

CHAPTER 1

SUCCESS STARTS NOW

THE TIME TO TAKE ACTION IS RIGHT THIS MOMENT

BY JACK CANFIELD

People don't realize that now is all there ever is; there is no past or future except as memory or anticipation in your mind.

~ Eckhart Tolle

Now is all you have—this very moment. The past is gone and the future hasn't arrived, so the only way you can ever truly experience anything is to focus on the present and live in awareness from one moment to the next.

Of course, this means that NOW is the only time you can ever experience success. Not “soon,” not “then,” not “later.” Now! And it begins with you.

SUCCESS STARTS WITH A DECISION

It begins when you make the decision to create a life filled with whatever “success” means to you. Abundance, happiness, purpose, joy, satisfaction, fulfillment—whatever your dream life looks like, you can decide right now, this very moment, to create it. That decision is the most important step you will ever take toward making your vision a reality.

Not only can you make the decision to create your ideal future now, you can start living it now. The happiness you desire, that sense of abundance,

they are available for you to enjoy right now in this moment. You don't have to wait until you achieve some big goal. You can experience more joy and fulfillment immediately—simply by shifting the focus of your thinking from what you DON'T have to what you DO have. Because no matter how far you are from your ideal level of wealth, or how much stuff you have (or think you don't have), I guarantee you have so many more gifts and blessings than you think.

For example, if you're reading this, you have enough money to buy a book. You most likely have a place to live, running water, electricity, a refrigerator with food in it, a cell phone with a camera in it, a computer with access to the Internet, a television, a car or access to Uber, Lyft or public transportation. And if you have access to the Internet, you have Wikipedia at your fingertips – as well as more than 2,400 TED and 40,000 TEDx talks and millions of YouTube videos that you can learn from and be inspired by. You have access to Google, Amazon, iTunes, Pandora, Google Maps, Waze, and more than 2 million other apps that make it easier for you to increase your productivity, add more joy and purpose to your life, and learn everything you could ever want to know about any topic that interests you. How incredible is that?

If you spent just a few minutes every day being grateful for what you have rather than what you don't have, I guarantee your sense of abundance will increase enormously. The same is true for happiness. You can experience misery or boundless joy at any moment simply by choosing to think negative or positive thoughts. It's always your choice.

If you find yourself thinking thoughts like these:

- "I'll never be successful."
- "I am always going to be alone."
- "Life is unfair."
- "If I ask that person to mentor me, they'll probably say no."
- "I'm never going to be able to lose forty pounds."

... then your thoughts will become a self-fulfilling prophecy and you will end up unhappy. If you believe you will never be successful, you won't be. It's that simple.

The good news is the opposite is true as well. You can just as easily choose to think thoughts that make you happy, such as:

- "I have everything I need to accomplish anything I want."

- “I have so much love in my life.”
- “Life always works out for the best.”
- “If I ask enough people to mentor me, someone will say yes because I have a lot of potential.”
- “I have the will power and the commitment and the access to the resources and the support I need to successfully lose forty pounds.”

... once again, your thoughts will become a self-fulfilling prophecy.

As the legendary Henry Ford once said, “Whether you think you can or think you can’t – you’re right.” I encourage you right now to make the choice that will bring you the most happiness and fulfillment.

Don't wait to be successful at some future point. Have a successful relationship with the present moment and be fully present in whatever you are doing. That is success.

~ Eckhart Tolle

IT'S TIME TO STOP THINKING ABOUT DOING IT – AND DO IT

Now is the only time you can choose to take action toward your dreams – so what are you waiting for?

I remember participating in a teleseminar with Jim Bunch, founder and director of The Ultimate Game, a few years back. He had invited several people from the Transpersonal Leadership Council to experience his work for free and I had gladly signed up.

On our first call, Jim asked each of us to share what it was we wanted to achieve from the seminar. When it was my turn, I said that I wanted to lose weight and get fit. Jim said, “Great, let’s start now. Put down the phone and do twenty pushups and then pick up the phone again.”

“No, that’s not what I mean,” I told him. “I’m talking about joining a health club, getting a trainer and changing my eating habits.”

He said, “I get that, but put down the phone and give me twenty pushups right now.”

We went back and forth like this about five times before I finally relented,

put down the phone and did twenty pushups. What I learned that day is that talking about it doesn't get it done. Planning it doesn't get it done. DOING it gets it done, and there is magic in beginning it now, without delay or hesitation.

The man who moves a mountain begins by carrying away small stones.
~ Confucius

DON'T LET ANOTHER SECOND PASS YOU BY

My friend Stephen Josephs is an incredibly successful executive coach. When I first met him, we were both graduate students at the University of Massachusetts in Amherst. Stephen was also a yoga instructor at the time. One night, he was at a party where an overweight woman marveled at how thin and fit he looked. She told him, "Oh, I would love to be as thin as you," and asked him for advice on how she could achieve that.

"You can start by putting that cookie down," he suggested.

She laughed and said, "Oh no, I could never do that. I love chocolate too much!"

She had the opportunity to act in that moment and take the first step toward achieving her ideal weight and fitness level, but she chose not to. Every moment we have that choice to begin. To start. If you're like the woman above but actually serious about losing weight, you could begin by removing all the sugar and high-sugar, overly processed food products from your kitchen and pantry. You could get up right this moment and go for a twenty-minute walk. You could choose not to eat after eight o'clock at night. You could decide to stop eating cookies or you could choose to get down and do twenty pushups. All of these actions could be the first step on your journey to your ultimate goal.

THERE'S NO SUCH THING AS THE PERFECT MOMENT

You don't have to get it perfect; you just have to get it going.
~ T. Harv Eker

Most people I meet are waiting for the "perfect moment" to start. It's as if they're looking for a sign, like 12 white doves flying over their house

in the formation of a cross, to reveal the perfect time to start. I don't think I have to tell you that's never going to happen!

Yet so many people persist in waiting, and hesitating, and NOT taking action. They just sit around talking about it, saying only that they'll "get around to it someday."

But someday is like "tomorrow" from the musical, *Annie*—it's a day that never truly arrives.

When I was in my twenties, I had the good fortune to work for W. Clement Stone, a very wealthy self-made man. He grew up very poor in Chicago then went on to found the Combined Insurance Company, achieved a net worth of \$600 million dollars, became the publisher of Success Magazine, and wrote a book entitled, *The Success System that Never Fails*.

One of Mr. Stone's favorite sayings was, "Do it now." This was such a core part of his philosophy that he printed up a bunch of round wooden coins with the letters TUIT on them. Whenever anyone said they would do something when they "got around to it," he would hand them one of those round wooden coins and say, "There you go! You now have a round TUIT, so let's get on with it." I still have one of those round TUITs on my desk.

That message has always stuck with me – and it's why I have been so successful. It's how *Chicken Soup for the Soul*, which has earned me tens of millions of dollars, came into being. In the early 1990s, people began telling me that I should put all of the inspirational stories that I had been using in my talks into a book. Once I made the decision to go for it, I didn't wait for the perfect moment to take action – I just got started. On a flight from Boston back to Los Angeles (where I was living at the time), I made a list of all the great stories I knew and had used in my talks and workshops over the years. There were about 70 of them. I made a decision on that flight to write two stories a week until the book was complete. I started the next night and finished the book in less than a year with the help of Mark Victor Hansen, who contributed thirty of his own favorite stories. The rest, as they say, is history. The *Chicken Soup for the Soul* series has now sold more than five hundred million books around the world.

THE ONLY WAY TO LEARN IT IS TO DO IT

There is nothing wrong with planning, but too much planning and not enough action never works. The best way to learn something is simply to do it. As a wise man once said, “You learn to play the piano by playing the piano.” You learn how to be a better parent by being a parent. You learn to be a better teacher by teaching, and a better manager by managing. All you have to do is take action, pay attention to the feedback, and then respond to that feedback.

Every action you take creates a result, and that result is the feedback you need to pay attention to. Did you get the date? Get the sale? Get the job? Get the raise? Make the bestseller list? Get the loan? Hit your target? Did you end up feeling happy, content, fulfilled? If not, what did you learn? How can you apply that feedback to your next action, your next sale, your next venture, your next book?

This is how you learn and get better.

THREE SIMPLE TIPS TO ACCELERATE YOUR MOMENTUM, ONCE YOU TAKE THAT FIRST STEP

After you make your decision and take that first step toward success, what’s next? How can you keep yourself moving forward to your goals, even when you hit the inevitable roadblock?

Here are three tips to help you out:

1. Lean into it.

Success happens when you lean into it—when you open yourself to opportunity and are willing to do what it takes to pursue it further, without any expectations or promise of success. You lean into the opportunity, take action, and see what it feels like. And if you find that you want to keep going, you do.

That’s how you create momentum and bring more opportunity, resources, and people who can help you into your life—usually at the perfect time for you to benefit from them.

Just be aware that leaning into it means you must be willing to start

without seeing the entire journey ahead of you. You must be ready to explore and follow the path through unknown territory without knowing where it leads. Above all, you have to trust that the journey will take you where you want to go—or someplace even better.

2. Follow the Rule of 5.

Lots of people set goals for themselves, and take the first few steps toward achieving those goals – then get stuck because of overwhelm. There are too many things to learn, too many choices to make, too many things to do. And it’s easy to get discouraged when you don’t feel like you’re making the progress you should be making.

That’s why I always encourage people to use the “Rule of 5.” It’s simple: every day, set yourself five specific tasks that will take you closer to your goal. They don’t have to be big tasks—I’m talking about reading an article, sending an important email, writing a certain number of words, making a phone call, spending 30 minutes researching a relevant topic, and so on—whatever you can complete in the time you have available that day.

Then, once you have set your five tasks, make sure you complete them before you go to bed that night. It’s a simple but very effective way to chunk down your big goal into small, achievable steps and make consistent progress toward your goals. After all, as my friend Ron Scolastico, once told me, “If you go every day to a very large tree and take five swings at it with a very sharp axe, eventually, no matter how large the tree, it’s going to come down.”

3. Make yourself accountable.

Holding yourself accountable to your commitments is one of the most fundamental and effective traits of a successful person. But it’s one thing to be accountable to yourself—and another to be accountable to someone else. When it comes to creating results, two heads are almost always better than one.

That’s because success is rarely a solo effort. You will find that you are able to accomplish so much more, faster, if you hold yourself accountable to someone else. This could be an accountability partner or a mastermind group—a person or group with whom you can share your goals and discuss your challenges, and who will

cheer you on and support you as you work to achieve your goals. Or you may want to work with a coach or an experienced mentor who will hold you accountable while helping you overcome any blocks or challenges you encounter on your journey.

When you lean into opportunity, set yourself strategic tasks that help you make steady progress toward your goals, and make yourself accountable for completing those tasks, you will be amazed at how much you can accomplish, and how quickly.

Just remember: if you want to succeed, you've got to start now.

NO MATTER WHO OR WHERE YOU ARE, NOW IS THE TIME TO START

You are never too old to set another goal or dream a new dream.
~ C.S. Lewis

One of my favorite stories is about Helen Klein, a woman I met while receiving an “Outstanding Californian” award for having coauthored so many *Chicken Soup for the Soul* books. Helen was in her eighties when I met her—but she looked like she was in her fifties. She was lean and fit, with smooth skin and a disarming smile, and was being honored for her achievements as a runner. She had recently broken the world marathon record in her age group—the 80- to 85-year-old class—and had completed the 26.2-mile run in four hours and 31 minutes! Talk about an inspiring role model.

But Helen hadn't always been lean and fit. When she was fifty-five years old, her husband asked her if she would train with him to run a ten-mile race in a few months. She was an overworked nurse at the time, had been a smoker for twenty-five years, and had never run a mile in her life. That first night, they decided to run laps on a track they marked off in their large back yard. Helen was so out of shape that after two laps around the yard, she was exhausted and panting and thinking she would die. But she decided to give up smoking and to continue running, adding one lap more each day. Ten weeks later she completed the ten-mile race. She finished last, but she had finished. Encouraged by this success, she entered other races and went on to have an amazing career as a runner—despite having started when she was fifty-five.

Here are just a few of her accomplishments, as chronicled by Dan Millman in *Chicken Soup for Body and Soul*:

“At fifty-nine, Helen was the oldest woman in the world to complete the Ironman Triathlon, consisting of a 2.4-mile ocean swim, a 112-mile bike ride, followed immediately by a 26.2-mile run... At age sixty-six, Helen ran five 100-mile mountain trail races within sixteen weeks. In 1991, she ran across the state of Colorado in five days and ten hours, setting the world record for the 500K. She also holds a world age-group record in the 100-mile run, has completed more than sixty marathons and nearly 140 ultramarathons. In 1995, still getting younger, Helen ran 145 miles across the Sahara Desert; in 1995, she completed the 370-mile Eco Challenge, running with Team Operation Smile.”

In the Echo Challenge, Helen “rode thirty-six miles on horseback; hiked ninety miles through the broiling desert heat; negotiated eighteen miles through freezing water-filled canyons; mountain biked thirty miles; rappelled down a 440-foot cliff; climbed 1,200 feet straight up; paddled ninety miles on a river raft; hiked another twenty miles; and, finally, canoed fifty miles to the finish line.”

Helen Klein is proof that it’s never too late to start—and that it’s okay to start slow and steady, knowing that every step you take will bring you closer to your goal.

NOW IT’S YOUR TURN

It’s time for you to take action. Right this moment, you have a decision to make: are you going to take that first step toward creating the life of your dreams?

Are you ready to make it happen?

If your answer is yes, here’s what you need to do. Take a moment right this second to write down five tasks you will complete in the next 24 hours that will bring you closer to your ideal reality.

These don’t have to be big tasks. They don’t have to be hard, or take a lot of time.

You could choose to:

- Create a list of 3 to 5 topics you'd like to learn more about
- Create a list of 3 to 5 articles you'd like to read to learn more about one of your main topics of interest
- Send an email to someone who can help you achieve one of your goals
- Ask someone for feedback that will help you improve your performance in some area of your life
- Create your "Rule of 5" list for tomorrow
- Commit to spending 5 to 10 minutes visualizing what you want tomorrow to look like – right before you go to bed
- Tell 1 to 3 people you love them
- Raise your vibration by spending 10 minutes listing everything you're grateful for in your life
- Make the decision to start consciously reframing your negative thoughts as positive ones
- Make a small but important commitment to your health—e.g., walking for at least 10 minutes a day, no more eating after 8 pm, or no processed foods for a week

The choice is up to you. They can be any small actions you like, but they must bring you closer to your goals in some way.

Create that list right now. Go ahead—I'll still be here when you get back. Are you back? Did you create your list? Great! Now make the commitment to complete those five tasks in the next 24 hours—and you will have taken a huge step closer to your dreams.

THE MOMENT YOU COMMIT, THE UNIVERSE COMMITS TO YOU

I'd like to leave you with the following passage from William Hutchinson Murray's book, *The Scottish Himalayan Expedition*:

Until one is committed, there is hesitancy, the chance to draw back concerning all acts of initiative (and creation), there is one elementary truth that ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise

have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way.

Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. Begin it now.

Begin. Right now. Just begin. It's probably the greatest success secret I know. I encourage you to look deep into your heart and ask yourself what you truly want—and always remember that NOW is the time to take action and make it happen.



About Jack

Known as America's #1 Success Coach, Jack Canfield is the CEO of the Canfield Training Group in Santa Barbara, CA, which trains and coaches entrepreneurs, corporate leaders, managers, sales professionals and the general public in how to accelerate the achievement of their personal, professional and financial goals.

Jack Canfield is best known as the coauthor of the #1 New York Times bestselling *Chicken Soup for the Soul*® book series, which has sold more than 500 million books in 47 languages, including 11 New York Times #1 bestsellers. As the CEO of Chicken Soup for the Soul Enterprises he helped grow the *Chicken Soup for the Soul*® brand into a virtual empire of books, children's books, audios, videos, CDs, classroom materials, a syndicated column and a television show, as well as a vigorous program of licensed products that includes everything from clothing and board games to nutraceuticals and a successful line of Chicken Soup for the Pet Lover's Soul® cat and dog foods.

His other books include *The Success Principles™: How to Get from Where You Are to Where You Want to Be* (recently revised as the 10th Anniversary Edition), *The Success Principles for Teens*, *The Aladdin Factor*, *Dare to Win*, *Heart at Work*, *The Power of Focus: How to Hit Your Personal, Financial and Business Goals with Absolute Certainty*, *You've Got to Read This Book*, *Tapping into Ultimate Success*, *Jack Canfield's Key to Living the Law Attraction*, and his recent novel, *The Golden Motorcycle Gang: A Story of Transformation and The 30-Day Sobriety Solution*.

Jack is a dynamic speaker and was recently inducted into the National Speakers Association's Speakers Hall of Fame. He has appeared on more than 1000 radio and television shows including Oprah, Montel, Larry King Live, the Today Show, Fox and Friends, and 2 hour-long PBS Specials devoted exclusively to his work. Jack is also a featured teacher in 12 movies including *The Secret*, *The Meta-Secret*, *The Truth*, *The Keeper of the Keys*, *Tapping into the Source*, and *The Tapping Solution*. Jack was also honored recently with a documentary that was produced about his life and teachings, "The Soul of Success: The Jack Canfield Story".

Jack has personally helped hundreds of thousands of people on six different continents become multi-millionaires, business leaders, best-selling authors, leading sales professionals, successful entrepreneurs, and world-class athletes while at the same time creating balanced, fulfilling and healthy lives.

His corporate clients have included Virgin Records, SONY Pictures, Daimler-Chrysler, Federal Express, GE, Johnson & Johnson, Merrill Lynch, Campbell's Soup, Re/Max, The Million Dollar Forum, The Million Dollar Roundtable, The Entrepreneur

Organization, The Young Presidents Organization, the Executive Committee, and the World Business Council.

He is the founder of the Transformational Leadership Council and a member of Evolutionary Leaders, two groups devoted to helping create a world that works for everyone.

Jack is a graduate of Harvard, earned his M.Ed. from the University of Massachusetts and has received three honorary doctorates in psychology and public service. He is married, has three children, two step-children and a grandson.

For more information, visit:

- www.JackCanfield.com

CHAPTER 1

MASTERING THE ART OF SUCCESS

BY JACK CANFIELD

It's often been said that success is a team sport. It's not just what you know, it's also who you know. And while you may be able to create tremendous success on your own, traveling the path of success with others makes the journey more enjoyable. Plus, the added accountability will propel you to success faster (and further) than you originally envisioned.

In my career, success in any undertaking has come down to not just who I know—but also who I have on my team. Along the way, I've learned a number of success principles that can now help you build your own network of influencers, mentors and experts—and develop a support team of people who can help you succeed.

BUILD YOUR PERSONAL NETWORK OF INFLUENCERS AND EXPERTS BY DEVELOPING GENUINE RELATIONSHIPS

One of the most important skills for success in today's world, especially for entrepreneurs and business owners, is networking. Jim Bunch, the creator of the Ultimate Game of Life, once stated,

“Your network will determine your net worth.” In my life, this has proven to be true. The more time I have spent consciously building and nurturing my network of advisers, colleagues, clients, students and fans, the more successful I have become.

Businesses and careers are built on relationships, and relationships form when people meet and interact with each other over time in an authentic and caring way. As I’m sure you’re aware, statistics confirm over and over that people prefer to do business with people they know, respect and trust.

Effective networking, therefore, is all about developing relationships.

Your goal for networking

In developing your own personal network, your job is to seek out people who know what you don’t—and who can help you connect where you can’t. Initially, your goal shouldn’t be to make a sale, but instead to seek advice, connections, recommendations and insights. To the extent that you can provide something in return, do so. But remember that developing genuine relationships that you can call upon at any time—for years into the future, potentially—takes time and consideration. It requires careful thought and a mindfulness for others.

My good friend Ivan Misner, founder of the international networking phenomenon BNI Worldwide, explains that good networking is a combination of three things: visibility, credibility and profitability.

Visibility is you and another individual becoming aware of each other. The individual—who may be a source of information, referrals to people who can help you or even a potential customer—may learn about you through your public relations, social media or advertising efforts—or through someone you both know. Soon, you might become personally acquainted and

communicate on a first-name basis. That's visibility.

Credibility means you take the next step and become reliable and worthy of the other person's confidence. You begin to form expectations of each other and those expectations are fulfilled. Credibility increases when appointments are kept, promises are acted upon, facts are verified, and services are rendered. The old saying, Results speak louder than words, is true. Credibility also comes from third parties. Will someone they know vouch for you? Are you honest? Is your project or business legitimate? Are you effective? Are you someone who can be counted on in a crunch? If you are, your credibility will grow—as will important and beneficial relationships.

Profitability is what comes from mature relationships (business or personal) that are mutually rewarding and where both people gain something from the connection. This stage may be reached quickly—such as when an urgent need arises—or it may take years. Most likely, it's somewhere in between. Of course, much depends on the quality of your interaction with each other—but most especially on the desire of both parties to move the relationship forward.*

My closest and most productive network

Of course, profiting from relationships isn't limited to making money from a new customer or getting a referral. It may come in the form of a connection to someone who can help you launch a new initiative or otherwise grow your business. It may include access to a mentor or a professional adviser or a contact in another industry who can help you expand your market. It might be the ability to delegate more of your workload, gain substantial free time for your hobby or personal interests—or spend more quality time with your family.

My closest and most productive network has included my business partner Patty Aubery, and my *Success Principles* coauthor Janet

Switzer—two women who’ve not only been close friends and colleagues for 25 years, but who have also developed a robust and influential network from which I’ve benefitted. By combining their own contact list with people I know, we’ve generated millions of dollars in business, accumulated a million Facebook fans, and produced millions of customers, clients and students who follow *The Success Principles*. Our combined contact lists are filled with hundreds of key individuals who can help out with advice, direction, a name, an idea, resources, marketing assistance and more. At any time, we can ask each other, *Who do we know who can help with this new initiative?* —confident that we can get our needs and wants addressed within days. That’s the real “profitability” of a network.

FORM A MASTERMIND GROUP TO KEEP YOU FOCUSED, ENTHUSIASTIC AND INNOVATIVE

One of the most powerful tools for success ever identified is a process called *masterminding*. We all know that two heads are better than one when it comes to solving a problem or creating a result. So, imagine having a permanent group of five to six people who meet regularly for the purpose of problem-solving, brainstorming, networking, encouraging and motivating each other.

Napoleon Hill first wrote about mastermind groups in 1937 in his classic book *Think and Grow Rich*. All the world’s richest industrialists—from the early 20th Century to today’s modern icons of business—have harnessed the power of the mastermind group. In fact, it’s the one concept achievers reference most when they credit any one thing with helping them become successful.

Millions have discovered that a mastermind group can focus special energy on your efforts—in the form of knowledge, new ideas, introductions, a vast array of resources, and, most important, spiritual energy. It’s this spiritual aspect that Napoleon Hill wrote about extensively. He said that if we are in tune with

the mastermind—that is, God, Source, the universal power, Infinite Intelligence—we have significantly more positive energy available to us, a power that can be focused on our success.

How a mastermind group works

A mastermind group is made up of people who come together on a regular basis—weekly, biweekly, or monthly—to share ideas, thoughts, information, feedback, contacts, and resources. By getting the perspective, knowledge, experience, and resources of others in the group, not only can you greatly expand your own limited view of the world, you can also advance your own goals and projects more quickly.

A mastermind group can be composed of people from your own industry or profession—or people from different walks of life. It can focus on business issues, personal issues or both. But for a mastermind group to be powerfully effective, people must be comfortable enough with each other to tell the truth. Some of the most valuable feedback I have ever received has come from members of my mastermind group confronting me about overcommitting, selling my services too cheaply, focusing on the trivial, not delegating enough, thinking too small, and playing it safe.

If you're not in a mastermind group already, I recommend that you form one (or join one) as soon as possible.*

Mastermind groups nurture new ideas and initiatives In 2010, Jill Douka of Athens, Greece left my Breakthrough to Success training with the commitment to be part of a mastermind group with five other attendees from different countries. When the economic downturn in Greece began affecting her local network, Jill looked forward to meeting with her global mastermind group on Skype and Google Hangouts—spending an hour every other week using words other than default, unemployment and debt.

Before long, Jill learned through her mastermind group about TED talks and gave her first international speech in Chennai, India. On the plane trip home, an idea took shape in her mind: what if instead of just one TED talk, Jill created positive-focused, interactive events—then made videos of them available on YouTube so people around the world could benefit?

While civil unrest and economic problems in Greece made Jill hesitant to discuss her idea with colleagues in Athens, her mastermind group was enthusiastic. With their constant encouragement and support, Jill held the first one-day workshop in Athens to a jam-packed audience of 500 attendees and 300 livestream participants—all supported by 70 volunteers and 57 corporate sponsors. The feedback was tremendous. The following November, Sergio Sedas—another of my graduates—produced the second such event in Mexico—with more than 4,000 people participating in interactive solution-focused workshops given by presenters from the United States, Mexico, Canada, and Bermuda.

What could a mastermind group do for you?

FIND A MENTOR AND FOLLOW THEIR ADVICE

Another key strategy that successful people use is to constantly seek out experts in their field for advice, direction and information. The truth is there are *countless* people who've triumphed over the specific hardship you're facing—or who have succeeded in your specific area of endeavor. Why not take advantage of all that wisdom and experience by finding a mentor who has already been down the road you want to travel?

All you have to do is ask.

It's easier than you think

While it may seem daunting at first to contact successful people

and ask for ongoing advice and assistance, it's easier than you think to enlist the mentorship of those who are far ahead of you in the areas in which you'd like to succeed.

What mentors do more than anything, says famed speaker and bestselling author Les Brown, is help you see possibilities. In other words, mentors help you overcome "possibility blindness" both by acting as a role model for you and by conveying a certain level of expectation as they communicate with you.

When Les started his speaking career in the early 1980s, he sent a cassette tape of his earliest keynote speech to the late Dr. Norman Vincent Peale, the world-renowned speaker and publisher of *Guideposts* magazine. That cassette tape led to a long and fruitful relationship for Les, as Dr. Peale not only took Les under his wing and counseled him on his speaking style, but also quietly opened doors and helped Les get important speaking engagements.

Perhaps like Les, you just need someone to open doors for you. Or perhaps you need a referral to a technical expert who can help you build a new service for your company. Maybe you simply need validation that the path you're pursuing is the right one. A mentor can help you with all of these things, but you need to be prepared to ask for specific advice.

Do your homework

One of the easiest ways to research the names and backgrounds of people who have been successful in your field is to read industry magazines, search the Internet, ask trade association executive directors, attend trade shows and conventions, call fellow entrepreneurs, or approach others who operate in your industry or profession.

Look for mentors who have the kind of well-rounded experience you need to tackle your goal. When you start seeing a pattern

of the same few people being recommended, you know you've identified your short list of possible mentors.

The Success Principles coauthor Janet Switzer regularly mentors people on how to grow their small business. When Lisa Miller of CRA Management Group called Janet, she was just about to sign away a large percentage of her revenues to someone she thought would help her develop a new area of her business. Janet showed Lisa how to instantly accomplish the same goal without outside parties and even helped her land new business from existing clients, accelerating Lisa's company growth plan by four months and earning her hundreds of thousands of extra dollars.

To contact possible mentors like Janet and ensure a successful conversation once you do, make a list of specific points you'd like to cover in your first conversation, such as why you'd like them to mentor you and what kind of help you might be looking for. Be brief, but be confident, too.

The truth is that successful people like to share what they have learned with others. It's a human trait to want to pass on wisdom. Not everyone will take the time to mentor you, but many will if asked. You simply need to make a list of the people you would like to have as your mentor and ask them to devote a few minutes a month to you.

Some will say no, but some will say yes. Keep asking people until you get a positive response.

Follow their advice and return the favor

Mentors don't like to have their time wasted. So when you seek out their advice, follow it. Study their methods, ask your questions, make sure you understand the process—then, as much as is humanly possible, follow your mentor's suggestions. Try them on and see how they work for you. You can always adjust and improve upon them as you go along.

Be prepared to give your mentors something in return, too—even if it's something simple such as keeping them updated on industry information or calling with new opportunities that might benefit them. Look for ways to give back to your mentors. Help others, too. What a great reward to any mentor—to eventually have their former protégé out in the world mentoring others!

BUILD A POWERFUL TEAM THAT LETS YOU FOCUS ON YOUR CORE GENIUS

Every high achiever has a powerful team of key staff members, consultants, vendors, and helpers who do the bulk of the work while he or she is free to create new sources of income and new opportunities for success. The world's greatest philanthropists, athletes, entertainers, professionals, and others also have people who manage projects and handle everyday tasks—enabling them to do more for others, hone their craft, practice their sport and so on.

To help you clarify what you should be spending your time on and what you should be delegating to others, I recommend an exercise called *The Total Focus Process*. The goal is to find the top one, two or three activities that best use your core genius, bring you the most money, and produce the greatest level of enjoyment.

1. *Start by listing those activities that occupy your time, whether they're business-related, personal or volunteer work. List even small tasks like returning phone calls, filing or photocopying.*
2. *Choose from this list those one, two or three things you're particularly brilliant at, your special talents—those unique things very few other people can do as well as you. Also choose from this list the three activities that generate the most income for you or your company. Any activities that you are brilliant at and that generate the most income for you or your company are activities you'll want to focus on.*

3. *Finally, create a plan for delegating remaining activities to others.* Delegating takes time and training, but over time you can off-load the nonessential tasks on your list until you are doing less of the ones with little payoff—and more of what you’re really good at. That is how you create a brilliant career.

Seek out key “staff” members and advisors

If you’re a business owner or career professional, start training key people to take over the tasks you identified above. If you’re a one-person business, start looking for a dynamic number-two person who could handle your projects, book your sales transactions, and completely take over other tasks while you concentrate on what you do best. If philanthropic pursuits or community projects are your “business,” there are volunteers you can “hire” to help you—including college interns, who may work solely for class credit.

And if you are a stay-at-home parent, your most valuable “staff” will be your house cleaner, your babysitter and other people who can help you get away for time by yourself or with your spouse. A part-time helper can do grocery shopping, get your car washed, pick up the kids or pick up the dry cleaning—all for a modest wage. If you’re a single parent, these folks are even more important to your successful future.

In addition to business and personal helpers, high achievers typically have a powerful team of *professional* advisors to turn to for support. Today’s world is a complicated place. Professional advisors—such as your banker, your lawyers, a high-net-worth certified public accountant, your investment counselor, your doctor, nutritionist, personal trainer, and the leader of your religious organization—can walk you through challenges and opportunities, saving you time, effort and usually money. If you run a business, these advisors are essential.

BUILD A COMMUNITY AND PASS ON YOUR LEGACY

To truly master the art of success, you also need to pursue one more critical activity: building a community of followers who can join you in expanding your work, fulfilling your vision and—most importantly—securing your legacy.

Virtually all great thinkers of our age have managed to pass down their wisdom and life's work once they can no longer be active. Today, that “act of succession” is easier than ever.

The Internet and social media makes it possible

Today, social media has hit the tipping point where we're now seeing millions of followers convert into fellow devotees, passionate advocates, enthusiastic buyers, and committed partners for social change. Building a community of followers for your work or philanthropic pursuit guarantees there will be a network of people to join you in virtually any venture you want to pursue.

The key is to attract followers who will stay engaged with you and your message—then pass on your information to their own friends, colleagues and fans. To reach that goal, you'll want to maintain an ongoing presence on the most popular social media sites including Facebook, LinkedIn and Twitter.

While you can spend time writing your own posts and articles, then master the technology needed to “boost” your social media activity, I recommend you check out Social5Marketing.com, a done-for-you service that provides a team of world-class writers from top publications with smart online marketers to write, post and even run advertising for you on the major social-media platforms. Best of all, your online activity is scheduled, managed, executed and tracked for less than you'd pay your teenager. Whether you use this service (which also writes your blog, does email marketing and helps generate prospective buyers for your

business or cause), you'll want to establish a personal brand, build your online presence, and pursue community building as an activity to ultimately support your success.



About Jack

Known as America's #1 Success Coach, Jack Canfield is the CEO of the Canfield Training Group in Santa Barbara, CA, which trains and coaches entrepreneurs, corporate leaders, managers, sales professionals and the general public in how to accelerate the achievement of their personal, professional and financial goals.

Jack Canfield is best known as the coauthor of the #1 New York Times bestselling *Chicken Soup for the Soul*® book series, which has sold more than 500 million books in 47 languages, including 11 New York Times #1 bestsellers. As the CEO of Chicken Soup for the Soul Enterprises he helped grow the Chicken Soup for the Soul® brand into a virtual empire of books, children's books, audios, videos, CDs, classroom materials, a syndicated column and a television show, as well as a vigorous program of licensed products that includes everything from clothing and board games to nutraceuticals and a successful line of Chicken Soup for the Pet Lover's Soul® cat and dog foods.

His other books include *The Success Principles™: How to Get from Where You Are to Where You Want to Be* (recently revised as the 10th Anniversary Edition), *The Success Principles for Teens*, *The Aladdin Factor*, *Dare to Win*, *Heart at Work*, *The Power of Focus: How to Hit Your Personal, Financial and Business Goals with Absolute Certainty*, *You've Got to Read This Book*, *Tapping into Ultimate Success*, *Jack Canfield's Key to Living the Law of Attraction*, and his recent novel—*The Golden Motorcycle Gang: A Story of Transformation*.

Jack is a dynamic speaker and was recently inducted into the National Speakers Association's Speakers Hall of Fame. He has appeared on more than 1000 radio and television shows including Oprah, Montel, Larry King Live, the Today Show, Fox and Friends, and two hour-long PBS Specials devoted exclusively to his work. Jack is also a featured teacher in 12 movies including *The Secret*, *The Meta-Secret*, *The Truth*, *The Keeper of the Keys*, *Tapping into the Source*, and *The Tapping Solution*.

Jack has personally helped hundreds of thousands of people on six different continents become multi-millionaires, business leaders, best-selling authors,

leading sales professionals, successful entrepreneurs, and world-class athletes while at the same time creating balanced, fulfilling and healthy lives.

His corporate clients have included Virgin Records, SONY Pictures, Daimler-Chrysler, Federal Express, GE, Johnson & Johnson, Merrill Lynch, Campbell's Soup, Re/ Max, The Million Dollar Forum, The Million Dollar Roundtable, The Entrepreneur Organization, The Young Presidents Organization, the Executive Committee, and the World Business Council.

He is the founder of the Transformational Leadership Council and a member of Evolutionary Leaders, two groups devoted to helping create a world that works for everyone.

Jack is a graduate of Harvard, earned his M.Ed. from the University of Massachusetts and has received three honorary doctorates in psychology and public service. He is married, has three children, two step-children and a grandson.

For more information, visit:

- www.JackCanfield.com

CHAPTER 1

YOUR ROADMAP TO SUCCESS

BY JACK CANFIELD

*All you need is the plan, the road map,
and the courage to press on to your destination.*
~ Earl Nightingale

Success is possible in every area of your life—job and career, financial, health and fitness, relationships, fun and recreation, sports, politics and service. From my work with millions of people in more than 50 countries I have discovered that there actually is a “science of success.” There is a set of universal principles and techniques that all but guarantee that anyone who knows and applies them can achieve anything they want. Obviously, there is only going to be one Super Bowl champion each year, and only one gold medalist in each of the Olympic sporting events. But what is also true is that you don’t get into the top tier of any field or profession if you don’t apply these principles and strategies.

My intention here is to outline the core principles that, if applied in the right way at the right time in the right sequence, will take you from where you currently are to where you want to go in life—a roadmap to success. Like all roadmaps, GPS systems, and digital navigation systems, all you have to do is follow the directions. And one of those principles is to respond to feedback. I recently downloaded an app called WAZE, and what I love about it is that I continually get feedback from those people who are ahead of me on the road I am travelling—not only telling

me where there are traffic jams and accidents, but it also reroutes me to avoid those obstacles. My intention is that this chapter will help you avoid some of the traffic jams and potholes along your journey to success and get to where you want to go faster and with less effort. So let's get started.

1. DECIDE WHAT YOU WANT

In order to get what you want, you must first decide what you want. Most people foul up at this crucial first step because they simply can't see how it's possible to get what they want — so they don't even let themselves want it. Don't sabotage yourself that way! What scientists now know about how the brain works, is that you must first decide **WHAT** you want, before your brain can figure out **HOW** to get it.

Be Willing to Dream Big Dreams

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

~ General Wesley C. Clark

Former U.S. Supreme Allied Commander of European Forces

As soon as you commit to a big dream and really go after it, your creative mind will come up with the big ideas needed to make it happen. You'll start attracting the ideas, people, opportunities, and resources (including money) that you need into your life to make your dream come true. Big dreams not only inspire you, they also inspire others to want to play big, and to help you succeed as well.

Set Goals That Will Stretch You

Another value in giving yourself permission to go after the big dreams is that big dreams require you to grow in order to achieve them. In fact, in the long run, that is the greatest benefit you will receive from pursuing your dreams — not so much the outer trappings of fulfilling the dream (an expensive car, impressive house, lots of money and philanthropic opportunities), but who you become in the process. As we all have seen many times over, the outer symbols of success, can all be easily lost. Houses burn down, companies go bankrupt, relationships end in divorce, cars get old, bodies age and fame wanes, but who you are, what you have learned and the new skills you have developed, never go away. These

are the true prizes of success. My mentor, self-made multimillionaire W. Clement Stone, advised, “You should set a goal big enough that in the process of achieving it, you become someone worth becoming.”

Service to Others

Something else you’ll discover is that when your dreams include service to others — accomplishing something that contributes to the well-being of others — it also accelerates the accomplishment of that goal. People want to be part of something that contributes and makes a difference.

Turn Your Dreams into Goals and Objectives

Once you are clear about what you want, you must turn each item into a measurable objective. By measurable, I mean measurable in space and time — how much and by when. For instance, if you were to tell me that you wanted more money, I might pull out a dollar and give it to you, but you would probably protest, saying, “No, I meant a lot more money — like \$20,000!” Well, how am I supposed to know unless you tell me? Similarly, your boss, your friends, your spouse, your brain — God, the Universe — can’t figure out what you want unless you tell them specifically what it is. What exactly do you want, and by what specific date and time do you want it?

2. BELIEVE IN YOURSELF: USE POSITIVE SELF TALK

The second strategy that you must employ in order to achieve all of your dreams is to develop an unshakeable belief in your worthiness to have what you desire — and in your ability to achieve what you set out to accomplish — from financial abundance and a fulfilling career to dynamic health and nurturing relationships.

Ultimately, you must learn to control your self-talk, eliminate any negative and limiting beliefs, and maintain a constant state of positive expectations.

Control Your Self-Talk

Researchers have found that the average person thinks as many as 50,000 thoughts a day. Sadly, many of those thoughts are negative — “I’m not management material.” ... “I’ll never lose weight.” ... “It doesn’t matter what I do, nothing ever works out for me.” This is what psychologists call victim language. Victim language actually keeps you in a victim state of mind. It is a form of self-hypnosis that lulls you into a belief that

you are unlovable and incompetent.

In order to live your dreams, you need to give up this victim language and start talking to yourself like a winner — “I can do it!” ... “I know there is a solution.” ... “I am smart enough and strong enough to achieve anything I want.” ... “Everything I eat helps me maintain my perfect body weight.”

You Are Always Programming Your Subconscious Mind

Your subconscious mind is like the crew of a ship. You are its captain. It is your job to give the crew orders. When you do this, the crew takes everything you say literally. The crew (your subconscious) has no sense of humor. It just blindly follows orders. When you say, “Everything I eat goes straight to my hips,” the crew hears that as an order: “Take everything she eats, turn it into fat and put it on her hips.” On the other hand, if you say, “Everything I eat helps me maintain my perfect body weight,” the crew will begin to make that into reality by helping you make better food choices, exercise more often and maintain the right metabolism rate for your body.

This power of your subconscious mind is the reason you must become very vigilant and pay careful attention to your spoken and internal statements. Unfortunately, most people don’t realize they are committing negative self-talk, which is why it is best to enlist another person — your accountability partner — in monitoring each other’s speaking. You can have a signal for interrupting each other when you use victim language.

Use Affirmations to Build Self-Confidence

One of the most powerful tools for building worthiness and self-confidence is the repetition of positive statements until they become a natural part of the way you think. These “affirmations” act to crowd out and replace the negative orders you have been sending your crew (your subconscious mind) all these past years. I suggest that you create a list of 10 to 20 statements that affirm your belief in your worthiness and your ability to create the life of your dreams. Here are some examples of affirmations that have worked for my students in the past:

- I am worthy of love, joy and success.
- I am smart.
- I am loveable and capable.
- I can create anything I want.

I am able to solve any problem that comes my way.
I can handle anything that life hands me.
I have all the energy I need to do everything I want to do.
I am attracting all the right people into my life.

3. BUILD ON YOUR STRENGTHS AND YOUR UNIQUE ABILITIES

Everyone is born with a unique set of talents and abilities — what I refer to as your areas of brilliance or your genius. There are certain things you do that are easy for you, that you love to do, and from which you get feedback that people receive value from them. In fact, you probably do these things you do so easily and so well that you feel almost embarrassed or guilty about taking money for them.

For me, my core genius lies in the area of teaching, inspiring, motivating and empowering people in workshops, trainings, teleseminars, and coaching. I love to do it, I do it well, and people report that they get great value from it. Another core genius is compiling and writing books. Along with my *Chicken Soup for the Soul*® co-author Mark Victor Hansen, Janet Switzer and others, I have written, co-authored, compiled and edited more than 175 books—46 of which have become *New York Times* bestsellers.

Take time to determine what your core genius is and begin to focus more of your time on it. Begin to delegate the tasks that are not your core genius to other people who love to do those tasks. I believe that you can trade, barter, pay for and find volunteer help to do almost everything you don't want to do, leaving you to do what you are best at — and which will ultimately make you the most money and bring you the most happiness.

4. BUILD AN AWESOME DREAM TEAM

One of the most critical elements of living your dreams is having your own “Dream Team.” It is a powerful way to support your dreams and bring unlimited resources to your professional and personal life.

Sometimes called a mastermind group, your dream team is two or more individuals that voluntarily come together to creatively put their energy behind a definite purpose — increasing each other's income, building a business, raising their kids better, or solving a social problem. Within

your mastermind group, you benefit from the other members who empower you and draw out your full talents, resources and abilities. They trigger you, stimulate you and motivate you to become all you are capable of being. As part of a dream team, you use blended mind-power in action to obtain your desired result.

Creating Your Dream Team

In forming your Dream Team, start by carefully enrolling another friendly, on-purpose, like-minded individual. Start by meeting together and then adding other selected, unanimously agreed-upon individuals who will work in total harmony for the good of each other and for the good of the group.

1. Your Dream Team should consist of 4-8 people (most people find that 6 is the ideal number).
2. Meet weekly or twice a month (in person, by conference call, Skype, or Google Hangouts) for an hour to an hour and a half. This meeting must be held sacred as a life-enhancing priority. The meetings should be upbeat, enriching, encouraging and beneficial to each individual and the group's purposes. We always start our meetings with a prayer or an invocation. You could also start with an inspiring story.
3. Each member must agree to play full out — to openly share ideas, support, contacts, information, feedback, and anything else that will help advance the individual and group goals.
4. Start by having each member share something positive and good that happened since the last meeting.
5. Next, have each member share an opportunity or problem they have experienced since the last meeting, and then ask for whatever support they would like on it. This can include brainstorming ideas, addressing limiting beliefs, and suggesting people to contact. Appoint a timekeeper to make sure that everyone gets the same amount of time. This is important if you want your Dream Team to last. Everyone must get value at every meeting or people will begin to drop out. Also make sure to end on time.
6. Have everyone commit to one or more action steps they will take before the next meeting.
7. End by sharing appreciations and acknowledgements with each other.

5. VISUALIZE AND AFFIRM YOUR DESIRED OUTCOMES

You have within you an awesome power that most of us have never been taught to use. Elite athletes use it. The super rich use it. And peak performers in all fields are now starting to use it. That power is called visualization. The daily practice of visualizing your dreams as already complete can rapidly accelerate your achievement of those dreams. Visualization of your goals and desires accomplishes four very important things.

1. It activates your creative subconscious mind, which will then start generating creative ideas to achieve your goal.
2. It programs your brain to more readily perceive and recognize the resources you will need to achieve your dreams.
3. It activates the law of attraction, thereby drawing into your life the people, resources, and circumstances you will need to achieve your goals.
4. It builds your internal motivation to take the necessary actions to achieve your dreams.

Visualization is really quite simple. You sit in a comfortable position, close your eyes and imagine — in as vivid detail as you can — a movie of what you would be looking at out through your own eyes if the dream you have were already realized. Imagine being inside of yourself, looking out through your eyes at the ideal result. See it in as much detail as you can create. Add in any sounds you would be hearing — traffic, music, other people talking, cheering. And finally, once you have created the image, do your best to generate in your body the feelings—gratitude, happiness, joy, excitement, abundance, peace—that you think you will feel when you actually achieve your end results.

When you have finished this process — it should take less than five minutes — you can open your eyes and go about your business. If you make this part of your daily routine, you will be amazed at how much improvement you will see in your life.

Create Goal Pictures

Another powerful technique is to create a photograph or picture of yourself with your goal, as if it were already completed. If one of your goals is to own a new car, take your camera down to your local auto

dealer and have a picture taken of yourself sitting behind the wheel of your dream car. If your goal is to visit Paris, find a picture or poster of the Eiffel Tower and cut out a picture of yourself and place it into the picture. You can make an even more convincing image using Photoshop® on your computer.

Create a Visual Picture and an Affirmation for Each Goal

I recommend that you find or create a picture of every aspect of your ideal dream life. Create a picture or a visual representation for every goal you have — financial, job and career, relationships, recreation, new skills and abilities, things you want to own, and so on.

When we were writing the very first Chicken Soup for the Soul® book, we took a copy of the New York Times best seller list, scanned it into our computer, and using the same font as the newspaper, typed Chicken Soup for the Soul into the number one position in the “Paperback Advice, How-To and Miscellaneous” category. We printed several copies and hung them up around the office. Less than two years later, our book was the number one book in that category and stayed there for over a year!

Index Cards

I practice a similar discipline every day. I have a list of about 20 goals I am currently working on. I write each goal on a 3x5 index card and keep those cards near my bed and take them with me when I travel. Each morning and each night I go through the stack of cards, one at a time, read the card, close my eyes, see the completion of that goal in its perfect desired state for about 15 seconds, open my eyes and repeat the process with the next card.

Use Affirmations to Support Your Visualization

An affirmation is a statement that evokes not only a picture, but the experience of already having what you want. Here’s an example of an affirmation:

*I am happily enjoying my two-week vacation in Maui
watching the sunset over Ka’anapali Bay.*

Repeating an affirmation several times a day keeps you focused on your goal, strengthens your motivation, and programs your subconscious by sending an order to your crew to do whatever it takes to make that goal happen.

Expect Results

Through writing down your goals, repeating your affirmations and using the power of visualization, you can achieve amazing results. Visualization and affirmations allow you to change your beliefs, assumptions, and opinions about the most important person in your life — YOU! They allow you to harness the 18 billion brain cells in your brain and get them all working in a singular and purposeful direction.

Your subconscious will become engaged in a process that transforms you forever. The process is invisible and doesn't take a long time. It just happens over time, as long as you put in the time to visualize and affirm, surround yourself with positive people, read uplifting books and listen to audio programs that flood your mind with positive, life-affirming messages.

Repeat your affirmations every morning and night for one month without missing a day, and they will become an automatic part of your thinking. They will become woven into the very fabric of your being.

6. ACT TO CREATE IT

The thing that most separates winners from losers in life is that winners take action. If you want to live your dreams, not only must you decide what you want, turn your dream into measurable goals, break those goals down into a plan of specific action steps, and visualize and affirm your desired outcomes — you must start taking action. I recommend making the commitment to do something every day in at least three different areas of your life that move you in the direction of your dreams. If one of your goals is physical fitness, make a commitment to do some sort of exercise — aerobics, weight training, stretching — four to five times a week for a minimum of twenty minutes. I read recently that if you simply go for a 30-minute walk four times a week, that would put you in the top 1% of those people getting physical exercise in America! If your goal is financial independence, start saving and investing a portion of your income every month with no exceptions. If your goal is to write a book, write for a minimum of one hour every day.

Don't Let FEAR Stop You

Most people never get what they want because they let their fears stop them. They are afraid of making a mistake, looking foolish, getting

ripped off, being rejected, being hurt, wasting their time, and feeling uncomfortable. Remember this—all fear is self-created by imagining catastrophic consequences that have not yet happened. It is all in your mind. One solution is to replace any fearful thought or image with a positive thought or image. Another powerful new technology to release any fear that you might have is tapping. Developed by Gary Craig, tapping consists of tapping on 9 acupressure points on your head and upper body while focusing on your fear. It is amazing how powerful this simple technique is in disappearing fear (even phobias you've had for years) in often as little as 5 to 10 minutes, you can learn how to use tapping from the book I coauthored with Pamela Bruner—Tapping into Ultimate Success. It also contains a 90-minute DVD illustrating Pamela and I guiding several students through the technique. You can get the book at Amazon.com

Rejection Is a Myth

One of the biggest fears that stops people from asking for support, guidance, advice, money, a date, a job, the sale, or anything else is the fear of rejection. In fact, it's been known to literally paralyze people. They become tongue-tied and refuse to reach for the phone or get up and walk across the room. They break out in a sweat at the mere thought of asking for what they want.

I have come to realize that the whole concept of rejection is false — that rejection doesn't really exist. Think about it for a moment. If you asked someone to join you for dinner, and they said no, you could tell yourself that you had been rejected, but it is all in your mind. But think about it. Did you have anyone to eat dinner with before you asked them? No! Did you have anyone to eat dinner with after you asked them? No! Did your life really get worse? No. It stayed the same!

Act As If

One of the secrets of success is to start acting like a success before you are one. Act as if. If you had already achieved your dream, what kinds of clothes would you be wearing? How would you act? How would you treat others? Would you tithe a portion of your income to your church or favorite charities? Would you have more self-confidence? Would you take more time to spend with your loved ones?

I suggest that you begin to do those things now. When I decided that

I wanted to be an “international” consultant, I immediately went and applied for a passport, bought an international clock that told me what time it was anywhere in the world, printed business cards with the words “International Peak Performance Consultant,” and decided I would like to first go to Australia. I bought a poster of the Sydney Opera House and placed it on my refrigerator. Within one month, I received an invitation to speak in Sydney and Brisbane. Since then, I have spoken and conducted trainings in over 40 countries.

You may not be able to fill your closets with expensive Italian suits and designer clothing, but why not invest in one or two really great outfits, so that when you do need them, they are there. When you dress like you’ve already made it, you will look the part, and successful people will naturally be attracted to you and invite you to participate with them.

Start acting as if you already have everything you want. Most people think that if they have a lot of money, they could do the things they want to do, and they would be much happier. In fact, the reverse is true. If you start by creating a state of happiness, abundance and gratitude, then do the things you are inspired to do from that state of being, you will end up having all the things you ultimately desire. The Law of Attraction states that you will attract to you those things that match your state of being. If you focus on having gratitude for what you do have, you will feel rich, and you will attract more abundance into your life. If you focus on what you don’t have, you will send out a message of lack and you will attract more lack into your life.

7. RESPOND TO FEEDBACK

As you begin to take action toward the fulfillment of your dreams, you must realize that not every action you take will produce your desired result. Not every action will work. Making mistakes, getting it almost right, and constantly experimenting with new approaches to see what happens are all part of the process of eventually getting something right.

Thomas Edison is reported to have tried over 2,000 different experiments that failed before he finally got the light bulb to work. He once told a reporter that, from his perspective, he had never failed at all. Inventing the light bulb was just a 2,000-step process! If you can adopt that attitude, then you can be free to take an action, notice what result you get, then

adjust your next actions based on the feedback you have received. The faster you can make mistakes, learn from them and take action again, the faster you will become successful.

Ready, Fire, Aim!

Don't be afraid to just jump in and get started moving toward your goals. As long as you pay attention to the feedback you receive and make corrections based on that, you will definitely make progress. Just getting into the game and firing allows you to correct and refine your aim.

Ask Others for Feedback

One of the most valuable questions I have ever learned for soliciting valuable feedback is this:

On a scale of 1 to 10, how would you rate the quality of our relationship during the last week?

Here are a number of variations on the same question that have served me well in both my business and my personal life.

On a scale of 1 to 10, how would you rate...

- our service?
- our product?
- this meeting?
- our performance?
- my coaching/managing?
- my parenting/babysitting?
- my teaching?
- this class/seminar/workshop/training?
- our date/vacation?
- this meal?
- this book/recording/show?

Any answer less than a 10 always gets this follow-up question:

What would it take to make it a 10?

This is where the valuable information comes from. Knowing that a person is dissatisfied is not enough. Knowing in detail what will satisfy them gives you the information you need to do whatever it takes to create a winning product, service or relationship.

Ask Yourself for Feedback

In addition to asking others for feedback, you need to ask yourself for

feedback, too. More than any other source of feedback, your body will tell you whether or not you are living your dream or not. When you feel relaxed, happy and alive, your body is telling you that you are on track. When you are constantly exhausted, tense, in pain, unhappy and angry, then you are definitely off track.

Take time to listen to what your body is saying to you. Take time to listen to your physical sensations and your feelings. They are sending you important messages. Are you listening?

If you are not feeling joyful and alive, start doing those things that make you come alive and feel joy.

8. NEVER GIVE UP: THE POWER OF PERSEVERANCE

After taking action, the most important quality you will need to develop in order to live your dreams is persistence. You must be persistent in your disciplines and habits; perseverant in the face of adversity, hardship and challenge; and determined to achieve your dreams, no matter what.

There will be many times when you will want to quit, give up, and go back to doing something else, but the one quality that will guarantee you success is the willingness to stick with it, to see it through to the end — to refuse to settle for anything less than your dream.

Adversity and Discouragement Is Inevitable

No matter how well you plan and how well you execute your plan, you are bound to meet with disappointments, adversity and failure along the way to your ultimate triumph. Adversity is what gives you the opportunity to develop your inner resources of character and courage. Adversity is a great teacher. It will test you and make you stronger. But you have to hang in there and not give up.

More than 4000 years ago in China, Confucius wrote, “Our greatest glory is not in never falling, but in rising every time we fall.” As long as you know there will be times when you will fail, then you will know that failing is simply part of the process. Just take it in stride and press on — no matter what. And just when you think things are never going to change, press on a bit further, and that is when the tide will turn.

On my journey to living my dreams, I found the following facts very encouraging: The average millionaire in America has gone bankrupt or out of business 3.5 times on his or her way to becoming a millionaire, and there are now over 10.1 million millionaires in America. The Deloitte Center for Financial Services estimates that nearly one out of every 11 American workers is a millionaire. If financial independence is part of your dream, you too can fail your way to success if you simply stay the course.

9. CELEBRATE YOUR VICTORIES AND GIVE THANKS

If you do stay the course, you will eventually begin to realize all your goals. Once that happens, you need to do two things:

- (1) celebrate your successes, and
- (2) express your gratitude to everyone — including God — who helped you along the way. Let's take a look at some ways to do that.

Celebrate Your Victories

In order to justify all of the sacrifice and persistence that is required to create the life of your dreams, you have to enroll your family, your friends, your colleagues and co-workers, your employees, your clients and, most importantly, yourself to pay the price. In order for them to do that, there need to be payoffs along the way. Every time you reach a milestone on the path to ultimate success, and every time you achieve a major goal, you need to celebrate by doing something fun and nurturing.

Your Inner Child

It is important to reward your inner child, as well. Every time you work hard to meet a goal, the part of you that just wants to have fun has to sit still and be good. However, just like any kid, if it knows it will be rewarded later with a treat, it will hang in there with you.

How can you reward your inner child?

- Take a 20-minute walk after an hour or two of concentrated work
- Go for walks in the morning with your spouse
- Take 20 minutes to listen to music and daydream
- Take most weekends totally off
- Take several weeklong vacations throughout the year
- Get regular massages

- Engage in daily meditation, exercise and yoga
- Take music lessons
- Go to movies, concerts and plays
- Listen to comedy on CDs, SiriusXM Radio and the Comedy Channel
- Listen to motivational audio programs when driving

Have an Attitude of Gratitude

Take the time to thank every one that helped you achieve your goal. Write them a letter, call them, send them a card or an email, or send them a gift. It can be as simple as a hug and a thank you — to something as elaborate as letting someone use your summer vacation home for a week.

The Power of Acknowledgment

When you take the time to thank someone, they feel acknowledged for their contribution and will be more likely to want to help again.

Thank Your Higher Power

Finally, it is important to thank God, or however you perceive the Higher Power, for all of the abundance that comes into your life. Start with the little stuff — another day of life, healthy children, a sunny day, people who love you, family and friends. Be thankful for the birds, your pets, the clothes you have and the food you eat.

And be especially thankful for any additional blessings that come into your life. Take time each day to say a prayer of thanks when you first arise, before meals, and again at night before bed. Having an attitude of gratitude opens up the channels for even more abundance to flow into your life. The more grateful you are, the more you will attract to be grateful for.

10. GIVE SOMETHING BACK

A great philosopher once said, “Whatever you want more of, first give it away.” If you want more love, first give away more love to others. The same is true for money. The best way to ensure an ongoing flow of abundance into your life is to share with others the wealth you have already received. I am a big believer in tithing — giving away 10% of your income to your church and/or favorite charities and causes. I believe that it does indeed come back multiplied. This has been demonstrated in my life and the lives of *Chicken Soup for the Soul*® readers over and over again.

My *Chicken Soup* co-author Mark Victor Hansen and I have been tithing for years and believe it is one of the major factors of our phenomenal success. Along with Peter Vegso, our original publisher at Health Communications, Mark and I have given away millions of dollars to more than 70 charities and non-profit organizations. We also distributed nearly 150,000 copies of *Chicken Soup for the Soul*[®] and *Chicken Soup for the Prisoner's Soul* to inmates in all of America's prisons.

If you have never tried tithing, give it a three-month trial and see what happens. Remember that, when you are giving, like attracts like. The more you give, the more will come back to you. If need be, start with one percent of your income, time, energy or effort, and then slowly build up to ten percent.

Tithe Your Time, as Well as Your Money

You can tithe your time, as well as your money. If you are uncomfortable tithing ten percent of your income, try tithing ten percent of your time. You can make a huge difference in so many areas of your community by giving of your time. There are numerous schools, churches, and other non-profits that are all clamoring for help.

The roadmap I have covered here is the essence of what I know works and what I have seen proven to work time and time again for individuals from all walks of life. You have the opportunity to create the life of your dreams, and you now have a proven road map for success — but it takes determination, planning resolve and effort on your part to actually travel that road. Remember, the only two things that will create the future of your dreams are the decisions you make and the actions you take—today! Don't wait. Get started today.



About Jack

Known as America's #1 Success Coach, Jack Canfield is the CEO of the Canfield Training Group in Santa Barbara, CA, which trains and coaches entrepreneurs, corporate leaders, managers, sales professionals and the general public in how to accelerate the achievement of their personal, professional and financial goals.

Jack Canfield is best known as the coauthor of the #1 New York Times bestselling *Chicken Soup for the Soul*® book series, which has sold more than 500 million books in 47 languages, including 11 New York Times #1 bestsellers. As the former CEO of Chicken Soup for the Soul Enterprises he helped grow the Chicken Soup for the Soul® brand into a virtual empire of books, children's books, audios, videos, CDs, classroom materials, a syndicated column and a television show, as well as a vigorous program of licensed products that includes everything from clothing and board games to nutraceuticals and a successful line of Chicken Soup for the Pet Lover's Soul® cat and dog foods.

His other books include *The Success Principles™: How to Get from Where You Are to Where You Want to Be* (recently revised as the 10th Anniversary Edition,) *The Success Principles for Teens*, *The Aladdin Factor*, *Dare to Win*, *Heart at Work*, *The Power of Focus: How to Hit Your Personal, Financial and Business Goals with Absolute Certainty*, *You've Got to Read This Book*, *Tapping into Ultimate Success*, *Jack Canfield's Key to Living the Law of Attraction*, and his recent novel—*The Golden Motorcycle Gang: A Story of Transformation*.

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He is the founder of the Transformational Leadership Council and a member of Evolutionary Leaders, two groups devoted to helping create a world that works for everyone.

Jack is a graduate of Harvard, earned his M.Ed. from the University of Massachusetts and has received three honorary doctorates in psychology and public service. He is married, has three children, two step-children and a grandson.

For more information, visit: www.JackCanfield.com

CHAPTER 1

MASTERING THE ART OF SUCCESS

BY JACK CANFIELD

It's often been said that success is a team sport. It's not just *what* you know, it's also *who* you know. And while you may be able to create tremendous success on your own, traveling the path of success with others makes the journey more enjoyable. Plus, the added accountability will propel you to success faster (and further) than you originally envisioned.

In my career, success in any undertaking has come down to not just *who I know*—but also *who I have on my team*. Along the way, I've learned a number of success principles that can now help *you* build your own network of influencers, mentors and experts—and develop a support team of people who can help you succeed.

BUILD YOUR PERSONAL NETWORK OF INFLUENCERS AND EXPERTS BY DEVELOPING GENUINE RELATIONSHIPS

One of the most important skills for success in today's world, especially for entrepreneurs and business owners, is networking. Jim Bunch, the creator of the Ultimate Game of Life, once stated, "Your network will determine your net worth." In my life, this has proven to be true. The more time I have spent consciously building and nurturing my network of advisers, colleagues, clients, students and fans, the more successful I have become.

Businesses and careers are built on relationships, and relationships form when people meet and interact with each other over time in an authentic and caring way. As I'm sure you're aware, statistics confirm over and over that people prefer to do business with people they know, respect and trust.

Effective networking, therefore, is all about developing relationships.

Your goal for networking

In developing your own personal network, your job is to seek out people who know what you don't—and who can help you connect where you can't. Initially, your goal shouldn't be to make a sale, but instead to seek advice, connections, recommendations and insights. To the extent that you can provide something in return, do so. But remember that developing genuine relationships that you can call upon at any time—for years into the future, potentially—takes time and consideration. It requires careful thought and a mindfulness for others.

My good friend Ivan Misner, founder of the international networking phenomenon BNI Worldwide, explains that good networking is a combination of three things: visibility, credibility and profitability.

Visibility is you and another individual becoming aware of each other. The individual—who may be a source of information, referrals to people who can help you or even a potential customer—may learn about you through your public relations, social media or advertising efforts—or through someone you both know. Soon, you might become personally acquainted and communicate on a first-name basis. That's visibility.

Credibility means you take the next step and become reliable and worthy of the other person's confidence. You begin to form expectations of each other and those expectations are fulfilled. Credibility increases when appointments are kept, promises are acted upon, facts are verified, and services are rendered. The old saying, *Results speak louder than words*, is true. Credibility also comes from third parties. Will someone they know vouch for you? Are you honest? Is your project or business legitimate? Are you effective? Are you someone who can be counted on in a crunch? If you are, your credibility will grow—as will important and beneficial relationships.

Profitability is what comes from mature relationships (business or personal) that are mutually rewarding and where both people gain something from the connection. This stage may be reached quickly—such as when an urgent need arises—or it may take years. Most likely, it’s somewhere in between. Of course, much depends on the quality of your interaction with each other—but most especially on the desire of both parties to move the relationship forward.*

My closest and most productive network

Of course, profiting from relationships isn’t limited to making money from a new customer or getting a referral. It may come in the form of a connection to someone who can help you launch a new initiative or otherwise grow your business. It may include access to a mentor or a professional adviser or a contact in another industry who can help you expand your market. It might be the ability to delegate more of your workload, gain substantial free time for your hobby or personal interests—or spend more quality time with your family.

My closest and most productive network has included my business partner Patty Aubery, and my *Success Principles* coauthor Janet Switzer—two women who’ve not only been close friends and colleagues for 25 years, but who have also developed a robust and influential network from which I’ve benefitted. By combining their own contact list with people I know, we’ve generated millions of dollars in business, accumulated a million Facebook fans, and produced millions of customers, clients and students who follow *The Success Principles*. Our combined contact lists are filled with hundreds of key individuals who can help out with advice, direction, a name, an idea, resources, marketing assistance and more. At any time, we can ask each other, *Who do we know who can help with this new initiative?*—confident that we can get our needs and wants addressed within days. That’s the real “profitability” of a network.

FORM A MASTERMIND GROUP TO KEEP YOU FOCUSED, ENTHUSIASTIC AND INNOVATIVE

One of the most powerful tools for success ever identified is a process

* You can read more of Ivan’s strategies at: www.TheSuccessPrinciples.com/resources. Scroll down to Principle 44 and click the link you find there.

called *masterminding*. We all know that two heads are better than one when it comes to solving a problem or creating a result. So, imagine having a permanent group of five to six people who meet regularly for the purpose of problem-solving, brainstorming, networking, encouraging and motivating each other.

Napoleon Hill first wrote about mastermind groups in 1937 in his classic book *Think and Grow Rich*. All the world's richest industrialists—from the early 20th Century to today's modern icons of business—have harnessed the power of the mastermind group. In fact, it's the one concept achievers reference most when they credit any one thing with helping them become successful.

Millions have discovered that a mastermind group can focus special energy on your efforts—in the form of knowledge, new ideas, introductions, a vast array of resources, and, most important, spiritual energy. It's this spiritual aspect that Napoleon Hill wrote about extensively. He said that if we are in tune with the mastermind—that is, God, Source, the universal power, Infinite Intelligence—we have significantly more positive energy available to us, a power that can be focused on our success.

How a mastermind group works

A mastermind group is made up of people who come together on a regular basis—weekly, biweekly, or monthly—to share ideas, thoughts, information, feedback, contacts, and resources. By getting the perspective, knowledge, experience, and resources of others in the group, not only can you greatly expand your own limited view of the world, you can also advance your own goals and projects more quickly.

A mastermind group can be composed of people from your own industry or profession—or people from different walks of life. It can focus on business issues, personal issues or both. But for a mastermind group to be powerfully effective, people must be comfortable enough with each other to tell the truth. Some of the most valuable feedback I have ever received has come from members of my mastermind group confronting me about overcommitting, selling my services too cheaply, focusing on the trivial, not delegating enough, thinking too small, and playing it safe.

If you're not in a mastermind group already, I recommend that you form

one (or join one) as soon as possible.*

Mastermind groups nurture new ideas and initiatives

In 2010, Jill Douka of Athens, Greece left my *Breakthrough to Success* training with the commitment to be part of a mastermind group with five other attendees from different countries. When the economic downturn in Greece began affecting her local network, Jill looked forward to meeting with her global mastermind group on Skype and Google Hangouts—spending an hour every other week using words other than *default, unemployment* and *debt*.

Before long, Jill learned through her mastermind group about TED talks and gave her first international speech in Chennai, India. On the plane trip home, an idea took shape in her mind: what if instead of just one TED talk, Jill created positive-focused, interactive events—then made videos of them available on YouTube so people around the world could benefit?

While civil unrest and economic problems in Greece made Jill hesitant to discuss her idea with colleagues in Athens, her mastermind group was enthusiastic. With their constant encouragement and support, Jill held the first one-day workshop in Athens to a jam-packed audience of 500 attendees and 300 livestream participants—all supported by 70 volunteers and 57 corporate sponsors. The feedback was tremendous. The following November, Sergio Sedas—another of my graduates—produced the second such event in Mexico—with more than 4,000 people participating in interactive solution-focused workshops given by presenters from the United States, Mexico, Canada, and Bermuda.

What could a mastermind group do for you?

FIND A MENTOR AND FOLLOW THEIR ADVICE

Another key strategy that successful people use is to constantly seek out experts in their field for advice, direction and information. The truth is

* You'll find a complete kit for assembling a mastermind group and conducting meetings at www.TheSuccessPrinciples.com/resources. Scroll down to Principle 46 and click on the link you find there.

there are *countless* people who've triumphed over the specific hardship you're facing—or who have succeeded in your specific area of endeavor. Why not take advantage of all that wisdom and experience by finding a mentor who has already been down the road you want to travel?

All you have to do is ask.

It's easier than you think

While it may seem daunting at first to contact successful people and ask for ongoing advice and assistance, it's easier than you think to enlist the mentorship of those who are far ahead of you in the areas in which you'd like to succeed.

What mentors do more than anything, says famed speaker and bestselling author Les Brown, is help you see possibilities. In other words, mentors help you overcome “possibility blindness” both by acting as a role model for you and by conveying a certain level of expectation as they communicate with you.

When Les started his speaking career in the early 1980s, he sent a cassette tape of his earliest keynote speech to the late Dr. Norman Vincent Peale, the world-renowned speaker and publisher of *Guideposts* magazine. That cassette tape led to a long and fruitful relationship for Les, as Dr. Peale not only took Les under his wing and counseled him on his speaking style, but also quietly opened doors and helped Les get important speaking engagements.

Perhaps like Les, you just need someone to open doors for you. Or perhaps you need a referral to a technical expert who can help you build a new service for your company. Maybe you simply need validation that the path you're pursuing is the right one. A mentor can help you with all of these things, but you need to be prepared to ask for specific advice.

Do your homework

One of the easiest ways to research the names and backgrounds of people who have been successful in your field is to read industry magazines, search the Internet, ask trade association executive directors, attend trade shows and conventions, call fellow entrepreneurs, or approach others

who operate in your industry or profession.

Look for mentors who have the kind of well-rounded experience you need to tackle your goal. When you start seeing a pattern of the same few people being recommended, you know you've identified your short list of possible mentors.

The Success Principles coauthor Janet Switzer regularly mentors people on how to grow their small business. When Lisa Miller of CRA Management Group called Janet, she was just about to sign away a large percentage of her revenues to someone she thought would help her develop a new area of her business. Janet showed Lisa how to instantly accomplish the same goal without outside parties and even helped her land new business from existing clients, accelerating Lisa's company growth plan by four months and earning her hundreds of thousands of extra dollars.

To contact possible mentors like Janet and ensure a successful conversation once you do, make a list of specific points you'd like to cover in your first conversation, such as why you'd like them to mentor you and what kind of help you might be looking for. Be brief, but be confident, too.

The truth is that successful people like to share what they have learned with others. It's a human trait to want to pass on wisdom. Not everyone will take the time to mentor you, but many will if asked. You simply need to make a list of the people you would like to have as your mentor and ask them to devote a few minutes a month to you.

Some will say no, but some will say yes. Keep asking people until you get a positive response.

Follow their advice and return the favor

Mentors don't like to have their time wasted. So when you seek out their advice, follow it. Study their methods, ask your questions, make sure you understand the process—then, as much as is humanly possible, follow your mentor's suggestions. Try them on and see how they work for you. You can always adjust and improve upon them as you go along.

Be prepared to give your mentors something in return, too—even if it's

something simple such as keeping them updated on industry information or calling with new opportunities that might benefit them. Look for ways to give back to your mentors. Help others, too. What a great reward to any mentor—to eventually have their former protégé out in the world mentoring others!

BUILD A POWERFUL TEAM THAT LETS YOU FOCUS ON YOUR CORE GENIUS

Every high achiever has a powerful team of key staff members, consultants, vendors, and helpers who do the bulk of the work while he or she is free to create new sources of income and new opportunities for success. The world's greatest philanthropists, athletes, entertainers, professionals, and others also have people who manage projects and handle everyday tasks—enabling them to do more for others, hone their craft, practice their sport and so on.

To help you clarify what you should be spending your time on and what you should be delegating to others, I recommend an exercise called *The Total Focus Process*. The goal is to find the top one, two or three activities that best use your core genius, bring you the most money, and produce the greatest level of enjoyment.

1. *Start by listing those activities that occupy your time*, whether they're business-related, personal or volunteer work. List even small tasks like returning phone calls, filing or photocopying.
2. *Choose from this list those one, two or three things you're particularly brilliant at*, your special talents—those unique things very few other people can do as well as you. Also choose from this list the three activities that generate *the most income* for you or your company. Any activities that you are brilliant at and that generate the most income for you or your company are activities you'll want to focus on.
3. *Finally, create a plan for delegating remaining activities to others*. Delegating takes time and training, but over time you can off-load the nonessential tasks on your list until you are doing less of the ones with little payoff—and more of what you're really good at. That is how you create a brilliant career.

Seek out key “staff” members and advisors

If you’re a business owner or career professional, start training key people to take over the tasks you identified above. If you’re a one-person business, start looking for a dynamic number-two person who could handle your projects, book your sales transactions, and completely take over other tasks while you concentrate on what you do best. If philanthropic pursuits or community projects are your “business,” there are volunteers you can “hire” to help you—including college interns, who may work solely for class credit.

And if you are a stay-at-home parent, your most valuable “staff” will be your house cleaner, your babysitter and other people who can help you get away for time by yourself or with your spouse. A part-time helper can do grocery shopping, get your car washed, pick up the kids or pick up the dry cleaning—all for a modest wage. If you’re a single parent, these folks are even more important to your successful future.

In addition to business and personal helpers, high achievers typically have a powerful team of *professional* advisors to turn to for support. Today’s world is a complicated place. Professional advisors—such as your banker, your lawyers, a high-net-worth certified public accountant, your investment counselor, your doctor, nutritionist, personal trainer, and the leader of your religious organization—can walk you through challenges and opportunities, saving you time, effort and usually money. If you run a business, these advisors are essential.

BUILD A COMMUNITY AND PASS ON YOUR LEGACY

To truly master the art of success, you also need to pursue one more critical activity: building a community of followers who can join you in expanding your work, fulfilling your vision and—most importantly—securing your legacy.

Virtually all great thinkers of our age have managed to pass down their wisdom and life’s work once they can no longer be active. Today, that “act of succession” is easier than ever.

The Internet and social media makes it possible

Today, social media has hit the tipping point where we're now seeing millions of followers convert into fellow devotees, passionate advocates, enthusiastic buyers, and committed partners for social change. Building a community of followers for your work or philanthropic pursuit guarantees there will be a network of people to join you in virtually any venture you want to pursue.

The key is to attract followers who will stay engaged with you and your message—then pass on your information to their own friends, colleagues and fans. To reach that goal, you'll want to maintain an ongoing presence on the most popular social media sites including Facebook, LinkedIn and Twitter.

While you can spend time writing your own posts and articles, then master the technology needed to “boost” your social media activity, I recommend you check out Social5Marketing.com, a done-for-you service that provides a team of world-class writers from top publications with smart online marketers to write, post and even run advertising for you on the major social-media platforms. Best of all, your online activity is scheduled, managed, executed and tracked for less than you'd pay your teenager. Whether you use this service (which also writes your blog, does email marketing and helps generate prospective buyers for your business or cause), you'll want to establish a personal brand, build your online presence, and pursue community building as an activity to ultimately support your success.



About Jack

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