THE

Success

Principles

ABOUT THE AUTHORS

Jack Canfield, known as Americas #1 Success Couch, is a bestselling author, professional speaker, trainer, and entrepreneur. He is the founder and chairman of The Canfield Training Group, which trains entrepreneurs, educators, corporate leaders, and motivated individuals in how to expand their vision and accelerate the achievement of their personal and professional goals.

As the creator of the beloved Chicken Soup for the Soul® series and the driving force behind the development and sales of more than 200 Chicken Soup for the Soul® books, with 100 million copies sold to the United states(and 500million worldwide in 43 languages), Jack is uniquely qualified to talk about success. Jacks nationally syndicated newspaper column is read in 150 papers. The Chicken Soup for the Soul® television series aired on box the PAX and ABC networks.

Jack is a graduate of Harvard, holds masters degree in psychological education from the University of Massachusetts, and has three honorary doctorates. Over the past 40 years, he has been a psychotherapist, an educational consultant, a corporate trainer, and a leading authority in the areas of self-esteem, breakthrough success, and peak performance.

The first edition of The *Success* Principles has sold a half million copies in 30 languages around the globe. Jacks other bestselling books-*The Success Principles for Teens, The Power of Focus, The Alladin Factor, Dare to Win, You’ve Got to Read This Book!, The Key to Living the Law of Attraction, Couching for Breakthrough Success, and Tapping to Ultimate Success-*have sold millions of copies and have launched complementary multimedia programs, coaching programs, and corporate training programs to enthusiastic and corporations.

Jack holds a Guinness Book Record title for having seven books on the New York Times bestsellers list on the same day (May 24 1998). He also achieved a Guinness World *Book* Record title for the largest book signing (held for*chicken Soup for the Kids Soul).*

Jack is also the founder of The Foundation for Self-esteem, which provides self-esteem resources and trainings to social workers, welfare recipients, and human resource professionals. Jack wrote and coproduced the GOALS Program, a video-based training program to help people in California transition from welfare to work, which has helped 810,000 people get off welfare.

Jack has appeared on more than 1,000 radio and television programs, including *Oprah, The Montel Wlliams show, Larry King Live, the Today show Fox& Friends, the CBS Evening News, and CNNs Talk Back Live, and on PBS and the BBC.* Jack is a featured teacher in19 movies, including *The Secret, The Truth, The Opus, Choice point, The Tapping Solution, and The Keeper of the Keys.*

Jack has conducted more than 2,500 trainings, workshops, and seminars- and has presented and conducted workshops for more than 500 corporations, professional associations, universities, school systems, and mental health organizations all 50 states and 35 counties. His clients include Microsoft, Federal Express, Siemens, Campbells Soup Company, Virgin Records, Sony Pictures, General Electric, Sprint, Merrill Lynch, Hartford Insurance, Johnson & Johnson, Coldwell Banker, Northrop, RE/MAX, Keller Williams, UCLA, YPO, the U.S. Department of the Navy, and the Children’s Miracle Network.

Jack has been inducted into the National Speakers Association Speakers Hall of Fame, is a recipient of the Rotary Clubs Paul Harries Fellowship, was awarded the Golden Plate Award from the National Achievement Summit, and received the Chancellor’s Medal from the University of Massachusetts. He was twice named Motivator of the Year from *Business Digest* magazine, and the recipient of the Year Award from the Society of Leadership and Success, and the recipient of the National Leadership Award from the National Association for Self- Esteem.

To find out more about Jack’s Breakthrough to Success Trainings, Train- the- Trainer Program, Coaching Programs, and audio and video programs, or to inquire about hiring him as a speaker or trainer, you can contact his office at

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**Janet Switzer** exemplifies the personal achievement and professional accomplishment that comes from applying these proven principles of success.

At the age of19, she began her professional career as a campaign specialist for a member of the United States Congress, and by the 29 had built an international publishing venture with over $10 million in assets.

Today she’s the revenue strategist of the choice for many of the world’s top celebrity entrepreneurs. Her high- profile clients have included Jack Canfield; motivational speaker Les Brown; underground business icon Jay Abraham; and tapping-therapy psychologist Dr. Roger Callahan, among many others.

She’s the New York Times bestselling coauthor and marketing strategist behind The Success Principles – the number one self-help classic published in 30 languages. She is also the number one bestselling author of Instant Income: Strategies That Bring in the Cash for Small Businesses, innovative Employees, and Occasional Entrepreneurs.

Over 25 years Miss Switzer has been at the forefront of helping business owners learn, grow, and profit. Her books, newsletters, and training courses are read and used by entrepreneurs in more than 80 countries. And her popular small-business column is syndicated to more than 220 media outlets worldwide. She has counseled thousands of companies and solo entrepreneurs on the systems and strategies that bring reliable, predictable cash flow.

Miss Switzer is a thought-provoking speaker at industry conferences around the world. She has travelled to nearly every continent speaking to entrepreneurs, independent sales professionals, corporate employees, and industry association members – and her training events are available throughout North America and the Asia Pacific region.

Additionally, Miss Switzer is the founder of Profit™ worldwide consulting networks- the revenue focused, small-business owners establish revenue-generation system over 12 months time. Miss Switzers upcoming book Cash Flow Culture™ and its in-house training program for corporations and small business helps focus employees and critical drivers that provide both accountability and tangibles results.

Miss Switzer has been a widely published journalist and is a former columnist with Nightingale- Conant’s AdvantEdge magazine and training magazine. A popular media personality seen by more than 75 million viewers, She has been featured in the Wall Street Journal USA Today, the New York Times, TIME, Entrepreneur Magazine, and Speaker Magazine and on MSNBC and the ABC Radio Network.

Miss Switzer consulting division helps establish revenue-generation systems within small companies, while her publishing company offers tools and training courses that help business owners focus their operations and staff on bringing in the cash.

Visit www.JanetSwitzer.com.

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