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THE SUCCESS PRINCIPAL

**FOREWORD**

Rolled a couple of feet into the dirt. Hunter picked it up and hurled it at the ground again, where it once more rolled away from him. Before he could try again ,the friends who had given him the baseball, shouted, ”Hunter, baseballs don`t bounce!”

In that moment, Forrest was thunderstuck as the impact of his absence hit him like a ton of bricks. *How could his son know about such things? They had never thrown* a baseball together.

Forrest realized he had spent more time with his negative thoughts than with his own son-essentially abandoning him, as well as his wife. He knew that if he didn`t take charge of his life, it would end up in pieces. He`d find himself divorced, homeless, or worse.

The spark inside him turned into a blaze .He went back to the past Success Principles, *Take 100% Responsibility for Your Life*, and tackled it in earnest.

In his case, taking 100% responsibility for his life meant he had stop the negative self-talk: no more “ Poor Forrest “ and “Why did this happen to me?” Without that constant negative soundtrack to distract him, Forrest could see that he hadn`t been active participant in his own rehabilitation. He had been letting his physical therapist stretch him-then wondered why he wasn`t stronger. He`d sat there passively listening while his speech therapist read to him- then complained that his reading skills weren`t getting better.

Now Forrest started to believe that his life could be different, that he could *make it* different. And that`s when things really started to change.

Almost immediately, his self awareness began to grow. Things that had gone over his head for so long finally registered. Where were all his friends? The answer was so painful as it was clear: He`d abandoned his family .Everyone had stopped calling long ago, pushed away by Forrest`s negativity-and he`d been too self-absorbed to care. Just noticing these things was a success in itself, Forrest reminded himself. He was making progress.

Next, he decided to give a blaming and complaining-not an easy task. It had become a habitual that Forrest didn`t even realize he was doing it. So he asked the people around him to help him become aware when he slipped back into his old ways. In fact his wife and therapists had a sign: If Forrest began to blame or complain, they let him know by pulling on their ears. When he saw that he`d stop whatever he was saying in midsentence, take a deep breath, and consider his next words more carefully.

Not that speaking-positively or negatively-was easy for him. Forrest still hadn`t fully regained his speech faculties, and sometimes he was unable to find the words he needed, or he stuttered. Because of this, he didn`t want to go to the grocery store or post office in case he ran into someone he knew. To counter this, he focused on Principle 22: “ Practice Persistence” Each day he read *The Success Principles* for twenty minutes and practiced stepping out of his comfort zone. Day after day, he practiced a little more and went a little further.

One of his steps out of his comfort zone took him a local coffee shop. For years, Forrest had put his head down and walked past coffee shop, keeping his eyes glued to the cement. But this day he walked in-reminding himself of principle 15: “Experience Your Fear and Take Action Anyway.”Unfortunately, he was met right away by his worst fear. An old acquaintance recognized him and call out.

Although he was cringing with embarrassment inside, Forrest stayed calm and walked over and sat down. He was amazed to find it actually felt good to stand up for himself. In the coming days, Forrest tried this with others, and with time talking got easier. He discovered there were people around him who were willing to support him- especially now that Forrest was willing to support himself.

He had saw that he wasn`t alone in dealing with life`s fears and challenges. Everyone he talked to seemed to have struggles and pain of their own. This insight helped him to overcome the shame he`d been carrying for so long.

As time passed, he could hardly believe the new success he was having. Within a year of applying the principles, Forrest was doing all of the things his doctors had said he`d never do again. He returned to school. He got off all medications, both for pain and depression. He started volunteering. He started turning every negative into positive.

And he`s been doing that ever since.

Today, it`s hard to believe there was a time, not that long ago, that Forrest couldn`t speak fluently-nor read and write very well. But he turned that around so completely that he wrote a book about his experiences! As a result, he gets almost daily requests to share his story in front of audiences. And while he never would have believed it possible during the dark days, today he loves public speaking and believes he`s found the work he was meant to do. He`s thrilled to travel and speak to groups around the world.

Reading *The Success Principles*  also shifted Forrest`s thinking about success in general. Before the accident, “success” to him meant more money and more things-a bigger house, a bigger boat, opening more businesses, owning more stuff. After the accident, he`d given up on ever attaining any success, however you define it.

Today, thanks to *The Success Principle*, he`d learned the profound truth that having all the stuff in the world doesn`t mean anything if you`re not truly living- which Forrest now knows means giving and receiving love. If currency were counted in friends and love, Forrest would be the richest man in the world.

While Forrest Willet used *The Success Principles* to define and achieve success for himself, how you define success is solely in your power. For you, “success” might be a substantial income, effortless financial reward, and the luxuries of a high-net –worth lifestyle. It may be professional recognition or achievement in your hobby or philanthropic endeavors. It may be healthy, happy, and engaged children-or family life that provide day-after-day enjoyment and bliss. Or it may be entrance onto the world stage for a project or subject matter you are passionate about. Whatever your definition of success, rest assured that you hold in your hands the road map to achieving it.

**EVEN WHEN YOU`RE SKEPTICAL, THE PRINCIPLES ALWAYS WORK**

One of my favorite stories stories over the last ten years is from a reader in the Philippines who, at first, was skeptical but who committed to applying the principles anyway –for just one year.

On the last stop of a six-city Asian tour conducting *Success Principles* workshops, a young man named John Calub approached me at a book signing in Manila`s largest shopping mall. He was writing a newspaper in the Philippines, and asked me for an interview. At the end of a very engaging hour, I told him that he was a great interviewer and asked how long he had been doing it. With a sense of pride, he replied that I was his very first interviewee.

He went on to say that, up until recently, he and two partners had owned operated three successful restaurants, but that bickering between the partners had eventually led to the failure of the business. John was now homeless, broke, and sleeping on couches in his friends` apartments. He had taken public transportation to the book signing because he no longer owned a car. And all the money he had in the world was the $3.00 cash left in his pocket.

When I heard this, and because I liked John, I bought him a copy of *The Success Principle*s from the bookstore and offered him a free seat in the next day`s workshop. Giving him $20 to buy some food, I extracted a promise that, if he liked it, he would write a feature article about the workshop.

Two and a half years later, I returned to Manila to conduct another workshop. As I was getting ready to begin, I noticed a well- dressed man in a blue blazer and gold Doc Marten shoes followed by an entourage of ten people all wearing the same polo shirt with a bright logo on it. I was curious, so I walked over to the group, and-to my surprise and delight-the man in the blue blazer was John Calub!

He told me that he had become one of the most successful business men in Manilla. When John related the story of how he`d accomplished his success, I was so moved that I asked John to share it-in his own words.

Sitting in the seminar, with my arms crossed tightly across my chest, I listened carefully as John Canfield described his principles for success. at first I was very sceptical. He had crazy ideas-like cutting out pictures, posting them on a board and looking at it every day, then feeling as though you already had what you wanted. My rational mind said, what a joke. *Like looking at some pictures is going to help me get what I want.*

At one point, Jack even talked about Dr. Masaru Emoto`s famous experiment with water crystals and showed pictures of how water can be affected by thoughts, words and feelings. Though I was intrigued, I still wasn`t convinced.

With my mind filled with doubts and questions, I returned home from the seminar and thought more about what Jack had shared. It soon dawned on me: Jack was a very, very successful guy who had used these principles- and here I was totally broke*. Who would you listen to*? I asked myself. Besides, I had lost everything- I had nothing else to lose.

I decided to read the book he had given me and diligently follow the principles for one year.

Every week I worked with a different principle. I began using visualization and even created one of those ``crazy`` dream boards I`d been so skeptical about.

The first picture I cut was a BMW-my dream car. At the time, I was so far away affording any car, let alone a BMW. To get around, I walked or rode In a jeepney, a very crowded mode of public transportation in the phillipines. Soon, however, I used the principle to turn my doubt into trust. It worked! And within a year, I bought my first BMW.

Another principle I discovered was principle 2:``Be Clear Why You`re Here.`` When I was younger, I bounced from job to job- just to make a living and pay my bills. Then, during the seminar, Jack led us through an exercise to identify our deepest passion. I not only realised I have love for teaching, but I began to identify it as my true gift and purpose, I created a breakthrough goal at the seminar to become the Philippines` leading success coach.

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Today, my training company is one of the biggest profit centre of all the companies I own. Before, I hadn`t been doing what I loved-so many success was hit-or-missed. Now i`m so enthusiastic about teaching these principles that people flock to see me-i`ve even earned seven figures in one day!

Jack has helped me see that you really can have it all .My first vision board was created in 2006,and since then i`veachieved more than 70% of what I set to do. Because of The success principles, i`mthe highest paid motivational speaker in the country and am well on my way to becoming the philippines` number one success coach. If I can go from broke to becoming a star in my field just by living these principles, anyone can.

I`ve also seen the results in the lives of my clients as thousands of my countrymen have achieved their dreams .many were leaving a hand-to-mouth existence but are now on their way to becoming multi billionaires. We are all living proof that the principles always work, if you always work the principle John Calub experienced the power of The success principles-and you, too will see changes in your life when you apply these classic principles along with the new insights contained in this 10th anniversary Edition I salute you. I congratulate you. I welcome you on this journey.

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