprisingly easy to increase your knowledge—and substantially increase your level of success.

### *Leaders Are Readers*

Self-made millionaire Dr. John Demartini made a list of all the Nobel Prize winners, then made a list of all the greats in those same fields—whether it was poetry, science, religion or philosophy. He then proceeded to read their works and

biographies. Not surprisingly, John is also one of the brightest and wisest guys I have ever met. Reading pays off.

“You can’t put your hand in a pot of glue without some of that glue sticking,” says John. “So, too, you can’t put your mind and heart into some of the works of these masters without some of it sticking. If you read about immortals, you increase the possibility of leaving an immortal effect. The result has been enormous for me.”

If you make a commitment to read one book a week, review what you read and apply at least one thing you learn from each book, you will be miles ahead of everyone else in creating an extraordinary life.

### ***Commit to Lifelong Learning***

Realize that the amount of knowledge and information available in the world is growing at a mind-numbing pace. In fact, it has been said that all human knowledge has doubled in the last 10 years. Don’t expect this trend to slow down.

More alarming, the information that allows you to be successful—to be on the cutting edge of your career and profession—is evolving at the same pace. That’s why you must commit to lifelong self-improvement and learning—improving your mind, increasing your skills and boosting your ability to assimilate and apply what you learn.

## **TO SPEND MORE, FIRST MAKE MORE**

The fact is that making more money means you can both invest more and spend more on the things you want—travel, clothes, art, concerts, fine food, quality medical care, world-class entertainment experiences, quality transportation, education, hobbies and all sorts of time- and labor-saving devices and services.

### ***Create Multiple Sources of Income***

The best way to enjoy greater income *and* develop economic security in your life is to create several sources of income. This protects you from any one of those sources—usually your job—from drying up and leaving you without any cash flow. I have always had several sources of income. Even when I was a therapist in private practice, I also gave speeches, ran workshops for educators and wrote magazine articles and books.

## **How to Make More Money**

The first step to making more money is to decide how much more you want to make. See yourself as already in possession of that money.

The second step is to ask yourself, What product, service or additional value can I deliver to generate that money? What does the world, your employer, your community, fellow businesspeople, fellow students or your customers need that you could provide?

Finally, the third step is simply to develop and deliver that product, service or extra value.

### **How to Ask for What You Want**

Ask as if you expect to get it—Ask with a positive expectation. It’s a done deal. Ask as if you expect to get a yes.

Assume you can—Don’t start with the assumption that you can’t get it. Don’t ever assume against yourself.

Ask someone who can give it to you—Qualify the person. “Who would I have to speak with to get...?” “Who is authorized to make a decision about...?” “What would have to happen for me to get...?”

### **Be clear and specific**

When it comes to money, you need to ask for a specific amount.

When it comes to when you want something done, don’t say “soon” or “whenever it’s convenient.” Give a specific time and date.

When it comes to a behavioral request, be specific. Say exactly what you want the person to do.

Ask repeatedly—When someone says no, you keep on asking. Why? Because when you keep on asking—even the same person again and again—you might get a yes...

- On a different day
- When the person is in a better mood
- When you have new data to present
- When circumstances have changed
- When you’ve established better rapport
- When the person trusts you more
- When the economy is better

# SUMMARY

## *The Success Principles*

You, too, can find all kinds of additional ways to make money if you merely start looking for them. You can work up from simple ways such as hauling trash with your truck on the weekends, tutoring someone or giving music lessons, to investing in rental properties, consulting, or marketing on the Internet.

**Most of life is on-the-job training. Some of the most important things can only be learned in the process of doing them.**

As an income generation specialist, Janet Switzer works with countless Internet entrepreneurs, helping them earn more money from their online businesses. Today, an Internet business is one of the easiest to start and operate—even while you keep your current job. You can find a need and fill it for a very narrow market, yet still reach thousands and even millions of people with that Internet all over the world.

You can even sell e-books, audio files, software, training materials, special reports, how-to courses and other information products that are downloadable—meaning that you never have to ship a single box or send an envelope. Of course, other items are equally easy to sell, too. It's simply a matter of finding out who needs what, how best to reach them, and how to convince them to buy.

There are endless possibilities for multiple income sources. If you are a voracious reader, you could create an e-zine that includes reviews of the books you have read, with links to Amazon.com, which will pay you a percentage of every book that is sold through your link. You can sell something on e-Bay. You can buy and sell art.

### ***Money Flows to Value***

Wherever you decide to put your energies, the key is to become more valuable to your current employer, customers or clients. You do that by getting better at solving problems, delivering products, and adding services that they want and need.

You may need to get more training, develop new skills, create more relationships, or put in extra time. But the responsibility

for getting better at what you do and how you do it is totally yours. Always seek out opportunities for more training and self-development. If you need an advanced degree or some kind of certification to move up in your chosen trade or profession, quit talking about it and go get it.

## **START NOW! JUST DO IT!**

There is no perfect time to start. The best strategy is to jump in and get started. Don't keep putting things off waiting for 12 doves to fly over your house in a sign of a cross before you begin. Just start.

You want to be in the restaurant business? Go get a job in a restaurant and start learning the business. You want to be a chef? Great! Enroll in a cooking school. Take action and get started—today! You do not have to know everything to get going. Just get into the game. You will learn by doing.

Don't get me wrong here. I am a big proponent of education, training and skill building. If you need more training, then go and get it. Sign up for that class or that seminar now. You may need a coach or a mentor to get where you want to go. If so, then go and get one. If you're afraid, so what? Feel the fear and do it anyway. The key is to just get started. Quit waiting until you are *perfectly* ready. You never will be.

Most of life is on-the-job training. Some of the most important things can only be learned in the process of doing them. You do something and you get feedback—about what works and what doesn't. If you don't do anything for fear of doing it wrong, poorly or badly, you never get any feedback and therefore you never get to improve.

## **GO GET STARTED**

You have all the talent and the resources you need to start right now and eventually create anything you want. I know you can do it. You know you can do it... so go out there and do it! It's a lot of fun as well as a lot of hard work. So remember to enjoy the journey!

# SUMMARY

## The Success Principles

### ➔ ACTION STEPS

Get more out of this SUCCESS Book Summary by putting what you've learned into action. Here are a few questions and thoughts to help you get started.

1. Set aside 20 minutes every day to visualize your goals as already complete.
2. Cut out one hour of television each day and turn it into learning time.
3. Make a commitment to read one book a week, review what you read and apply at least one thing you learn from each book.
4. Start asking yourself questions that begin with "Should I..." and "What can I do about...?" and "How can I...?" and "What can I do to...?"
5. For three days, write down every negative thought you think and every negative thought you hear someone else say. Then evaluate whether any of the thoughts are true and-or worth your mental energy.
6. List four new success habits you would like to establish in the next year. Work on one new habit every quarter.
7. To maintain momentum, listen to motivational audio programs in your car or when you are exercising.

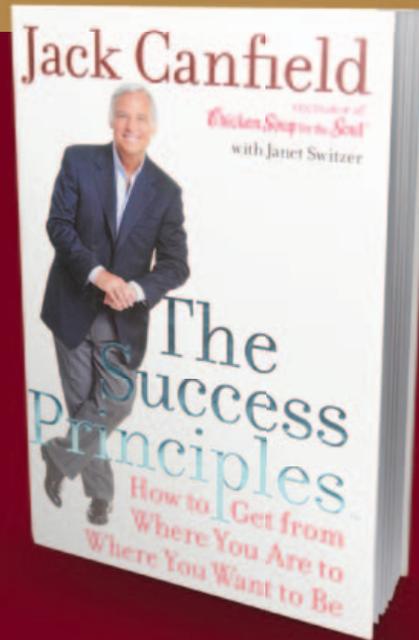
### Recommended Reading

If you enjoyed the summary of **The Success Principles**, you may also want to check out:

**Feel It Real: A Guided Approach to Bringing the Law of Attraction into Your Life** by Thomas Barret

**Multiple Streams of Income: How to Generate a Lifetime of Unlimited Wealth** by Robert G. Allen

**The Slight Edge: Secret to a Successful Life** by Jeff Olson



### About the Author

**Jack Canfield** is a motivational speaker and author. His best-selling *Chicken Soup for the Soul* book series has nearly 200 titles and 112 million copies in print in more than 40 languages. He has also developed 40 *New York Times* best-sellers, including 11 that went to No. 1. As an expert creating peak performances for entrepreneurs, corporate leaders, managers, sales professionals, employees and educators, he has helped hundreds of thousands of individuals the world over achieve their dreams during the last 30 years.

Canfield is a popular radio and TV talk-show guest. He also has a syndicated column through King Features, as well as a nationally syndicated radio show. He lives in Santa Barbara, Calif.

© 2010 SUCCESS Media. All rights reserved. Materials may not be reproduced in whole or in part in any form without prior written permission. Published by SUCCESS Media, 200 Swisher Rd., Lake Dallas, TX 75065, USA. SUCCESS.com. Summarized by permission of the publisher, HarperCollins Publisher, 10 East 53rd Street, New York, NY 10022. *The Success Principles* by Jack Canfield. © 2004 by Jack Canfield.

The Success Principles Summary is a mixture of tips, tricks, and skills, Jack Canfield is one of the best motivational speakers. He is one of the best-selling authors who has written a classic chicken soup series, The book success principles cover 64 principles of success which covers a wide variety of subjects. About Author: Jack Canfield: Before talking about the book The Success Principles Summary let's first discuss the book's author Jack Canfield. The Success Principles Short Course Instructor's Manual by Jack Canfield This guide is a companion Brian Tracy eBook Principles Of Success - Positive Thinking for Kids. 51 Pages 2002 273 KB 4,874 Downloads. The Brian Tracy eBook seminars on leadership, sales, FREE audio program offer - 21 Success Brian Tracy eBook Nuclear Physics: Exploring the Heart of Matter. 276 Pages 2013 672 KB 39,287 Downloads New! The Success Principles offers practical and detailed principles to help anyone lead a more successful and fulfilling life. Author Jack Canfield draws upon stories and anecdotes from people who have achieved ambitious goals and experienced what it's like to be highly successful. Are you ready to ditch your unfulfilling daily routine and start living your dream life? Then let's get started! The first thing you need to understand on your journey to personal and professional success is that you are the director of your own life.

The Success Principles Summary. "If you want to be successful, you have to take 100% responsibility for everything that you experience in your life." "Everything you think, say, and do needs to become intentional and aligned with your purpose, your values, and your goals." The Success Principles. How to Get from Where You Are to Where You Want to Be. Life is like a combination lock. "SuccessPrinciples Workshop Success Principle 10: Release the Brakes Use affirmations to: 1) change your limiting beliefs, 2) program your subconscious mind, 3) intensify the law of attraction, 4) greatly accelerate your success. An affirmation is a positive statement which affirms your being in the state of having already accomplished the goal. In The Success Principles, Jack Caneld 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.