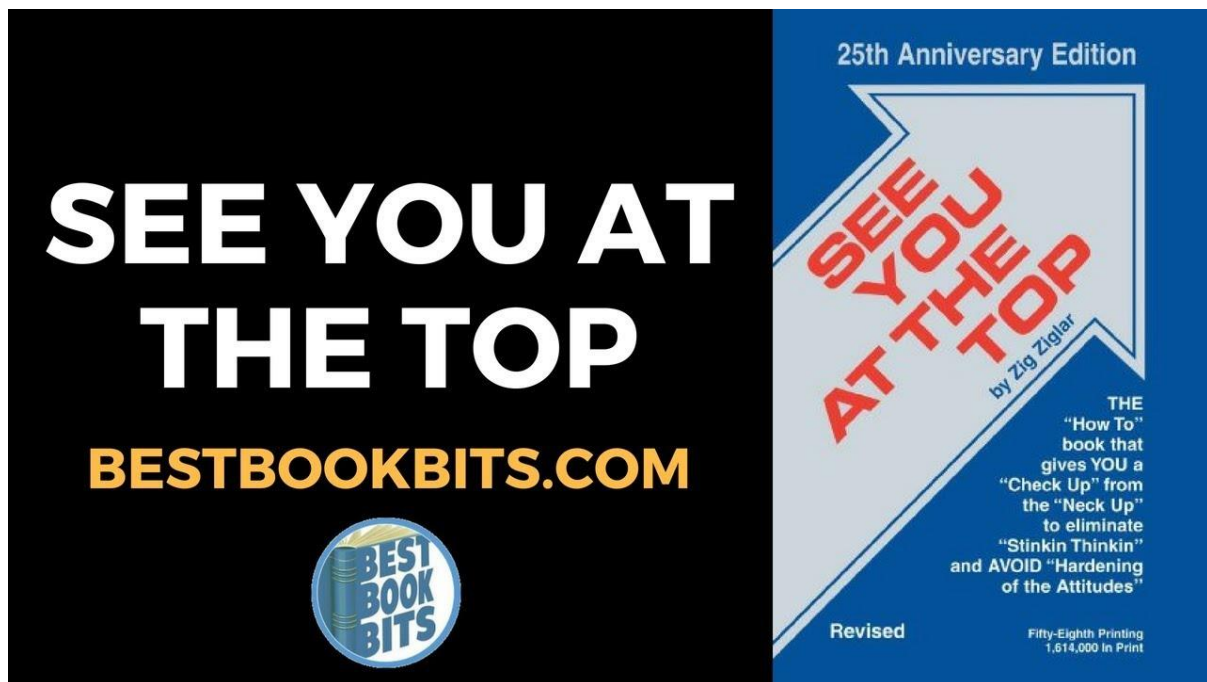


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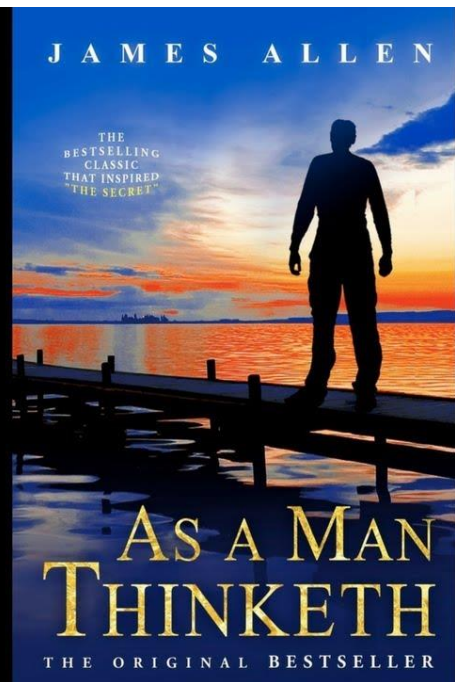


- Success is a stairway, and the elevator is out.
- Six steps to climb the ladder of success. 1) Self-image 2) Your relationship with others 3) Goals 4) Attitude 5) Work 6) Desire
- Cultivate a winning self-image
- There is no free lunch so stop expecting success to just fall in to your lap.
- If you want to succeed get out there and generate some motion in your business.
- Day after day and continually learning/improving certainly greatly increases your chances.

19)

# AS A MAN THINKETH

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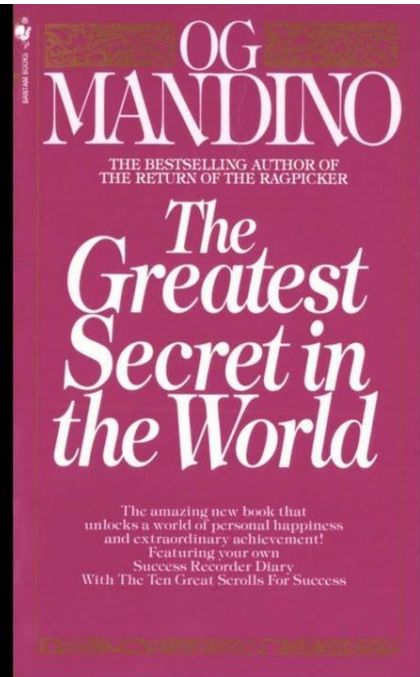


- They themselves are makers of themselves.
- His character being the complete sum of all his thoughts.
- Every act of a man springs from the hidden seeds of thought.
- That man is the master of thought, the moulder of character, and the maker and shaper of condition, environment and destiny.
- The outer conditions of a person's life will always be found to be harmoniously related to his inner state.
- Thought is the foundation of action, life, the manifestation.
- He who have conquered doubt he has conquered failure.
- The greatest achievement was the first and for a time a dream.

**18)**

# THE GREATEST SECRET IN THE WORLD

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- The most valuable result of all education is to make you do the thing you have to do, when it ought to be done, whether you like it or not.
- Simplicity is the keynote of success in any endeavour.
- The worst enemy you have...your bad habits.
- In truth, the only difference between those who have failed and those who have succeeded lies in the difference of their habits. Good habits are the key to all success.
- I will form good habits and become their slave.
- I will persist until I succeed.
- The best-men are not those have waited for chances but who have taken them.
  
- Folks who never do any more than they get paid for, never get paid for any more than they do.

# THE ESSENCE OF SUCCESS

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# THE ESSENCE OF SUCCESS



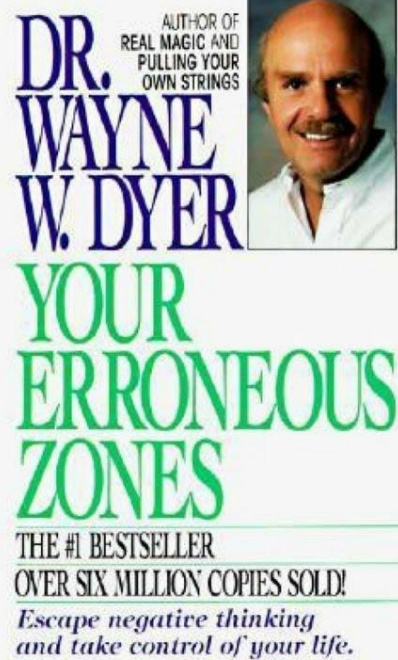
Earl Nightingale

- We become what we think about.
- As ye sow, so shall ye reap.
- The establishment of a goal is the key to successful living.
- Focus on one objective at a time. Like a servo-mechanic, the brain, set on a target, will call into play those mental processes that will bring your efforts to fruition.
- All growth depends upon activity.
- Carry a card around with you that says Patience.
- No one can become rich in any way without serving others.
- Nothing in the world will take the place of persistence.
- Give to every person with whom you deal more than you take from him.

**16)**

# YOUR ERRONEOUS ZONES

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- Your thoughts are your own, uniquely yours to keep, change, share, or contemplate. No one else can get inside your head and have your own thoughts as you experience them. You do indeed control your thoughts, and your brain is your own to use as you so determine.
- Happiness is an absence of approval-seeking.
- The best antidote to worry is action.
- The unknown is where growth resides. Both for civilization and for the individual.
- Eliminate external references of comparison.
- Make a decision to live five minutes at a time.
- Doers do. Critics blame and complain.

15)

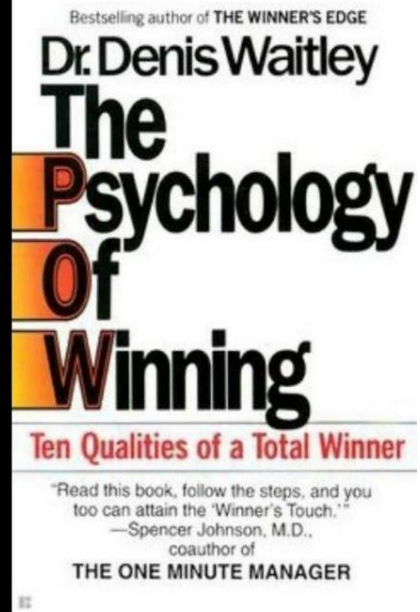


- The moment you have an instinct to act on a goal you must count 5-4-3-2-1 and physically move or your brain will stop you.
- Courage is the ability to do something that is difficult or scary. Stepping outside of your comfort zone. Sharing your ideas, speaking up, or showing up. Standing firm in your beliefs and values. And some days...getting out of bed.
- Pushing yourself to take simple actions creates a chain reaction in your confidence and your productivity.
- Operate with a bias toward action.
- It's not the big moves that define our lives; it's the smallest ones.
- The difference between people who make their dreams come true and those of us who don't is just one thing: the courage to start and the discipline to keep going.
- Productivity can be boiled down to one word—FOCUS.
- Learn how to manage distractions.



# THE PSYCHOLOGY OF WINNING

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- Winning' is taking the talent and potential you were born with, and have since developed, and using it fully toward a goal or purpose that makes you happy.
- One clear distinction Waitley makes between life's winners and losers is that winners build good habits that help them succeed while losers retain all their bad habits and are content to live a life with fear and regret.
- Self-Projection: Make a movie in your head that shows you achieving that goal.
- To achieve anything of substance you will want goals that are clearly defined.
- Create SMART Goals: Specific, Measurable, Assignable, Realistic and Time-bound.
- There are no success hacks. To achieve your goals you will need to build the hard habits. You will need the self-discipline to keep them going... and the self-discipline to start them once again if you happen to fail the first time.
- The winners will have self talk that helps them strengthen their self-image and self-discipline. The losers are the ones who too listen too frequently to negative self talks.

13)



- Set targets that are 10X the goals you would ever dream of.
- In order to go farther than you ever thought possible you must both think and act at levels 10X beyond the norm.
- You will either work to accomplish your goals and dreams or you'll be used to accomplish someone else's goals and dreams.
- It is your duty to be successful. Do not view success as an option.
- Money and power follow attention.
- You have to be obsessed. Nobody has ever accomplished something incredible without obsession.
- Taking massive actions is the only way to fulfill your true potential.
- Successful people pay more attention to the goal than to the problem.
- Commit first, figure out later.
- You are the sum total of the five people who are closest to you, so surround yourself with great thinkers and doers.

12)



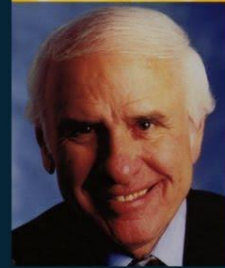
# 7 STRATEGIES FOR WEALTH & HAPPINESS

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## 7 Strategies for WEALTH & HAPPINESS

Power Ideas from America's



Foremost  
Business  
Philosopher

**JIM ROHN**

- Be a student, not merely a follower.
- Success is no more than the natural consequence of consistently applying the fundamentals of success to life.
- There are always a half-dozen things that make eighty percent of the difference.
- Discipline is the foundation on which all success is built. Lack of discipline inevitably leads to failure.
- A new discipline immediately changes the direction of your life, like a ship turning in mid-ocean and heading toward a new destination.
- Income rarely exceeds personal development.
- Don't spend minor time on major things.
- Don't spend major money on minor things, and, conversely, don't spend minor money on major things.
- The only way it gets better for you is when you get better.
- How do I develop an above-average income? The answer is, become an above-average person.

**11)**

# SUCCESS THROUGH A POSITIVE MENTAL ATTITUDE

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WITH A NEW INTRODUCTION BY  
W. CLEMENT STONE

## SUCCESS THROUGH A POSITIVE MENTAL ATTITUDE

THE WORLD-FAMOUS BOOK THAT  
COULD BE WORTH MILLIONS TO YOU!

NAPOLEON HILL  
AUTHOR OF *THINK AND GROW RICH*  
W. CLEMENT STONE  
PREFACE BY OG MANDINO

- Our attitudes shape our future. This is a universal law.
- Nothing is ever accomplished without work. If I leave you nothing else but the will to work, I will have left you the priceless gift: the joy of work.
- Identify yourself with a successful image.
- Definiteness of purpose is the starting point of all achievement. Definiteness of purpose, combined with PMA, is the starting point of all worthwhile achievement.
- Ask and it shall be given you; seek and ye shall find; knock, and it shall be opened unto you.
- Direct your thoughts control your emotions and you ordain your destiny.
- A negative mental attitude is one of the primary causes of failure.
- Thinking is not creative unless it is followed through with action.
- It takes only one idea, followed by action, to succeed when others fail.
- For knowledge doesn't make you successful, but application of the knowledge will. Action!
- You are what your habits make you.
- Anything in life worth having is worth working for.
- Develop an obsession, a magnificent obsession to help others.

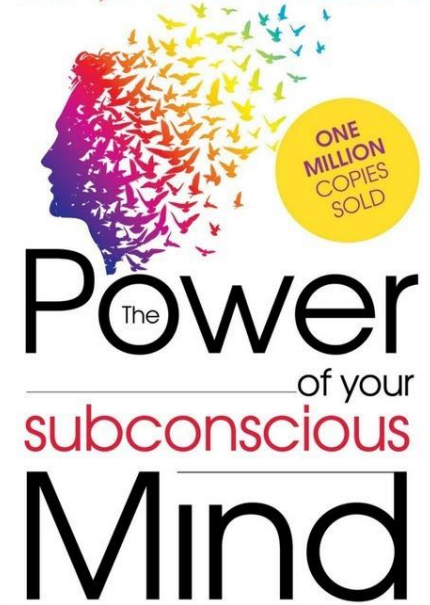
10)

# THE POWER OF YOUR SUBCONSCIOUS MIND

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DR. JOSEPH MURPHY



- Whatever you believe on a conscious level, you'll impress onto your subconscious mind. Your subconscious doesn't have the power to choose, it simply takes what you give it, and executes it.
- By first *imagining* something in your subconscious, you can give it effect to happen in real life.
- The principle with which your subconscious mind works is *belief*. Merely thinking that you'll be successful is not enough. Not only do you have to *want* it, but you need to *believe* that you are.
- The difference between a thought and a belief is the *feeling*. A thought is just an idea, whereas a belief is a thought with a *feeling*.
- Your subconscious is always reproducing according to your habitual mental patterns.
- Once you repeat something to yourself enough times, you start to believe it's true.

09)

# DISCIPLINE EQUALS FREEDOM

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DISCIPLINE  
EQUALS  
FREEDOM

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- Stop researching every aspect of it and reading all about it and debating the pros and cons of it ... Start doing it.
- Don't count on motivation. Count on Discipline.
- The only thing that matters is that you actually do, so DO!
- You have control over your mind. You just have to assert it.
- Discipline starts with waking up early.
- Discipline is about facing your fears so you can conquer them. Discipline means taking the hard road — the uphill road.
- Discipline can seem like your worst enemy. But in reality it is your best friend. It will take care of you like nothing else can.
- Question yourself every day.
- Fight: Go down swinging.
- The people who are successful decide they are going to be successful. They make that choice.
- The only thing that matters is that you actually do.

**08)**

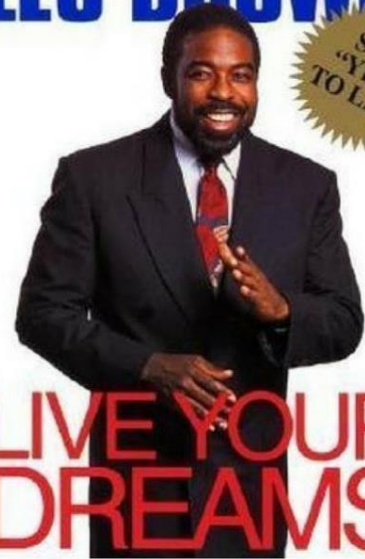
# LIVE YOUR DREAMS

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HELP YOU REACH FOR THE SUCCESS YOU DESERVE

## LES BROWN



SAY  
"YES"  
TO LIFE

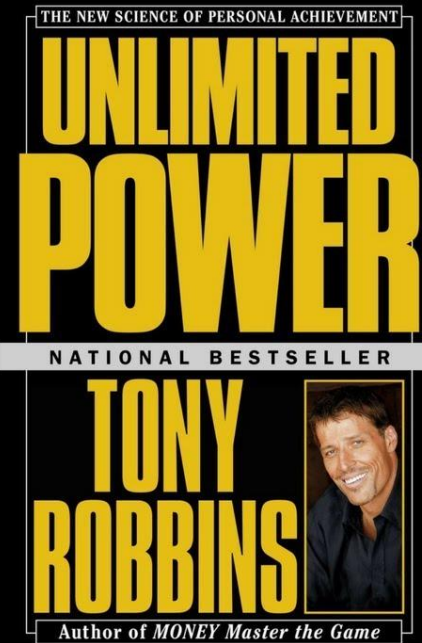
## LIVE YOUR DREAMS

- There comes a time when you have to drop your burdens in order to fight for yourself and your dreams.
- You must walk by faith and not by sight.
- If you summon the courage to go after your dream, life will provide the answers.
- Wanting something is not enough. You must hunger for it. Your motivation must be absolutely compelling.
- Many of us go through life with brakes on. The brakes of fear, the brakes of procrastination, the brakes of unworthiness, the brakes of negative thinking.
- Develop a sense of urgency in your life. Take actions now that will move you toward your goals.
- You must endure the turbulence of change in order to grow.
- Life is an ongoing war with insecurities and fears.
- Process of personal growth involves four stages of increased awareness in the areas of: self-knowledge, self-approval, self-commitment and self-fulfilment.
- Goals help you channel your energy into action. They place you in charge of your life.
- Most people take their dreams to the grave with them.
- If you want to make it happen, you have to be relentless.

07)

# UNLIMITED POWER

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- Success is the ongoing process of striving to become more.
- You shape your perceptions, or someone shapes them for you.
- The difference all come down to the way in which we communicate with ourselves and the actions we take.
- Anything any human being does can modelled. Modelling is the pathway to excellence.
- If you can change a state, you can change a behavior.
- To change our own behaviors, we have to start with our own beliefs.
- Believing it can be done becomes a self-fulfilling prophecy.
- Belief in limits, creates limited people.
- All human behavior revolves around the urge to gain pleasure or avoid pain.
- Key ingredient of success: the ability to eliminate from your own environment triggers that tend to put you in negative or unresourceful states, while installing positive ones in yourself and in others.

**06)**



# HOW TO STOP WORRYING AND START LIVING

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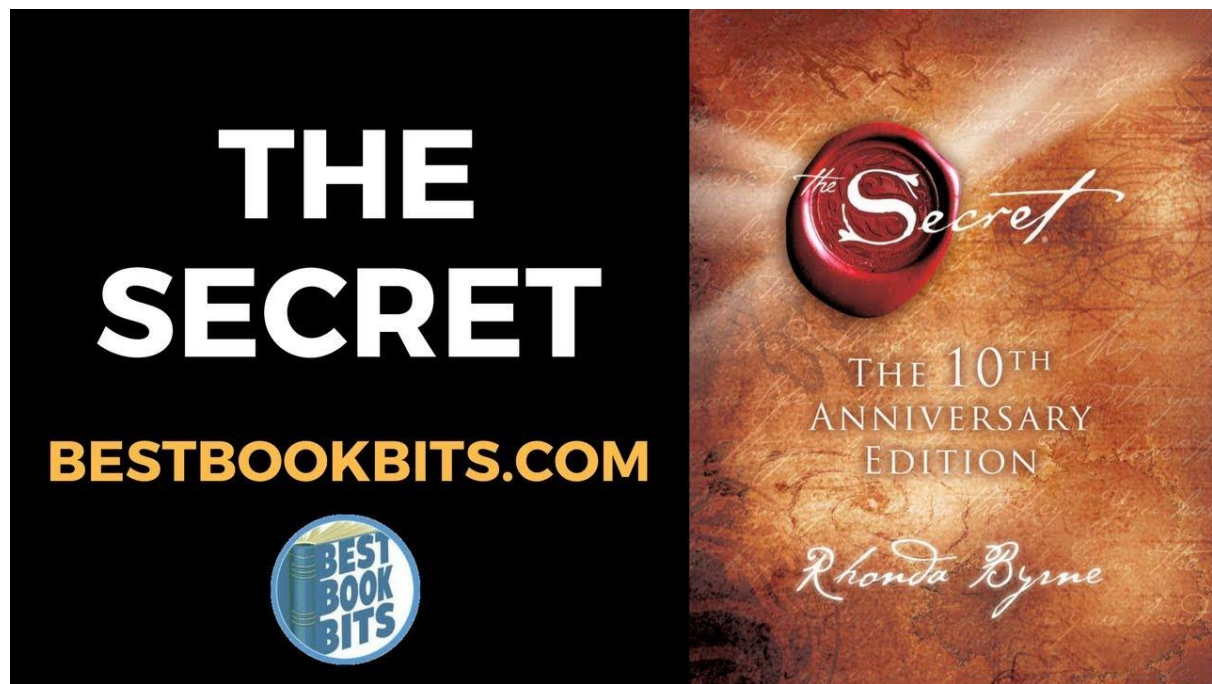
*How to Stop  
Worrying  
and Start  
• Living •*

TIME-TESTED METHODS  
FOR CONQUERING WORRY

**DALE  
CARNEGIE**  
BESTSELLING AUTHOR OF  
*How to Win Friends and Influence People*

- Our main business is not to see what lies dimly at a distance, but to do what lies clearly at hand.
- Shut the iron doors on the past and the future. Live in Day-tight Compartments.
- The best possible way to prepare for tomorrow is to concentrate with all your intelligence, all your enthusiasm, on doing today's work superbly today. That is the only possible way you can prepare for the future.
- There comes a time when we must decide and act and never look back.
- The remedy for worry is to get completely occupied doing something constructive.
- Ninety nine percent of the things I worried about never happened.
- There is only one way to happiness, and that is to cease worrying about things which are beyond the power of our will.
- The biggest problem you and I have to deal with-in fact, almost the only problem we have to deal with-is choosing the right thoughts.
- Let's not imitate others. Let's find ourselves and be ourselves.
- Forget yourself by becoming interested in others. Do every day a good deed that will put a smile of joy on someone's face.
- Worry goes when exercise begins.
- Face the worst that can happen.

05)



- The great secret of life is the law of attraction.
- You become what you think about most, but you also attract what you think about most.
- Your mind is actually shaping the world around you.
- You are like a human transmission tower, transmitting a frequency with your thoughts. If you want to change anything in your life, change the frequency by changing your thoughts.
- The first step is to ask. Make a command to the Universe. Let the Universe know what you want. The Universe responds to your thoughts.
- Step two is believe. Believe that it's already yours. Have what I love to call unwavering faith. Believing in the unseen.
- Step three, and the final step in the process, is to receive. Begin to feel wonderful about it. Feel the way you will feel once it arrives. Feel it now.
- Everyone visualizes whether he knows it or not. Visualizing is the great secret of success.
- Happier thoughts lead to essentially a happier biochemistry.
- Man becomes what he thinks about.

**04)**

# PSYCHO CYBERNETICS

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# PSYCHO- CYBERNETICS

JOIN THE MILLIONS WHO ARE  
ADDING MORE YEARS TO LIFE—AND MORE  
LIFE TO THEIR YEARS—WITH THE REMARKABLE  
DISCOVERIES IN THIS BOOK!

**MAXWELL MALTZ,**  
M.D., F.I.C.S.

A RENOWNED  
DOCTOR'S  
SIMPLE SCIENTIFIC  
AND REVOLUTIONARY  
PROGRAM FOR  
HEALTH AND SUCCESS

- Your life is like a machine that you can develop, control, and change through your thoughts and beliefs.
- Whether we realize it or not, each of us carries about with us a mental blueprint or picture of ourselves...It has been built up from our own beliefs about ourselves.
- Your self-image has developed as a result of your past experiences. You tend to believe this self-image, and live your life based on this belief of yourself.
- True happiness and satisfaction in life comes from “an adequate and realistic self-image that you can live with.”
- True happiness and satisfaction in life comes from “an adequate and realistic self-image that you can live with.”
- Every human being has been literally “engineered for success” by his Creator. Every human being has access to a power greater than himself.”
- Your thoughts and actions are based on what you imagine as truth.
- Your physical brain and body functions as a machine which “YOU” operate.
- Seeing yourself differently will lead to acting differently, and improving yourself.
- Happiness is learned behavior and thoughts.

**03)**

# MAXIMUM ACHIEVEMENT

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"This great book can be your key to success and happiness if you will only follow its powerful principles." — Og Mandino

# MAXIMUM ACHIEVEMENT

Strategies and Skills That Will Unlock  
Your Hidden Powers to Succeed

Featuring the Author

AUDIO

# BRIAN TRACY

- If you can determine exactly what it is you want, you can find out how others have achieved it before you. If you then do the same things they have done, you'll achieve the same results they have.
- Your future will become limited only by your imagination.
- Your first job is to create a blueprint, a clear picture of where you are going and what it will look like when you get there.
- Failing to plan is planning to fail.
- Your main job, in taking control of your life and your future, is to become the conductor of your own orchestra.
- How you think about any situation determines how you feel, and your feelings determine your behavior.
- Self-discipline, self-mastery, self-control all begin with you taking control of your thinking.
- If you believe it strongly enough, it becomes your reality.
- You can never rise any higher than your expectations of yourself.
- Outer world is a reflection of your inner world.
- To achieve different results, you must become a different person. You must change your goals and ideals for -yourself and develop a new self-image.
- All improvement in your life begins with an improvement in your mental pictures.
- Acting the part, walk, talk and act exactly as if you were already the person you desire to be.
- The starting point of personal liberation is for you to accept complete responsibility for who you are and for everything that you become.

# THINK AND GROW RICH

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THIS BOOK COULD BE WORTH A  
MILLION DOLLARS TO YOU.

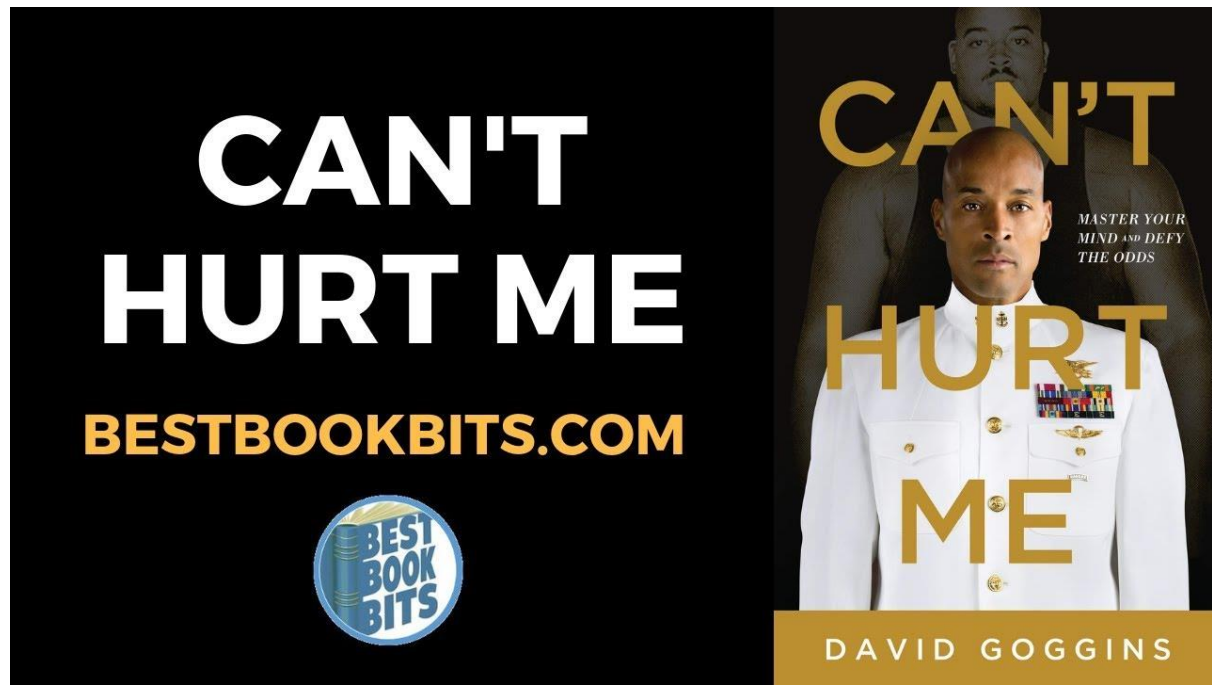
# THINK & GROW RICH

BY  
**NAPOLEON HILL**

- All achievement, all earned riches, have their beginning in an idea.
- One sound idea is all that one needs to achieve success.
- Truly, “thoughts are things,” and powerful things at that, when they are mixed with definiteness of purpose, persistence, and a burning desire for their translation into riches, or other material objects.
- Success comes to those who become success conscious.
- Every person who wins in any undertaking must be willing to burn his ships and cut all sources of retreat.
- Determine exactly what you intend to give in return for the money you desire. There is no such reality as “something for nothing.
- Remember, no more effort is required to aim high in life, to demand abundance and prosperity, than is required to accept misery and poverty.
- Nothing is impossible to the person who backs desire with enduring faith.
- Faith is the starting point of all accumulation of riches.
- I know through the principle of auto-suggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining the object.
- Man can create anything which he can imagine.

**01)**





- Seek out pain, fall in love with suffering, and transform yourself from weak to strong.
- Call yourself out!
- Accountability Mirror. Write all your insecurities, dreams, and goals on Post-Its and tag up your mirror. Whatever your goal, you'll help to hold yourself accountable for the small steps it will take to get there. Self-improvement takes dedication and self-discipline. The dirty mirror you see every day is going to reveal the truth. Stop ignoring it. Use it to your advantage.
- The first step on the journey toward a calloused mind is stepping outside your comfort zone on a regular basis.
- Never forget that all emotional and physical anguish is finite! It all ends eventually.
- The human body can withstand and accomplish a hell of a lot more than most of us think possible, and that it all begins and ends in the mind.
- The 40% Rule. most of us give up when we've only given around 40 percent of our maximum effort. Even when we feel like we've reached our absolute limit, we still have 60 percent more to give!
- We must remove our governor.
- We don't rise to the level of our expectations, we fall to the level of our training.
- Be uncommon among uncommon.
- Don't let your desire for comfort rule you.
- Take souls.
- Life is one long imaginary game that has no scoreboard, no referee, and isn't over until we're dead and buried.