



TONY ROBBINS LEGACY

HOW TONY ROBBINS TRANSFORMED MILLIONS OF LIVES

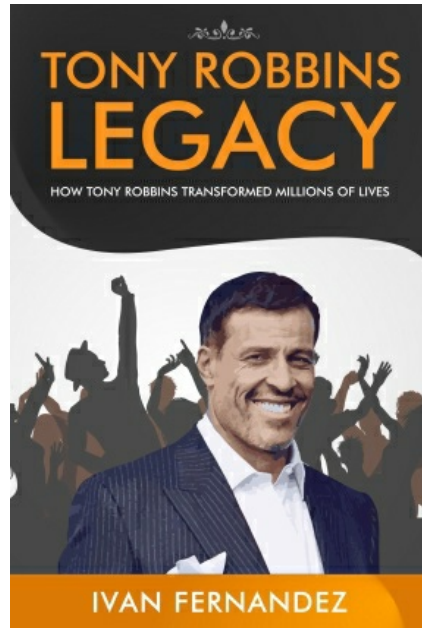


IVAN FERNANDEZ

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CLAIM YOUR FREE BONUSES

Introduction

Thank you for considering this book in your quest to know more about the life story of the most phenomenal life coach of our time.

Anthony J. Robbins, popularly known as Tony Robbins, is a world-renowned multi-millionaire life coach, self-help guru, motivational speaker, author, TV personality, entrepreneur and philanthropist. He has helped millions of people around the world through different ways since he was 17 years old.

Robbins is one of the innovators in the coaching industry. He has helped the industry reach the mainstream consciousness. He was even sought to appear in movies to act as himself. Only a few life coaches turned out to be pop culture icons like him.

Some of his teachings and methodologies may be controversial, but it cannot be denied that he has the intention to help and the capabilities to do so—be it in coaching, writing, speaking or doing charity. His legions of satisfied clients and followers are the ultimate proof of his efficiency.

Prepare to be inspired as you learn more about the journey of one of the most successful persons on the planet. In this book, you will become familiar with the less-than-ideal conditions that the peak performance coach had to go through to become what he is today. Get to know the experiences and the people that inspired him to strive, to help and to win in life.

Included in this book are the little stories that make up his success as a life coach, as a writer, as an entrepreneur, and as the man for his family. He made mistakes along the way. He failed multiple times. However, those things did not stop him from maintaining a positive outlook in life. Find out how he did it with the help of this book.

The first half of this book focuses on Robbins' journey while the other half is about his teachings. In either topic, you will receive insights as to how to view your situations, change your attitude, and live your life happily. Enjoy the read!

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Chapter 1: The Birth of a Giver

For those who are into self-development, there is no need to explain who Tony Robbins is, what he looks like and what he does. Tony is the towering, energetic figure who persuades and empowers the equally zealous thousands who make up the audience in his seminars. His picture is prominently featured in his bestselling books that encompass topics such as motivation, financial management, and success. He has been on TV giving advice, and in movies acting as a hypnotist. Additionally, his talk on motivation is legendary for being one of the most viewed videos on the popular idea hub, TED.

With over 1 million followers on Instagram and over 3 million followers on Twitter, he is indeed one of the most popular self-help gurus today. When you browse your social media feeds for some daily inspiration, you might stumble upon one or more of Tony's words of wisdom. Also, when you search for articles about motivation, you might come across the works of some people who attended his seminars.

Throughout his career, Tony touched millions of lives—from the powerful and popular ones, to the needy and neglected individuals. With his one-on-one coaching, he became a good friend to famous politicians, executives, actors and athletes. Through his foundation and other charity works, he was and is able to extend assistance to the less fortunate, not just in the US but also in other countries.

Tony's passion, eloquence and philanthropy is remarkable. His feats as a life coach, motivational speaker and author became the benchmark of success in the self-development field. He has the skills, reach and resources to do more, to give more, and to live a good life.

However, Tony's present life is far from what it once was. Like most successful people, he faced difficulties that might cause some to quickly give up. The world showed its cruel side to him during his childhood years. It pestered him for sure, but at the same time, it prepared him for what he would become.

The Mahavoricks

Right from the start, Tony was already special. He is a leapling, or a leap-

year baby, as he was born on February 29, 1960. He is also the first child of John and Nikki Maharovick of North Hollywood, California. His real name is Anthony Jay Mahavorick.

The Mahavorick family has Croatian roots and they first resided in Azusa, California. They had a simple life led by the patriarch who was a parking garage attendant. It might be tough at times, but they were able to get by. Little by little, however, the household became chaotic due to the couple's squabbles.

Everything changed when Tony was seven years old. During this time, his parents no longer tolerated each other which resulted to divorce. Tony, along with his younger siblings, stayed with their mother who ended up with three more marriages.

A Life-Changing Thanksgiving

During his TED talk in 2006, Tony mentioned how his mother and first stepfather parted ways. The painful incident happened during a Thanksgiving when he was 11 years old. The family had neither enough food nor money to celebrate the occasion. Although they were not bound to starve, his mother wanted to show his stepfather how much of a failure he was.

On that day, somebody offered a ray of sunshine by providing food to the family. The gesture moved the young Tony, but it did not sit well with his parents, especially his stepfather. After receiving the food, his stepfather might have felt how messed up he was as a husband, as a father, and as a person. Consequently, his stepfather decided three things: the food-giving was a form of charity; it meant that he was useless; and for that, he should leave his family.

The string of decisions his stepfather made had a huge impact on Tony. He considered the abandonment as one of the most heartbreaking moments of his life. However, instead of focusing on his stepfather's decision and the pain that came with it, he chose to concentrate on the stranger's good deed and the idea of giving.

The Start of His Pursuit

After the second failed relationship of Tony's mother, she got married again when he was 12 years old. It was with Jim Robbins, a former baseball player

in a minor league. Jim acted like a responsible stepfather by legally adopting Tony, Marcus and Tara.

As one of the major influencers on the professional networking site LinkedIn, Tony shared how his setbacks became stepping stones toward his phenomenal career as a speaker. In the post, he spoke so lovingly about his stepfather, Jim.

It was Jim who saw Tony's potential as an athlete. The older Robbins introduced baseball to him. Whether it was too hazy or too hot in Glendora, California, the two still go to practice. In no time, Tony became so fond of his stepfather and the sports.

Those times when the two spent playing baseball were some of the happiest days in Tony's childhood years. After some time, though, Nikki and Jim got into a series of arguments and decided to split. Nikki got into another relationship and that meant another stepfather to Tony and his siblings.

Tony's mother turned to prescription drugs and alcohol to cope with everything that happened in her life. As months and years went by, Nikki's coping mechanism became a problem herself. She gradually neglected her children. It was Tony, being the eldest child, who stepped in to fill his mother's role. He looked after his younger brother and sister as he took care of his own needs. He did the shopping, cooking, cleaning and other household chores.

The turning point in Tony's life happened when he was 17 years old. His once loving mother became violent. She made his life miserable. One time, his mother ran after him with a knife. It was not survival instinct that prompted him to run. He knew deep in his heart that his mother loved him and had no intention to kill him. It was his desire to end his sufferings. He ran away and has not looked back ever since. It happened on Christmas Eve.

Another event transpired the same year. Aside from the Thanksgiving food that a stranger once gave them, he also received an insight. Even though his first stepfather kept on saying that people did not care about others, the stranger's good deed made Tony realized otherwise that even strangers, did care. So he decided to repay the deed they received and decided to do the same to total strangers without asking for anything in return.

Tony served as a repairman and janitor. He fended for himself and his siblings while saving. During Thanksgiving in 1977, before he got chased out of their house, he carried out his own charity work by using his earnings to buy food for two families.

To the young Tony, it was the best thing he had done in his life. He felt a great sense of joy so he gave back to four families in the subsequent year, then eight in the succeeding year. He did not dare talk about it at first. However, his desire to help more and to reach farther prompted him to seek assistance from friends, communities and companies. Now, through the consolidated efforts of Tony and his partners, he has fed over 2 million people worldwide.

Chapter 2: Flawed Family, Refined Members

Tony's difficult childhood years might have prepared him for his career, but not as a head of his own family, initially. His critics often highlight his relationships as his flaws. He got married twice and has a child out of wedlock in spite of the fact that he was already working as a life coach around that time. He also admitted, in an interview featured on Playboy magazine, that he dated several women prior to his marriages. Nevertheless, Tony was able to bounce back from all the criticisms and challenges involving his life as a husband and a father.

Entry to Fatherhood

It can't be denied that one of Tony's attributes is his confidence. He has been so sure of himself ever since he was a teen. Even though he did not go to college, he worked and presented himself professionally and intellectually. It is not surprising to know that some women were attracted to him. Being a young bachelor, he entertained them and enjoyed the experience while they lasted.

When Tony was in his early twenties, he was involved in a romantic relationship with Liz Acosta. He got her pregnant in 1983. On May 26, 1984, Liz gave birth to their child. Jairek, who is the only biological child of Tony, born in Santa Monica, California. They did not tie the knot, neither before nor after their son's birth.

Repetitions

In 1984, Tony kissed his bachelor life goodbye when he married Rebecca "Becky" Jenkins. He and Becky bumped into each other during one of his seminars in the early 1980s. The twenty-something Tony was smitten by his first wife's maturity and vision that women his age did not have. The couple had an eleven-year age gap with the wife being the older one.

Becky's situation that time had similarities to Nikki's. Becky might be Tony's first wife, but he was not her first. She had two ex-husbands to whom she had three children, Josh, Jolie and Tyler. Her children were all minors around that time she wedded Tony. He became their adoptive father then on. In a span of a year, Tony became a father to not just one, but four kids (one newborn son, one five-year old son, one 11-year old daughter and one 17-

year old son).

Tony preferred casual relationships in his early twenties - even after meeting Becky. When they were still on the early stages of dating, he did not want to talk about her marriage. He kept on refusing, but she kept on insisting. In the end, she won but her victory did not last forever.

The twosome remained together for more than a dozen years. Tony stopped being a ladies' man. However, what seemed like a trouble-free marriage ended in 1997 when after 14 years of being together, Tony filed for divorce.

In September 2016, Tony shared few things about his marriage with Becky in an episode of OWN's SuperSoul Sunday, a show hosted by the Queen of All Media herself, Oprah. Tony revealed that he did not envision his first marriage to last long. He already felt that way right from the day he and Becky walked down the aisle.

In the said episode, he also talked about his tendency to please others. That was what forced him to give in to Becky's request and stay in their relationship despite the growing differences between him and Becky. He held on to their union at first because he did not want to disappoint his family, friends and supporters. In 1997, however, he could not take it anymore so he filed for divorce.

He defended himself from accusations as well. Through his coaching, he helped his clients foster their personal and professional relationships. However, it seemed like he did not apply his own teachings in his marriage with Becky. Tony clarified though that he did not suggest staying in a relationship when you already feel miserable inside.

He knew that people around him would feel frustrated by what he was about to do. However, he had to do the thing that would make him feel empowered and what he has been preaching all these years. That meant he had to give up trying to please others, because if he kept doing so, he would feel restrained. That was not only freeing himself. He was also giving Becky a chance to be with someone whom she would feel more connected with and whom she would share the same vision again.

Meeting Destiny

The Robbins' divorce trial went on for years. Before they got married, Tony

was already a millionaire and had some properties. He earned more millions and accumulated more properties as their marriage went by. So, during the trial, the discussion on asset division became too complicated and hence, took too much time.

While the divorce trial was on-going, Tony got into several flings. He even brought women to his homes. Being a multi-millionaire who would soon become a divorcee, he was viewed as the ultimate catch. He received marriage proposals left and right. Even if he said that he was not interested, some women still seized their chance and asked him for marriage.

Tony was like a young bachelor all over again, but not for so long. In September 1999, he met the 26-year old Bonnie Humphrey in one of his seminars. Canadian-born Bonnie, who now goes by the name Sage, worked as an acupuncturist, a phlebotomist, and a store clerk. Spending time with several women at the same time might be the fantasy of some men, but it no longer felt fulfilling to Tony around the time he became good friends with Sage.

Sage became the perfect antidote to Tony's promiscuity and loneliness, but she did not seem so at first. Before she met the renowned speaker, she was actually married to Canadian-born businessman named John Lynch. In 1998, Sage and John split up. The estranged wife dated some men after her divorce before she got serious with Tony.

The friendship between Tony and Sage blossomed into romance after several months. In April 2000, they started dating exclusively. Tony ditched his other women. However, that was just the beginning of a series of challenges.

Even though Tony and Sage wanted to settle down sooner, they could not do so because of his pending divorce. In 2001, Tony's long-awaited divorce was granted but there came another obstacle. Before his happily ever after with his fiancée, Sage's ex-husband sued Tony. John Lynch claimed that the famous life coach got in the way of his marriage with Sage. Sage denied such claim and stated that his ex-husband simply wanted money from her fiancé.

The troubles got magnified as Tony was a celebrated speaker and author. His critics and some news agencies took advantage of the drama to highlight his imperfection. In one article published in The Vancouver News, he was described as an "adulterous, wife-stealing hypocrite" because he was still

technically married to Becky that time he dated Sage.

Tony fought back. He sued The Vancouver News for defamation and he won. The case filed against him did not prosper as well.

The Happily Ever After

Sage, whom Tony referred to as his destiny, became his lawful wife on October 14, 2001. They have been happily married since then. They travelled a lot together due to Tony's seminars. They appeared in a movie and some TV shows together. On some days, they simply hang out in their home in Palm Beach, Florida. They also have residential properties in Sun Valley, Idaho and Palm Springs, California.

It is also worth noting how Tony's kids are doing their best in their respective fields. His youngest and only biological child, Jairek, is following his footsteps as a life coach, speaker and writer. The younger Robbins finished his Bachelor of Arts in Psychology in the University of San Diego. His career kicked off when he worked for his father's foundation. After that, he hosted in some videos streamed online; he became a regular contributor to Huffington Post; he set up his own companies; and, he wrote the self-help book entitled *LIVE IT: Achieve Success by Living with Purpose*, which was released on September 30, 2014. Jairek is happily married to Amanda Andrzejewski.

The lives of Tony's two other sons remain low-key despite his prominence around the world. However, his adopted daughter, Jolie, does not shy away from the limelight and even makes a name for herself as an actress. She was in popular TV shows like Shasta McNasty, The X-Files, Desperate Housewives, CSI: Miami, Modern Men, How I Met Your Mother, House of Lies, and Two Broke Girls. She and David Pagani tied the knot in 2001. They are blessed with one child.

Sage and Tony do not have a child of their own. However, they are having the best time of their life together. When Tony and Becky were about to separate, he realized that she wanted more stability, while he preferred adventures. With Sage, he was able to fulfill the kind of life he wanted. They also help each other deal with their individual struggles such as those caused by their medical conditions.

Chapter 3: When Height Matters

It is easy to notice Tony's gigantic build. He is six feet and seven inches tall. Unlike other tall individuals though, Tony's height has nothing to do with genes. However, Tony did not know this when he had an unusual growth spurt in high school. The way he dealt with the discovery was nothing short of admirable.

Small Lad, Great Guts

When Tony entered high school, he was shorter than most of his classmates as he was only five feet tall. Instead of feeling inferior, he took the situation as a source of fierce intensity that would later on help him stand in front of thousands and deliver his talks. He tried to make up for his small physique by feeling confident and being competitive.

During his days in Glendora High School, he even ran for the student body presidency. Despite being vertically challenged, he showcased his drive to lead. His fellow students took notice and afterwards, elected him as their president.

Surprisingly, the once small teen grew into a 5-feet and seven inches lad when he was 16 years old. However, this was not his most noteworthy growth spurt yet. A year later, he became six feet and five inches tall when he was 17 years old. Even individuals whose parents are both tall do not grow that much in a span of one year in their teenage years. But still, the teenage Tony did not find his 10-inch height boost disturbing.

Rare Condition

For years, the medical condition behind Tony's astonishing growth spurt went undiagnosed. It was only in the early 1990s when he was bothered by the possibility of a health problem. The thirty-something author and speaker came across a Sikh cleric who told him of a disturbance in his pituitary. He did not deal with much health issues before, so he did not believe what the cleric said.

Then, one medical professional, who was also one of his followers, observed Tony's appearance based on his pictures and videos. The former told the life coach that he might be suffering from a pituitary problem. He underwent medical examination and it was found out that he indeed had it. He had

pituitary tumor, clinically known as adenoma.

Adenoma is usually noncancerous. However, it can trigger the pituitary gland to secrete excessive amounts of growth hormone into the bloodstream. Having excessive amounts of growth hormone in the bloodstream leads to a medical condition known as acromegaly, also referred to as gigantism if it happens during or before puberty. Tony belongs to the six out of 100,000 people who deals with the said condition.

One of the distinct manifestations of acromegaly is rapid growth which Tony experienced before. The other signs of the medical condition include stubby fingers, large hands and feet, and deep voice which the life coach also possesses.

The abovementioned signs of acromegaly are not life-threatening; however, they can cause some inconveniences. In one of his TV appearances in 2015, Tony mentioned that his height was one thing he wanted to alter. He wished he was a little bit smaller so he could get in cars without much hassle, and fit into regular clothes easily. Having Sage by his side made these little troubles more manageable.

However, acromegaly is not just about remarkable growth and the corresponding inconveniences of being tall. The medical condition may also trigger the enlargement of some internal organs, particularly the heart. The medical professional who first told Tony about his condition suggested that he should undergo a surgery. Otherwise, his heart valves would expand and eventually kill him.

Still Fearless

Tony had the money to get the best surgeons and be at the most well-equipped hospital for the operation in 1990s. Instead of proceeding to the surgery though, he did what all patients who are given an ultimatum would do: He consulted several medical professionals. After gathering multiple opinions, he concluded that the surgical removal was no longer necessary as the tumor had stabilized. This meant that his pituitary tumor became nothing but a bunch of dead tissues.

After his 10-inch growth spurt in high school, Tony only grew two inches taller all throughout adulthood. He did not seem to have the other signs and

symptoms of acromegaly as well. Being health-conscious also reduced his risk for developing the possible complications of the medical condition.

Today, Tony's image is far from that of someone who had a tumor. According to him, he has been monitoring the state of his pituitary tumor since its discovery almost 30 years ago. He assured his loved ones and fans alike that there was nothing to worry about.

Tony even regarded his condition as something special. He said he was getting something free of charge yet others, especially athletes, were paying for it at a high price. Even a medical condition did not faze him from becoming an optimistic fellow. After all, he has faced problems that were more difficult than being too short or being too tall.

Chapter 4: Schooling and Learning

It seemed like the odds were not always in Tony's favour when he was growing up. They were poor; he was neglected; he was small; he had to assume a lot of responsibilities as a kid. He was supposed to gain leverage in life through schooling. However, some situations hindered his pursuit to finish his studies.

Learning How to Write

When Tony was 13 years old and unable to impress any scout of a baseball team, he took a couple of elective subjects: short-hand writing and typing. He rarely had company in both classes as all of his classmates were girls. In spite of that, he persevered in both classes because he wanted to master how to gather information as fast as possible. He had this belief that he would be a big-time sportswriter in the future. Pursuing a career in sports writing was his plan B in case he fails the tryouts for the baseball team in middle school.

A year later, Tony fell short during his tryouts for his school's baseball team despite his diligence in practicing and his father Jim's pep talks. It was upsetting to him at that time. He wondered what he would do with his life after his failure. He thought about the possibility of not playing baseball as part of his high school and college varsity teams. He worried that he might not get a college scholarship. Ultimately, he felt sad that he might not be able to play as a professional baseball player someday.

Tony's moment of misery did not last long though. He contemplated on the thing he loved to do the most: helping. By playing sports, he thought, he could help entertain others and make his parents feel proud. However, since his dream to play was struck down, he had to decide on an alternative. That was when he realized about continuing his plan B.

When Plan B Became Plan A

While still enrolled in his short-hand writing and typing classes, Tony could no longer hold it: He wanted to apply his skills right away. He fancied interviewing professional athletes and sportscasters.

In 1973, Howard Cosell, the most popular sportscaster had an autograph signing event in a mall in Los Angeles. Tony thought that it was going to be a wonderful opportunity to satisfy his dream. He donned a jacket and corduroy

jeans, and even prepared a business card bearing his name and the line “future sportscaster”.

Tony was only a 5-foot teenager but he managed to make his way through the small crowd that gathered near Howard. The young man showed his business card to the veteran sportscaster and expressed his desire to interview him. Howard agreed without any fuss. The amateur interviewer only had a few questions. Out of all the replies he got, he was the happiest when Howard said that being an excellent sportscaster did not require being an excellent professional athlete.

Tony also asked the veteran sportscaster if he ever wished that Jim Healy, his main rival, would wake up with laryngitis on Tuesday mornings. Some people around them laughed while the others were a bit affronted by the young man’s bold question. However, the intriguing question did not seem to bother Howard at all. He jokingly answered that he did not know who Jim Healy was.

Tony’s bold act amazed the people behind their local newspaper. They requested the teenager to craft a piece about his interview with Howard. Tony responded enthusiastically with a 22-page article. Eventually, the article was edited into a six-paragraph piece. In spite of the massive change to his article, he was still happy because he landed a job as a regular columnist.

So, Tony began his sports writing career at the age of 13. When he did not make it to the baseball team in middle school, he worked harder on contributing to their local newspaper. He was contented and felt that it was the right career path for him. When he was 15 years old, a local TV station in Los Angeles noticed him. In an attempt to improve their ratings, the TV station offered the teenager a job as a sportscaster.

Just when Tony thought that he was having the best time of his life, his mother intervened. She prevented him from taking the offer. She ended his writing gig as well. Being a minor, he could not do anything but to abide by his mother’s decision.

The Best Teacher

In high school, Tony forgot about his failures for a while as he was mesmerized by Nancy Coleman, the head cheerleader and one of his

classmates in speech class. She was beautiful, easygoing and popular. Meanwhile, he was just this small guy who had a secret crush on a girl who was way out of his league. When Nancy and her boyfriend split up before the high school dance, Tony, with his ever-remarkable guts, seized the chance to ask her to become his partner. His then *apple of the eye* granted his request.

Tony became comfortable with Nancy after some time. He kept her amused during their class. One day, however, Mr. Cobb, their adviser for speech class, asked Tony to stay. He got nervous because the said teacher was known to be strict. He thought that he was up for detention but it turned out he was wrong.

Mr. Cobb did not say anything harsh to Tony during their little chat. He did not impose any punishment to the student as well. Instead, he praised the young man. He expressed his admiration towards Tony's ability to impress and move an audience. He felt Tony's sincerity because he knew what the lad was going through.

Tony could not believe what his teacher said. At the end of their conversation, Mr. Cobb handed him a copy of a speech that he would recite in a regional competition. His teacher expressed his faith in him.

The speech was entitled *The Will to Win*. After he first read, he shed tears while relating himself to the lines of the speech. It was about the willingness to overcome the challenges, surviving every pain and having faith because was more to life than what it seemed. The speech basically summarized Tony's life and his hopes for the future.

His painful experiences turned out to be his best teacher. He learned about people by observing and understanding what was going on with his life and the lives of his loved ones. In the process, he became more empathetic to the plight of other people.

Two weeks after being notified for the competition, Tony delivered the speech and won first place. More than that, he also realized his potential. **He realized he could use his voice to help others.**

He went on to prepare his prospective career as a motivational speaker. However, he did not do that by attending a university. When he ran away on Christmas Eve of 1977, he also abandoned his studies. Tony was not able to

finish high school, but he was able to learn more about life and people, which were more valuable in his endeavors.

Chapter 5: Trailblazing His Way to Jam-Packed Seminars

Once upon a time, Tony dreamt of becoming a rock star too. He wanted to sing, scream, and make concert-goers jam with him. It did not happen. He was simply not gifted in music. However, he can now speak in front of thousands. His seminars are filled with so much energy as well. In some ways, it's like he was able to achieve his dream of becoming a rock star. He could not have done that without the lessons he got when he was starting out.

Getting Coached to be a Coach

One time when Tony was 17 years old, he was encouraged to attend one of Jim Rohn's seminars held in California. The event and the 50-year old speaker made a huge impact on his life. It was Jim who taught Tony that happiness and success were not dependent on material things and social status. Instead, the way a person lived and the way he made the most out of his resources were more influential to his happiness and success.

Emanuel James Rohn, or more popularly known as Jim Rohn, was a prime motivational speaker, author and entrepreneur in the 1970s. Just like Tony, Jim did not have it easy. He was born and raised in a farm in Idaho. Before he became a speaker and author, he toiled as a clerk. However, he knew that there would be far better things ahead if he just pressed on and so he did. He became the author of more than 17 books, travelled to over 40 countries to deliver his talks, and earned his first million in his early thirties.

While working as a janitor and repairman, Tony thought about how he would make his way. He decided to be a salesman of products he believed in. After some time, he remembered Jim and thought about working for the popular speaker. He did not think about it for so long. He was able to locate his prospective employer and got hired in no time.

Due to his tenacity, he became the go-to guy of Jim's company despite his young age, lack of experience and lack of college degree. He was designated to promote Jim's seminars in Los Angeles. He was not given any office or phone. He was left on his own but that did not dampen his spirits. He went out and persuaded a lot of people until he was able to fill the 500 slots for the seminar. That was the beginning of Tony's stint in the self-help field.

Self-Help for the Self-Help Guru

Tony did not rely on experience alone. He also did a lot of self-studying to make up for his lack of college education. He read a lot of materials including the works of Dale Carnegie, Ralph Waldo Emerson, Viktor Frankl, James Allen and Claud M. Bristol. Frankl's *Man's Search for Meaning*, Allen's *As a Man Thinketh*, and Emerson's essays were his favorites. The said works made him feel that his problems were nothing and that he had the power to change a situation or his perception about a situation.

Through his reading, Tony realized that he could go into different worlds and get answers for his questions. The realization prompted him to enroll in a speed-reading course. In a span of seven years, he was able to read 700 books about physiology, psychology and other topics that he deemed to be important in improving lives.

From a Student to a Creator

In his late teens, Tony was also given the privilege to be trained in neuro-linguistic programming (NLP) by no less than a pioneer. He met John Grinder, one of the founders of the said approach, and became the latter's student. NLP was in its early years, but it was deemed as an effective approach in helping a person achieve his goals by understanding and manipulating neurological processes and behavioral patterns. Wiping out a phobia was one of the applications of NLP that Tony learned.

Tony mastered a field in NLP which he termed as neuro-associative conditioning (NAC). He then applied and taught NAC to his clients.

While still learning more about public speaking and NLP, Tony went on to hold some seminars. Although his work can be traditionally classified as motivational speaker, Tony did not really want to be referred as such. He preferred the term peak performance coach. He actually wanted and intended to help people reach their peak performance instead of offering motivation which, according to him, was fleeting.

He did not make much news at first. After all, he was not really doing anything groundbreaking. John must have sensed such problem so he urged Tony to learn fire-walking.

Mastering Fire

Prior to the 1970s, fire-walking was simply part of tradition of many ethnic groups around the world. That changed when Tolly Burkan, who also went by the name Bruce Burkan, revolutionized the way people view the little daredevil activity. He facilitated fire-walking classes for anyone who was interested. After few years of teaching, he was sought by influential individuals and groups that made him and his classes more popular. In 1983, Tony signed up to become one of his students.

After learning how to perform fire-walking properly, Tony added the said activity to his seminars. It involved walking in a 10-foot long path of hot coals. The speaker showed how it should be done and explained the safety precautions as well. More importantly, there was a medical team ready in case of severe burns and other health concerns.

No other motivational speaker had done that before. As a result, Tony's seminars gained media coverage instantly. It launched his celebrity status as well, even though the articles about him and his seminars were not entirely positive.

However, the inclusion of fire-walking into his seminars was not primarily for media attention. The main rationale was simple: The said activity intended to help the participants overcome their fears. In his website, it is "*The Firewalk Experience*".

The act was only symbolic in nature. At a young age, people were taught to stay away from fire. Aside from being told so, most people realize their fear of fire after getting hurt from touching the element itself or any hot surface. In Tony's seminars, the coals represented the fears while the act of crossing them symbolized the attempt of conquering the participants' fears.

Those who got blisters in the process wore such with great pride. When those blisters turned into scars, the participants treated them as badges of honor. Even celebrities like Oprah and Arianna Huffington tried out fire-walking in Tony's seminars, which further popularized the said activity.

Fire-walking was not the only option for Tony, though. He also considered skydiving but that was not just a practical option for his seminars that involved hundreds and now, thousands of participants.

The Burning Accusations

It has been more than 30 years since Tony held his first fire-walking activity in his seminars. More than a million individuals have attended his seminars since his career as a motivation speaker kicked off. The attendees in his seminars were people from different religions, cultures, nationalities, educational backgrounds, careers and social standings. He also became famous overseas as proven by his sold-out seminars held in Japan, China, Singapore, Australia and UK.

Tony's seminars were noteworthy for having thousands of zealous participants. After all, the speaker already mastered the job through his extensive work experience. To keep the excitement and participation high, he urged his attendees to talk to each other and respond to him by saying a certain word or throwing their fists in the air. He also encouraged them to serve their neighbors, either by fanning or massaging them. He injected plenty of humorous and interesting stories. Furthermore, he did a lot of repetitions to retain attention and boost recall.

However, his seminars were being criticized for the excessive dancing and exercising. Some of his previous participants also expressed their annoyance for having to touch their neighbors who were entirely strangers to them. They further noted that the events and behavior of several participants seemed cultish. The factor that irritated them the most was the fact that Tony's seminars took several hours for four or five days.

The participants had every right to complain and Tony respected that. He handled criticisms well. Regarding the length and liveliness of his seminars, he already said that he wanted to employ immersion for efficiency.

However, he could not just sit down and watch when some people spread lies about him and his events. The fire-walking activity became one of the ingredients for the fallacious stories that were propagated against his seminars.

In July 2012, Tony's *Unleash the Power Within* seminar held in San Jose, California made headlines for the wrong reasons. After the event, San Jose Mercury News, a local news site, published a story about participants who suffered from the fire-walking activity in the said seminar. The article featured supposed accounts of a passerby, a fire department official, and a few participants.

The false story narrated how the passerby heard thousands of participants wail in pain during the fire-walking activity that was held on the first night of the 4-day seminar. It was also stated that 21 of the 6,000 participants got burn injuries; some even had either second- or third-degree burns.

The statements of a supposed participant supported the passerby's claims. She said she saw a lot of her fellows complaining about their scorched soles. The story ended with a warning from a fire department official that people should not do the activity.

The Lessons

The local news story got picked up by Fox and Friends. Other major news outlets followed thereafter. Tony's legions of friends and followers were quick to respond to the false accusations. Some participants spoke about their versions of what happened in their respective social media accounts. However, it was the blog post published on *The Huffington Post* that stood out.

The said post was penned by veteran writer and interviewer, Marianne Schnall. For the piece, she sought the sides of some participants, some members of the medical team and Tony himself. She did what the writers of the false story did not do; get to know what truly happened by asking the people who were actually present during the event.

Marianne talked to three members of the medical team who were on standby mode during the fire-walking activity. Glen Lechtanski, one of the nurses, stated that he had been part of Tony's seminars for more than 11 years. In those years, he stated that only about one per cent of the total participants in each event asked for medical assistance for their blisters and hot spots. He also noted that nobody ever suffered from third-degree burns. Furthermore, he clarified that the cries of pain that the passerby must have heard were the participants' attempts to boost their adrenaline levels.

Dr. Bart Rademaker, M.D, one of the surgeons, also belied the story of San Jose Mercury News that 21 participants got hospitalized. He said that no one was forced to participate in the activity. He further added that there were no cases of third-degree burns like what the fire department official—who was not really on the event—said.

Meanwhile, Dr. Rob Phelps, a podiatric surgeon who was also part of the medical team, admitted that he had second-degree hot spots after doing the fire-walk. However, he said that the discomfort he felt did not last long. He also shared how fire-walking made his life better. It was the second time he tried the activity. He was so pleased with his first walk that he even brought his wife and daughters to attend the event and experience fire-walking themselves.

Additionally, some of the participants contradicted what the passerby claimed. They exclaimed how the majority of them felt rejuvenated by trying out fire-walking. They further attested that the cries that the passerby was referring to as wails of pain were not actually about pain. Those cries were about the raw energy that they felt.

The participants for the said event included veterans, actors, athletes, doctors, lawyers, CEOs and real estate agents. In other news articles published online, most of the participants interviewed only said good things about the event. Omar Palaciosreal, a Wounded Warrior veteran who did the fire-walk, wrote a simple letter expressing his gratitude and his wonderful experience. He said that successfully crossing the hot coals barefoot made him feel like he accomplished something great once again.

When asked to describe his experience in the seminar, American actor Steven Weber said that every moment in the event was worthy. He praised Tony as well for the latter's ability to surpass the energy levels of an audience made up of over 6,000 individuals.

However, the most important voice in Marianne's piece was Tony's. On his part, Tony lamented the media's tendency to sensationalize a story. He also criticized the media landscape wherein news sites were always trying to be the first when it came to publishing a story. Such landscape paved the way for the writers' habit of being lousy with their fact-checking task. Nevertheless, Tony's words were not entirely critical against the media. Apart from his disapprovals, he cited the media's role in helping him expand his reach.

Few days after the said *Huffington Post* article was published, Fox and Friends retracted the false story. In their statement, they said that no one got hospitalized in contrast to what they reported before.

Tony did not file a case against the original publisher and the news sites that further sensationalized the story. However, he wished that everyone would mull over which one was better: the negative and false stories like the 21 participants who ended up with severe burns or the positive and true stories like the 6,000 participants who gathered in the event and made breakthroughs in their lives.

What some people hoped to be a negative publicity against Tony turned into a platform for a positive one. But then again, the 2012 incident was not the last time a story about his fire-walking activity got sensationalized. It happened again in 2016 when someone called 911 and reported the activity as part of his seminar held in Dallas. There was not much buzz about it but Tony's representative said that there was no need for emergency response team and there were only five of the 7,000 participants who sought further medical examination for their burns.

Chapter 6: Stellar Encounters

Tony was certain about his desire to help others early on. However, he did not expect that he'd meet some of the influential people in the field of politics, finance, sports and entertainment. He had the privilege of knowing more about the popular individuals and learning from them. In return, they were able to learn and get help from him as well.

When Royals Meet

Princess Diana, formerly known as Lady Diana Spencer prior to her marriage, once sought the help of Tony, whom some people referred as the king of self-help. It is no secret that the marriage between the people's princess and Prince Charles was a controversial one. Lady Di came from an affluent and elite family, so the posh lifestyle that came with being a royal was not really a new experience to her. However, living as a member of one of the most powerful families in the world and having knowledge of her then-husband's affair with then-Camilla Parker Bowles, took a toll on her emotional well-being.

Before her heavily publicized separation, Tony and Princess Diana met and conversed in the latter's home, the Kensington Palace. In their not-so-well-known encounter, she revealed her struggles and concerns as Prince Charles' wife and as a member of the British royal family. She wore a sad expression as she told him that she felt like she had no freedom to choose and be herself. She also expressed her worry that her two sons, Princes William and Harry, would be deprived of their chance to inherit the throne. She knew that her children were bound to serve someday, but she was uncertain if they would be given the chance to do so.

In their one-on-one talk, Tony convinced the then-Princess of Wales that she had choices, albeit risky. She listened. In 1996, she made a public announcement of her choice: to put an end on what outsiders thought to be a wonderful marriage. Unfortunately, she got involved in a fatal car accident in France several months after her divorce. Nevertheless, she was able to regain her sense of freedom before that.

Empowering the Most Powerful People

Usually, the people who attended Tony's seminars and bought his books

were looking for ways to have a breakthrough, to be on a higher level than where they were. But what about those who did not need to level up for they were already the most powerful and popular people on the planet? He knew that everyone had struggles, including the most powerful persons on the planet, like the then-President Bill Clinton. The latter's phone call proved that not even power, fame or fortune could spare someone from difficulties.

The former US president was only nearing the end of his first year in office when he sought Tony's help. That time, the life coach was instructed not to divulge much information about the conversations and events that transpired during his meeting with the top leader of the country. However, both parties shared few things about their encounters and talks several years after their first phone conversation in 1993.

Tony was hanging out in Peter Guber's home in Aspen, Colorado when the then-President Clinton called him up. Peter, the CEO of Mandalay Entertainment and one of Tony's closest friends, answered the phone and informed him about it. The relatively new president narrated the reason behind his phone call.

However, Tony frankly said that he was not an avid supporter of the president, much to Peter's annoyance. He also warned the politician that he was not the kind of person who would say positive things to help someone else cope. Despite his warnings, the former president remained keen on meeting and talking to him.

In their first phone call, then-President Clinton spoke to Tony about the economy and then asked him to proceed to Camp David for a face-to-face conversation. Tony felt that he had an important role to play for the country. After their first meeting, the top political leader kept on calling the life coach for assistance, particularly when the news about his affair with his employee, Monica Lewinsky, came out. His pending impeachment prompted him to seek Tony's help as well.

Those times were burdensome for the then-president too. It was Tony who made him feel that his life was and should not be all about politics alone. As time went by, the two of them became really good friends. Tony was able to get rid of his bad impression and saw the former US president's desire to uplift the marginalized sector.

Tony's stint in advising US presidents did not stop with Clinton. He, along with other experts and billionaires, got invited by then-President Barack Obama. The self-help coach was not into giving positive words when it came to presidents asking his advice. Instead, he seized his chance to ask tough but relevant questions to former President Obama.

For the 2017 US presidential elections, Tony endorsed neither Donald Trump nor Hillary Clinton. He encountered the two on several occasions before. He met then-presidential candidate Clinton during his meetings with her husband, the former president Bill Clinton. Controversial presidential candidate, Trump, was not someone who sought coaching. However, Tony once assisted him in making a speech that he had to deliver in front of 10,000 people. Surprisingly, Tony described him as a good family man.

Remarkable Comebacks

Even the top athletes in their respective fields lose faith in themselves sometimes. It happened to the leading female tennis player, Serena Williams. She was one of the athletes who depended on Tony when struggling to reach back to the top.

Serena opened up about the challenges of being one of the best players in her field several times before. She revealed that getting on top meant she had to work harder than before, because being on top made some people want to beat and bring her down even more. However, she was not the type of athlete who would let such pressure get into her head right away. She kept on practicing, exerting her best efforts and performing great plays.

Just like any other athletes though, she encountered injuries that made her lose focus on her games. In 2011, an awful injury caused her ranking to go down from #1 to as low as #169. After the surgery for her injury, Serena's confidence was way too low by then. She still had the skills but she could hardly figure out how to get her drive back. It did not help that several people were critical on her performances and well-being.

Tony rescued her. In an interview, the phenomenal tennis player said that her mother listened a lot to the life coach's audio programs. It must be her loving mother who referred her to the life coach. After undergoing one-on-one coaching of Tony, Serena bounced back. She might not have regained the #1 ranking right away but she rebounded from #169 to #12 for a few months.

That was an awesome feat in herself. However, Serena wanted to do better. She wanted to earn the top spot again and indeed, she did. She did not only regain her #1 ranking but also became noticeably better in accuracy, speed and power.

Andre Agassi, another tennis legend, benefited from Tony's coaching as well. Aside from injuries, Andre struggled with the news that his mother and sister had breast cancer at the same time. His ranking also went down like that of Serena's. Worse, he came to a point when he considered quitting without feeling the need to reclaim his title as the world's best male tennis player.

Tony caught Andre before the latter hit the rock bottom. With life coach's help, the tennis superstar made a grand comeback. From being close to quitting, he snatched more wins. More importantly, he managed all the emotional baggage caused by his injuries and health conditions of his loved ones.

All throughout his career, Tony was able to meet budding and famous athletes and sports team, such as Mike Tyson, Chuck Liddell, Los Angeles Kings and Golden State Warriors. Chuck hired Tony as a life coach to ensure that he would remain in his best state during his MMA fights. In 1993, Los Angeles Kings proceeded to the finals of the Stanley Cup with Tony's assistance.

The Golden State Warriors, owned by Tony's friend Peter, won the NBA championship in 2017. In his official Instagram account, Tony uploaded few pictures of them with the team. However, he made it clear that he simply cheered and did not aid the winning basketball team in any other way.

Out of all the celebrities that Tony had the privilege to meet and hang out with, it was Mike Tyson who surprised him the most. He did not coach the boxer for a comeback into the ring but he was able to learn interesting things about Mike. In his conversation with the legendary boxer, he found out that the former champion reads books, including those that covered religious topics.

Guiding the Stars

After discovering the benefits of having a personal life coach, Oprah went on to promote the practice. Martha Beck, her life coach, had her back in difficult

times. However, the media mogul also met other life coaches whom she promoted in her shows. One of them was Tony.

Tony already guested in other TV shows when the owner of OWN network invited him as a guest for a show. Oprah did not conceal her fondness for the renowned life coach as evident in her attendance in one of his seminars. Instead of staying only for a couple of hours, she finished the entire seminar and even participated in the fire-walking activity.

Oprah might not have had Tony as a life coach, but Hollywood A-listers Leonardo DiCaprio and Hugh Jackman did. Leonardo was silent about his talks with the life coach, but his long-awaited Oscar win was a proof that Tony helped him break through from all the pressure that he had to deal with. Hugh was a bit more open about hiring Tony. In some of his interviews, he shared that several friends advised him to seek the celebrity coach but it was his tennis superstar friend, Serena, who made him feel the urgency to do it.

Eva Longoria, Julianne Hough, Maria Menounos, Kanye West, Kim Kardashian West, Kourtney Kardashian, Khloé Kardashian, and Kendall Jenner were some of the Hollywood celebrities who went to see Tony live. Eva was proud to say that she also completed the fire-walking activity.

There were also celebrities who neither attended Tony's seminars nor bought his books, but sought his help by reading his books and listening to his tapes. One of those celebrities was Billie Jay Armstrong, Green Day's lead vocalist.

Executive Coaching

Fortune.com dubbed Tony as CEO Whisperer. He might not have a business degree, or any college degree for that matter, but some of the executives running Fortune500 companies still trusted him. He was their go-to advisor on matters concerning their behaviors and mindsets. Due to his frequent conversations with business leaders, he picked up habits and strategies that benefited him on his own ventures.

Tony's close friend Peter Guber was one of his first clients. He has been helping the Mandalay Entertainment's CEO for more than two decades. Tony mentored Peter first but over time, they became each other's coach.

Paul Tudor Jones, one of the leading financial traders in modern times, also

sought Tony's advice. The latter revealed that the billionaire and founder of Tudor Investment Corporation tend to call him every day and he has been doing that for more than a dozen years. Apart from his coaching fee, Tony also got insights about business and life from his client-turned-friend Paul.

The life coach once shared that some of his high-profile clients did not want him to reveal that he was coaching them. Mark Benioff (SalesForce.com's CEO and founder) and Arianna Huffington (The Huffington Post's Editor-in-Chief and co-founder) were two of the many tycoons who benefited from Tony's coaching and were not too keen on keeping that as a secret.

Tony wanted to provide assistance to as many people as he could. However, his schedule often made it hard for him to fulfill such. He had to turn down some clients, even if they could afford to pay million dollars for his one-on-one coaching. One of those unfortunate people was professional baseball player Alex Rodriguez, known as A-Rod.

Up Close and Personal with Important Figures in History

For Tony, no person seemed too intimidating to converse with. If he could manage the strongest, richest, most popular and most powerful, he could also deal with people who were written down in history for their meaningful lives. Two of these people were Mother Theresa and Nelson Mandela.

In some of his interviews and books, Tony mentioned a once in a lifetime encounter with a sainthood-bound figure. He described Mother Theresa as small in physique but big in terms of character. In their encounter, the life coach asked the well-known nun about the thing that gave her the absolute happiness. She beamed and replied that it was witnessing someone smiling while dying that pleased her the most. It sounded morbid but to her, it was like viewing the end of suffering of that person.

Tony also had a profound encounter with the leader of the anti-apartheid movement in South Africa. He did not expect that his conversation with Nelson Mandela would result to one of the greatest life lessons that he would share later on. He first asked how the South African revolutionist survived his years of imprisonment. The politician responded that he did not survive; he prepared. Part of his preparation was to forgive those who caused him to suffer.

Tony's exchanges with Mother Theresa and Nelson Mandela left a huge mark in him. He often used those lessons he earned to help others heal themselves. He might be the mentor whom leaders and stars depend to, but he became a student during his meetings with the two important figures in history.

Chapter 7: Writing and Helping Beyond Sports

Tony had come a long way from being a sports writing prodigy when he was 13 years old. When his mother forced him to resign from the local newspaper he was working for, his entire writing career suddenly ceased. After making a name as the guy behind the seminars that included a fire-walking activity, he took another shot at writing. However, it was no longer about sports and personalities in the said field. It was not just an article for a weekly column as well. He authored books that went on to become bestsellers, cementing Tony's reputation as one of the popular writers in the self-development field.

First Hit

In 1985, 25-year old Tony started to try his hand at book-writing. He might not be a college graduate but he had significant working experience and extensive self-studying that was beneficial in his new endeavor. His book aimed at helping the readers to have better personal and professional lives.

In the following year, Tony debuted as an author with his self-help book, *Unlimited Power: The New Science of Personal Achievement*. Here, he talked about determining and accomplishing goals, modeling, eliminating fears, rapport building, and other aspects that he deemed would be relevant to the readers' path to success. It became a hit. Thirty years after the book's publication, it remained one of the most sought-after self-help books and Tony was one of the most successful young authors in his field.

Giant's Nudge to Fellow Giants

Tony continued book writing after his first and successful attempt. His second book, *Awaken the Giant Within*, was also about attaining personal success. Several months after its publication in 1991, over a million copies of the book were sold.

Compared to his debut book, *Awaken the Giant Within* was more comprehensive yet the steps and concepts used were simpler. Tony's second bestseller contained information on how to govern what he referred as one's physical, mental, emotional and financial destinies. These destinies would then direct to what he perceived as the awakening of the metaphorical giant within a person, or what some would say as the person's potential.

In the book, Tony proved that he was not only a giant in terms of height but

also on experience. He narrated therein his amazing encounters with Nelson Mandela, Mother Theresa, Bill Clinton, Princess Diana, Margaret Thatcher, Mikhail Gorbachev and Francois Mitterand.

Return to the Bestsellers' List

During the 1990s to early 2000s, Tony got busy with a lot of things such as his TV infomercials and seminars. More clients signed up for his one-on-one coaching. His marriage with Becky was on the rocks and later on culminated in a lengthy divorce trial. He also started out a new life with his destiny, Sage.

He produced several self-help tapes, including *Get the Edge*; *Lessons in Mastery*; *Living Health*; *Mastering Influence*; *Personal Training System*; *The Time of Your Life*; *Unleash the Power Within*; and *Live with Passion: Strategies for Creating a Compelling Future*. He also collaborated with Cloé Madanes, a family therapy teacher, to create the training programs, such as *Conquering Overwhelming Loss*; *Leadership in Times of Crisis*; *Reclaiming Your True Identity*; and *The Ultimate Relationship Program*.

Furthermore, he penned few reading materials after *Awaken the Giant Within*. These included *Giant Steps* and *Notes from A Friend*. Both failed to make it to the bestsellers' list but Tony revealed that he got somewhat lazy in writing another great book after his two hits. That changed when recession struck.

The economic crisis angered him because it reminded him of his childhood. The impact was felt even by his billionaire friends. However, it was the struggle and suffering of ordinary people that distressed him the most. Being the helpful fellow that he was, he decided to make a book that was more educational than motivational. Financial education was what people needed, regardless of age and career, to endure and to gain stability in the trying times ahead.

Tony dedicated four years in creating the book entitled *Money: Master the Game*. It was his first time to dip into personal finance. Although he was already a multi-millionaire running and investing in several businesses, he did not rely on his knowledge alone. For the book, he gathered information and tips from no less than the big names in the corporate sector.

In the book, Tony mentioned some of the things that top investors and

billionaires told him during their interviews. Some of the business leaders he interviewed were Richard Branson (Virgin's founder and one of the most popular billionaires), Warren Buffet (chairman and CEO of a leading conglomerate), Ray Dalio (founder and manager of one of the largest hedge funds), Kyle Bass (one of the youngest of all successful hedge fund managers), Carl Icahn (founder and major shareholder of a top conglomerate), Steve Wynn (the well-known casino magnate), and John Bogle (legendary investor and former CEO). His investor friends, Paul Tudor Jones and Peter Guber, also contributed to the making of *Money*.

He took information and simplified them into seven steps which he called financial freedom. The book might seem mediocre with its too few steps, but it was actually filled with over 600 pages worth of money management and investing insights. In the book, he shared where and how the abuse in the American financial system happened. He suggested ideas on how to cope with such.

Money: Master the Game was published in 2014. For the first time since the early 1990s, Tony's book had successfully landed on the bestsellers' list. It even became the most-purchased book in some online book stores. However, the proposals included in the book triggered a debate among finance experts and writers. Some agree and even praise the life coach's third bestseller, while some highlighted the flaws in the book and the author's lack of expertise on the subject. Tony was not shaken.

Steadfast as Ever

Tony returned as a personal finance author in 2017 with his book, *Unshakeable: Your Financial Freedom Playbook*. Within weeks after its release, the book was tagged as bestseller by Wall Street Journal, New York Times, Amazon, Bookscan and Barnes & Noble. The new book was also available on audio format.

Despite the criticisms for his first book on personal finance management, Tony pressed on and worked with Peter Mallouk, one of the leading financial advisors in the US, to author *Unshakeable*. The playbook was visibly more concise than its predecessor but it brought fresh money management ideas that were not covered in *Money*.

What Tony achieved proved that success as a writer would not necessarily

require a college degree. Hard work and dedication mattered more. Above all, it was his goal of helping people that inspired him to pen his bestsellers.

Chapter 8: From Being the Investors' Life Coach to an Investor

Throughout his coaching career, Tony rubbed elbows with small to big-time investors. At first, he was simply mentoring them about motivation, success and life. But years after, he became knowledgeable about investing and started helping his clients make business decisions.

In no time, his work as a business strategist earned him accolades. Harvard Business Press regarded him as one of the Top 200 Business Gurus while Accenture recognized him as one of the Top 50 Business Intellectuals. Not only that; American Express also considered him as one of the Top Six Business Leaders in the World.

As he accumulated millions from his coaching services, seminars and books, Tony decided to step into the world of investing. He took risks and failed many times. However, he persisted and his rewards were nothing short of amazing. In 2017, his total net worth was already half a billion dollars, making him one of the top ten richest motivational speakers of his time.

Establishing an Empire

One of the earliest and most important companies that Tony founded and chaired was Robbins Research International, Inc. (RRI). His San Diego-based company was in-charge of researching for his materials and potential clients. It also worked on promoting his seminars, classes and courses, as well as handling the sales of his books, CDs, DVDs, supplements and other products. Tony's official website was also under RRI's wing. In short, it was the one that managed its founder's life coaching empire.

Back in the day, RRI's tasks used to be its founder's job for Jim Rohn. With his own research and marketing team, the founder and chairman had more time for coaching his clients, managing his other business pursuits and enjoying the fruits of his labor.

RRI's offers were a hit. Several individuals signed up as franchisees, bought seminar kits and paid for the rights to conduct seminars using such kits. In 1995, however, some of them went to the Federal Trade Commission and pressed charges against the company and Tony. In their complaint, the petitioners accused Tony and RRI of not being honest about the potential

earnings of franchisees. Based on their experience, only few of the petitioners were able to generate the amount of possible earnings as advertised by the company.

Tony and his company did not plead guilty but they agreed to settle with the petitioners. They paid \$221,260 in redress, and \$49,875 for the unused seminar kits bought by the franchisees who complained.

In an instant, the life coach lost around \$270,000 and hundreds of followers due to the FTC complaint. However, he was able to make up for such losses and even earned more than what he lost, owing to his sold-out series of seminars such as Unleash the Power, Mastery University and Date with Destiny. Furthermore, RRI facilitated the sale of over 50 million audio programs and over 15 million volumes of books made by the founder himself.

Profitable Paradise

Tony loves the idea of living near the sea as evidenced by his choice of residence. Together with his wife Sage, they revel in their seaside mansion in Palm Beach, Florida. Aside from that, they also own the top resort and spa in Fiji Islands.

The Robbins' patriarch did not foresee himself setting up a tourist destination and accommodation until he set foot on the mesmerizing South Pacific republic. After his first visit, he desired to have his own home therein.

The multi-millionaire life coach purchased over 300 acres of land in Vanua Levu, the second largest Fijian island. He hired locals and a Fijian-based Indian construction company to build his would-be home in the area. US-based architect Robert Trown assisted Tony in designing the latter's home.

Robert planned the 19 cottages that would serve as the retreat place for the Robbins family and their close friends. Each cottage had unique interior and exterior designs. The architect took into consideration native designs, local culture, and the terrains. He made sure that Tony and his guests would also have a magnificent view of the sea and a sense of exclusivity.

Upon completion, Tony's summer home was stunning. He invited his close friends and high-profile clients to spend some time therein. Then an idea struck him. It would be a waste if he and his circle were the only ones who

could enjoy the paradise. Consequently, he opened it as Namale Resort and Spa.

Without any doubt, it was regarded as a 5-star accommodation and relaxation place. Aside from being a summer destination, it also became a wonderful place for couples to spend their honeymoon. In fact, it had been nominated and selected as one of the best honeymoon destinations by several magazines and other award-giving bodies in the industry.

Diverse Investments

Tony was always eager to level up. He did not settle right away when he founded his own company. Instead, he became a founder or partner to over 30 businesses including his Fiji-based resort and spa. Some of the companies that Tony founded, co-founded or partnered with were: Anthony Robbins & Associates, Tony Robbins Productions Inc., Rebus Publishing, Fortune Practice Management, Twin Lab & Metalife Corporation, and Global Accounting Alliance.

He was also affiliated with firms such as America's Best 401k, Advisors Excel, and Cloud Coaching International. America's Best 401k aimed to assist its clients in planning and handling their retirement income. Advisors Excel, on the other hand, intended to guide its clients in managing and improving several aspects of their finances. Tony co-founded the award-winning Cloud Coaching International, a firm that focused on offering business solutions to its clients.

In 2014, Tony joined forces with Mia Hamm, Magic Johnson, and his friend, Peter Guber, to become investors for a Los Angeles-based major league soccer franchise. It was called the Los Angeles Football Club while still waiting for its participation in official games. The soccer team was expected to enter the gaming field in 2018.

The range of Tony's investments was remarkable. Aside from those mentioned above, he had built and invested in businesses specializing in 3D printed prosthetics, nutritional supplements and asteroid mining. All the businesses that he was affiliated with earned as much as \$5 billion in the year 2016 alone.

Chapter 9: Life on Screens

Tony's engagements were not limited to speaking on stage, coaching in a conference room, collaborating in board rooms, enjoying his seaside homes, and spending time with his loved ones. People also knew about him through TV and movie productions. He belonged to the select few of motivational speakers and life coaches who made it as far as having their own shows and appearing as themselves in movies.

Big Name in Infomercials

Tony made a name for himself as the tall guy with a baritone voice who starred in infomercials. In late 1980s, infomercials were a staple to numerous late night TV shows. Even though some people had the notion that such segments were tacky, he still grabbed the chance to inform and market his seminars and audio programs. Guthy-Renker was the production company behind his first infomercial.

By the 1990s, millions of Americans had watched one or more of Tony's infomercials. His 30-minute TV infomercials were incredible featuring celebrities who promoted his offers. Some of the celebrities who graced his infomercials were Pamela Anderson, Anthony Hopkins, Erin Brockovich, Quincy Jones, Martin Sheen, and Fran Tarkenton. In 2014, *The Guardian* gave him a new moniker, the infomercial king.

An Icon of Persuasion

Successful life coaches and motivational speakers are known for their persuasiveness. Tony is an amazing example for that. His extraordinary ability to persuade made him into an icon. It was evident when he was casted to act as himself on TV shows like *The Sopranos* and *The Roseanne Show*. He also got a bit of screen time on the 1997 hit movie, *Men in Black*. In the movie, he was shown as one of the aliens pretending to be a human.

In 2001, Tony and Sage appeared on the movie, *Shallow Hal*, a romantic-comedy film about Hal (played by Jack Black) who fell for Rosemary (played by Gwyneth Paltrow). In the movie, Hal's father instructed him to date only conventionally pretty women. Tony, who acted as himself, bumped into Hal on an elevator. During their brief time together, the life coach persuaded Hal to look beyond physical beauty when choosing someone to

date. This caused Hal to fall in love with the 300-pound Rosemary. Sage was shown in the movie as one of her real-life husband's fanatics.

After almost a decade, Tony was casted again in a movie to play as himself. It was on the Ray Kurzweil film, *The Singularity is Near: A True Story about the Future*. The said big screen offering was adapted from the book, *The Singularity Is Near: When Humans Transcend Biology*. A robot tapped Tony's services in the film. He was then tasked to help the robot feel and behave more like a human.

A Breakdown and Several Breakthroughs

NBC must have noticed Tony's bankability and hence offered to broadcast his own transformational reality show. The show *Breakthrough with Tony Robbins* hit the small screens in July 2010. It featured the life coach helping his guests overcome their personal struggles. Unfortunately, what was supposed to be Tony's big break on TV became one of his biggest disappointments. Originally, the network would air six episodes of the said show. However, the low viewership ratings of the first couple of episodes prompted the management to cancel the broadcast of the remaining four episodes.

Apart from his infomercials, Tony was seen as guests in several TV documentaries and talk shows. After the frustrating cancellation of his show, he got featured on one of the episodes of *Oprah's Next Chapter*. The show highlighted Oprah's adventures.

In 2011, the media mogul said she would attend one of Tony's seminars but she would only spend two hours therein. Moreover, she did not intend to try out the fire-walking activity as well. However, she changed her mind when she was already at the event. Instead of two hours, she stayed until the seminar finished. She braved the hot coals with her bare feet as well. Her experiences were shown on an episode of *Oprah's Next Chapter* aired in 2012. Tony could be seen guiding Oprah as she did the fire-walking activity.

After that, he guested on the show *Oprah's Lifeclass* for several times. The best part was that Oprah decided to bring Tony's show on her network. On March 2012, the original season of *Breakthrough with Tony Robbins*, including the first two episodes broadcasted by NBC, was aired on OWN. When the original season of *Breakthrough* ended, the network decided to

renew it for another season.

While his Breakthrough show was in its prime year, Tony also held huge seminars in the US and in other countries. One time, he invited award-winning filmmaker Joe Berlinger as a guest. Even after they were introduced to each other and became acquaintances, the director was still skeptic of Tony and his methodologies.

Joe brought his cynicism on the first day of the seminar that he attended. Before the start, his thoughts were either about how to quit or about how to survive the event. To his surprise, not only did he endure the seminar; he also got enlightened and inspired. Then, he pictured himself directing and producing a documentary film about Tony and his seminars.

However, Tony shot down the idea when it was presented to him. He was bothered by the thought of having cameras in his seminars; he worried that those might cause his attendees to feel self-conscious instead of being themselves. Joe, who became his close friend later on, did not give up easily. Two years later, his efforts paid off as the life coach was swayed to let the cameras roll.

Joe filmed Tony's Date with Destiny seminar held in Boca Raton, Florida. The 6-day seminar was condensed into a 1 hour and 56 minutes documentary entitled, *Tony Robbins: I Am Not Your Guru*. After almost two years in post-production, the movie was released by the video-streaming company Netflix.

The reviews were a mixture of positive and negative. Some criticize the documentary film for looking like a long infomercial of Tony and his seminars. Many of Joe's fans were also shocked by his sole focus on offering an overly optimistic movie.

Joe defended what people referred as his tour de force. He said in an interview that he yearned to present something that leaned more on the positive side, instead of doing something that might look like a takedown piece about Tony. Many of the viewers were thankful to the director. To them, the movie was moving and that it gave justice to what the phenomenal life coach can do.

Chapter 10: Never-Ending Causes

In his quest to help end the suffering of other people, Tony became motivated to strive harder in life. By doing more and being better, he was able to lend a hand to more people. He was not only devoted to helping those who wanted to remain or become big names in their respective field. He also longed to uplift the spirits and the lives of those who had less and seemed to be neglected by the society.

Organizing His Charitable Efforts

Tony's philanthropy began way back when he was still a teenager. It was only in 1991 when he systematized his charitable efforts by establishing the Anthony Robbins Foundation. He also chaired the said organization which prioritized the elderly, the homeless, the prisoners and the youth.

The foundation had the following programs, International Basket Brigade, Homeless Program, Inmate Program, Event Scholarship, UPW-Youth Leadership, Global Youth Leadership Summit, Global Impact and Volunteer Program. Part of the foundation's work was to ensure that 100,000 people in India had access to clean water. This was intended to help lower down the child mortality rate in the country wherein water-borne diseases were the number one culprit behind child mortality cases.

In 2016, the organization, through its various programs, had provided meals and household products to 100,000 government and non-government organizations, 2,000 schools and 700 prisons. While he was the mastermind behind it, Tony credited the successes of his foundation's programs to the generous individuals and institutions that contributed their time, skills and money.

Philanthropy beyond the Foundation

The foundation was not the end of Tony's charity work. In 2014, he gave all his profits from the sale of his third best-selling book, *Money: Master the Game*. He further added using his personal funds. He donated a total of \$50 million and initiated the *Tony Robbins 100 Million Meals Challenge*. He dared companies and individuals to shell out some cash. The total amount of their donations should sum up to \$50 million, the same amount that the life coach gave.

His generosity and fundraising drive helped *Feeding America* fulfill its mission to give meals to the needy. He donated and initiated the challenge once more when his fourth bestselling book *Unshakeable* was first released.

Coaching Budding Coaches

Along with Cloe Madanes, Tony co-founded Robbins-Madanes Center for Intervention in 2009. Cloe, an Argentinian-born teacher and innovator, specialized in family and strategic therapy. Few years after they kicked off their training school, the center successfully produced over 4,000 life coaches.

The products of the coaching school were bound to offer relevant life skills and helpful coping mechanisms to their prospective clients—mainly individuals and families struggling with addiction and other similar issues. However, apart from the prospective clients, the training also benefited the students by applying the strategies to themselves. Before they could change lives, the center would change their lives first.

Cutting-Edge Charity Work in the Future

Tony had entered the mobile application arena with his *Breakthrough and Unshakeable* apps. Those two were primarily for the promotion of his program and book. However, he had set sight on creating an app solely for charity. The tentative name was *SwipeOut*.

SwipeOut was supposed to be released in January 2015 but its launch got postponed. This app was intended to let users link their credit cards to a system that will collect the spare change from the users' purchases. The collection will be utilized as donation money for the *SwipeOut Foundation*, an organization that will focus on curbing hunger, human trafficking and water-borne diseases.

As a multi-millionaire with gorgeous properties, donating and dedicating millions of dollars to his foundation and other charities are no longer a challenge to Tony. However, when he started out, he was simply a teenager and barely had something to buy for himself.

Chapter 11: Understanding the Six Human Needs

Tony's TED talk entitled *Why We Do What We Do* in 2006 was one of his important milestones as a life coach and motivational speaker. It became one of the most popular TED talks of all time. In fact, it was still one of the top ten most watched presentations 10 years after it was staged. It only lasted for 21 minutes and 45 seconds. At the start of his talk, he joked around saying that he was not used to such short amount of exposition time because in his events, he had to speak on stage for several hours.

His talk revolved around motivation. He broke it down to what he referred as the six human needs. The said needs are the same for everyone. Your social status, family background, educational attainment, and career do not determine what your needs are; however, the said factors influence the way you choose the couple of human needs that you attempt to satisfy the most. The majority of people only value two of the six human needs. You manifest your choices through your behaviors, habits or thoughts. The six human needs are as follows:

1. *Certainty*

People cling to their old ways because they have certainty. This is the need that prevents you from taking a risk because you are not 100% in control of what will happen next. In some ways, this need protects you from breakups, accidents, damages, losses, and other unwanted situations. However, too much focus on certainty worsens your fear of change and aggravates your feeling of boredom.

2. *Uncertainty*

The love for uncertainty nurtures bravery. However, the line between brave and reckless is sometimes blurred. What you might see as an act of courage may actually be an act of carelessness in the eyes of others.

Uncertainty, as a need, is not just about heading on to dangerous adventures; it is also about making transformations and breaking routines. It tackles your need for variety. Concentrating on this need improves your ability to adapt. However, it may also obstruct you from creating beneficial habits.

3. Significance

Everyone is unique. However, people still feel the need to be significant or special every now and then. It is easy to gratify this need if you have a belief, talent, culture or background that you value. You just have to do better or have more, and then show it to others.

Nowadays, some people reassure themselves that they are important by trying to gain likes, comments and other measurements of attention on social networking sites. This is fruitless pursuit. If you do that, you will never feel enough so you are likely to keep on doing it. It is a trap. Such practice may harm you in the long run.

Nevertheless, that is not as damaging and dangerous as violence. A lot of people feel exceptional when they love someone, craft a masterpiece, win a game or become part of a movement. But as Tony said, some individuals thought that the quickest and most efficient way of gaining a reputation is by committing an act of violence.

Fulfilling the need for significance is not necessarily evil in nature. You just have to be conscious about how you do it. As Tony asserted, there are millions of ways to achieve it. Whichever means you choose, if you continuously do it, you might build beautiful things.

4. Love and/or Connection

Every person loves and wants to be loved at least once in his lifetime. Those who got hurt badly develop an aversion to commitments. As a result, they only go after connections.

The most obvious way of satisfying the need for love and/or connection is by being intimate with someone else. If you only crave for connection, your family, friends and pets will suffice. However, it is not limited to the people and animals around you. You may also connect with yourself, with nature, or with God.

Certainty, uncertainty, significance, love and connection form part of what Tony calls as the needs of the personality. The remaining needs are known as the needs of the spirit, the needs whose fulfillment brings you absolute joy.

5. *Growth*

You may stop growing physically, but you will never stop growing metaphorically, unless you allow yourself to become stagnant. You can grow bit by bit at your own pace. Do it by reading and learning from your experiences. Grow by seeing the good side in every bad situation. You grow so you can fulfill the last of the six human needs.

6. *Contribution*

Tony said it best, “The secret to living is giving.” What is the point of becoming better, having more or leveling up if you are the only one benefiting? Selfishness cannot grant true happiness.

Growing only involves and benefits you. However, when you contribute, you also grow and make someone feel better. In the process, you will feel what happiness really is.

Regardless of the needs you tend to satisfy more than the others, as long as you keep on satiating them, they will nurture your resourcefulness. Many of the excuses you make for your failures boil down to one thing: lack of resources. However, according to Tony, resources are never the defining factor. The problem is your lack of resourcefulness. So, go on and fulfill those needs but you will need a good map to do so. Your map comprises your plan of action and belief system. It will serve as your basis on whether or not your needs are fulfilled.

Chapter 12: How to Apply Neuro-Associative Conditioning

Neuro-associative conditioning, or simply known as NAC, is one of Tony's notable works. According to him, the basic difference between NLP and NAC were the words conditioning and programming. He preferred the term conditioning because it implied that the person practicing NAC has more control. Many of its practitioners also noted that it was simpler than NLP; Tony was taught by an NLP cofounder to begin with. Nevertheless, both the approaches were invented to help individuals initiate and sustain positive changes in their behaviors and lives.

Whatever your life circumstance may be, you may benefit by applying NAC. In its core, the approach trains you to alter the way your brain associates certain words and actions in your pursuit of attaining pleasure and avoiding pain. It does not require any specialized equipment at all. Is it effective? There is only way to find out. You have to set aside your skepticism and try it using the six steps below:

Step 1: Determine your main objective as well as the factors that prevent you from fulfilling it now.

You might not admit but there is some truth to this statement: most of the time, your decisions are based on the things that you do not want. You let worries, fears, pains or inconveniences dictate what you do. This pattern of thought is known as *Problem Thinking*. This only satisfies your need to evade pain. How about your desire to gain pleasure?

This is where Outcome Thinking, alternatively called *Outcome Language*, comes in. Tony encouraged aspiring practitioners of NAC to be clear about what they wanted to achieve from the process. To ensure your main objective is clear, you should apply outcome language which is simply a way of thinking.

Under Outcome Thinking, your main objective should be stated in the present tense and should not contain words or phrases like should, must, have to, and someday. It should also be specific, measurable, achievable, realistic and time-bound. Additionally, it should be an end-result, not some kind of process or a series of steps.

The objective you formed through Outcome Thinking is called a Well-Formed Outcome. Once you have your Well-Formed Outcome, you need to enumerate the factors that hinder you on your way of achieving your main objective.

Step 2: Gain leverage, either by Provocative Therapy or Dickens Pattern.

To know the purpose behind acquiring leverage, you have to understand what pain threshold is. Pain threshold is a stage in your life where you can no longer take the agony of staying the same way. Once you hit this stage, part of you will yearn for a change while another part of you will refuse. You will reject the idea of changing because the pain of not changing is not enough. To prevent rejection, you should make every effort to gain leverage.

Getting leverage entails associating intense pain to not changing and associating great pleasure to changing. This triggers you to carry out the steps towards the change you want to attain, otherwise known as your main objective. There are two ways to gain leverage and these are: Provocative Therapy and Dickens Pattern.

The Provocative Therapy is a time-tested yet controversial trick in self-development. Under this technique, you are going to act or speak like a bully to yourself. By doing so, you will be compelled to behave in such a way that prevents you from getting “bullied” again. An example for this is saying to yourself that you cannot change or you are not doing enough.

The Dickens Pattern is a milder approach. In this technique, you are going to visualize what you will be like when you do not change five years, 10 years and then 20 years from now. Relate such thoughts to intense pain. Afterwards, think about what you will be like if you change five years, 10 years and then 20 years from now. Link the thoughts to great pleasure.

Step 3: Disrupt the limiting pattern.

Going back to the first step, what are the factors that prevent you from completing your main objective? Your answers actually comprise your limiting pattern. This pattern can be likened to your bad habits. You have to disrupt it for it to break. When you find yourself thinking about or engaging in your limiting pattern, distract yourself immediately. You can interrupt such pattern by uttering a certain word or doing a silly act. For instance, call

yourself unproductive or useless when you are binge watching again.

Step 4: Form a stronger and more effective alternative to your limiting pattern.

It is not enough that you disrupt your limiting pattern. You have to replace it; otherwise, it will keep coming back no matter how hard you tried to interrupt it. Developing a more empowering pattern is not that hard. Do you want to quit gambling? Trying out a sport may be an alternative. Do you want to lose weight but you cannot stop binge eating? Leave the snacks behind and go out. Walk or jog around your neighborhood.

Step 5: Keep on reinforcing the new pattern until you successfully replace the old one.

This step is all about conditioning. To condition your mind and body to the new pattern, you have to do it repeatedly and consistently. Do it until you are no longer tempted to go back to your limiting pattern.

Step 6: Find out if your new pattern truly works.

How do you know if your new pattern is working? The answer is simple: Try it. It will be considered effective if it helps you achieve your main objective.

Tony's NAC is useful in many aspects of life. It may seem too basic at first glance but it can be effective in improving your physical, emotional, mental, social and spiritual well-being.

Chapter 13: Taking Control of Destiny

There is no doubt that Tony was destined to help people. His experiences became his stepping stones toward his destiny. However, his actions still mattered much more than his experiences.

Everyone has a destiny that can impact the people around him or even the world. Sadly, not everyone is sure about what his is. There lies the problem. Some allow their lives to be dictated by the conditions and the people around them because they are not fully aware that they can control their destiny.

To know what your destiny is about and what you are capable of, look back. That was what Tony did when he was given the chance to prove himself as a speaker for the first time. He looked back and realized that all the hardships he went through led him to the discovery of his capability.

After knowing what your destiny is, you have to make a change. That change is what Tony calls a breakthrough.

How to Make a Breakthrough

Some said that creating a breakthrough in life takes weeks, months or even years. Tony disagreed. He believed that it only takes a moment to do that. Many of the participants in his seminars can attest to that.

To have a breakthrough, you have to change your present state because it affects your potential. Discovering and developing your potential do not require any special skill or tool. You just have to be brave. You have to immerse yourself in the feeling of discomfort, fear, pain or any other negative emotion that you associate with your present state. Otherwise, you will not be able to conquer the emotion. But when you do, you create a breakthrough.

What's in a Name

In his seminars, Tony helped some of his participants make breakthroughs by a simple change: a change in name. Getting called by a new name could help you get over the negative emotions that you felt when you were still using your old name. This is not just limited to your actual names.

You should also apply the principle in designating a more empowering title for your role. Having such title does not only help you get rid of negative

emotions or connotations to your role; it also inspires you to work harder so you can live up to your title.

Decisions Dictate Destiny

Breakthroughs are powerful but if you just stop at forming them, you will not completely control your destiny. You have to decide. However, Tony argued that decisions were more than just pronouncements; they require actions.

The decision-making process involves three questions that you ask and answer yourself. What or where do you focus on? What does it imply? What should you do? When answering this series of questions, you have to pay attention to the words or story you tell yourself.

In his 2006 TED talk, Tony set his stepfather's decision during the Thanksgiving in 1971 as an example on the application of the decision-making process. When his stepfather saw the food given to them, he focused on the act of giving. For him, it meant that he was incapable of providing for his family. So, what he decided to do was abandon his family.

Tony also made a decision that time. He also focused on the act of charity but for his stepfather, it entailed that strangers did care. His answer to the last question was the one that paved his way towards his goal of helping people. He decided to help too. It was just a mere pronouncement though. He only made the decision when he did the act of sharing food to two families in Thanksgiving in 1977.

When you make decisions, think about the future and the possibilities of what could go right. Do not steer your thoughts towards the prospect of failures. Worse, do not allow your past mistakes and heartbreaks influence the choices you make. Living in the past does nothing good to you and the people around you. Tony named this as therapy culture. It is like you are trying to cope with the past by always thinking about it and considering it in the way you live presently.

Tony himself had his fair share of failures. When he was just starting out, he struggled helping a woman in his audience. It took him two hours and a great deal of effort to decode the woman's problem and help her solve it. After that, he looked around and realized that many of the participants already left.

The incompatibility in his first marriage, the cancellation of his show

Breakthrough, and the FTC charges against him and his company were just a few of Tony's failures as well. Instead of feeling miserable and allowing regrets take over, he mulled over the problems that triggered his failures. What he got were lessons and those were more valuable than the feelings of regrets and misery.

Chapter 14: Lessons on Leadership

Tony dealt with leaders of different ages and designations. He coached budding leaders through his foundation's youth leadership program. Moreover, he was and remains an advisor to some heads of nations and states, as well as CEOs of several Fortune500 companies. He, himself, had an experience in leading when he became a student body president. Do not forget how he headed their household when his parents were neglecting their duties. His experiences taught him the following valuable lessons on leadership.

Main Quality of a Leader

Expertise, resourcefulness, commitment, communication and honesty are some of the main qualities that a leader should have as cited by several writers and speakers. Tony had a different perspective. He believed that there is only one main quality of a leader.

One time in his resort, Tony called on future- CEO Marc Benioff and the latter's friends to ride on his jeep. It was nighttime and there was no plan whatsoever before it. Nevertheless, Marc and company still followed as told.

Tony brought them into the middle of a bridge. Upon alighting, he instructed all of them to jump from the bridge down to the raging river below. He said that it was about confronting their fears. Though confused and hesitant, Marc and everyone else braved the fall.

The distress that Marc felt did not stop there. When they were all soaking in the waters, Tony revealed that there were snakes in the river. Marc felt frightened especially when he found one near Tony himself. However, the life coach seemed unfazed by the impending danger.

Nothing dangerous happened that night. It was filled with moments of fearlessness. But more than that, it became an enlightening experience on leadership for the young Marc.

For Tony, certainty is the main quality of a leader. It precedes intelligence, expertise, responsibility and all the other attributes that they said a leader should have. What sets a leader and a follower apart is that the latter is often distracted by fears. The distraction prompts a person to step down and take orders from someone who looks, speaks and acts with certainty.

Modeling

Certainty makes a leader, but not necessarily a good one. If you want to be a good one, find a person who embodied the kind of leader you wish to be. Study his habits, posture and word choices. Then replicate his behavior. This practice is known as modeling.

Tony is a big fan of modeling. He encourages his followers to pick a successful person to analyze, understand and replicate. According to him, it is much faster to become the person you want to be if you are trying to copy someone else than trying to find out how to do it.

These days, you can carry out modeling with the help of videos that you can watch online. However, spending time with the person you want replicate remains a faster and more efficient way than mere watching of videos. In the former, you can see face-to-face the person's reaction to a stimulus that both of you encounters. You can compare the differences and find out how you are going to adjust to match him.

Leader's Self-Image

Design a self-image of yourself who has the ability to help anyone regardless of the situation he or she is in. It is not enough to just copy your role model; you should also have the sense that you are going to be a good leader yourself. Tony might have followed the footsteps of his mentor, Jim Rohn, but he never said that he emulated him on his way to success. The thing he had was a self-image that he could help people in the future even though he was not sure how to do it at first.

Three Mandates of a Leader

Great leaders shine during difficult times. Staying calm and thinking with a clear mind when there is an imminent failure or danger are their best assets. Tony summed up how to behave like a leader when there is a problem with the following mandates:

1. View the situation as it is.
2. View the situation better than it actually is.
3. View the situation the way you want to see it.

In the first step, you just have to look at the problem for what it really is. No sugarcoating, justification, exaggeration or judgment. Do not concentrate on the causes and effects. If you do, you will just end up finding someone to blame and rambling for solutions.

Next, make use of your optimism. Try to see the problem in a better light. Think of it as something you and your team can solve easily. Disregard the worst-case scenarios. You should consider the positive results of being able to overcome the problem. Without problems, you may not grow as a leader and as a person.

The last mandate requires your decision. So, are you going to work on the problem as a realist or optimist? Whichever you choose, show it by behaving like you are so certain about the way you are going to handle the problem. The next thing you have to do is improve the engagement of your team.

Chapter 15: Increasing Productivity

Tony was sought by many companies to speak in their exclusive company events. The goal was always about boosting employee productivity. The results were a resounding success. Many companies were so satisfied that they hired the peak performance coach for more seminars for their employees.

His teachings on productivity were not entirely exclusive for employees though. They can also be applied on other things such as studying, working on your goals or doing your household chores. His methodologies do not call for complex productivity tools as well.

Simplify

Tony's first productivity hack is not groundbreaking at all. However, it tends to be more convincing when he is the one who speaks about it. He claimed that the more complicated your processes are, the slower you work. Complexity is inherently time-consuming after all. Having a lot of things to do is one of the pitfalls that many people end up to. You should avoid this by making fewer to-do lists. You should also determine distractions and get rid of them.

You should also have focus, not just mere interest. If you are focused, you can beat a group of merely interested individuals when it comes to productivity. Focus on results rather than the processes as well. RPM was designed to help you do so.

RPM

Tony devised the planning method which he dubbed as RPM (an acronym for result-focused, purpose-driven, massive action plan). It is a productivity workbook that users may download from his website.

Results answer the question: what is essential to a person as an outcome. You have to specify your measurement for the results to know whether or not your plan of action is working later on.

Meanwhile, purpose answers the question: why is the outcome essential. In this question, you have to determine the emotional quality of the outcome you are aiming for.

The massive action plan refers to what you need to do. Brainstorm possible action plans then opt for the best one. Entertain as many ideas as you can; do not just pick the one thing that you think is the most convenient. For this, you may want to make use of trigger words when you carry out your plan because words have power to alter the way you think.

Chapter 16: The Road to Financial Freedom

Tony is one of the self-made multimillionaires who have the most touching rags-to-riches story. He struggled and lived from paycheck to paycheck in what seemed like a long time ago. He had to worry about where to sleep and what to eat when he was 17 years old. Before he made his first million, he had a huge debt to pay. Now, he has a private jet and homes in different countries. While his investor friends taught him in one way or another how the economy and corporate sector work, it was his desire to help more that truly inspired him to strive to gain money. It was what led him to what he referred as financial freedom.

Why Financial Freedom

Do not let the numbers preceded by the dollar sign fool you. If you do, you let money control you and not the other way around. True wealth, according to Tony, depends on your ability to give freely. He dubbed this as financial freedom and this should be the one you should aim for, not on the traditional notion on what is wealth. If you can control your money, you can readily give others who badly needed it more than you do.

The First Step: Invest

Only less than 1% of the total world population is self-made billionaires. What do self-made billionaires have in common? They invest. They either invest solely on their respective business or in different businesses.

The existing global and national financial systems are not pro-poor. It is also manipulated by only a few individuals, but there is still a way to win. If some people still successfully made money from the rigged system, then you can certainly do so as well. Do not just be a consumer; be an investor.

Protection

Tony knew what Paul Tudor Jones did and thought about for more than 20 years. Despite of the changing political and economic landscape, and even when recession hit, the said businessman was still able to take home money. What the twosome did to achieve that was to make sure that Paul was protected from emotional turmoil.

Fear-mongering is rampant these days. If you do not protect yourself from it,

you might end up buying or selling stocks out of fear instead of making sound decisions. Tony helped Paul process his emotions so they would not affect how he make his investment moves.

Advice for Aspiring Entrepreneurs

This may be cliché but Tony said before that when you aspire to become an entrepreneur, you have to set up a business about something you really love doing; you love it to the point that you are willing to offer your products or services for free. Learn more about your ideal customer. This helps when you are trying to focus on adding value to what you are going to offer your customers. To guide your focus, ask yourself specific questions.

Then, you should design and offer products or services that are better than the ones available in the market. When you decide on the price, pay attention to the cost of the tools and resources you used. These include your time and skills. When Tony first offered his services as a speaker, he already charged an amount that someone with a few years of experience usually charged. It might seem like cheating at first glance but he said he just knew that his services were worth that much. So know your worth. Do not set it too low because it may condition your mind that your skills are not good enough.

Regardless of the way you make your way to financial freedom, you have to take care of your set of two businesses: the one you are in and the one you are becoming. The business you are in refers to your source of income while the business you are becoming is your attitude. The money you make can influence your attitude to be better or to be worse. If you are selfish, you will end up becoming a more selfish person. Meanwhile, if you are generous, you will end up becoming more generous that what you are.

Chapter 17: On the Way to Success

Success makes life meaningful and worthy of struggling through. It might be so elusive at times but there is actually a reason for it: either you are still not ready for it or you have to tweak some parts of your plan of action to achieve it. In this life, there is the possibility of success and failure. Tony's job as a life coach involves steering people to the thought that they can succeed and that it starts with an action.

Action

No one ever became successful by being passive. If you want success, you have to act. Otherwise, your mind will interpret your lack of action as lack of evidence that you are close enough to succeeding. However, when you act, you will be more confident about taking more steps towards achieving your goals in life.

Priorities

"Most people fail in life because they major in minor things," Tony remarked in many of his seminars. Do not waste your time and energy on the things that will not really matter in the long run. Have only one or two priorities a day and devote your resources on them. Enumerate the irrelevant things that you often do or think about and eliminate them. At first, you might feel bad about not doing those senseless things but one day, you will look back and realize that is better to fail on major things than to succeed in minor ones.

The Secret to Never Stopping

Success happens when you introduce a lasting and consistent change into your life. To do that, you have to persevere. Do not depend on luck. Bad luck is going to be a lame excuse if you fail. Use whatever life offers you. There are plenty of things that can help you if you just try to look harder. It also pays to have a hunger for learning. Ask a lot of questions so you will always look for answers.

On Failure

Tony said that success results from good judgment; good judgment results from experience; experience results from bad judgment. Bad judgment results to failure. Failure is an integral part of success. Without it, you will not learn

about the things that will not work out.

It is also okay to fail because winning too many times can make you feel stressed a lot. Take Serena Williams and Paul Tudor Jones as examples. The two were winning for several consecutive years in their respective fields, and then they got into a point where they felt so stressed about maintaining their winning streak. Thankfully, Tony helped ease their anxiety and brought back their drives.

Chapter 18: Self-Fulfillment as End-Goal

What's next? This is the question that some of the successful individuals that Tony coached over the years have. What's next after amassing millions? What's next after winning several championships? Is there even an end to it?

There is, and according to Tony, it is self-fulfillment. Without this, whatever you consider as success is considered as your ultimate failure. However, you can attain self-fulfillment even without achieving your goals yet. The life coach presented multiple ways of doing so.

Body before Mind

According to Tony, you should begin altering your biochemistry first than your thoughts. Apply breathing exercises. Drink your favorite beverage or eat your favorite snack. These practices make you feel at ease, and when you are at ease, you can steer your way of thinking towards self-fulfillment faster and more efficiently.

Change your posture as well. Your stance affects your state of mind so stand tall, chest out, chin up, put your hands on your waist or spread your arms. Do not slouch or droop. Do not sit down and hug your knees as well. Making yourself look small can further aggravate whatever negative emotions you are feeling at the moment. It is also like you are allowing the source of your unhappiness become greater than you.

Progress over Problem

These days, a lot of people are more obsessed about their problems which deprive them of their happiness. While there may be a lot of problems around you and in the world right now, there are still plenty of things to be happy about and one of those is your progress.

Have time for yourself every week and assess whether or not you are making progress. It does not matter if it is just one inch or one pound reduction. As long as you made a progress, you have a reason to celebrate. For many of Tony's past clients, the slightest difference in their system was already enough for them to create breakthroughs.

The Value of Gratitude

You tend to feel disappointed when a person does not adhere to what you expect him to do or to be. It hurts even more when that person is someone you love so much. However, when you examine your disappointment more closely, you will understand that the person is not really the one at fault. You caused yourself to feel that way but do not dwell on blaming yourself. What you need to do is appreciate what the person did right.

Aside from expecting less, you should also learn to complain less. There may be lots of hassles to complain about but there are more things that you should be thankful for in this life. Every day, Tony sets aside a few minutes to think about his blessings. It is one way of eliminating any fear or pressure he is feeling. In his meditations in the past, he found out that a person cannot be both grateful and scared at the same time. Gratitude always trumps fear if you just master harnessing it.

It also pays to have a gratitude jar. In this jar, you will put pieces of paper that contains the things you are thankful for. Place as many pieces of paper as you want. When you are feeling down, open your gratitude jar and read the things you were thankful in the past. There are times when sadness, frustration and anger are too overwhelming to the point that they prevent you from looking back at all the good times you had in the past. However, leaving a paper trail behind makes it easier for you to remember the blessings you had in the past.

Be mindful of the story you tell yourself as well. Oftentimes, you can easily turn your expectations around by altering the story that you made up in your mind. Pick a positive and empowering story. Do not assume that you are a victim, a loser or an unlucky person.

Understanding God's Purpose

Tony never identified himself with a religion but he expressed his belief in God. He considered God's role in his life and success. Despite the effort he made, he still regarded that everything that transpired in his life was part of God's grand plan. When the success he was hoping for did not come right away, he understood that it was not God's denial but merely a delay. He kept disappointment at bay by thinking that way. He owed the gift of life from God as well. Without it, he would not be able to enjoy the self-fulfillment from giving back.

Conclusion

I hope this book was able to help you know more about Tony Robbins. Hopefully, his life story as detailed in this book inspired you and instilled in you a sense of confidence from the man who is the walking and talking definition of that virtue. After all, his story is about building confidence even when the situations he had to go through were not ideal for doing so. He made use of his experiences and carried out massive actions to achieve his number one goal in his life. It was, is and will always be about giving back.

Tony's teachings were great, but they might not be suitable for everyone. They required setting aside skepticism and dedicating some time and effort. Nevertheless, there is no harm in trying out something that may have a positive effect to you. You have nothing to worry about since Tony's teachings are not known to cause harm (except probably his fire-walking activity) anyway.

One of the most important things you can learn from this book is that you can turn what seems to be the worst day of your life into one of your best days ever. Look for something good in every situation because there is always at least one. If some problems chase you like a once-loving mother with a knife in her hand, have the courage and strength to run. Do not just run away. Take the opportunity to run towards fulfilling your goals in life.

As Tony said, "It is in your moments of decision that your destiny is shaped." So go on and shape your destiny.

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