



**BRIAN TRACY**  
**The**  
**Power**  
**of Clarity**

Find Your Focal Point,  
Maximize Your Income  
and Minimize Your Effort



Nightingale-Conant presents

Brian Tracy's

# The Power of Clarity

*Find Your Focal Point,  
Maximize Your Income,  
and Minimize Your Effort*

**Guidebook**

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## Brian Tracy's *The Power of Clarity* Guidebook

Welcome to Brian Tracy's *The Power of Clarity* personal development program. This guidebook has been created to aid you in clarifying what success looks like to you and how you can create the kind of life that you want. Brian gives you countless tools in this powerful new audio series that aid you in assessing, redirecting, and implementing new strategies to make your life simpler, more abundant, and much more rewarding.

To achieve the maximum benefits from this program and guidebook, listen to each audio session at least twice, ideally three times, and then work on the corresponding chapter. Listening to the audio session several times allows it to sink into your subconscious as you make more and more discoveries each time that you listen. Be sure to keep a paper and pen handy as you are listening to the program, and be prepared to stop the program when you hear an idea or technique that particularly appeals to you. Think about that idea in connection with your situation, your work, your lifestyle; then prepare a plan to act upon it in the days ahead. Whenever possible, give yourself a deadline, and be committed to following through on that deadline. Without implementing any of the action steps that you have mapped out for yourself, this program simply becomes an exercise in listening. In order to gain the full benefits that this valuable program has to offer you, make the decision here and now to **work** through this program and **act** upon your insights and strategies, and you will achieve the kind of results in your life that you've never thought possible!



# Chapter 1: Unlock Your Full Potential

**“Every great man has become great, every successful man has succeeded, in proportion as he has confined his powers to one particular channel.”**

*(Orison Swett Marden)*

## SUMMARY

You can dramatically improve the overall quality of your life far faster than you might think possible. All that is really required is the **desire** to change, the **decision** to take action, the **discipline** to practice the new behaviors you have decided upon, and the **determination** to persist until you get the results you want.

Using the application of “Zero Based Thinking” in any given activity, you might ask yourself, “Knowing what I now know, if I were not now doing this, would I start it up again today?” Applying this question to every area of your life, you can then decide to do *more* of some things, *less* of other things, and to either *start* doing certain things or *stop* other activities altogether. In order to be successful at using this strategy, you must be able to stand back, analyze your life, make specific decisions, and then *follow through* on those decisions. By finding a way to do fewer things of higher value and discontinue activities of lower value, you can vastly improve the quality of your life in every area in a very short time.

You now have the potential to double your income and double your time off. In this new “Age of the Knowledge Worker,” you are rewarded for your accomplishments, not activities. You are paid on outcomes, rather than the number of hours you work. If you can double your value, then you can double your income. How? By identifying the things you do that contribute the greatest value to yourself and your company. By applying the 80/20 Rule (20% of your activities can account for 80% or more of the value of your work), you can resolve to spend *more* of your time doing more of the tasks that contribute the greatest value.

Make a commitment to yourself to take complete responsibility for all aspects of your life. Doing so creates a feeling of personal power and thrusts you into a mindset in which you can make the necessary changes to create a sense of balance and achievement in your life, despite any external stimuli. Being personally responsible for your life puts you in the driver’s seat. The next step, then, is to see yourself as the self-employed entrepreneur, the head of your own personal company. Your personal company can increase its bottom-line profits in three ways:

- i) By increasing its sales and revenue
- ii) By decreasing its costs, holding sales and revenue constant
- iii) By doing something else altogether, where one or both of i) and ii) are possible

It is important to note that when you observe yourself engaging in any activity, you become more conscious and aware of that activity, and you do it better. In the Focal Point Process, you learn how to identify the most vital actions and behaviors in each area and to consciously focus on these areas; then you will perform better and better. You will develop in the efficiency curve whereand be able to do a job better and better in a shorter span of time.

Brian introduces the Grand SLAM Formula in this process as being made up of four parts:

- Simplification**      Simplify all that you do. Stop doing as many things of low value as possible.
- Leverage**            (Your strengths and abilities.) Seven forms of leverage: Other People's Knowledge, Other People's Energy, Other People's Money, Other People's Successes, Other People's Failures, Other People's Ideas, and Other People's Contacts.
- Acceleration**      Look for ways to do things faster for the key people and customers in your life.
- Multiplication**    Organize and work with people who have skills and abilities that are complementary to your own.

To have more time with your family, you must make a commitment to particular times off, and keep that commitment. You must learn to work effectively in the office, taking care not to allow social time to get in the way of your productivity. There are six key steps to double your income and double your time off:

- i) *Identify those few tasks* that contribute the greatest value to your work.
- ii) *Identify routine tasks and activities* that consume much time and contribute little to your long-term goals.
- iii) *Use the Grand SLAM Formula* to dramatically increase your output and your results.
- iv) *Decide to take at least one day off each week* to spend with family/personal pursuits.
- v) *Once comfortable with one day, expand your time off to a full weekend.* Begin to schedule three-day vacations every three months, then eventually every two months.
- vi) *Start today to pay closer attention to the things you do,* being more conscious and aware of yourself and your actions.

**SELF-ASSESSMENT**

- 1. Do you currently feel that every aspect of your life is balanced and in order? If not, write down the areas in your life that you feel need to be reevaluated (work life, health, family, vacation time, free time, finances, etc.), in the space provided below.

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2. Taking your evaluation one step further, for each area you have noted above, ask the question, "Knowing what I now know, if I were not now doing this, would I start it up again today?"

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3. Identify the things you do that contribute the greatest value to yourself and your company. List them in the space provided below.

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4. Identify the activities in the bottom 80%, tasks that contribute very little value to yourself and your company. List them in the space provided below.

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5. Are there any areas in your life in which you see yourself as powerless and a victim of some external force (situation, individual)? If so, list any such areas in the space provided below.

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**ACTION-STEPS**

- 6. Based on your findings in questions 1 and 2 above, what activities would you choose not to start up again today? How can you get out of the situation(s), and how fast? Write out an action plan to do so in the space provided below.

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- 7. After identifying the bottom 80% of tasks, resolve to downsize, delegate, and eliminate as many of them as possible, and as quickly as you can. In the space provided below, create a strategic plan and deadline for implementing those strategies.

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- 8. Viewing yourself as the entrepreneur of your own company, and given the tools that Brian has provided, how can you increase your profits while also increasing your personal time off? Write out a strategic plan in the space provided below.

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## Chapter 2: Double Your Productivity

**“The first requisite of success is to apply your physical and mental energies to one problem without growing weary.”**

*(Thomas Edison)*

### SUMMARY

To double your productivity, you simply “Perform more and more tasks of higher value and delegate, delay, outsource, and eliminate tasks of lower value.” First determine “what” is to be done; then focus on “how” and “when.” The five questions you must ask yourself regularly if you want to perform at your very best are:

- i) *What am I trying to do?* (Define the ideal outcome or goal you are striving for.)
- ii) *How am I trying to do it?* (Make sure it's the best way to achieve your goal.)
- iii) *What are my assumptions?* (About the market, actions and motivations of others, outcome of future events)
- iv) *What if my assumptions were wrong?* (Question your most cherished assumptions.)
- v) *What would I have to do differently if my key assumptions were wrong?* (Alternatives, other options on how you could go about achieving the same results.)

Clarity and flexibility in achieving your goals are crucial. With the fierce competition that exists in business in the 21st century, you have to be willing to be open and receptive to trying new methods and techniques. To achieve clarity in your goal setting, your goals must be specific, measurable, believable, achievable, written out, and time bounded. You then must have clear, written plans of action. Separate the urgent from the important and use the ABCDE Method when planning your goals:

An ‘A’ task is something that is *important*.

A ‘B’ task is something that you *should* do.

A ‘C’ task is something that would be *nice* to do.

A ‘D’ task is anything that you could *delegate* to someone else.

An ‘E’ task is something that you can *eliminate* altogether.

The three questions for high productivity are:

- i) What are my highest-value activities?
- ii) Why am I on the payroll? (What exactly have I been hired to accomplish, in measurable results?)
- iii) What is the most valuable use of my time right now?

The seven keys to higher productivity are:

- i) Work longer hours
- ii) Work harder at what you do
- iii) Work faster
- iv) Work in higher-value activities
- v) Do things you are better at
- vi) Bunch your tasks
- vii) Simplify your work

Competing with yourself to fulfill a job in record time is an excellent method of improving your productivity and focusing on the work at hand. Effective time management is also an essential element in achieving your goals as well as in acquiring a greater sense of self-respect.

### SELF-ASSESSMENT

1. Do you believe that you have clarity and flexibility in achieving your current goals? If not, in what areas do you lack clarity? In what areas do you lack flexibility? Note them in the space provided below.

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2. Do you consider yourself highly organized? Do you currently have a method for prioritization in completing the important activities in your life? If not, what areas require more attention and higher prioritization? List them in the space provided below.

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3. Ask yourself the three questions for high productivity. Write down the responses in the space provided below.

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#### ACTION-STEPS

4. Every day for the next week, make a list of every single step of the task, or of your day, before you begin it. Work from a list, using the ABCDE Method, setting priorities, and thinking them through before you begin. Each day take note of the difference in the effectiveness of your day, recording your accomplishments.

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5. Compete against yourself to see how much you can get done of high value each day. Set schedules and deadlines to race against. Keep track of the outcomes in the space provided below.

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6. Take 20 minutes to visualize yourself in your ideal future, putting an “X” on the specific image of yourself that you like the most. What is it that you really want to accomplish? What are your specific goals and objectives for your work and your personal life? What additional knowledge and skills will you require to double your productivity and perform at your best? What habits and behaviors would be most helpful to develop to increase your productivity? Focus on developing the habits of *result orientation*, *concentration*, *discipline*, and *persistence*. What daily activities should you practice to assure that you perform at your very best? What action commitments are you going to make as a result of what you have just learned? List them in the space provided below.

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7. Are you effective in the area of time management? If not, what action-steps can you take to develop your time management skills? Write an action plan in the space provided below.

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## Chapter 3: Simplify Your Life

**“It is a simple task to make things complex,  
but a complex task to make them simple.”**

*(Meyer’s Law)*

### SUMMARY

In this chapter, Brian introduces the Law of Complexity, which states, “The level of complexity of any task is equal to the square of the number of different steps in the task.” It can be defined as “the potential for increased costs, increased time, and/or increased mistakes,” and explains why and how you can dramatically simplify your life by continually looking for ways to reduce the number of steps necessary to complete any task.

The Seven R’s of simplification are listed as:

- i) *Rethinking* (Stand back and ask yourself, “Could there be a better way?”)
- ii) *Reevaluating* (Deal with a situation based on the way it really is today.)
- iii) *Reorganizing* (Assure a greater level of outputs from the same quantity/quality inputs.)
- iv) *Restructuring* (Channel more of your time, energy, money, and resources into top 20% activities that generate most of the revenue and the greater profits.)
- v) *Reengineering* (Look for newer, better, faster, cheaper, and easier ways to do tasks.)

The six steps to reengineering are:

- a) *Consolidate* several tasks into one single task.
  - b) *Assign several tasks* to a single person, rather than many.
  - c) *Outsource* particular tasks to specialists in the area.
  - d) *Delegate* tasks to other people or departments.
  - e) *Eliminate* certain unnecessary tasks altogether.
  - f) *Change the order* in which tasks are done, reducing bottlenecks.
- vi) *Reinventing* (Recreate yourself completely every 6 to 12 months.)
  - vii) *Regaining control* (Set new goals and plans, and commit yourself to action.)

In the Focal Point Process, one of the first steps to simplifying your life is to determine what your values are. From that perspective you can then visualize your ideal future, determine your goals, and subsequently create your ideal future.

Learning to simplify your life is key in making your ideals a reality. Brian lists the Six Steps to Simplifying your daily life as:

- i) Clean up the clutter in your life.
- ii) Go through stacks of reading material and begin throwing things away.
- iii) Increase breathing space in your life, creating periods of silence and relaxation.

- iv) Go through your car, closet and garage, getting rid of everything that is obsolete, unnecessary, out of fashion, or irreparable.
- v) Practice solitude on a daily basis, taking 30 to 60 minutes to quiet your mind.
- vi) Make a specific commitment to do something, based on your findings in this chapter.

**SELF-ASSESSMENT**

1. Do you currently carry out any tasks that involve several processes or individuals? If so, list them below using the Law of Complexity formula to uncover how complicated you have made the transaction. Write out any findings, and the corresponding formula, in the space provided below.

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2. What are your values? What is important to you regarding your professional, personal, and family life? (Some values might be *peace, simplicity, tranquility, contentment, satisfaction, happiness, love, and joy.*) Select five values that are most important to you, organize them by priority, and list them in the space provided below.

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3. Ask yourself, "If I only had six months to live, how would I change my life?" What would you do more of or less of? What would you start or stop doing? What would you get into or out of? How would you spend your time, and whom would you spend it with? Write out your findings in the space provided below.

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4. If you were financially independent, what activities in your life would you discontinue altogether?

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**ACTION-STEPS**

5. Making use of the Seven R's, go through each task you have noted from question 1 above, and find concrete ways of improving your current overcomplex tasks. Write out your solutions and action plans in the space provided below.

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6. Based on your list in question 2, create a vision for yourself as if your life were ideal in every way sometime in the future. Imagine that you have no limitations and that you could design your ideal lifestyle and ideal calendar. What would they look like? Describe them in the space provided below.

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7. Having gained clarity on your values and your ideal future vision, now set specific goals to simplify your life. Choose solid alternatives and then make firm decisions to carry them out. Do this exercise with at least three areas of your life. Note your changes and commitments in the space provided below.

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8. Based on your assessment in question 3 above, what steps could you take immediately to simplify your life and increase your levels of peace and happiness? Write them out in the space provided below.

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9. During the next six weeks, go through each of the Six Steps to Simplifying Your Life, and take the time to implement each of the steps. Record any of your experiences in the space provided below.

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## Chapter 4: Tap Into Your Most Precious Resource

**“Success is focusing the full power of all you are on what you have a burning desire to achieve.”**

*(Wilfred A. Peterson)*

### SUMMARY

Your most precious resource is your mind. Your ability to think, plan, decide, and take action is the most powerful force for good in your life. Taking the power of the mind one step further, Brian learned, in his own personal breakthrough, that the most important application of the Law of Cause and Effect is “Thoughts are causes and conditions are effects.” In other words, your thoughts create the conditions in your life, and you become what you think about — most of the time. Successful people think about what they want and how to get it, optimism being key to their success.

Creating an optimistic mindset is key in affecting your immune system, general physical, mental and spiritual health, and well-being. Optimism is key in the Focal Point Process. Making optimism more abundant in your thinking involves conscious practice, and eventually it will become habit as it overrides your pessimistic thoughts. Brian stresses that each day, having future orientation, vision, idealization, routine daily testing, and thinking about your goals all aid you in becoming a more positive, confident, and optimistic person. Based on this principle, Brian created a seven part Mental Fitness Program that introduces attitudinal changes that can get you on the road to a more positive outlook:

- i) *Future orientation* (All great leaders have vision and idealization in which they can continually imagine the perfect outcome to all situations.)
- ii) *Goal orientation* (Think about your goals — as opposed to your problems — and how you can achieve them.)

The Seven Steps to Goal Setting that Brian introduces are:

- a) *Decide* exactly what you want, in each area of your life.
  - b) *Write* it down clearly and specifically.
  - c) *Set a deadline* for your goal, and if necessary set sub-deadlines.
  - d) *Make* a list of everything you will have to do to achieve your goal.
  - e) *Organize* your list into a plan.
  - f) *Take action* on your plan immediately.
  - g) *Resolve* to do something every day that moves you toward your major goal.
- iii) *Excellence orientation* (Becoming very good at what you do.)
  - iv) *Result orientation* (Constantly planning and setting priorities on your most important tasks.) Answering these four questions constantly throughout your day creates the attitude necessary for result orientation:
    - What are my highest-value activities?
    - What are my key result areas?

- What can I and only I do, that, if done well, will make a real difference to my company?
- What is the most valuable use of my time?

- v) *Solution orientation* (Think about the solution rather than the problem.)
- vi) *Growth orientation* (Learn and practice new ideas, insights, and techniques.)

Invest at least 3% of your income back into yourself for the rest of your life, and you will have great results. The three keys to growth orientation are:

- a) *Read* one hour or more each day in your chosen field.
  - b) *Listen* to audio programs in your car or while exercising.
  - c) *Attend* every course and seminar that you can find.
- vii) *Action orientation* (Resolve to develop a sense of urgency in your work.)

### SELF-ASSESSMENT

1. If your life were perfect five years from now, what would it look like?

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2. What one skill, if you developed and did it in an excellent fashion, would help you the most in your career?

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3. Answer the following result orientation questions:

What are my highest-value activities?

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What are my key result areas?

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What can I and only I do, that, if done well, will make a real difference to my company?

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What is the most valuable use of my time?

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#### ACTION-STEPS

4. Develop a *dream list*. Write down everything you would like to have in your life and work sometime in the future, as if your goals were guaranteed. If married, sit down with your spouse and create this list. You could pose the question, "What would we do, how would we change our lives, if we won ten million dollars, tax-free, tomorrow?"

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5. Have you focused on your future learning? Are you enrolled in any classes, reading any books, or doing any research in an area of interest? If not, map out a plan for at least three action-steps toward your personal/professional growth.

Step 1:

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Step 2:

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Step 3:

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6. Is there any particular area of your professional or personal life where you have been procrastinating and have not yet taken the necessary “action” to get the job done? In the space provided below, list three things that you will commit to getting done within the next three weeks.

Action-Item 1:

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Action-Item 2:

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Action-Item 3:

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## Chapter 5: Practice Personal Strategic Planning

**“Nothing can add more power to your life than concentrating all your energies on a limited set of targets.”**

*(Nido Qubein)*

### SUMMARY

Your ability to think, plan, decide, and take action determines the entire course of your life. The better you become in each area, the better each part of your life will be and the faster you will achieve your goals. Personal strategic planning is the tool you use to get from wherever you are to wherever you want to go. Personal strategic planning is a systematic way of thinking and acting. It is therefore learnable.

Strategic planning and thinking saves you an enormous amount of time and money. By thinking through the key questions and concepts of your strategy, you very quickly find yourself doing more and more of the most important tasks that can move you toward your key goals. At the same time, you do fewer and fewer of those things that are not particularly helpful.

The purpose of *corporate* strategic planning is to increase *return on equity*. Equity is defined as the actual amount of shareholder money invested and working in the enterprise. The aim of strategic planning in business is to reorganize and restructure the activities of the corporation so as to achieve a higher quality and quantity of outputs relative to inputs, and in turn increase financial results.

Personal strategic planning is very similar. However, instead of return on equity, personal strategic planning is aimed at increasing your *return on energy*. Put another way, it is to increase your *return on life*. Your personal equity, on the other hand, is measured in terms of your own *human capital* and is composed of the mental, emotional, and physical energies you have to invest in your career.

Most human activities follow what is called the Sigmoid Curve. This curve is like the letter ‘S’ lying on its side. Every new endeavor begins at the high point of the ‘S’ on the left, declines downward as it goes through a learning phase, rises upward as it goes through the growth phase, levels off at the top, and then goes into decline. In this program, the Sigmoid Curve applies to product and service cycles, personal and professional relationships, careers, and corporation life cycles.

There are seven key questions in strategic planning, both for yourself and for your business. These are questions that you need to ask and answer, over and over throughout your career:

- i) *What business am I in?* (Define your business in terms of what you do for your customer or for your company.)
- ii) *What business will I be in if things continue the way they are today?* (If I do not change, what will I be doing one year, two years, and five years from today?)
- iii) *Who is my customer?* (Whom do you have to satisfy in order to survive and thrive in your career?)
- iv) *What is it that I do especially well?* (What is your area of excellence, your area of superiority? What is your personal competitive advantage relative to the other people in your field?)

- v) *What are the 10% to 20% of my activities that could account for 80% to 90% of my results? (What are the tasks that you do today that yield the very highest returns and rewards relative to the cost and effort of performing those activities?)*
- vi) *What are the critical constraints on my ability to achieve my goals? (From where you are today and the result that you want tomorrow, at what step is the constraint or choke-point?)*
- vii) *What specific action or actions am I going to take immediately, based on my answers to these questions?*

The Focal Point Process divides your life into seven areas: Business and Career, Family and Personal Life, Money and Investments, Health and Fitness, Personal Growth and Development, Social and Community Activities, Spiritual Development and Inner Peace. Within each of these areas are seven steps to follow in order to reach fulfillment. These seven steps comprise a system of personal strategic planning that enables you to determine where to put the 'X' in each part of your life. They are the following:

- i) *Values Clarification* (What are the values, virtues, qualities, and traits that are most important to you in each area of your life?)
- ii) *Vision* (If your life were perfect in this area five years from today, what would it look like?)
- iii) *Goals* (What specific goals must you achieve in order to fulfill your ideal future vision in that area?)
- iv) *Knowledge and Skills* (In what areas will you have to excel in the future in order to achieve your goals and fulfill your vision?)
- v) *Habits* (What specific habits of thought and action will you need in order to become the person who is capable of achieving the goals that you have set for yourself?)
- vi) *Daily Activities* (What specific activities will you have to engage in each day to assure that you become the person you want to become and achieve the goals you want to achieve?)
- vii) *Actions* (What specific action or actions are you going to take immediately to begin realizing your ideal future vision?)

The Law of Correspondence says that your outer world will always be a reflection of your inner world. To change anything in your outer world, you must begin by changing what is going on in your inner world.

## SELF-ASSESSMENT

1. Identify where each part of your life is today on the Sigmoid Curve. Are you in Phase One, the Learning Phase? Are you in Phase Two, the Growth Phase? Or are you in Phase Three, the Decline Phase? In each of the following areas, note what phase you are in and give yourself a grade on satisfaction, on a scale of one to ten, with one being the lowest and ten being the highest:

Business and Career: \_\_\_\_\_

Family and Personal Life: \_\_\_\_\_

Money and Investments: \_\_\_\_\_

Health and Fitness: \_\_\_\_\_

Personal Growth and Development: \_\_\_\_\_

Social and Community Activities: \_\_\_\_\_

Spiritual Development and Inner Peace: \_\_\_\_\_

2. If you could wave a magic wand and have whatever you wished for, in any part of your life, what would it be?

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3. If you could design your perfect lifestyle, day in and day out, what would it look like?

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4. If you could create your perfect calendar, how would you spend each day, each week, each month, and each year?

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5. How would you change your life if you received one million dollars cash, tax-free, today? What would be the first thing that you would do?

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6. What parts of your work do you enjoy the most and do the best? Where do you excel? What sorts of activities make you the happiest?

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7. What would you do, how would you spend your time, if you learned only today that you had six months left to live?

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8. What one great thing would you dare to dream if you knew you could not fail? If you were absolutely guaranteed of success in any one goal, small or large, short-term or long-term, what would it be?

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#### **ACTION-STEPS**

9. Having assessed your current status in each of the following areas in question 1, now take the time to clarify what you really want in each area and what action-steps you need to take to get there. Write down any insights or ideas in the space provided below.

Business and Career:

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Family and Personal Life:

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Money and Investments:

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Health and Fitness:

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Personal Growth and Development:

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Social and Community Activities:

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Spiritual Development and Inner Peace:

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## Chapter 6: Supercharge Your Business and Career

**“You can do anything you wish to do, have anything you wish to have, be anything you wish to be.”**

*(Robert Collier)*

### SUMMARY

The world of business has vastly changed from the one or two jobs that would be sustained for a lifetime. That was characteristic of the past. Individuals are becoming “Free Agents” or architects of their own careers. They will likely have several jobs and work in various business environments. At the same time, the rate of change, growth, and expanding opportunity in the business world has never been greater.

You can no longer rely on a corporation to take care of you and accept responsibility for your long-term success in your work life. You must think and act for yourself. Your primary responsibility is to design your future the way you want it to be.

The Focal Point Process, as it applies to your work, helps you to identify exactly what is most important to you. The key elements of the Focal Point Process are:

- i) *Values clarification* (Enables you to determine the principles that are important to you.)
- ii) *Project forward and develop a clear vision* of your ideal work life five years in the future
- iii) *Develop a mission for your career* (Enables you to create an ideal description of what you want to accomplish in your career in the years ahead. It is both achievable and measurable.)
- iv) *Determine your purpose* (Flows from your values, your vision, and your mission.)
- v) *Set goals for your career* (Creates the measurable objectives that you must attain in order to fulfill your mission and purpose and realize your vision. Your goals must be clear, written and specific, believable and achievable, accompanied by written plans and schedules for their accomplishment, and include performance measures, or benchmarks, to be worked on every day.)
- vi) *Upgrade your knowledge and skills continually* (The four keys to success in making yourself more valuable are: 1. specialization 2. differentiation 3. segmentation, and 4. concentration.)
- vii) *Develop winning habits*
- viii) *Develop a daily activity schedule*
- ix) *Have an action commitment*
- x) *No limit thinking*

There are no limits to what you can accomplish if you develop absolute clarity about who you are and what you want, and then throw your whole heart into doing your job better than anyone else. This commitment will open up doors of opportunity for you that will make your future unlimited.

## SELF-ASSESSMENT

1. What are your values? What do you believe in? What do you stand for? What will you not stand for? What are your innermost convictions and your organizing principles?

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2. Review the list of values in Appendix A of this book and select the three to five values that most represent what you believe to be right and good and true about your work and your business. Some values you might choose for your career could be *integrity, dependability, quality, excellence, hard work, and customer service*. Examine your current behavior to determine how consistent it is with the values you espouse. Decide how you will behave in the future to assure that your actions are more consistent with the values that you consider to be the most important.

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3. Select the one value that you feel is more important than any other single value in your work life. Make this your focal point for your behavior and decision-making. Resolve to live consistent with this value in everything you say or do. Never allow an exception. Let this value be your guiding light so that, years from now, people will still speak about you and this value in the same sentence.

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4. Imagine that five years from now, everything was perfect and your work life was ideal in every way. Your vision, of course, must be consistent with your values. Answer these questions:

1. What would your ideal job or position look like?

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2. What would you be doing most of the time?

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3. How much would you be earning?

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4. What kind of people would you be working with?

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5. What level of responsibility would you have?

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6. What kind of company or industry would you be working in?

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7. How would your colleagues and co-workers think and talk about you?

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5. Based on your current behavior, if researchers were to ask your co-workers what they thought your values, vision, mission, and purpose were, what do you think they would say in response? How do you think other people think and talk about you when you are not there? How do the people who work with you and deal with you on a daily basis assess the quality of your character and the kind of values you live by? In the space provided below, write out what you anticipate would be said.

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6. *Specialization* refers to your ability to specialize and channel your talents and abilities into a vital area that is of measurable importance and value to your company and to your customers. Your selection of an area of specialization is a critical determinant of your long-term success. What is your area of specialization?

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7. *Differentiation* is how you set yourself apart from others on the basis of your superior performance in one or more areas. Your ability to differentiate yourself on the basis of high-quality work is probably the single most important focal point of your career. Just as a company must have an area of excellence or competitive advantage to survive and thrive, you must have one or more as well. What is it?

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8. *Segmentation* refers to the ability to determine the individuals and organizations in your work life that can most benefit, the fastest, from your excellent performance in a particular area. Proper segmentation requires that you define your most important customer clearly and then resolve to satisfy that particular customer better than anyone else. Define your most important customer in the space provided below.

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9. *Concentration* refers to your ability to focus single-mindedly on serving your specific market segment with products and services that are absolutely excellent for that individual or organization. Choose three key individuals or organizations that you service. Are your services/products the very best for them? List possible improvements in the space provided below.

Client 1:

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Client 2:

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Client 3:

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10. Some of the habits of highly effective people are *punctuality, good time management, self-discipline, single-minded concentration, task completion, and thoughtfulness*. What specific habits of thought and action can help you the most to perform at your best and to become excellent in your chosen field?

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## ACTION-STEPS

11. Your mission statement describes the difference that you intend to make in the world as the result of who you are and what you do. Explain its value offering, both personally and as a business. Create a mission statement.

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12. For the next week, select the one activity that you could do each day that would be the most helpful to you in achieving your most important goal. List the activity in the space provided below. Be sure to continue this process on a daily basis.

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## Chapter 7: Improve Your Family and Personal Life

**“No success in public life can compensate for failure in the home.”**

*(Benjamin Disraeli)*

### SUMMARY

A great deal of your happiness in life will come from good relationships with other people — in your family, your personal life, and your work. The Focal Point Process requires that you think through who you are and what is important to you with regard to other people. In your relationships, begin to focus on:

- i) *Expressing your values* (They are always expressed in your behaviors, especially when you are under pressure or exposed to temptation. When you are tired, irritable, stressed, afraid, or at a low point in your life, you often say and do things that are completely unexpected. You often express values and beliefs that you did not know you had.)
- ii) *Deciding what your vision is for your family* (What possibilities do you see for your family?)
- iii) *Creating a family mission statement* to guide and direct yourself and your family’s behavior toward each other (A mission statement is a very useful tool.)
- iv) *Setting goals for your family life* (Decide specifically what you really want to achieve for your family. You can set both tangible goals [homes, cars, bicycles, boats, clothes, and other physical objects] and intangible goals [time with your family, vacations, walks, quality of life, health, the security of your home, and the well-being of each person] for your family and your relationships.)
- v) *Dedicating yourself to continuous learning* (What are the additional skills that you will need to improve the quality of your family life? What subjects do you need to master so that you improve your relationships with the individual members of your family?)
- vi) *Developing and strengthening your habits* (Think through and identify the habits and behaviors that will help you to enrich and improve the quality of your family life.)

The Seven Rules for Relationships that Brian emphasizes are:

- i) *Remember what is truly important in your life.* Put your family and relationships ahead of all else. Make the needs of your family members the top priorities of your life.
- ii) *When you work, work all the time you work.* Do not waste time. Remember, any time that you waste at work must eventually be taken away from your family when you bring work home.
- iii) *The Law of Relationships says that there are two types of time in your life.* There is work time, which is measured by results and productivity, and there is family time, which is measured in terms of love and contentment. The law is this: It is quality of time at work that counts, and quantity of time at home that matters. At home, you need long, unbroken periods of quantity time to build and maintain high-quality relationships.

- iv) *The Law of the Excluded Alternative* says that, “*Doing one thing means not doing something else.*” If you are watching television, reading the newspaper, or working on your computer, you cannot be spending time with the members of your family.
- v) *Deliberately create chunks of time with the members of your family.* Create 30-, 60- and 90-minute blocks of time in which you can interact one-on-one and face-to-face.
- vi) *Plan in advance for family vacations.* Schedule them completely. Pay for them in full. Make the payments nonrefundable if possible. Then discipline yourself to take the time away, no matter what happens.
- vii) *Remember that to do more of one thing, you must do less of another.* To spend more time with your family, you must do less of something else. Because of the 80/20 Rule, much of what you do each day is of low value or no value. The time you spend with your family, however, is the highest value of all.

Do the action-steps that are listed below. Take action immediately to improve the quality of your family life. Then, do something every day to move yourself toward the most important family and relationship goals you have set for yourself. When you dedicate yourself to creating and maintaining a wonderful family life, the quality of every other area of your life will improve.

### SELF-ASSESSMENT

1. What are your values with regard to your family and other important people in your life?

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2. What do you stand for in your relationships?

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3. What do you believe is proper behavior in your treatment of others?

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4. What do you feel is most important in the character and behavior of both yourself and others when dealing with other people?

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5. Select three to five values from Appendix A in the back of this book. Some values that you might choose to guide your relationships could be *love, patience, kindness, sincerity, dependability, forgiveness, respect, and encouragement*. List them, in the space provided below.

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6. If the members of your family were interviewed and asked about how you truly felt about themselves, what would they say? In the space provided below, take the time to write out what you believe each member would say.

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7. From the way you treat them most of the time, what would your family members conclude about your fundamental values toward them? Write out your expected response in the space provided below.

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8. Project five years forward into the future. With your family values clear, define your ideal perfect vision for your family. Imagine that your family life is perfect in every way. Write a response to each of these questions in the spaces provided below:

What would it look like?

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How would you feel about yourself and them?

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What would you be doing each day?

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How would the members of your family be living their lives?

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9. What would be your perfect family lifestyle? If you could design a lifestyle that was perfect in every way, what would it look like?

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10. What kind of a life and home environment do you want to provide or create for your family?

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11. What kind of experiences do you want to enjoy with your family? Imagine that you have no limitations. Imagine that you could do anything at all with the members of your family. What would you want to do differently from today?

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12. What sort of items would you like to obtain for your family? What kind of material benefits would you like to provide for them?

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13. How much time, how many days and weeks, would you like to spend with your family each year, on long weekends and longer vacations?

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14. What kind of a relationship would you like to have with each member of your family?

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15. What sort of education or opportunities do you want to provide for your children?

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16. If you were financially independent today, what changes would you make in your family life?

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17. What one great thing would you dare to dream for your family if you were absolutely guaranteed of success?

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**ACTION-STEPS**

18. Create a family mission statement to guide and direct you and your family's behavior toward each other. It should be discussed, agreed upon, and shared by every member of your family. You should then repeat and reaffirm this mission statement on a regular basis.

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19. Select a focal point, a single repeated action or behavior, which you can practice consistently to demonstrate your commitment to the mission statement. This could be the practice of patience, listening, encouragement, or unconditional love. By emphasizing this behavior, you assure that the other values are adhered to and the mission statement is followed. What could this behavior be for you and your family?

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20. Some of the tangible critical success factors you might use are the following:
- What is the current size and layout of your home? Are you happy with this? Would you like to change it or improve it in some way? If so, how?
  - How satisfied are you with the general finances of your family? What improvements would you like to make in the months and years ahead?
  - How secure is your family with regard to insurance? Do you have sufficient life insurance? Health insurance? Accident insurance? Car insurance? Disability insurance? What changes or additions should you make?
  - How prepared are you for education and college expenses for your children? How much will you need? What actions should you take today to start making proper provision for them?
  - Are you happy with the other material components of your life — your car, your furniture, your clothes, and your appliances? What would you like to change, improve, or have more of?

Based on the above probing questions, list some tangible goals for your family in the space provided below.

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21. Some of the intangible critical success factors you might use are the following:
- How many minutes or hours do you spend daily with your spouse or partner? How much time would you like to spend? How much time should you spend?
  - How many minutes do you spend daily with each of your children? How much time would you like to spend?
  - How many days do you take off with your family each week?
  - How many weekends away do you take with your spouse each year?
  - How many vacation weeks do you take with your family each year?
  - How often do you have dinner with your entire family?
  - How do you start each day with your family?
  - What would you really like to have in your family life that you do not currently have?
  - What grade would you give yourself on the quality of your communications with your family members? What kind of a grade would they give you?
  - If your family life were ideal in every respect, how would it be different from today?

Based on the above probing questions, list some intangible goals for your family in the space provided below.

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22. Determine what you really want in each of the above areas. Set each of them as a goal, make a plan, and go to work on your plan. Set standards or measures for each goal and then compare your progress against these measures on a regular basis. You can begin to track your progress in the space provided below.

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23. Sit down with the members of your family and ask them the following four questions:  
Is there anything that I am doing today that you would like to me to do *more* of?

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Is there anything that I am doing that you would like me to do *less* of?

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Is there anything that I am not doing that you would like me to *start* doing from now on?

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Is there anything that I am doing that you would like me to *stop* doing altogether?

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## Chapter 8: Achieve Complete Financial Independence

**"Thought is the original source of all wealth, all success, all material gain,  
all great discoveries and inventions, and of all achievement."**

*(Claude M. Bristol)*

### SUMMARY

One of your primary responsibilities to yourself and to the people in your life is for you to achieve financial independence, to reach the point where you never have to worry about money again. It is really quite simple to become a self-made millionaire. If you saved \$100 per month every year, from the ages of 20 to 65, and you invested that money in a well-managed mutual fund in the American stock market, you would earn an average of 10.8% per annum on your investment. At that rate, you would have more than \$1,200,000 when you retired.

Why is it then that everybody does not become a self-made millionaire over the course of his or her working lifetime? There are three primary reasons: First, it never occurs to them that it is possible. As a result, they give up before they start. Second, if it does somehow occur to them that it is possible, they never make a firm, unequivocal decision to save and invest regularly. Third, if it does occur to them, and they do make such a decision, they procrastinate. They put off the beginning of a saving and investment program until it is too late.

The key followed by the most successful people is to have a long-term perspective. They develop a long-term horizon, planning years into the future. They then organize their activities in such a way that everything they do is consistent with the long-term goals they want to achieve. The reason that people do not achieve financial independence is because, although it is a goal, it is not a *primary* goal. It is only when you take the goal of financial independence and move it right up to the top of your hierarchy of values that you begin to get your financial life under control.

In order to set yourself on the right financial path, you need to focus on the following directives:

- i) *Determine* your financial values (Your financial values are the critical drivers and determinants of everything you do with regard to money.)
- ii) *Admire, respect, and look up to people* who have achieved financial success (This is because you always move in the direction of that which you most admire and respect.)
- iii) *Set* clear financial goals (You should have four financial goals: First, earn as much as you can. Second, spend as little as you can. Third, save and invest as much as possible. And fourth, protect yourself against unexpected reversals and lawsuits.)
- iv) *Learn what you need to learn* (What skills and abilities will you have to develop to earn the very highest income possible for you, and eventually achieve financial independence?)
- v) *Break Parkinson's Law*, "Expenditures invariably rise to meet income." (Refuse to allow your expenditures to increase at the same rate that your income increases.)
- vi) *Learn money skills* (Identify the specific skills that you will need to develop to achieve financial independence.)

- vii) *Develop the habits* that will make you wealthy.
  - Pay yourself first.
  - Invest a specific amount every month, year in and year out.
  - Develop the habit of *frugality*.
  - *Enjoy* the very act of saving and investing.
- viii) *Do something every day*. The four activities that you should engage in every single day to guarantee that you achieve financial independence are:
  - i) Carefully evaluate expenditures before you make them. Delay them if possible.
  - ii) Set clear goals and targets for the amounts that you intend to earn and keep. Measure your results against these targets every week and every month.
  - iii) Set it as a goal to reduce your monthly costs of living by as much as you can as quickly as possible.
  - iv) Take every opportunity that you possibly can to increase your value, to increase your earning ability. Look for ways to upgrade your knowledge and skills. Concentrate on getting better at those activities that contribute the greatest value to yourself and your company. Become totally focused on making more and saving more every single day.

Be sure to take immediate action on your plans. Each step you take, no matter how small, gets you closer to your goals and aspirations.

#### SELF-ASSESSMENT

1. What are your personal values with regard to money? What does money really mean to you? What do you think about people who are financially successful? What is your attitude toward wealth and affluence? Especially, what is your self-concept with regard to your ability to become financially successful yourself?

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2. For most people, money means *freedom*, one of the highest of all human values. Freedom is a powerful driving force that has determined the course of history. Is this one of your values?

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3. Some of the values associated with money are *security, independence, success, status, adventure, and even love, especially the love and respect of others*. What are your values with regard to money?

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4. If you have negative values with regard to money, these values can sabotage you throughout your entire life. For example, if you think that having money is somehow wrong, or that people who are financially successful are somehow evil or dishonest, you will create a force field of negative energy around yourself that drives financial success away from you, no matter how hard you work to achieve it. Do you have any such negative values? If so, list them in the space provided below.

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5. What is your *vision* with regard to money and to your financial future? Imagine that your financial life is perfect in every respect. Create a clear mental picture of your financial future as if your every financial dream had been realized. Describe what it looks like.

Projecting forward five years:

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Ten years:

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Twenty years:

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6. How much would you like to be worth when you retire or stop working? What kind of lifestyle would you like to have at that time?

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7. How much will you have to save and invest every month, every year, to reach your long-term financial goals?

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8. Imagine that you have finally achieved a net worth of \$10 million. What would you do, how would you change your life if you were completely independent financially? Make up a *dream list* of every single thing you would want in your life, tangible and intangible, if you had all the money you would ever need.

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#### ACTION-STEPS

9. What action-steps can you take to change any negative values that you have about money? For example, could you find a mentor who is financially successful to meet with on a regular basis? For every negative value, write at least two action-steps that you could take.

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10. Questions for Creating Your Financial Future:

1. How much do you want to earn this year? Next year? In five years?

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2. What is your plan to earn these amounts of money?

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3. How much do you want to be worth when you retire?

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4. How much will you have to save each year to achieve your financial goal?

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5. What is your plan to acquire that amount of money? What do you need to do first?  
What do you need to do second?

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6. What do you need to do every day, every week, every month, in order to achieve your long-term financial goals?

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7. Where do you draw the “X” in your financial life? What is your focal point?

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11. Calculate your financial net worth today. Add up all of your assets at market value and then subtract all of your debts and liabilities.

1. What amounts do you currently save and invest each month?
2. What percentage of your income do you put away?
3. What are your monthly costs of living?
4. What are your annual costs of living?
5. How many years have you been working and how much, on average, have you managed to accumulate each year?

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12. In the space provided below, determine how much money you will need each month, each year, to live comfortably, and then calculate how long you could sustain your current lifestyle on your current savings. This is called your “run rate” or your “burn rate.” This is a calculation of how long you can survive with what you have accumulated up to now. This is the best measure of your overall financial health.

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## Chapter 9: Enjoy Superb All-Around Health and Fitness

**"Thoughts lead on to purposes; purposes go forth in action; actions form habits; habits decide character; and character fixes our destiny."**

*(Tryon Edwards)*

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### SUMMARY

Your future intentions, your long-term visions and goals, have an inordinate impact on your present decisions and actions. One of the smartest things you can do right now is to simply stop doing anything that may interfere with your living a long, healthy life. Remember that there are only four ways to change. You can do *more* of some things. You can do *less* of other things. You can *start* doing something that you have not done before. You can *stop* doing something that is not particularly helpful to you or to achieving your goals.

To map a health and fitness plan, you should:

- i) *Clarify* your values in this area.
- ii) *Create* a long-term vision for your health.
- iii) *Make out* a dream list.
- iv) *Set goals* for your health and fitness.
- v) *Learn* the keys to superb health and fitness.
- vi) *Develop* the habits you need for lifelong health and fitness.

The Seven Secrets of Superb Health are:

- i) *Proper weight*
- ii) *Proper diet*
- iii) *Proper exercise*
- iv) *Proper rest and relaxation*
- v) *Proper nutritional and dietary supplement*
- vi) *No smoking*
- vii) *Moderate to no alcohol consumption*

Establish a daily routine. Put health and fitness into your daily agenda, the same as you would an appointment with an important client. Put other activities aside and put off lower-value tasks so that you have more time to take excellent care of yourself. This is one area where you should never procrastinate or delay.

**SELF-ASSESSMENT**

1. What are your values with regard to physical fitness and well-being? How important is physical health to you? Rate it on a scale from 1 to 10 in the space provided below.

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2. Some of the values associated with health and fitness are *happiness, energy, beauty, discipline, self-control, personal mastery, persistence, and fitness*. Which of these values most appeal to you? Select three to five values from the values in Appendix A, and then organize them in your own personal order of priority in the space provided below.

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3. Do a complete analysis of yourself at the current time. Be perfectly honest with yourself. Create a baseline that you can compare your progress against. Answer the following questions:

1. How much do you weigh? \_\_\_\_\_
2. How many hours per night do you sleep? \_\_\_\_\_
3. What is your waist size? \_\_\_\_\_
4. How often do you exercise each week? \_\_\_\_\_
5. How many minutes do you exercise? \_\_\_\_\_
6. How much do you eat? \_\_\_\_\_
7. How healthy and nutritious is your diet? \_\_\_\_\_
8. How much alcohol do you drink daily and weekly? \_\_\_\_\_
9. What time do you go to bed at night? \_\_\_\_\_
10. What time do you get up in the morning? \_\_\_\_\_
11. On a scale of 1-10, how would you rate your health overall? \_\_\_\_\_

4. Describe your perfect self and lifestyle in terms of health and fitness.

How much would you weigh? \_\_\_\_\_

How much would you exercise? \_\_\_\_\_

How many hours per night would you sleep? \_\_\_\_\_

What time would you go to bed and what time would you get up? \_\_\_\_\_

What sort of physical activities would you engage in on a regular basis? \_\_\_\_\_

If your physical life were perfect in every respect, what would you be doing and how would you be doing it? \_\_\_\_\_

**ACTION-STEPS**

- 5. What is your long-term vision for your health? Project forward five or ten years into the future. If your health were perfect in every respect, what would you look like? How would you feel?

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

- 6. Set specific goals for your desired levels of physical fitness, health, and well-being. Based on your self-analysis in question 3, set goals in each area for one month from now, six months from now, and one year from now. Record those goals in the space provided below.

	<b>1 Month</b>	<b>6 Months</b>	<b>1 Year</b>
1. How much do you weigh?	_____	_____	_____
2. How many hours per night do you sleep?	_____	_____	_____
3. What is your waist size?	_____	_____	_____
4. How often do you exercise each week?	_____	_____	_____
5. How many minutes do you exercise?	_____	_____	_____
6. How much do you eat?	_____	_____	_____
7. How healthy and nutritious is your diet?	_____	_____	_____
8. How much alcohol do you drink daily and weekly?	_____	_____	_____
9. What time do you go to bed at night?	_____	_____	_____
10. What time do you get up in the morning?	_____	_____	_____
11. On a scale of 1-10, how would you rate your health overall?	_____	_____	_____

7. Any one of the above measures can be the focal point for your goal of achieving superb levels of health and fitness. Where do you put the “X” in your life? (Brian’s was waist size).

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8. Decide upon the daily activities that you are going to engage in to achieve and maintain high levels of physical health and well-being. Write them down; make a schedule and a plan.

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## Chapter 10: Become Everything You Are Capable of Becoming

**“The potential of the average person is like a huge ocean unsailed, a new continent unexplored, a world of possibilities waiting to be released and channeled toward some great good.”**

*(Brian Tracy)*

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### SUMMARY

Successful people are usually those who have learned the cause-and-effect relationships between what they wanted and how to get it. They then repeated what other successful people did in a particular area until they got the same results.

There are no limits except the limits you place on yourself. To achieve more in your outer world, you must go to work on your inner world, on developing yourself. If you were to use only a small additional percentage of your inborn capabilities, you could achieve much greater results.

- i) *Be clear about your values* (To realize your full potential for personal and professional growth and development, begin with your values as they apply to your own abilities.)
- ii) *Decide upon your vision* (Create a long-term “personal growth” vision for yourself.)
- iii) *Take immediate action on at least one item in your plan to get the process started* (Resolve to do something daily until you are successful in that area. Never stop working on yourself until you become the kind of person you would ideally most like to be.)
- iv) *Set specific measures on each of your goals* (If your goal is to excel in your field, determine how you will be able to know when you have achieved it.)
- v) *Develop the habits of success* (Select the specific habits and behaviors you will need to practice daily to become the person you want to become. These could be the habits of clarity, planning, thoroughness, studiousness, hard work, determination, and persistence.)
- vi) *Every day, and every hour of every day, you have to practice self-discipline.*

There are seven disciplines that you must develop if you want to achieve all that is possible:

- i) *Daily goal setting* (Every morning, take three to five minutes to write out your top ten goals in the present tense. This will program them deep into your subconscious mind.)
- ii) *Daily planning and organizing* (Take a few minutes each day, preferably the night before, to plan out every activity of the coming day. Always think on paper and work from a list. This is one of the key disciplines for high performance.)
- iii) *Daily priority setting* (The essence of all time, personal, and life management is contained in your ability to set the proper priorities on the use of your time.)
- iv) *Daily concentration* on your highest-value activities (Your ability to work single-mindedly on your most important task will contribute greatly to your success.)
- v) *Daily exercise and proper nutrition* (Your health is more important than anything else. By disciplining yourself to exercise regularly and to eat carefully, you will assure yourself the highest levels of health and fitness throughout life.)

- vi) *Daily learning and growth* (Your mind is like a muscle. If you don't use it, you lose it. Continuous learning is the minimum requirement for success in any field.)
- vii) *Taking time daily* for the important people and relationships in your life.

Based on the Law of Incremental Improvement, Brian created the 1000% Formula. It is a simple, practical, proven self-development formula that you can use to double your income in the years ahead. Simply increase your overall productivity, performance, and output by 1/1000th (one-tenth of 1%) over the next 24 hours. By setting goals and priorities and by focusing on higher-value activities, anyone could increase his or her overall productivity and performance by 1/1000th over the next 24 hours. If you become one-tenth of 1% more productive each day, five days per week, after one week you will be one-half of 1% more productive ( $0.1\% \times 5 = 0.5\%$ ). After four weeks, you will be 2% more productive ( $4 \times 0.5\% = 2\%$ ). After fifty-two weeks, you will be 26% more productive.

The compounding effect of new knowledge and skill begins to work at this point. Every improvement in any part of your work will have an effect on other parts of your work at the same time. As you become better at managing your time, you will become more productive with your customers and clients. As you become more productive with your customers and clients, you will become more competent and effective in other parts of your business. Each improvement will lead to other improvements. By becoming 26% more productive over the course of a year, and continuing to improve by one-tenth of 1% per day, five days a week, you will actually double your overall productivity, performance, and output in 2.7 years. If you continue learning, growing, and becoming more effective and efficient, a 26% improvement per year, compounded over ten years, will result in an increase of 1004% in your overall productivity in one decade. By improving your overall performance by 1004%, your income will eventually rise to match the value of your contribution.

Here are the seven steps in the 1000% Formula that will guarantee that you become at least one-tenth of 1% better daily (26% better each year):

- i) *Arise two hours before your first appointment* and read for one hour in your field.
- ii) *Rewrite and review your major goals* each day before you start off.
- iii) *Plan every day in advance.* Make a list of everything that you have to do the night before, before you end your workday, or before you go to bed.
- iv) *Concentrate on the most valuable use of your time.* Select the one task that can have the greatest positive impact, and begin on that task first thing in the morning.
- v) *Listen to educational audio programs in your car.* Turn your car into a mobile classroom, a university on wheels.
- vi) *Ask two questions after every experience.* 1) What did I do right? and 2) What would I do differently?
- vii) *Treat everyone you meet like a million-dollar customer.* Treat the people you work with the same way you would treat a valuable customer of your firm.

## SELF-ASSESSMENT

1. Some values that you might select with regard to your personal growth are *excellence, self-actualization, intelligence, skillfulness, achievement, and personal mastery*. What is your fundamental value?

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2. Project forward five or ten years and imagine that you are developed fully in every important part of your life. Idealize and see yourself as outstanding in every respect. What do you see?

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## ACTION-STEPS

3. Create a long-term vision for yourself. What level of skill or ability would you have in your field?

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What level of status and prestige would you have attained as the result of your superb performance at what you do?

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What kind of work would you be doing and at what level would you be doing this work?

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How would you think and feel about yourself as the result of being one of the very best in what you do?

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If you had no limitations at all, what would be your vision for how you would develop yourself in the months and years ahead?

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4. In the space provided below, write down ten goals that you would like to achieve in the area of personal and professional development. Write in the present tense, exactly as if you were already the person you intend to be.

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5. Review this list of ten goals and select the one goal that would have the greatest positive impact on your life and on your career. Write that goal in the space provided below.

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6. Make a list of everything that you will have to do to achieve personal excellence in the above area. Organize your list into a plan, setting priorities and schedules. Gather any resources (books, materials, equipment, etc.) you will need to work on your goal.

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7. In the space provided, answer the following key questions regarding your future goals:

What additional knowledge do you need to be the best in your field?

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What additional skills must you acquire to do your work in an excellent fashion?

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What subjects do you need to study and become conversant with?

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What skills can you improve that will help you the most in your work or career?

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What are the key result areas of your job? What must you absolutely, positively be excellent at doing to lead your field?

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What are your core competencies today, and what new competencies will you have to develop to excel in your field in the future?

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What is your plan to excel in each of these areas?

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What is your plan to acquire these critical skills?

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## Chapter 11: Make a Difference In Your Community

**“The best thing about giving of ourselves is that what we get is always better than what we give. The reaction is greater than the action.”**

*(Orison Swett Marden)*

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### SUMMARY

One of the most important questions you ever ask and answer is this, “What kind of a difference do I want to make with my life?”

Most famous men and women have one thing in common: a sense of destiny. Throughout history, men and women who have left a real mark on their societies have believed that their lives had a special meaning and that they were put on this earth to do some great thing that would benefit mankind. The one factor that these people all have in common seems to be *passion*. They are often willing to suffer tremendous privation and make incredible sacrifices to promote their ideals. They believe deeply in the rightness and goodness of what they stand for and are willing to go great distances to promote their causes.

In leaving a legacy, and making a difference with your life in your community, begin with your values. These may be spiritual values, economic values, social values, personal values, human values, or any values at all that you consider important and relevant to the human condition. Each of us needs to be able to rise above ourselves, to get out of ourselves, and to put our hearts into doing something that makes a difference in the world and in the lives of others.

- i) *Determine your vision of a perfect world* (Look around you in your society. There are many nonprofit organizations aimed at achieving a variety of social goals that need your help.)
- ii) *Set specific goals for your contribution* (What are your goals for the type and level of contribution that you want to make to your society?)
- iii) *Be a wise and knowledgeable giver* (You should also investigate before you contribute your time or your funds to any worthy cause.)
- iv) *Identify the specific habits* that you would have if you wanted to make a significant contribution to your society.
- v) *Define your contribution in terms of specific activities* (One of the great secrets of success is for you to always do what you love to do. It is for you to find something that fascinates you and attracts you. It is for you to then put your whole heart into doing whatever that is extremely well.)
- vi) *Back your good intentions with action* (Decide today to make a specific action commitment, to do something that makes a difference.)

## SELF-ASSESSMENT

1. What do you want to be famous for? How do you want people to think about you and talk about you when you are gone?

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2. What do you want to do that will benefit and improve the lives of other people while you are here on this earth, and afterwards?

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3. You may be motivated by *love, compassion, freedom, God, kindness, sympathy, courage, or generosity*. What moves you emotionally to give of yourself and your resources?

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4. Look at your community and your nation.

What causes, organizations, movements, or schools of belief are you attracted to?

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What kind of a contribution would you like to make with your life?

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If you were extraordinarily wealthy, what causes would you contribute to? What changes would you like to see in your society that would be beneficial to other people?

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5. What is your passion? What problems or needs in your society do you really care about? What sort of issues do you find yourself discussing, arguing, and debating? In what areas do you have strong feelings about what should be done or should not be done?

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6. If the world were ideal in an area of great concern to you, what would it look like? Imagine that you could wave a magic wand and bring about the perfect situation. What would it look like?

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7. If you had an unlimited amount of money, what would you want to do or achieve with that money in terms of improving your society or your community? How would you measure success?

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**ACTION-STEPS**

8. What habits might you develop (*self-discipline, self-denial, diligence, wisdom, foresight, patience, and humility*) to fulfill your contributory desires? List them in the space provided below.

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9. What steps can you take to build the above habits in yourself?

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10. What are the daily activities that you would engage in if you wanted to make a contribution to worthy causes? List them in the space provided below, and write out an implementation date for each.

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11. What would you do regularly to assure that you were making a genuine difference in the quality of your community? Would you be attending meetings? Making telephone calls? Writing letters? Serving on church or community boards or committees? Write out at least one weekly activity you would do, along with an action plan, in the space provided below.

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## Chapter 12: Spiritual Development and Inner Peace

**"It is only with the heart that one can see rightly;  
what is essential is invisible to the eye."**

*(Antoine de Saint-Exupéry)*

### SUMMARY

There seems to be, within each person, a desire to connect with something higher and greater than himself or herself. This inner drive seems to arise naturally and normally, often without any guidance or instruction. The great mystics and spiritual teachers of human history are those who have emerged to teach people how they can best satisfy this spiritual craving.

The highest human good is, and always has been, *peace of mind*. In fact, you can measure the success of your life at any given time by your level of happiness and peace of mind, by how good you feel about yourself and your world.

In spiritual development, there are a series of simple principles that all religious traditions seem to have in common:

- i) There is a God who loves us, who knows us, who understands us, and who wants the very best for us.
- ii) The Golden Rule: "Do unto others as you would have them do unto you." Someone once wrote, "There may be a better principle for human living than the Golden Rule, but no one has yet discovered it."
- iii) The "Universal Maxim," best articulated by Emmanuel Kant, who said, "Live your life as though your every act were to become a universal law."

Intuition is one of the greatest gifts of mankind. Every great thinker has been amazed at this wonderful power. The more you listen to your inner voice, the louder and clearer it becomes in guiding you to make the right decisions in each area of your life.

One of the great spiritual practices is that of solitude and contemplation. Most people have never tried the practice of solitude in their entire lives. Yet it is an extraordinarily positive experience.

- i) *Discipline yourself to live your life in harmony with your most important spiritual values*
- ii) *Clarify your vision* (Think back over the happiest moments of your life. What was going on? Who were you with? What were you doing?)
- iii) *Determine your goals*
- iv) *Develop new habits* (What habits and behaviors do you need to develop to become a happier person and to enjoy greater peace of mind in everything you do?)
- v) *Determine your daily activities* (Identify the daily activities that you could begin practicing to increase your levels of spiritual development and inner peace.)
- vi) *Take action toward your goals*
- vii) *Make a specific action commitment* (Decide upon one step that you are going to take today to begin moving toward higher levels of spiritual development and peace of mind.)



Perhaps the most important spiritual principle of all is for you to develop an unshakable trust in the universe and in the goodness of God, or of a greater power. Often our greatest difficulties can produce the greatest spiritual gifts in our lives. Look for the valuable lesson in every difficulty. Have complete faith that there is a divine intelligence that cares about you and that is guiding your path, every step of the way. When you begin practicing this way of thinking, you will be amazed at the wonderful things that will happen in your life.

Spiritual development and peace of mind are the highest of all human goods and benefits. Spiritual development enhances your life and fills you with joy and satisfaction. It makes you happy and gives you tremendous pleasure. Best of all, it is available to you and to everyone at no cost.

Developing spiritually and enjoying peace of mind simply requires that you live in truth with yourself and with everyone around you. Spiritual development requires that you trust in the universe to guide and direct your path. Spiritual development requires that you take time each day to sit quietly by yourself and to listen for the small voice within. Spiritual development requires that you follow the guidance of your intuition and believe absolutely that everything is working out for the best.

When you begin to live in truth with yourself and others, and trust to your inner voice, you will probably never make another mistake. You will make your life into something truly wonderful and inspiring. And it's completely up to you.

#### SELF-ASSESSMENT

1. Here are four questions that you can ask and answer for yourself on a regular basis. They will help you incorporate the "Universal Maxim" into your life:

What kind of a world would my world be, if everyone in it were just like me?

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What kind of a country would my country be, if everyone in it were just like me?

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What kind of a company would my company be, if everyone in it were just like me?

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What kind of a family would my family be, if everyone in it were just like me?

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2. What are your values with regard to spiritual development? Do you believe in the values of *peace, joy, love, compassion, forgiveness, self-control, faith, hope, happiness, and personal fulfillment*? Select the values that you consider to be most important from Appendix A at the end of this book. Organize your values by priority, from what is most important to you all the way through to what is least important. Put an "X" on your most important value and then begin to think about how you could express this value more often in your words and actions.

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**ACTION-STEPS**

3. What is your vision for yourself and your life if you had complete peace of mind? If your inner life were perfect in every way, and you were completely happy and fulfilled, how would you be living your life?

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4. What should your focal point be? What one change or decision could you make that would move you more rapidly to a higher level of spiritual and inner development, a higher level of happiness and peace?

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5. Practice zero-based thinking. Look at your life and ask yourself if there is anything that you are doing that, knowing what you now know, you wouldn't get into again today?

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Is there any relationship, personal or business, that you wouldn't get into again today if you had to do it over?

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Is there any part of your business, any product, service, process, or activity that you would not start up again today, knowing what you now know?

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Is there any investment or drain on your time, emotion, energy, or money that you would not get into again today if you had to do it over, knowing what you now know?

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6. What are your goals for spiritual and inner development?

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7. What specific, measurable steps can you take to achieve higher levels of happiness and personal satisfaction? What can you do today to eliminate the people, forces, and influences in your life that are disrupting your happiness and peace of mind?

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8. Whatever you do, anything that you repeat, over and over again, will eventually become a new habit. What are the specific activities that you would like to develop into habit?

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## SEVEN RULES FOR THE 21ST CENTURY

Here are seven rules for success in the 21st century. These are some of the most important ideas Brian Tracy has learned in more than 30 years of studying successful people:

- Rule Number One:** *Your life only gets better when you get better.*
- Rule Number Two:** *It does not matter where you are coming from; all that matters is where you are going.*
- Rule Number Three:** *Anything worth doing well is worth doing poorly at first.*
- Rule Number Four:** *You are only as free as your options, the well-developed alternatives you have available to you.*
- Rule Number Five:** *Within every problem or difficulty you experience, there is the seed of an equal or greater advantage or benefit.*
- Rule Number Six:** *You can learn anything you need to learn to achieve any goal you can set for yourself.*
- Rule Number Seven:** *The only real limits on what you can do or be are the limits you accept in your own mind.*
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## FOCAL POINT ADVANCED COACHING AND MENTORING PROGRAM

Brian Tracy offers a personal group-coaching program in San Diego for successful entrepreneurs and top sales professionals.

If you qualify for this program (minimum income \$100,000 per year), you will learn how to apply the Focal Point Process to every part of your work and personal life. You will be taught a step-by-step process of personal strategic planning that will enable you to take complete control of your time and your life.

Over the course of the program, you meet with Brian Tracy one full day every three months. During these sessions, you will:

- Learn how to double your income and double your time off.
- Identify those things you enjoy doing the most and learn how to become better and better in your most profitable activities.
- Learn how to delegate, downsize, and eliminate all those tasks you neither enjoy nor benefit from.
- Learn how to determine your special talents and how to use leverage and concentration to move to the top of your field.

If you are not yet able to qualify for his **Focal Point** program, Brian also offers his **Personal Success** one-on-one tele-coaching program in conjunction with Nightingale-Conant Seminars. For more information on these life-changing programs, phone 1-800-525-9000.

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## BRIAN TRACY'S PERSONAL SUCCESS COACHING PROGRAM

This one-on-one coaching program is unlike any self-development tool ever offered! Imagine spending twelve weeks with your own coach who has been personally trained by Brian Tracy. Your coach will aid you in building your life strategies, guiding you as you take action steps toward making your greatest desires a reality. If you are like many, you often set goals, but sometimes lack the motivation to carry them through. With the ongoing nurturing and guidance of your personal coach and this outstanding program, you will be accountable for changes you want to make in your life. No doubt you know that accountability is most often the key to taking affirmative action.

Created exclusively for Nightingale-Conant by Brian Tracy, this program has massive life-changing results on those that have committed themselves to it. It consists of a minimum of 12 weeks of 30-minute one-on-one tele-coaching sessions with a trained personal coach. Accompanying the program are 12 cassette tapes, one for each week of study, along with a workbook. This extraordinary program focuses on every aspect of your life and helps to integrate and balance your life success skills along with your business growth.

Brian Tracy's ***Personal Success Tele-Coaching Program*** offers you guidance in the areas of:

- Strategic Planning
- Power
- Financial Planning
- Goal Setting
- Intelligence
- Career Success
- Life Success
- Leadership
- Health & Fitness
- Time Management
- Relationships
- Character

Your life will magically transform as you turn your conceptualized thoughts into active steps toward achieving your goals. This is what some recent graduates have said about the program:

**“What a great concept! My coach — wow! She sees more than the ‘student’, she sees the whole person...she supported me totally with great incite and wisdom...I’ve attended seminars with Brian Tracy and read some of his books, however, this Personal Success Coaching Program is the ultimate for helping us to pinpoint the exact area we want to improve upon and have the ‘instant’ feedback, support, and encouragement. Thank you!”** — Carolyn Brown

**“I learned the value of having a coach — someone you are accountable to, someone you respect, someone who supports you in all your attempts or dreams. My coach is extremely intuitive, understanding what is going on below the surface, and is excellent at extracting the truth. I would definitely recommend this program to anyone!”** — Chris Pearson

As you can see by the above testimonies, in his ***Personal Success Coaching Program*** Brian Tracy has created one of the most comprehensive, powerful, self-development programs to date. Act now and call in to receive further information and your **FREE Personal Success PROFILE** with one of our personal development representatives. Designed with Brian Tracy, this profile will identify your strengths and pinpoint your growth opportunities. We offer this analysis to you at no cost and no obligation. So don't delay. To register for this outstanding coaching program, or to receive your free ***Personal Success Profile***, call **1-877-297-9799** now and ask for **Brian Tracy's Personal Success Coaching Profile**. It's one phone call that could change your life.

# Appendix A

## LIST OF VALUES

Accuracy	Energy	Joyfulness	Satisfaction
Achievement	Encouragement	Kindness	Security
Adaptability	Enjoyment	Knowledge	Self-actualization
Adventure	Enterprise	Leadership	Self-control
Affection	Enthusiasm	Learning	Self-denial
Alertness	Excellence	Love	Sensibility
Ambition	Faith	Loyalty	Simplicity
Assertiveness	Fitness	Maturity	Sincerity
Authenticity	Flexibility	Method	Skillfulness
Beauty	Focus	Meticulousness	Sociability
Boldness	Foresight	Modesty	Specialness
Broad-mindedness	Forgiveness	Naturalness	Status
Calmness	Freedom	Nurturance	Strength
Capability	Friendliness	Optimism	Success
Care	Fulfillment	Organization	Sympathy
Career	Generosity	Originality	Tact
Clear-thinking	Gentleness	Patience	Talent
Compassion	Generosity	Peace	Teamwork
Competence	God	Perseverance	Thankfulness
Confidence	Good attitude	Personal mastery	Thoroughness
Conscientiousness	Good balance	Persistence	Tolerance
Consideration	Growth	Playfulness	Tranquility
Contentment	Good humor	Pleasantness	Trustworthiness
Contribution	Hard work	Politeness	Understanding
Cooperation	Happiness	Possessiveness	Uniqueness
Courage	Health	Practicality	Value
Creativity	Helpfulness	Precision	Versatility
Customer service	Honesty	Professionalism	Victory
Dependability	Hope	Progress	Vigor
Determination	Humility	Prosperity	Warmth
Diligence	Imagination	Punctuality	Willpower
Discipline	Impartiality	Purposefulness	Wisdom
Dynamism	Independence	Quality	Wit
Education	Innovation	Quickness	Youthfulness
Effectiveness	Integrity	Resourcefulness	Zeal
	Intelligence	Respect	
	Joviality	Responsibility	

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