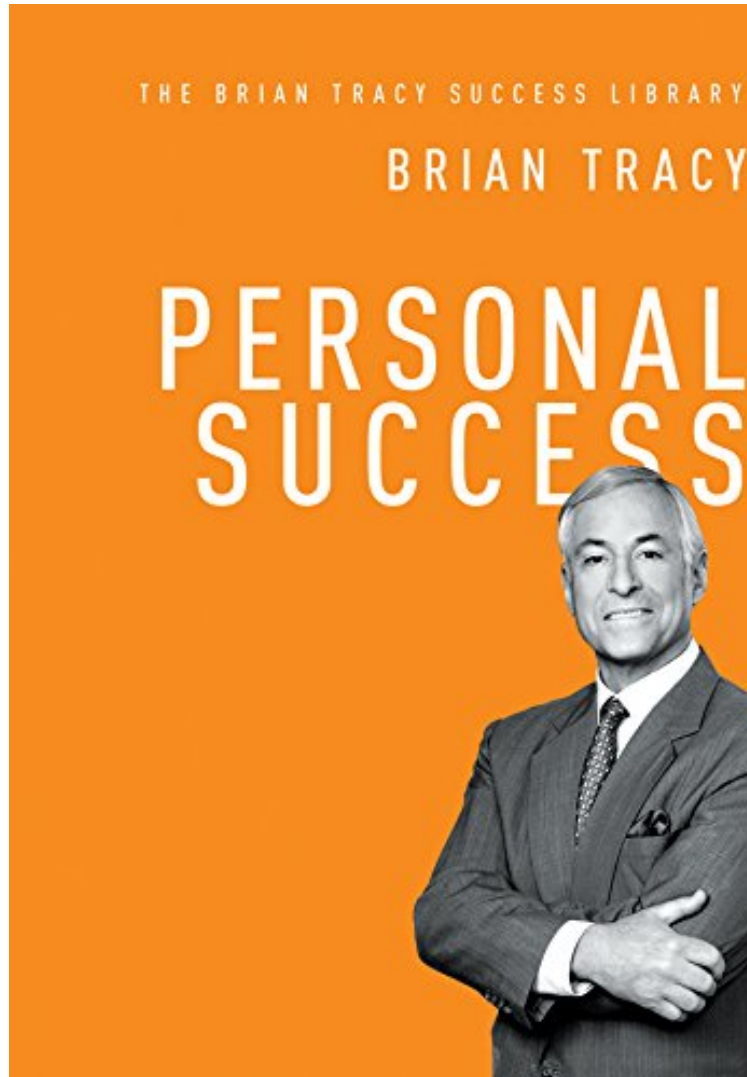


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Personal Success (The Brian Tracy Success Library)

Brian Tracy

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Why are some people more successful than others? What gives them their "winning edge"? World-renowned performance expert Brian Tracy has spent decades studying uncommonly high achievers, and in this short, inspiring volume, he shares what he has learned: Even small adjustments in outlook and behavior can lead to enormous differences in results. Personal Success explains how you, too, can unlock your potential. It helps you: Set clear personal and professional goals—because you can't hit a target that you can't see; Change your mindset to attract opportunity; Banish self-limiting beliefs; Build your self-confidence; Develop a bias for action; Practice courage—because all successful people are risk takers; Sharpen your natural intuition; Maintain a positive mental attitude; Continually upgrade your skills—seizing every opportunity to learn and grow; Make a habit of networking; Become a strong strategic planner; Commit to excellence; And more. Where do you want to be in one, three, or five years? Packed with simple but game-changing techniques, this energizing success manual shows you how to transform your dreams into tangible results.

From the Back Cover Why are some people more successful than others? World-renowned performance expert Brian Tracy spent decades studying uncommonly high achievers, and he learned a startling fact: Even small adjustments in outlook and behavior can lead to enormous differences in results. In this short, inspiring volume, he explains how anyone can: Set clear goals—because you can't hit a target that you can't see; Change your mindset to attract opportunity; Banish self-limiting beliefs; Build self-confidence; Practice courage (successful people are risk takers); Sharpen your natural intuition; Seize every opportunity to learn and grow; Make networking a habit; Become a strong strategic planner; And more. Packed with simple but game-changing techniques, this energizing success guide shows you how to transform your dreams into tangible results.

About the Author Brian Tracy is the Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. One of the top business speakers and authorities in the world today, he has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the United States and more than 60 countries worldwide. He has written 55 books and produced more than 500 audio and video learning programs on management, motivation, and personal success.

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INTRODUCTION Why are some people more successful in their careers than others? Why do some people grow and flourish, get promoted more often, move ahead rapidly, and enjoy greater satisfaction in their life and work? Is the person who earns \$250,000 per year ten times smarter, better, or more capable than a person who earns \$25,000 per year? Of course not! In a research study, 1,000 adults were given standard IQ tests. The most intelligent person in the sample was only 2.5 times smarter than the least intelligent person in the group. The income difference, however, was astonishing! The highest-paid person in the sample was earning 100 times more than the income of the lowest-paid person in the sample. Here is another important point. The highest-paid person in the sample was not the most intelligent in terms of IQ. The lowest-paid person in the sample was not the least intelligent. Up to a certain point, intelligence, or raw natural talent, had something to do with the success or lack of success of the individual. But after that, it came down to personal qualities, hard work, continuous learning, and excellent time management.

The Winning Edge Concept The Pareto principle states that the top 20 percent of income earners take in 80 percent of the total income in any business or industry. Meanwhile, the bottom 80 percent of income earners share only 20 percent of the total income. Why does this happen? After many years of research and study, we finally have the answers to these questions. The starting point is called the "winning edge concept," which says that small, marginal differences in competence in vital areas can translate into enormous differences in results. This concept also states that small weaknesses in critical areas can, in themselves, be sufficient to keep individuals at low levels of achievement and income, year after year, whether or not they are aware of those weaknesses. If a horse runs in a horse race and comes in first by a nose, it wins ten times the prize money of the horse that comes in second, by a nose. Does this mean that the horse that comes in first by a nose is ten times faster than the second-place horse? Of course not. Is the winning horse five times faster or 50 percent faster? Is it 10 percent faster? No, the difference between the winners and the losers, the famous champions and the has-beens who are forgotten to history, is only about 3 percent in the critical areas.

Achieving Elite Performance In his work on elite performance, K. Anders Ericsson found that the people at the top of any field were characterized by having invested more time over their careers to hone their most important skills, while the others had not. There is an excellent quote from Henry Wadsworth Longfellow that describes the most successful people of every age: Those heights by great men, won and kept, Were not achieved by sudden flight; But they, while their companions slept, Were toiling upward in the night.

Everything Counts This book contains twenty-one ideas that you can use to begin developing the key requirements for personal success, while simultaneously ridding yourself of deficiencies that may be holding you back. This book is based on the Law of Accumulation, which says that "everything counts"; Everything you do on a day-to-day basis, every decision you make, every action you take or fail to take, accumulates over time and ultimately manifests in your success, or lack thereof. Consistent application of the ideas in this book can lead you to greater success, faster than you ever imagined possible. Let's begin.