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**FORWARD**

A decade ago Janet Switzer and I envisioned a time when The Success Principle would be read in dozens of languages and followed in more than 100 countries- a time when individuals from every walk of life and groups of every kind would use it as a guidebook for dreaming bigger dreams, planning bigger outcomes, taking action in a bigger way, and enjoying the kind of expanded, abundant lifestyle that, for them, never seemed possible before.

We envisioned a time when educators, corporate managers, and small-group leaders would take up our challenge to advance the message of The success of principles by training others in these human-potential basics-a time when we could look back, with pride, at the millions of lives that had been touched by the universal message and proven principles in this book.

I’m happy to say that time is now.

Over the past 10 years, not only has The success principles spread to 108 countries in 30 languages, but the feedback and success stories we’ve received in return have been gratified-and humbling. Men, women, teens, students, athletes, entrepreneurs, stay-at-home parents, rising corporate stars, and other achievers have become dedicated to creating lives of abundance, joy, professional fulfillment, and personal accomplishment.

They are proof positive that these principles work-if you work the principles.

Through countless stories and heartwarming reports, I’ve watched this phenomenon unfold, as readers moved beyond today’s culture of resignation and mediocrity to create the exciting, compelling life of their dreams.

They have overcome their own limitations- whether physical challenges, economic hardship, past failures, or simply their own limiting beliefs-to achieve astounding success.

At one time, perhaps just like you, they wondered how a single book could change their lives.

Doug Wittal, a builder from Kamloops, British Columbia, Canada, double his income within a year of applying what he learned, then doubled it again 12 months later. He began enjoying substantially more free rime and build four magnificent homes so he and his family could spend summer and winter in temperature climates.

Days before talking to Doug, we heard from Miriam Laundry- a mom who dreamed of bringing self-esteem concepts to more than 100,000 children, changing lives and communities around the globe. Not only did she surpass her goal in less than a year, she attained a Guinness World Records title for her accomplishment.

Sean Gallagher, a successful Irish entrepreneur, appeared for three seasons on the hit television show Dragon’s Den (Shark Tank in the U.S.), and later fulfilled his most audacious goal when he stood for election to become the President of Ireland. He’s now a highly sought after speaker and writer helping to inform and inspire the next generation of Irish business leaders.

Justine Bendel- an inspiring orchestral musician-used The Success Principles to visualize playing at a world-class concert hall whose picture he’d had for years. Though he didn’t know the name of the concert hall in the photo, he pasted it to his vision board anyway. Soon after, he received a fully paid scholarship to pursue graduate studies in music and, within his first year of grad school, was chosen to play with the university orchestra at Carnegie Hall in New York-the concert hall in the photograph he had pasted on his vision board.

Using Principle 24: Exceed Expectations, 25-year-old Canadian franchisee Natalie Peace built one of her juice-bar locations to record revenues, then sold it for the highest amount ever received for that franchise. She’s since earned her MBA and now (among others) teaches business administration classes to fourth-year University students-recommending The Success Principles as a powerful text book for future entrepreneurs.

After one of my readers-a successful Malaysian businessman-was incarcerated under extremely harsh conditions in China, his wife convinced the guards to pass along his tattered, dog-eared, and marked-up copy of The Success Principles so he could stay motivated during his 20-month ordeal. He not only reread it hundreds of times but also used it to transform himself into an even more motivated, excited. And fearless person who-since his release-has launched a successful information technology business, started two restaurants, and acquired a [portfolio of international properties with a group of real-estate investors.

Pavel Popiolek-Czech Republic’s leading importer of computer equipment with a $600 million business to manage-used what he learned in The Success Principles to balance his life and work, making time for his true passion-competitive cycling. So far, he’s won the Val d’Aran UCI World Cycling Tour race in the Pyrenees, qualified for the World Master’s Cycling Championship, and been profiled in Men’s Health magazine.

Of course, beyond business success and professional accomplishment are readers whose entire lives have changed because they implemented the principles in this book.

Heather O’Brien Walker, who sustained a devastation brain injury in a warehouse accident at work, first heard The Success Principles from her hospital bed as her fiancé read them aloud during Heather’s 30 days of rehabilitation. Though she couldn’t walk or talk-or even function normally-she began to visualize her wedding day and made walking down the aisle her breakthrough goal. The process of learning to walk again was grueling. But today, Heather has not only recovered but she also shares her massage of overcoming adversity through speaking engagements and her book, Don’t Give Up, Get Up.

Akshay Nanavati, an ex-Marine who was diagnosed with post-traumatic stress disorder upon his return from Iraq, is using the principles to beat the condition. His dream? To run across every country in the world, border to border, over the next 25 years-not only as a way to inspire others, but also to give himself the inspiration to get up and take action every day.

And Lewis Pugh of Great Britain is the only person to have completed a long-distance swim in every ocean of the world. Over a period of 27 years he has pioneered swims in the most hostile waters on Earth including the Antarctic, the North Pole, and the Himalayas and developed an understanding of the beauty and fragility of life and its many ecosystems. Millions have viewed his talks at TEDGlobal and he campaigns tireless for the creation of Marine Protected Areas and changes to the legal frame work governing oceans. In 2013, the United Nations appointed the maritime lawyers as Patron of the Oceans. And yes, he’s a Success Principles reader, too.

With stories like these-and thousands more that have poured in –when it came time to prepare the 10th Anniversary Edition of The Success Principles, I quickly realized that I could produce an entire companion book filled with just the inspiring and fascinating stories we’ve received from readers over the last decade. Countless others have used what they learned to become bestselling authors, start businesses, purchase investment properties, get married, loss weight, achieve professional honours, get job promotions, travel the world, get out of debt, raise amazing kids, and so much more.

But while many of these readers knew exactly what they wanted to achieve when they picked up their cop of The Success Principles, many more didn’t. For some readers, achievement seemed so far away that their only “want” was for life to simply get better.