

## PART ONE

### SEVEN QUALITIES OF MASTER ACHIEVERS

1. \_\_\_\_\_ : they seem themselves as capable of \_\_\_\_\_ .
  - Top \_\_\_\_\_ % of people earn \_\_\_\_\_ % of the money.
2. \_\_\_\_\_ : they work to confront the \_\_\_\_\_ that hold most people back.
3. \_\_\_\_\_ : they \_\_\_\_\_ in themselves, their companies, their products/services, and their customers.
  - \_\_\_\_\_ is the critical element in successful business and selling.
4. \_\_\_\_\_ : they see themselves as \_\_\_\_\_ , not salespeople.

NOTES

NOTES

5. \_\_\_\_\_ : they review every \_\_\_\_\_ before every business meeting.
6. Continuous \_\_\_\_\_ : they \_\_\_\_\_ , listen to \_\_\_\_\_ and take additional \_\_\_\_\_ .
7. \_\_\_\_\_ : they see themselves as the \_\_\_\_\_ of their own personal services \_\_\_\_\_ .

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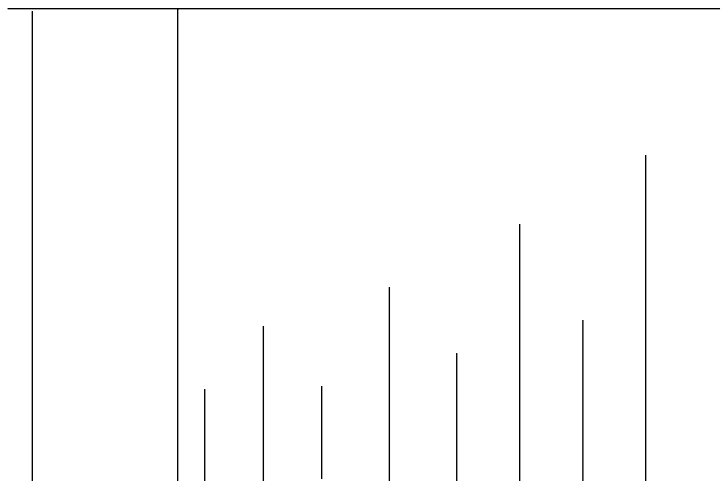
## PART TWO

### MANAGING YOURSELF AND OTHERS FOR PEAK PERFORMANCE

#### NOTES

1. Your self-concept is the “ \_\_\_\_\_  
\_\_\_\_\_ ” of your  
\_\_\_\_\_ computer.
2. You always perform on the \_\_\_\_\_  
based on how you \_\_\_\_\_ on the  
\_\_\_\_\_ .
3. You don’t \_\_\_\_\_ what you see; you  
see what you \_\_\_\_\_ .
4. All improvements in \_\_\_\_\_  
\_\_\_\_\_ begin with an  
improvement in your self-concept, your  
beliefs about \_\_\_\_\_ .
5. \_\_\_\_\_ between self-  
concept and performance.

## NOTES



6. Your self-concept is made up of three parts:

a) Self- \_\_\_\_\_:

\_\_\_\_\_

b) Self- \_\_\_\_\_:

\_\_\_\_\_

c) Self- \_\_\_\_\_:

\_\_\_\_\_

7. The most powerful words in self-concept reinforcement are: “ \_\_\_\_\_ .”

NOTES

8. There are two major obstacles to high performance:  
  
a) Fear of \_\_\_\_\_ :  
\_\_\_\_\_  
  
b) Fear of \_\_\_\_\_ :  
\_\_\_\_\_
9. Two major traps based on fear:  
  
a) Learned \_\_\_\_\_ .  
  
b) \_\_\_\_\_ Zone.
10. Your goal: become \_\_\_\_\_ !

[illegible]

# PART THREE HOW TO MAKE QUANTUM LEAPS IN YOUR SALES AND BUSINESS CAREER

## NOTES

There are \_\_\_\_\_ things you can do to  
\_\_\_\_\_ your success in your  
career.

1. \_\_\_\_\_ : we live in a  
\_\_\_\_\_ based society where the  
highest paid people are those who  
\_\_\_\_\_ than others.

“To \_\_\_\_\_ more, you must \_\_\_\_\_  
more.”

2. \_\_\_\_\_ : your level of \_\_\_\_\_  
in your field will determine the quality and  
quantity of your \_\_\_\_\_ .

“It’s not the \_\_\_\_\_ to win but the will  
to \_\_\_\_\_ to win that counts.” —  
**Bear Bryant**



3. \_\_\_\_\_ : everything is  
 \_\_\_\_\_ ; your success will be  
 decided by the number of people who know  
 you in a \_\_\_\_\_ way.

“You must \_\_\_\_\_ continually  
 to broaden your contacts.”

4. \_\_\_\_\_ : gives you  
 \_\_\_\_\_ and the ability to  
 take advantage of \_\_\_\_\_ .

“If you cannot \_\_\_\_\_ , the  
 seeds of greatness are not in you.” —

**W. Clement Stone**

5. Good \_\_\_\_\_ habits —  
 \_\_\_\_\_ is doing things  
 right while \_\_\_\_\_ is  
 doing the right things.

“What is the most \_\_\_\_\_  
 use of my time right now?”

NOTES

## NOTES

6. Positive \_\_\_\_\_ — the ability to remain \_\_\_\_\_ and optimistic in the face of daily ups and downs.

“The \_\_\_\_\_ of your personality is largely determined by the way you \_\_\_\_\_ things to yourself.”

7. \_\_\_\_\_ : the way you \_\_\_\_\_ to others. People tend to \_\_\_\_\_ you by the way you look on the outside. You never get a \_\_\_\_\_ chance to make a good \_\_\_\_\_ impression.

8. \_\_\_\_\_ : continually looking for better, faster, easier, cheaper ways to get the job done. One good \_\_\_\_\_ is all you need to start a fortune.

9. \_\_\_\_\_ : self-discipline combined with \_\_\_\_\_ will open countless doors to you.

“Persistence is \_\_\_\_\_ in  
action.”

NOTES

10. \_\_\_\_\_ : being in the right place  
with the right resources at the right time.  
You tend to \_\_\_\_\_ into your life the  
people, ideas and circumstances in  
\_\_\_\_\_ with your dominant  
\_\_\_\_\_ .

[illegible]

## PART FOUR

### TIME EMPOWERMENT

1. Your highest, most dependable source of cash flow is your \_\_\_\_\_ .
2. Your most precious resource, all you really have to sell, is your \_\_\_\_\_ .
3. Best \_\_\_\_\_ of time/ money? \_\_\_\_\_ your earning ability!
4. Become an \_\_\_\_\_ in time management.
5. The Pareto Principle, the \_\_\_\_\_ , applies to all aspects of business and selling.
6. Job description of a company, a salesperson? \_\_\_\_\_ and \_\_\_\_\_ a customer!
7. Spend \_\_\_\_\_ % of your time creating customers; Spend \_\_\_\_\_ % of your time keeping customers.

NOTES

NOTES

8. The work of a salesperson consists of three activities:

1. \_\_\_\_\_ ;

2. \_\_\_\_\_ ;

3. \_\_\_\_\_ .

9. Spend \_\_\_\_\_ % of your time  
\_\_\_\_\_ and presenting;  
Spend \_\_\_\_\_ % of your time following-up.

10. Average salesperson works only \_\_\_\_\_ % of  
the time.

11. You require clear \_\_\_\_\_ and  
\_\_\_\_\_ goals, broken down by year,  
month, day and hour.

Annual income goal? \$ \_\_\_\_\_

Annual sales goal? \$ \_\_\_\_\_

Desired hourly rate? \$ \_\_\_\_\_

12. Plan the \_\_\_\_\_ necessary to achieve your goals.
13. Plan your sales work \_\_\_\_\_ ; reduce traveling time.
14. Upgrade your \_\_\_\_\_ continually; get \_\_\_\_\_ at your **key** tasks!
15. Continuous personal/professional development is your \_\_\_\_\_ to the future.
  - a) Read \_\_\_\_\_ hour every day.
  - b) Attend sales \_\_\_\_\_ four times per year.
  - c) Listen to \_\_\_\_\_ in your car.

NOTES

[illegible]



## PART FIVE

### MAXIMUM SELLING STRATEGIES

Your ability to sell \_\_\_\_\_ and your ideas to others will determine how \_\_\_\_\_ you rise and how much \_\_\_\_\_ you make.

NOTES

1. What \_\_\_\_\_ do you sell?
  - a) People buy \_\_\_\_\_ , not products.
  - b) People buy \_\_\_\_\_ , not services.
  - c) People buy to satisfy \_\_\_\_\_ .
2. People have \_\_\_\_\_ major motivations:
  - a) Desire for \_\_\_\_\_ .
  - b) Fear of \_\_\_\_\_ .

Incorporate \_\_\_\_\_ into every presentation.

NOTES

3. Three parts of selling:
  - a) \_\_\_\_\_ - quantity determines quality.
  - b) \_\_\_\_\_ - discussing your product/service.
  - c) \_\_\_\_\_ - average sale closed on \_\_\_\_\_ call.
  
4. Three stages of the sale — \_\_\_\_\_ perspective.
  - a) Establish \_\_\_\_\_ - build “ethos.”
  - b) Identify \_\_\_\_\_ - connect with “pathos.”
  - c) Present \_\_\_\_\_ - move to “logos.”

5. Three stages of the sale — customer's perspective.

a) Recognition of \_\_\_\_\_ = starting point.

b) Evaluation of \_\_\_\_\_ = middle game.

1. Buying \_\_\_\_\_?

2. Order of \_\_\_\_\_?

3. Strengths vs. \_\_\_\_\_?

c) Resolution of \_\_\_\_\_ = end game:

1. Critical factor is \_\_\_\_\_.

2. Your job is to be perceived as the \_\_\_\_\_ provider.

3. \_\_\_\_\_ - to uncover final concerns.

6. Direct relationship between \_\_\_\_\_ skills and sales success.

NOTES

NOTES

7. Keep \_\_\_\_\_ in its place; first  
*need, desire, authority* and *urgency*.
- a) That's a good \_\_\_\_\_ ; can  
I come back to that?
- b) Why do you \_\_\_\_\_ that?
- c) Why do you \_\_\_\_\_ that way?
- d) Mr. Prospect, is price your only  
\_\_\_\_\_ ?
8. Gaining \_\_\_\_\_ ,  
getting closure.
- a) "Why don't you give it a \_\_\_\_\_ ?  
(take it?)" - *Invitational Close*.
- b) "If this makes sense to you, then the  
\_\_\_\_\_ is . . . "-  
*Directive Close*.
- c) "On a scale of \_\_\_\_\_ ,  
where are we?"

What would it take to \_\_\_\_\_ you  
on that?

NOTES

9. Your best sources of \_\_\_\_\_ are  
your satisfied customers.

10. The easiest \_\_\_\_\_ you can make is  
to a happy customer.

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## PART SIX

### PERCEPTION, POSITIONING AND SELF-IMAGE IN SELLING

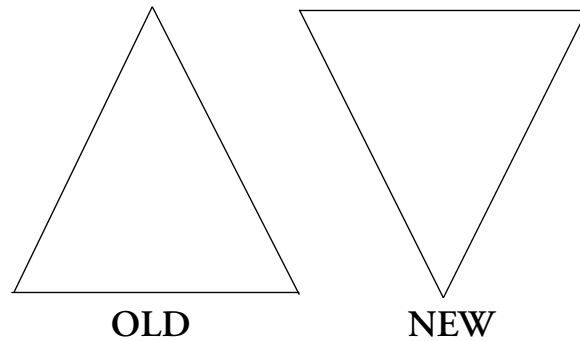
	NOTES
1. Relationships often _____ after the sale.	
2. Decision to buy means entering a _____ relationship.	
3. Customer wants a _____ first.	
4. Because of product/service complexity, the relationship is more _____ than the product/service.	
5. Key _____ for buying: _____, services, delivery, reliability, responsiveness, quality of _____ over time.	
6. With larger _____, more _____, involved, longer _____ of product, first-time _____ — critical variable is _____.	

NOTES

7. Main \_\_\_\_\_ to selling:

- a) Fear of \_\_\_\_\_ ,  
experienced by customer.
- b) Fear of \_\_\_\_\_ ,  
experienced by salesperson.

8. Antidote: New Model of Selling:



9. Rule: \_\_\_\_\_ builds trust  
and credibility.

10. Listening skills — keys to sales success.

- a) Listen \_\_\_\_\_ ; no  
interruptions.
- b) \_\_\_\_\_ before replying.



NOTES

c) Question for \_\_\_\_\_ .

d) Feed it \_\_\_\_\_ ; paraphrase  
in your own \_\_\_\_\_ .

11. \_\_\_\_\_ is the key to  
the sale.

a) \_\_\_\_\_ - attitude,  
appearance, dress.

b) Company - \_\_\_\_\_ ,  
longevity, size.

c) Testimonials - \_\_\_\_\_ ,  
lists, photos.

d) Presentation - \_\_\_\_\_  
focused, practiced, prepared.

e) \_\_\_\_\_ - ideal solution,  
value \_\_\_\_\_ price.

[illegible]

## PART SEVEN

### PERSUASION, NEGOTIATION AND INFLUENCE SKILLS

Your ability to negotiate well on your own behalf is instrumental to your success.

NOTES

1. \_\_\_\_\_ is negotiable.
  - a) \_\_\_\_\_ your way to success.
  - b) Fear of \_\_\_\_\_ holds people back.
  
2. Purpose: to reach an \_\_\_\_\_ such that all parties are \_\_\_\_\_ and willing to do business again.
  - a) Seek for \_\_\_\_\_ and equity.
  - b) Aim for \_\_\_\_\_ or no deal.
  
3. \_\_\_\_\_ is a critical element in negotiating.

NOTES

- a) Expertise;  
\_\_\_\_\_
  - b) Knowledge of needs of the other;  
\_\_\_\_\_
  - c) Identification;  
\_\_\_\_\_
  - d) Rewarding and punishing;  
\_\_\_\_\_
  - e) Investment. \_\_\_\_\_
4. Emotions can\_\_\_\_\_ you or  
\_\_\_\_\_ you in negotiating.
- a) \_\_\_\_\_ — the critical element.
  - b) How\_\_\_\_\_ do you want it?  
He/She?
  - c) Emotional\_\_\_\_\_ re-  
duces power.

5. \_\_\_\_\_ can be a critical element in negotiating.

a) The more \_\_\_\_\_ the need, the less effective the negotiator.

b) \_\_\_\_\_, set whenever possible.

c) \_\_\_\_\_ — put off decisions when you can.

6. Developing \_\_\_\_\_ improves your position.

a) The more \_\_\_\_\_, the \_\_\_\_\_ you are.

b) You are only as \_\_\_\_\_ as your \_\_\_\_\_.

7. Know \_\_\_\_\_ what you want.

a) What \_\_\_\_\_ do you desire?

NOTES

NOTES

b) What are you \_\_\_\_\_ to give?

8. \_\_\_\_\_ is the key to success.

a) What are your/his/her \_\_\_\_\_ ?

b) What are the \_\_\_\_\_ to be resolved?

c) What are the starting \_\_\_\_\_ of each party?

d) What are your \_\_\_\_\_ , minimums?

9. Law of \_\_\_\_\_ — basic issues to be resolved.

10. \_\_\_\_\_ negotiating tactics.

a) Flinch: \_\_\_\_\_

	NOTES
b) Question: _____	
c) Assertion: _____	
d) Low-ball: _____	
e) Silence: _____	
f) Nibble: _____	
11. _____ method of negotiating.	
12. No negotiation is ever _____ .	
a) With new _____ , ask to reopen.	
b) Both parties should be _____ .	

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## PART EIGHT

### SUCCESS AND SELF-MOTIVATION

1. “ \_\_\_\_\_ ,” make a decision to go all the way to the top.
2. Identify your “ \_\_\_\_\_ ” to a sales success.
3. Get around the right \_\_\_\_\_ .
4. Take excellent care of your \_\_\_\_\_ .
5. Positive \_\_\_\_\_ ; see yourself as the very best in your field.
6. Positive \_\_\_\_\_ ; talk to yourself, control your inner \_\_\_\_\_ .
7. Positive \_\_\_\_\_ ; get going, get busy, move fast.

NOTES

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# BRIAN TRACY'S SUCCESS MASTERY ACADEMY WORKBOOK

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# BRIAN TRACY'S

## SUCCESS MASTERY ACADEMY

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## PART ONE LEADERSHIP — THE CRITICAL DIFFERENCE

*“Every great institution is the lengthened shadow of one man”*  
Ralph Waldo Emerson

Leadership is the critical factor in the success of any organization. Leaders have specific vital qualities and perform specific vital functions.

NOTES

1. \_\_\_\_\_ — the key quality of leadership:
  - a) Leaders think about the \_\_\_\_\_ .
  - b) What are your \_\_\_\_\_?
  - c) What is your \_\_\_\_\_ — for yourself? Your business?
2. \_\_\_\_\_ — the indispensable quality upon which all others depend.
  - a) The future belongs to the \_\_\_\_\_ .

NOTES

b. \_\_\_\_\_ — the willingness to initiate action with no \_\_\_\_\_ of success.

3. \_\_\_\_\_ — the most desired and respected quality of leadership.

a) The \_\_\_\_\_ Principle — seeing the world as it really is.

b) \_\_\_\_\_ — at all times, under all circumstances.

4. \_\_\_\_\_ — the leaders is completely dedicated to the success of the organization.

a) The \_\_\_\_\_ that activates and energizes the internal and external resources of the organization.

b) The leader must be \_\_\_\_\_ about the importance of the results aimed at.



5. \_\_\_\_\_ — the leader accepts complete responsibility for the activities and \_\_\_\_\_ of the organization.

- a) No \_\_\_\_\_ , no blaming:  
“The buck stops here.”
- b) “Never \_\_\_\_\_ , never explain.”

6. \_\_\_\_\_ — the ability to focus critical energies on the most vital results required.

- a) Leaders focus on the \_\_\_\_\_ of the situation.
- b) Leaders set clear \_\_\_\_\_ on the expenditure of \_\_\_\_\_ .
- c) Leaders focus on \_\_\_\_\_ — in themselves, othes, the company, the situation.

NOTES

NOTES

7. \_\_\_\_\_ — leaders are committed to excellent performance of the business tasks.
- a) Leadership is the ability to choose the “area of \_\_\_\_\_ .”
- b) Leaders focus on, develop essential \_\_\_\_\_ .
- c) Leaders elicit \_\_\_\_\_ performance from ordinary people.

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## PART TWO

### HOW TO SET AND ACHIEVE GOALS

#### NOTES

1. There are \_\_\_\_\_ major obstacles to goal-setting.
  - a) People don't realize the \_\_\_\_\_ of goals.
  - b) People don't \_\_\_\_\_ to set goals.
  - c) Fear of rejection, of \_\_\_\_\_ holds people back.
  - d) Fear of \_\_\_\_\_ the biggest single reason.
2. A systematic process or blueprint for goal-setting increases the likelihood of success by \_\_\_\_\_ %.
  - a) \_\_\_\_\_ is better than no plan.

NOTES

b) The ability to set goals and make plans is the \_\_\_\_\_ of success.

3. \_\_\_\_\_ — the only real limit on your abilities.

a) Must be \_\_\_\_\_ , something you want.

b) Must be \_\_\_\_\_ , intense, passionate.

4. \_\_\_\_\_ — you need to develop an absolute conviction that your goal is possible.

a) Your beliefs become your \_\_\_\_\_ .

b) Make your goals \_\_\_\_\_ , achievable.

5. \_\_\_\_\_ — crystallize it on paper.

NOTES

- a) Only \_\_\_\_\_ % of Americans have  
\_\_\_\_\_ goals.
- b) Make it clear, specific, objective,  
\_\_\_\_\_ .
- 6. Determine all the reasons \_\_\_\_\_ you  
want the goal.
  - a) Reasons are the \_\_\_\_\_ in the fur-  
nace of achievement.
  - b) The more reaons you have, the greater  
is your level of \_\_\_\_\_ .
- 7. \_\_\_\_\_ your starting position —  
take stock of your current situation.
  - a) Practice the \_\_\_\_\_ principle” —  
be honest.
  - b) Determine \_\_\_\_\_ you have  
to go.

8. Set a \_\_\_\_\_ — a goal is a “dream with a deadline.”
  - a) A deadline serves as a “\_\_\_\_\_” for your subconscious mind.
  - b) Set \_\_\_\_\_ — weekly, monthly deadlines as well.
  
9. Identify the \_\_\_\_\_ you will have to overcome.
  - a) \_\_\_\_\_ % of your obstacles will be \_\_\_\_\_ .
  - b) Identify your \_\_\_\_\_ and decide how to remove it.
  
10. Identify the additional \_\_\_\_\_ and \_\_\_\_\_ you will need to achieve your goal.

NOTES

NOTES

a) What one skill, if you developed it and became \_\_\_\_\_ at it, would have the greatest positive \_\_\_\_\_ on your life?

b) How can you \_\_\_\_\_ the knowledge and skills you need?

11. Identify the \_\_\_\_\_ and organizations whose help you will require.

a) Who can help you \_\_\_\_\_ in achieving your goal?

b) What's in it for them? How can you \_\_\_\_\_ their support?

12. \_\_\_\_\_ — a list of everything you will have to do to achieve your goal.

a) \_\_\_\_\_ your list by priority and value.

b) Organize your list by chronology and \_\_\_\_\_ .



13. \_\_\_\_\_ your goal as a reality every day.
- a) \_\_\_\_\_ your goal and “see” it in your mind.
- b) Act \_\_\_\_\_ , get the feeling \_\_\_\_\_ you had already reached your goal.
14. Back your goals and plans with \_\_\_\_\_ and determination.
- a) Your persistence is your measure of your \_\_\_\_\_ in yourself.
- b) Every act of persistence strengthens you, \_\_\_\_\_ your ability to persist even more.
15. There are \_\_\_\_\_ except for the limits you place on yourself.

NOTES

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## PART THREE

### THE MAGIC OF SELF-DIRECTION

#### NOTES

1. \_\_\_\_\_ is the most important factor impacting your life today.
  - a) \_\_\_\_\_ — 2x, 3x every 3-5 years.
  - b) \_\_\_\_\_ — expanding exponentially.
  - c) \_\_\_\_\_ — more aggressive, determined than ever.
2. Change is the \_\_\_\_\_ of anxiety, stress, problems in relationships, at work.
  - a) Makes you feel “\_\_\_\_\_.”
  - b) Causes \_\_\_\_\_ , unpredictability.

NOTES

- c) Major source of \_\_\_\_\_ ,  
underachievement.
3. Goals enable you to \_\_\_\_\_ the  
direction of change.
- a) Assure that change is \_\_\_\_\_  
vs. random.
- b) Assure that change is \_\_\_\_\_ vs.  
negative.
- c) Give you a tremendous “ \_\_\_\_\_  
\_\_\_\_\_ .”
4. Three key elements of goal-setting:
- a) “Acres of \_\_\_\_\_” philoso-  
phy.
- b) “Area of \_\_\_\_\_ ”  
philosophy.
- c) Major definite \_\_\_\_\_ —  
approach to life.

NOTES

5. Your “major definite \_\_\_\_\_”  
must be:

- a) Clear, \_\_\_\_\_ , objective.
- b) \_\_\_\_\_ , quantifiable.
- c) Achievable, but requiring  
“ \_\_\_\_\_ .”
- d) In \_\_\_\_\_ with your  
other goals.

6. Start with your \_\_\_\_\_ ; list your  
five most important values/virtues in life:

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_
- e) \_\_\_\_\_

7. \_\_\_\_\_ list method — what are your  
\_\_\_\_\_ most important goals in  
life right now?

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

8. What would you \_\_\_\_\_ , how would you  
change your \_\_\_\_\_ , if you won  
\_\_\_\_\_ cash today?

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

NOTES

NOTES

9. What would you \_\_\_\_\_ , how would you spend your \_\_\_\_\_ , if you learned today that you only had \_\_\_\_\_ to live?

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

10. What have you always wanted to do but been \_\_\_\_\_ ?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



11. What sort of work or activity gives you your greatest feeling of \_\_\_\_\_ ?

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12. What \_\_\_\_\_ would you dare to dream if you knew you \_\_\_\_\_ ?

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### Goal Setting Exercise

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

NOTES

NOTES

- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

Major Definite Purpose:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

[illegible]

## PART FOUR

### ACHIEVING FINANCIAL INDEPENDENCE

#### NOTES

1. More people are becoming financially independent today, \_\_\_\_\_ , than at any other time in human history.
  - a) 1950 — \_\_\_\_\_ self-made millionaires in America.
  - b) 1980 — \_\_\_\_\_ self-made millionaires in America.
  - c) 1996 — \_\_\_\_\_ self-made millionaires in America.
  - d) Rate? One new self-made millionaire every \_\_\_\_\_ minutes.
2. The rules for achieving financial independence are simple.
  - a) Spend \_\_\_\_\_ than you earn and \_\_\_\_\_ the difference.

NOTES

b) \_\_\_\_\_ % of every dollar is yours to keep.

c) \_\_\_\_\_ per month will make you a millionaire.

d) Resolve in advance to prefer financial independence to \_\_\_\_\_ .

e) Once you put it away, never \_\_\_\_\_ .

3. The values of money have never changed.

a) Money goes and stays where it is \_\_\_\_\_ .

b) Spend as much time analysing an investment as you spend \_\_\_\_\_ the money.

c) \_\_\_\_\_ before you invest.

NOTES

d) Study every \_\_\_\_\_ of the business.

e) Invest with \_\_\_\_\_ having proven success records.

f) Self-made millionaires do not \_\_\_\_\_, speculate, take chances.

g) Rule: Don't \_\_\_\_\_ money!"

4. Use the "Law of \_\_\_\_\_" to become wealthy.

a) Start saving \_\_\_\_\_% of your gross income.

b) Gradually increase to \_\_\_\_\_ over time.

c) Put every extra dollar away to build your \_\_\_\_\_.

5. Use the two great principles of wealth.

- a) Make \_\_\_\_\_ work  
in your favor.
- b) Use “\_\_\_\_\_”  
to maximize your investments.
- 6. Practice \_\_\_\_\_ in all your  
financial decisions.
- 7. Develop the quality of \_\_\_\_\_ ,  
long-time perspective, in becoming wealthy.

NOTES

[illegible]



## PART FIVE

### PERSONAL STRATEGIC PLANNING FOR THE HIGH PERFORMER

1. You are in business for yourself, \_\_\_\_\_  
of your own corporation.
2. Your \_\_\_\_\_ in strategic planning is to get  
the highest \_\_\_\_\_ .
3. \_\_\_\_\_ individuals also  
have good strategic plans.
  - a) Yale study: 1953 - 1973: \_\_\_\_\_
  - b) Harvard study: 1979 - 1989: \_\_\_\_\_
4. Good strategic planning acts as an  
\_\_\_\_\_ toward personal  
success.
5. All strategic planning is \_\_\_\_\_ plan-  
ning.

NOTES

NOTES

6. What are your income and sales goals?

Income

Sales

1998 \_\_\_\_\_

1999 \_\_\_\_\_

2000 \_\_\_\_\_

2001 \_\_\_\_\_

2002 \_\_\_\_\_

7. What net worth do you want to have?

Current Net Worth? \$ \_\_\_\_\_

1998 \$ \_\_\_\_\_

1999 \$ \_\_\_\_\_

2000 \$ \_\_\_\_\_

2001 \$ \_\_\_\_\_

2002 \$ \_\_\_\_\_

8. Break your 1998 goals down into monthly, weekly, daily goals.

Sales

Income

Monthly \$ \_\_\_\_\_

Weekly (50) \$ \_\_\_\_\_

Daily \$ \_\_\_\_\_

9. What is your desired \_\_\_\_\_ rate?

NOTES

10. Break your goals down into the  
\_\_\_\_\_ necessary to accomplish  
them.

a) Sales volume? \_\_\_\_\_

b) Number of sales? \_\_\_\_\_

c) Number of calls? \_\_\_\_\_

d) Number of presentations? \_\_\_\_\_

e) Number of proposals? \_\_\_\_\_

f) Daily activities? \_\_\_\_\_

11. Your overarching goal? \_\_\_\_\_  
\_\_\_\_\_ !

a) Develop \_\_\_\_\_ time perspective.

b) Develop \_\_\_\_\_ time perspective.

NOTES

12. Three rules for financial \_\_\_\_\_.

a) Violate \_\_\_\_\_ Law.

b) \_\_\_\_\_ in the short term.

c) \_\_\_\_\_ yourself first.

[illegible]

[illegible]

## PART SIX

### TWENTY-ONE QUALITIES OF SELF-MADE MILLIONAIRES

There are certain qualities of self-made millionaires that you can learn that will make you \_\_\_\_\_.

NOTES

a) Each of those qualities is \_\_\_\_\_ to great success.

b) You develop a quality by \_\_\_\_\_ it whenever it is called for.

Give yourself grade of 1-10 on each quality.

1. \_\_\_\_\_ — imagine no limitations.

a) Practice “back from the \_\_\_\_\_ thinking.”

b) Create a \_\_\_\_\_ list, imagine your ideal life-style.

## NOTES

2. Do what you \_\_\_\_\_ to do.
- a) Decide what you \_\_\_\_\_ more than anything else.
- b) Find a way to make a \_\_\_\_\_ doing it.
3. Commit to \_\_\_\_\_ in your chosen field.
- a) Resolve to pay any price to join the \_\_\_\_\_ %.
- b) Become a “ \_\_\_\_\_ ” project.
4. Develop your unique \_\_\_\_\_ and \_\_\_\_\_ .
- a) What has been most responsible for your \_\_\_\_\_ in life to date?
- b) What would you choose to do if you won a \_\_\_\_\_ cash today?



5. Accept 100% \_\_\_\_\_ —  
see yourself as self-employed.
  - a) As \_\_\_\_\_ of your own  
career, what changes would you make?
  - b) Why aren't you \_\_\_\_\_  
financially independent?
6. Develop a clear sense of \_\_\_\_\_.
  - a) Determine \_\_\_\_\_ what you  
want in every area of your life.
  - b) Determine the \_\_\_\_\_  
you're going to have to pay to get it,  
and get started.
7. Refuse to consider the possibility of  
\_\_\_\_\_.
  - a) “ \_\_\_\_\_ is just an opportu-  
nity to more intelligently begin  
again.” (Henry Ford).

NOTES

NOTES

b) “Within every obstacle or setback, there lies the seed of an \_\_\_\_\_ opportunity or benefit.” (Napoleon Hill).

8. Dedicate yourself to lifelong\_\_\_\_\_ .

a) Read \_\_\_\_\_ in your field each day.

b) Attend every \_\_\_\_\_ you can.

c) Listen to \_\_\_\_\_ in your car.

9. Develop a \_\_\_\_\_ mentality.

a) Use the “\_\_\_\_\_” formula for success.

b) When you work, “\_\_\_\_\_ all the time you \_\_\_\_\_ .”

10. Get around the \_\_\_\_\_ people.

NOTES

- a) Develop your own “ \_\_\_\_\_ ” network.
  - b) Fly with \_\_\_\_\_ ; get away from negative people.
11. Be prepared to climb from \_\_\_\_\_ .
- a) Life is an endless series of \_\_\_\_\_ and \_\_\_\_\_ .
  - b) Success is a matter of \_\_\_\_\_ , one back.
12. Develop \_\_\_\_\_ and bounce back.
- a) Resolve \_\_\_\_\_ that you will bounce rather than break.
  - b) The “ \_\_\_\_\_ ” rebounds quickly after every disappointment.

NOTES

13. Unlock your inborn \_\_\_\_\_ —  
you are a “\_\_\_\_\_.”
- a) Use clear\_\_\_\_\_, passing  
\_\_\_\_\_, focused\_\_\_\_\_.
- b) Practice “\_\_\_\_\_” on  
your goals and problems.
14. Become an unshakable\_\_\_\_\_.
- a) \_\_\_\_\_ % of your emotions are  
determined by the way you  
\_\_\_\_\_ yourself.
- b) Your “\_\_\_\_\_”  
determines how you react and  
respond.
15. Dedicate yourself to \_\_\_\_\_  
others.
- a) Always do more than you’re  
\_\_\_\_\_.

NOTES

- b) Always look for opportunities to go the \_\_\_\_\_ .
16. Develop a reputation for \_\_\_\_\_ and \_\_\_\_\_ .
- a) Separate the \_\_\_\_\_ from the unimportant.
- b) Create a “ \_\_\_\_\_ ”  
— Do it now!
17. Be impeccably \_\_\_\_\_ with yourself and others.
- a) Be \_\_\_\_\_ to yourself — in everything.
- b) \_\_\_\_\_ with others.
18. Concentrate \_\_\_\_\_ on one thing at a time.

## NOTES

a) Set priorities, use the 80/20 Rule, consider potential \_\_\_\_\_ .

b) \_\_\_\_\_ — stay at your most important task until it is \_\_\_\_\_ .

19. Be \_\_\_\_\_ — usually any decision is better than no decision at all.

a) \_\_\_\_\_ to think, plan and decide.

b) Act decisively and be prepared to accept \_\_\_\_\_ and \_\_\_\_\_ .

20. Back everything you do with the twin qualities of \_\_\_\_\_ and \_\_\_\_\_ .

a) \_\_\_\_\_ — the ability to \_\_\_\_\_ with no guarantees of success.

NOTES

b) \_\_\_\_\_ — the  
ability to \_\_\_\_\_ in the face  
of all setbacks and obstacles.

21. \_\_\_\_\_ — the iron  
quality of character.

a) “The ability to \_\_\_\_\_  
do what you should do, when you  
should do it, whether you  
\_\_\_\_\_ or not.” (Elbert Hubbard).

b) \_\_\_\_\_ is self-discipline in  
action.

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## PART SEVEN

### COMMUNICATION — THE MASTER SKILL TO POWERFUL RELATIONSHIPS

Your ability to \_\_\_\_\_ with others  
will account for fully \_\_\_\_\_ % of your success.

NOTES

1. There are three \_\_\_\_\_ of any conversation.
  - a) Ethos — the \_\_\_\_\_ of the person.
  - b) Pathos — connecting with the \_\_\_\_\_ .
  - c) Logos — the \_\_\_\_\_ content of the message.
2. There are three \_\_\_\_\_ in conversation.
  - a) Words — account for \_\_\_\_\_ % of the message.

## NOTES

b) Tone of \_\_\_\_\_ — accounts for \_\_\_\_\_ % of the message.

c) Body language — accounts for \_\_\_\_\_ % of message.

People believe the \_\_\_\_\_ message.

3. Four basic personality styles.


4. The person who \_\_\_\_\_ has control.

a) \_\_\_\_\_ ended questions.

b) \_\_\_\_\_ ended questions.

c) \_\_\_\_\_ questions.

5. Balanced \_\_\_\_\_ — focused on other.
6. Acknowledge and \_\_\_\_\_ twice average.
7. Good \_\_\_\_\_ skills — “Seek first to \_\_\_\_\_ , then to be \_\_\_\_\_ .
8. Listening builds \_\_\_\_\_ ; the basis of all relationships.
9. Listening skills: \_\_\_\_\_ to success with people.
  - a) Listen \_\_\_\_\_ ; no interruptions.
  - b) \_\_\_\_\_ before replying.
  - c) \_\_\_\_\_ for clarification — “How do you mean?”
  - d) Feed it back — \_\_\_\_\_ it in your own words.

NOTES

## This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## PART EIGHT

### ACHEIVING SUCCESS IN FAMILY AND BUSINESS

1. Your \_\_\_\_\_ should be your chief aim in life.
2. Fully \_\_\_\_\_ % of your happiness comes from \_\_\_\_\_ with others.
3. “\_\_\_\_\_ in all things” — you need balance between your \_\_\_\_\_ and \_\_\_\_\_ to be happy.
4. A feeling of \_\_\_\_\_ , dissatisfaction arises when your activities and goals are not \_\_\_\_\_ with your values.
5. Begin with your \_\_\_\_\_ ; what is really \_\_\_\_\_ to you?
6. Describe your ideal \_\_\_\_\_ ; what ingredients would make you most happy?

NOTES

NOTES

7. To do \_\_\_\_\_ of one thing, you must do \_\_\_\_\_ of others. What should you be doing \_\_\_\_\_ of? \_\_\_\_\_ of?
8. Treat your time like \_\_\_\_\_ ; how can you best \_\_\_\_\_ it to achieve maximum satisfaction?
9. Set “\_\_\_\_\_” as your highest goal and organize your time/life around it.
10. Key to balance: Do just \_\_\_\_\_ things.
11. “\_\_\_\_\_ all the time you \_\_\_\_\_ ;” put more of \_\_\_\_\_ into the time.
12. When you’re with your \_\_\_\_\_ , be there \_\_\_\_\_ % of the time.
13. Limit/restrict television, newspapers, outside activities. Remember the Law of the \_\_\_\_\_ Alternative.

14. Spend unbroken \_\_\_\_\_  
with the most important people in your life.
15. It's \_\_\_\_\_ of time at home,  
\_\_\_\_\_ of time at work — that  
counts.

NOTES

[illegible]



## PART NINE

### SEVEN RULES FOR THE 21ST CENTURY

1. Your life can only get \_\_\_\_\_ when  
you get \_\_\_\_\_ .
  
2. It doesn't matter where you're \_\_\_\_\_  
\_\_\_\_\_ ; all that matters is where you're  
\_\_\_\_\_ .
  
3. Anything worth \_\_\_\_\_ is worth  
doing \_\_\_\_\_ at first,.
  
4. You can \_\_\_\_\_ anything you need  
to \_\_\_\_\_ to achieve any \_\_\_\_\_  
you can set for yourself.
  
5. You are only as free as your \_\_\_\_\_ .
  
6. Within every \_\_\_\_\_ you face,  
there is the seed of an equal or greater  
\_\_\_\_\_ or benefit.
  
7. The only real limits on you are  
\_\_\_\_\_ .

NOTES

[illegible]