

**Teleseminar Transcript**  
**“Brian Speaks Out”**  
**October 8<sup>th</sup>, 2009**

Hello everybody, this is Brian Tracy and thank you very much for being on this Teleseminar. I know that your time is valuable, and so I am going to give you as much helpful information as I can, packed into the shortest amount of time. Make sure you stay on the whole time as I have something very special for you at the end. We’re going to get started now...

You know, about twenty-seven years ago I gave my first public seminar. I had already spoken for my own sales organizations and trained people and spoken for business groups and so on. And then I decided to give seminars. I had basically one idea in mind. And that was to help people achieve their goals faster than they ever could in the absence of my help. And that’s been my mission from the very beginning. And so everything I’ve done since then, and I’ve now spoken to more than 5,000 audiences in 54 countries, has been to try to give people practical, actionable ideas. I was just in a meeting in our office and several of us were talking about the key to success. The key to success has never changed. It is to decide what you want, and then to take action. It is to decide your goals and then take action, do something, get on with it.

Now one of the things we talked about today, which is particularly helpful to you listening, is that the most important thing in life is results, and results are measurable. So what superior people do is they decide upon the results that they want to get in order to achieve their goals or improve their lives, and then they focus on those results and they focus on the numbers. We call this the focal point process, which we’ll touch on a little later. The focal point process says pick the most important number which is called the economic denominator, the success in which will determine more success than anything else in a particular area. For example, if you want to lose weight, the economic denominator is your waist size. Now people don’t want that. They say they want it to be their cholesterol level or their body mass index (BMD). No, no, no. It’s your waist size. If you focus on your waist size, that will tell you exactly how well it is working. In every business, every life, every career there is a number. So, as we talk, think about specific results that you can get, and specific numbers you can attach to those results.

Now let’s begin. I have a series of questions here submitted by you listening and by and other people. So let me answer these questions as well as I can.

**Q1      When you ask us to imagine that we only have six months to live and two million dollars, how would we live our lives? I have a difficult time with my answer and you stated that this is the most important question you can ask. Can you talk a little more about the importance of this question and how I can answer?**

A1      One of the great questions in life is “what do I really want to do with my life?” What do I really want to accomplish? And one of the exercises that Stephen Covey recommends in his books and that

many other people recommend is to ask yourself “what would I want people to say at my own funeral?” If you could write your own obituary or eulogy, what would you want people to say? Now, over the years I’ve been asked to give eulogies at funerals. It is one of the most difficult talks to give, because you are only asked to do so if you have a personal relationship with the person. I gave a eulogy for a man some time ago who had been a good friend of mine and a good advisor. I opened the eulogy with the words, “He was a great man.” And then I went on to explain why he was a great man and the influence he had on me and on other people. And then later I started to think, you know, what would I want people to say about me, and I would want them to say the same thing. And you also have to ask if people were to meet your children or your spouse after you passed away. And you said so-and-so was my father, mother, so-and-so was my spouse. What would you want them to say? Well, I think you would want them to say “He or she was a wonderful person, or was a good friend.”

And so, you say if you only had six months to live and all the money you wanted; two million in the bank, how would you live your life? The purpose of this question is to ask you if you had no fears of failure and no limitations, what would you do differently from what you are doing today? Sometimes in my seminars I ask people “What would you do if you had a million dollars, cash?” Half the audience says “I’d quit my job.” A third of the audience says I’d get out of my marriage. A quarter of the audience says they would move away, try something new, or start a new business. It’s absolutely amazing how trapped people feel because they don’t have enough money. So the purpose of the question, if you only had a short time and lots of money, what would you do differently. And then what you need to have is what we call the C word. You have to have the courage to take action. Imagine that you have the money already and then simply take action. And it is absolutely amazing what happens. There seems to be a process in the universe. If you decide to be, do, or have something different, suddenly the universe all conspires to make it all possible for you. And you learn that you didn’t really need any money, you didn’t really need the threat of six months hanging over your head, all you had to have was courage. So that’s the answer to the first question.

**Q2 To succeed faster, easier, and with more fun, what is the most important hour of your day?**

A2 This is a great question because many years ago as I began to study success, I found that successful people get up early, and they use the first hour to prepare for their day. Henry Ward Becher, a great philosopher and teacher once said that the first hour is the rudder of the day. Other people say that the first hour is the golden hour. Because it is what you put into your mind in the first hour that has the greatest impact on your day. Now, I believe in spiritual things so my great joy in life is getting up and exercising. I like to do yoga, stretching, and sometimes vigorous exercise. This morning I swam eighty minutes continuous, a mile and a half, plus 350 sit-ups. I like to get really cranked up at the beginning of the day, and then do some spiritual reading. And just feed your mind; almost is if you take the top of your brain off and just pour beautiful ideas in. Love, compassion, acceptance of responsibility, trust in a higher power, and so on.

And what that does is it kind of sets you up for the whole day. So for more than twenty-five years, I’ve

been encouraging people to get up in the morning and read something motivational, educational, or spiritual. Read something that makes you feel happier and more positive about your life. And what that does, like drinking a fresh glass of orange juice first thing in the morning, kind of sets you up for the day. Now what do most people do? Well, the first hour is when your conscious and sub-conscious mind is most receptive to impressions. Like wet clay with marks impressed on it. What most people do is they get up too late because they didn't get to bed early. They grumble at the alarm clock, they growl at whoever is there. First thing they do is switch on the television and watch all the garbage and news and rape and murder and corruption, and that's just the political part. Then they drink some coffee, read the paper, and re-read all of the terrible things that have happened and so on. And at the last minute they rush out to work and they beep their horn and they're angry because they're behind schedule, and they then start off their whole day crumbly. So here's what I recommend, and have recommended for years, and it's life changing. Schedule your time so that you are up two hours before your appointment. If you have to be at work at 8:30 am, get up at 6:30, if you have your first appointment at 9 am get up at 7 am, and invest the first hour in yourself.

Remember, you are the most precious person in your entire world and when you invest the first hour in yourself, the whole rest of your day will be better. Every time I do this I'm astonished at how much better my day is. And every time I fail to invest that first hour in myself I am amazed at how many problems, irritations and aggravations that I have.

**Q3      When I was single and younger I set and accomplished a long list of goals. Now that I am married with two young children I find myself less ambitious. Do you have suggestions for achieving professional success while balancing that with making time for my family.**

A3      This depends on whether you are the mother or the father. If you are the father there is good news for you. More men earn more money, accomplish more, become more successful, move ahead faster in their lives after they get married and have children than ever before. There is something within the psyche of a man that causes him to want to be a good hunter. He wants to bring home the game for his family. This goes back 100,000 years into pre-history. Once they marry and have children they feel a great sense of responsibility to their wives and to their children. They are willing to work long hours.

The average man dies about eight years before the average woman. This is because men are literally willing to work themselves to death, to take on far more stress, take on far more danger, work far harder, have more heart attacks and so on because they feel so strongly about providing for their families. This is something that many women don't understand, but men are genetically created so that when we have the responsibility of a wife and children we become very determined to provide well for them. Therefore if you find your ambition slackening, one of the reasons could be that you're really busy and sometimes too tired. So what you need to do is ask yourself, "What kind of an example do I want to set for my children." "What kind of goals do I want to accomplish for them, and what sort of things do I want to make possible for them?" And so, I suggest that whatever you're earning today--set a goal of earning twice that amount. Then write down, "If I could earn twice as much, what would I

want to do for my family?” And the rule is that you can accomplish any “What” if you have a big enough “Why.” In other words, if you have enough reasons for wanting to be more successful in your career, especially for your family and people you care about, you can be far more driven and focused and motivated than if not. Now if this question is written by a woman with two young children and finding herself less ambitious, one of the things you have to understand is that a woman completes herself by having children, bringing children into the world. It’s a psychological, emotional and physical completion. Where men are designed by nature to bring children into the world, and in many cases feel very uncomfortable, very much as if they missed something if they don’t. Once you have had children, then you have accomplished the great purpose in life. Now, your overarching purpose is to raise them as happy, healthy, self-confident children. To take wonderful care of them. And this is not only a great goal and a great ambition, but it takes twenty years, and is one of the hardest things you do in your life. You work sixteen hours a day with no appreciation and no overtime pay. And if you raise your children happy and healthy, they’ll blame you for all their problems for at least ten or twenty years until they have children of their own.

I was just talking to my wife Barbara yesterday, and she is spending time with our daughter, Christina, who has two young children now. Christina, for the first time, realizes what Barbara went through in raising her. She said, “Now I understand.” So after all these twenty-eight years, she understands what Barbara did. All the time she put in, all the care, all the patience and so on. So if you’re a man and you have children, your job is to make it possible for your children to get a great education and have a good life. If you’re a woman and you have children, your job is to raise them happy, healthy, and self-confident.

**Q4     Brian, I really love your information and advice. Here’s the problem or the question; I have gathered so much information on how to develop myself and my business that I am overwhelmed with information. (BT: and by the way this is quite common in our society today) All the information is great but where do I start? I feel like I am overflowing with information but not taking any action. Should I try one system and stick with it or try a few and hope for the best?**

A4     Well, let me answer that very quickly. First of all, any system is better than no system, and one system is the same as riding one bicycle rather than two bicycles. Second of all, you need every day to have a “to-do” list and a “not-to-do” list. The major problem that people have is that they are overwhelmed with information but they are taking no specific action, or they are trying to take too many actions. So, we say that the three most important words in success are *concentration* on a single point, *completion* of that particular task, and then *closure*, and bringing closure to a job.

Some of the most important work in time management today says that the greatest stress factor today is lack of closure. It is that you have too many open loops, or too many tasks that are not complete. They are half-done, one quarter done, three quarters done, 10% done. So the starting point of every success is, make a list of every single task that you have to do, and then organize the tasks and say, “If I were to complete this 100% satisfactorily, which one of these tasks would have the greatest positive

impact on my work or my life?, and then go to work on that task. The great challenge today is lack of action. People are either doing 100 things or doing nothing, or they are doing things of no value. So the answer to your question is: pick one thing, one action, or one project and complete it 100%. And if you'll just do that, one at a time, like a frog jumping from lily pad to lily pad, you'll take complete control of your life.

**Q5 I've been studying and learning but have not broken through yet. What is stopping me having the breakthrough? What advice can you give me?**

A5 The answer is that you are studying and studying but you're not taking action. It's the joke about ready, ready, ready, aim, aim, aim, but never firing. And what you have to do is get a little bit of information and take action immediately. All success begins from taking the first step. Let me repeat that: All success begins from taking the first step. And once you decide upon a goal or an action, you can always see the first step; you always know what it is. And what you have to discipline yourself to do is move out of the comfort zone where you are comfortable and you're not doing anything, and force yourself to take the first step. Just launch.

You know the old saying, "Leap, and the net will appear." Your job is to leap, and the net will appear. Take the first action, and engage in what they call in military terms, the continuous offensive. The continuous offensive means you are always on the attack. You are always taking action, you're always moving forward, you're always thinking, and you ask this question: What is my next action? What specific action am I going to take, what specific result am I going to accomplish? And that's how you break yourself out of this studying and learning cycle. Remember, you'll never study or learn enough. The thing is to just get going.

**Q6 I'm currently an employee, but would like to eventually own my own successful business. Do you have any advice how I can make the shift, or at least begin to make the shift in a way that doesn't disrupt the security of my current job?**

A6 The deepest human need is for security. Safety and security are the deepest needs on the Maslowian pyramid. Therefore, being concerned about security in your current job is very healthy. So what you do is start a part-time job. To find out what part-time jobs are available, you can go to your bookstore and find a book called "A Thousand and One ways to Start a Business for under \$100." Or you can find it on the internet. Check out Entrepreneur.com and look at all the fabulous books they have on every single aspect of starting a business in thirty or forty different categories with workbooks, templates and business plans. The amount of information available to you, since there are roughly 500,000 new businesses started monthly, is staggering. So turn off your television, fold your newspaper, get the information and then start on a small scale. You can start for less than \$100 and you try this and you try that.

Understand that in business, the critical skill is to sell a product or service to someone and collect the money. This takes a little bit of time to learn. Sometimes I ask my audiences if anybody here can ride a

bicycle, and everybody puts up their hand. I was in China recently and asked the same question and got the same answer. Then I asked what happened the first time they tried, and you know what they said? "I fell off." Of course they did, everybody falls off. But then what did you do. "I got back on." Exactly! You now know the secret to success. Get on the bicycle, fall off, and get back on. Try a small business, talk with some customers, fall off, make some mistakes, and get back on. Pretty soon you'll be able to ride the bicycle all day, and you don't have to leave the security of your current job.

**Q7 I have been in network marketing for almost five years, and have no one in my down-line. What advice can you provide?**

A7 The answer is that network marketing is not for you. If it's for you, it grabs you by the lapels. It jerks you; you love it so much you want to talk to people about it, you want to share your ideas with people, and you want to recruit people. If you have nobody after five years, then move on. It's obviously not for you. Remember, there are 100,000 job categories in America. Most of them, probably 99% of them are not meant for you, but that still leaves about a thousand that are. And obviously network marketing is not for you. Remember this: in life, one of the most important responsibilities you have is to work hard to find something that you really care about, put your whole heart into it and keep working on it until you are successful. And if you can't put your whole heart into it, that means that it is just wrong for you. It is just like going out with the wrong man or woman--doesn't mean there is anything wrong with him or her, it just means that they are not the right one for you.

**Q8 Can you recommend a good method for eliminating fear demons, due to being self employed, which I am, and have been all my life? Fear of failure, fear of humiliation, or public speaking, fear of losing money before making it. I struggle with this a lot. What do you, or did you do in your darkest moments of doubt?**

A8 Well, number one, understand this, that everyone is afraid. Everyone listening has tremendous feelings of fear or rejection. We have fears of loss and fears of poverty, fears of sickness and ill health, and so on. The difference between heroes and cowards is that heroes act in spite of the situation, and go ahead. They act in spite of their fears. One of the great goals in life is to learn how to overcome fear. Just like you learn how to bathe and brush your teeth, you learn how to overcome fear.

So one of the most effective tools discovered in the field of psychology, is to identify your fear clearly. Ask yourself, "What is the fear; what am I afraid of?" And then write it down. Okay, I'm afraid of being poor, I'm afraid nobody will love me, I'm afraid of ill health in my old age. These are normal fears. Everybody has them. Then you ask, "How does this fear hold me back? Then think about it. Well, it holds me back from doing this or doing that? Then the next question is, "How does this fear help me?" "What can it make me do?" Fear of failure makes you work harder, save your money and upgrade your skills so that you don't fail. Finally, ask what would be the benefit of eliminating this fear? If I didn't have this fear at all, how would I act differently? And the last question is; "How would I act differently if I had no fears at all? What they have found over the last two hundred years is that the only way to overcome the fear is to act as if you don't have the fear at all. You fake it until you make it. You pretend

and act as if you didn't have the fear. If you do that, surprise, surprise, the fear actually goes away.

**Q9 Do you have one or two bottom line suggestions to help break procrastination?**

A9 Well, I've written an entire book on the subject called *Eat that Frog; 21 great ways to overcome procrastination and get more done faster*. If you haven't read or listened to it then run, don't walk and get it because it is the best-selling book on the subject in the history of the world, now reprinted in thirty-two languages. The key to overcoming procrastination very quickly is to pick one task that you are procrastinating on and resolve to work on in for five minutes. This is called *chunking*. Just spend five minutes on it and then get back to whatever useless thing you were going. Another approach is called the *Swiss cheese method*, where you punch a hole in the task and decide to just one part of the task, and that will be enough for now. A third approach is the *salami slice*; where you just slice one piece of the task do that. What we have found is that the hardest thing of all is to get started, and if you once get started with just one part of the task and doing it for a couple of minutes, you start to become get into the task, to get feedback, you start to get motivation, you start to feel happy, and then the task just starts to take on a momentum of its own. The critical thing is to just do a chunk, and that usually gets you started.

**Q10 How does one maintain the motivation and excitement to change habits and overcome addictions over the long haul? I know you've addressed this in your books, but I still have a tough time really sticking to changes that I know would be helpful.**

A10 What you need to do is decide that you're going to act like this for twenty-one days. It takes twenty-one days to develop a new habit. If you fall off the wagon, then start over again for twenty-one more days. Here's an interesting thing that comes from overcoming addictions; do it one day at a time. Say, "Just for today, I'm going to work on this one habit." "Just for today I'll be punctual for every meeting." "Just for today I will work on my most important task." And if you take it one day at a time and do it for twenty-one days, you will actually re-program your brain. There is lots of research coming out on this now which says that you will actually create a new brain pattern by repeating an action over and over again for long enough. Finally, never allow an exception. Don't let yourself off the hook by for example saying "I'll be punctual for most meetings but not all, or I'll eat really good food, but I'll just have one piece of cheesecake, or I'll stop drinking but have just one drink after work". No, if you're going to do it, never allow an exception for twenty-one days, and the most amazing thing is that you'll start to develop a whole new personality.

**Q11 I struggle to find a goal big enough to really motivate me. Do you have any ideas on how I can drill down to my major definite purpose?**

A11 It's a very simple answer, and I give this exercise to all my audiences. Take a piece of paper and write down ten goals that you would like to accomplish in the next year. You can write more, but the minimum is ten goals. Write them in the present tense. "I earn X number of dollars, I weigh X number of pounds, I run X number of miles, I make X number of calls, I achieve X net worth, and so on. Then look at your list and ask yourself the magic question. The magic question is, imagining that you could

accomplish any one of these goals within twenty-four hours, which one would have the most positive impact on your life. This exercise is so powerful that it is life-changing. I've given it to tens of thousands of people in fifty-four countries, and people have come back to me later and say that their life was never the same afterward. Make a list of ten goals and imagine you could wave a magic wand and accomplish any one goal in twenty-four hours. Which one goal would have the greatest positive impact on your life? Whatever that goal is, put a circle around it and write it at the top of a fresh page. Make a list of everything you can think of to do to achieve that goal, and then get started. Take the first step, and your whole life will change. Then, every day do something on that goal. Every day, seven days a week, work on that major goal.

**Q12 What is the best and most efficient way to overcome a negative self-image caused by a negative unloving childhood and parental programming?**

A12 Well, I know all about that because that's what I had. A negative self-image, a negative unloving childhood, negative parents. Join the crowd. Eighty to ninety percent of people have the same problem. The answer is to realize that your past is not your future. You must let the past go. The starting point is to forgive everybody who has ever hurt you. You see, failure to forgive people you feel have hurt you or treated you badly, locks you in place and makes it impossible for you to advance. And the way that you forgive is to say, "I am responsible." "I may not be responsible for what happened when I was a child, but I'm responsible for how I behave from now on." "I am responsible for my own thoughts." What I say to myself when I get mad, and everybody gets mad at people who have done them wrong, is I say "No villains, no victims."

In other words, I refuse to think or talk about the other person as a villain, and I am not a victim. "You are not a victim. What happened then was then, this is now, and I am responsible." And what you do is get so busy working on what is important to you that you can forget all about what happened in the past. Helen Keller once said, "When you turn toward the sunshine, the shadows fall behind you." When you focus on your goals and get so busy working on something that's really important to you, the shadows fall behind you. There is no other way except continuous purposeful action in the direction of your goals to get rid of what happened in the past. Pretty soon you get so focused and make so much progress on your goals that you forget what happened. And if ever it comes up you say, "Wait a minute, I'm responsible, I forgive them for everything," and then you get back to your work.

**Q13 What is the fastest way to change a limiting belief in order to have a new self-image? (For example: going from a poverty mentality to one of wealth and riches.)**

A13 Well, this is what we all start out with. Everyone who is listening probably started off with very little money in life. Very few rich people emerge in American life. Ninety to ninety-five percent of all millionaires in America are first generation. So it's quite common for us to start off with a poverty mentality. Now, how do you get over it? Well, first of all, simple, if you want to be thin, think thin. If you want to be financially successful, think rich. Now, how do rich people think? Well, one of the things we've found in studying tens of thousands of self-made millionaires is that they study money. Let me



repeat that. That they study money. They read books on financial success, and there are lots of them in the bookstores in paperback that cost ten or fifteen dollars. They tell you how to organize your finances and plan your life, and make investments carefully, and upgrade your value.

The second thing they do is they read magazines like Money Magazine, Forbes, and Fortune, and they read magazines about people who are in the game, making money. And what happens is that gradually, as you read more and more and study before you have any money, you start to change your mentality about money. Now, there is one other thing. Act as if you already have money. It is very important that you dress like you are already very successful. You groom like you're already successful. I have met so many people who say "I want to improve my financial situation," and they look like bums. They get up in the morning and they dress like bums, and they go through the day looking like they might as well be doing laboring work loading bricks, or carrying garbage, instead of dressing like they were first rate.

Look the part of the kind of person that you want to be. And just repeat it over and over again. Read about successful people, think about financial planning, set financial goals, save your money, open a bank account, even at a small scale, start to develop a prosperity mentality. Once you do that it starts to grow and grow.

**Q14 Is the current economic downturn part of a cycle or a fundamental shift?**

A14 Jeffrey Immelt, President of General Electric, one of the biggest companies in the world, said in an article recently that we have entered into an economic phase where we need to do a reset. Now, you've heard about resetting our relationships with various countries. We need to do an economic reset because the current economic downturn is different. We have reached a point where we have run out of gas. One of the greatest tragedies in human life is the desire to get something for nothing. For decades Americans have been getting something for nothing. Huge pensions for nothing, leverage for loans for nothing, mortgage loans for nothing, credit for nothing and so on. But, at a certain point, it stops, the music stops, and you have to pay it back. And that's what has happened in the last few years. We have become millions and trillions of dollars in debt because everybody wants something for nothing. Every politician who runs for office says vote for me and I'll give you something for nothing. The current bunch in Washington says in effect that 95% of the people are going to get free money from the government, and we'll just tax the top 5% to give them that free money. Well, statisticians have proven that if you taxed 100% of the income and assets from the people in the top 5% you could run the government for a couple of weeks, and then you'd run out of money. And all those people would be gone, along with all the jobs they created and the jobs created by the companies that support them. They'd all be the General Motors and Chryslers and there would be no money left and you would have to start over. The fact is there are simply not enough rich people to provide for all the free money that politicians promise. So, the economic downturn is part of a long-term cycle.

After several generations, going back to the 50's and 60's of affluence, the American and European and Canadian economies have become complacent, soft, and have begun to coast. What has happened is that we are being passed by other countries with more ambitious, better educated, hard working, more

skilled people. This is never going to change, it will only get worse. So, if you want to know about the fundamental shift, it is that from now on you're going to have to get better at what you do. You're going to have to start earlier, work harder, and stay later. You're going to have to upgrade your skills and be one of the best people in your business. You're going to have to be reading, listening, and learning every single day. And if you're not, you're finished. If you're not, you're going to be worrying, struggling, and probably in debt for the rest of your life. Gary Becker, a Nobel Prize winning economist who I had dinner with recently, wrote an article in the Wall Street Journal saying that we don't have an income gap, we have a skills gap. The skills gap is between those who have skills that people will pay well for, and people who don't. It's the 80/20 rule. The top 20% of people have essential skills and are working hard to improve those skills, and these people earn most of the money. The bottom 80% have limited skills, don't upgrade those skills, don't read or learn anything new unlike those of you listening to this program. As a result their value to an employer is decreasing each year. These are the ones in the 10% who are either unemployed or about to be unemployed. But here is the real tragedy; these people have all the intelligence, ability, and opportunity in the world to develop the skills that they need. They just don't. They prefer to go home and watch television. Now according to Gary Becker, the income of the top 20% is increasing at 11% per year. The bottom 80% is increasing at around 3% which means they never get ahead, while the top 10% are increasing their income by 20% - 30% per year. And what is the one difference between the two? It is that the top 20% have the most valuable skills and are constantly upgrading those skills. So, if you want to take complete charge of your life and your future, get better at what you do. Never stop getting better.

Now, I asked the question today which caused a lot of discomfort in the room. I'll do this whenever I want to make an audience completely uncomfortable. If you are good at what you do, you will receive regular job offers for positions that pay more money. People will try to hire you away because the greatest scarcity in our society is lack of people with essential skills. I say, "So how many people here have received a job offer in the last thirty days?" And you know what, only about 15% to 20% put up their hands. And these are the highest paid people in their fields. So the Wall Street Journal published an interesting observation today that said that companies are paying high amounts to hire new people. They are offering people ever increasing amounts, even companies who have recently gone through bankruptcy, receivership, or had taken bailout loans are paying "big bucks" to hire talented people. My point is there are never enough talented people. There is always a market demand for talented people. There are always employers willing to pay for top people. But untalented people are forced to take whatever jobs are left over.

**Q15 What is the best way to improve my memory? Are there any specific exercises you can recommend?**

A15 Well, that's like asking me, "What is the best way to improve my tennis?" Are there any exercises you could recommend over the phone? Of course not. But here's the good news with regard to memory. Memory skills are learnable. In the last three or four months I've been working with three memory experts. All three of these experts couldn't remember anything when they started. One was in the Marines for ten or fifteen years, another was a salesman, and the third one had a learning disability

and couldn't even remember his phone number. But they began to study memory techniques. And memory techniques we find, are just like tennis, or golf, or swimming techniques. They are all learnable. And what these people can now do is phenomenal. For example, at a recent seminar a memory expert got up and said "I'm going to teach everybody in this audience to remember fifteen unrelated items in a row within five minutes;" and then he did. What he did was very simple. He simply said "Let's start off with a car, and imagine a car slamming into a telephone pole and getting all smashed up. Do you see that car smashed up? Car! Alright, now imagine Dog, a completely unrelated item. A door bursts open and a dog jumps out barking, furious that his owner has hit a telephone pole. So now you have Car...Dog. Now, imagine banana. The dog jumps on the banana, slips and flips upside down and lands on its back, completely losing its breath...Banana. Next, Window. The banana slips out from under the dog and splashes onto a window of a nearby restaurant leaving a great big banana mark: Window." And he went on like this through the fifteen items and then he asked the audience: "What was first? – Car, what was second? – Dog, third? – Banana," and so on. Then when he got to the end he said, "Okay let's do it backwards." And the whole audience remembered them all backwards and forward. My point is that people are astonished that even when they can't remember a phone number but within a few minutes can recall fifteen or twenty items. Why? It's because memory is a technique. So if you're serious about learning memory, get a book or get a course. Nightingale Conant has a fabulous course on memory taught by one of the top experts in the world. This man, Dominic who had dropped out of school because of his poor grades, now in order to win the memory world championship needed to memorize fourteen decks of random playing cards. The cards were shuffled, and then turned over one at a time for one second each through fourteen packs. Each person has one second per card to study and create a hook in their mind. Then each contestant started at the beginning and said "card number one; jack of diamonds, card number two; three of spades... and so on. Here's a guy who couldn't remember his address teaching himself to memorize fourteen decks of cards. You can learn too, and get better and better with practice.

**Q16 I'm interested in starting a part-time business to supplement my income. Based on the current economic climate, are there specific niches that you think hold particular promise?**

A16 The basic rule in business is to find a need and fill it, find a problem and solve it. Find a goal and help people achieve it, find a pain and take it away. Therefore you ask yourself, what is it that people want, need, can use, and are willing to pay for? And, how could I offer it. For example, one of the businesses that I'm looking at getting into right now is water purifiers. I spoke in Malaysia last year and ran into a company that has built a \$500 million empire selling water purifiers. This one has seven purifying elements. It's a passive system which produces highly purified water to make everything you use it with taste better. So I thought, "What is it that people want today?" "Clean water, at a low price with high quality equipment." So there is an example. Another is vitamins. People want and need vitamins and minerals, they want to feel healthy and have energy. People want to be physically fit, they need their homes cleaned, and the list goes on. There are hundreds of businesses that cost very little to get into and that satisfy the question of finding a need and filling it. The critical thing is that you will have to go out and sell your services. And many people are so terrified of selling their services that

they'd rather sit at home and be poor all their lives. So how do you overcome this fear? Simple: you learn how to sell.

Everybody who can sell today was once a disaster, traumatized, scared and frightened, because of the fear of rejection. And this is very common. Then they learned how to sell, and they realized that rejection is not personal, that selling is a normal process like opening a combination lock. You turn to the right numbers in the right order, the lock opens, and the sale takes place. Once they learned how to sell they went on to become extremely successful, and there are thousands of people who become millionaires once they learn how to sell.

**Q17 Raising children is more challenging and rewarding than I ever imagined. Can you recommend any specific resources to help? Also, what is some of your best advice for parents?**

A17 The best resource I can recommend to you is my program 'How to Raise Happy Healthy Self-Confident Children.' I've been offering this for twenty years around the world and it's available in multiple languages. Every parent who listens to it says that it transforms their parenting. It changes their children in ways like they were touched by a magic wand. They go from being difficult to being positive, happy, optimistic, and self-confident. Their grades and popularity improve, they communicate better with their parents; they become super kids. This program is available on my website and is guaranteed for a year.

I brought up my children using the Montessori Method. Its goal is to raise kids with high levels of self-confidence and self-esteem, and I've had people stop me on the street and ask if those kids of mine were Montessori schooled, and I smile proudly and say "Yes they are." They say, "You can always tell Montessori children, they're so positive, confident, and optimistic." The two most important keys to raising positive children are one; give them an absolutely unbroken flow of unconditional love, and two; never criticize your children. When I was growing up my parents criticized me sixteen ways from Sunday. What I discovered later is that destructive criticism is the great destroyer of human souls. It destroys children on the inside so that they grow up to be dysfunctional adults. Whereas, unconditional love is the great charmer of children. It fertilizes them, and enriches them so that they grow up feeling fabulous about themselves. So just one decision; never criticize your children again. Does this mean you don't argue and fight and disagree with them? Of course not, that's natural. You just never say "You're a bad this... or you're no good at that." You can disagree with behaviors, you can disagree with decisions, but you never tell your children that they're bad for any reason. As a result, your children will feel happier and relate to you better. Your children will feel more positive about you and have more confidence in the rest of their world. Unconditional love is the greatest gift you can give to a child.

**Q18 What is the number one thing I can do right now to be successful?**

A18 Well, it's a huge question, but I'll give you a simple answer. Number one, set a single goal, as I've said before; the most important goal, the goal that can have the greatest positive impact on your life. Then ask yourself this question: "What one skill, if I was excellent at it, would help me the most to achieve my most important goal?" And then dedicate yourself, however long it takes, to develop that

skill and to achieve that goal. That's the fastest, most predictable for you to become successful. One goal, one skill, 100% concentration.

**Q19 How can I be sure that the purpose I'm working on is my real purpose?**

A19 Don't worry about it. Often people take ten, twenty or thirty years to find their real purpose. What you do is determine what your major purpose might be today, and throw your whole heart into it. If you do that, you will soon know if it is or not. If it is your right purpose, it makes you happy when you are doing it. It makes you happy when you think about it. You love to talk about it, learn about it, make progress in it, and you admire people who are successful in that area. And if you put your whole heart into it you'll soon find out if it is right for you or not. So don't worry. Just get busy. I listen to speakers who say you've got to find your passion and throw your heart into your passion. Oh nonsense. What you do is you find the very best job you can find, put your whole heart into it and you'll soon discover your passion.

**Q20 When speaking publicly, is there any process you follow right before you get on stage to help you get in an ideal state? Are there any specific things you do right after you get on stage?**

A20 First of all, I breathe deeply. It's interesting that if you breathe really deeply just as you go on or as you are standing behind or backstage, taking seven deep breathes will drop your brain waves into alpha. This clears your mind completely, relaxes you, and makes you more creative and personable when you go on the stage. The second thing you do before this; however, is to prepare thoroughly. And prepare again. In professional speaking there is no such thing as being over-prepared. You cannot prepare too much. Go through it, review it, and repeat it out loud while you're walking or working out. Deliver parts of it to your friends, rework the key points, and re-tell the stories, so that when you get up there your mouth is already warmed up. You've said this stuff before. So, prepare thoroughly, breathe deeply, and then when you get up there stop, still yourself, sweep the audience, and then say something positive. I say something like, "You are really going to enjoy what we'll be talking about today. You are going to learn more great things about how to increase your sales, income, and personal performance than ever before." And, when you say that, it answers the question in the mind of the audience: "Did I make a good decision to be here?" And when you tell them, in effect, Yes this is going to be a great day, we're going to have a great time together, I'm going to share some great ideas with you, they all say "Whew! That's exactly what I wanted to hear." Then, you begin your talk. Again, get the CDs, the DVDs, and the book. If you're really serious about this, it will really help you.

**Q21 What is your definition of the successful life?**

A21 Well, the answer is very simple. A successful life is one where you can live your life the way you want. Where you can live your life without the approval or the disapproval of anyone else. You have enough time; you have enough money, enough help and great relationships so that you can do what you want to do with your life. That's the great aim in life.

I was reading about a financial advisor who was asked what he does. His answer was "I make work

optional.” And I thought, Wow. You make work optional. You own your own business, you’re successful financially, and most people who are, love to work. They love their work, they don’t really want to quit. They want to do less, or do differently, but they enjoy their work. So when someone wants to tell them how to retire, they’re not really interested in that, unless they’re in the wrong job. But this fellow says, “I’ll show you how to structure your financial life so your work is optional. You do it if you want to, and you don’t have to if you don’t want to.” People just line up around the block to buy his services, because everybody wants work to be optional. So, one of the definitions of success is when work is optional. When you have money put aside so that you don’t have to work or worry about money. You can go into a restaurant and order from the left hand column of the menu without concern for the right hand column because you don’t care what it costs. You just care what it tastes like. That’s my definition of success; financial freedom.

I set it as a goal a long time ago, and what I learned is that setting a goal increases your likelihood of achieving it by ten times. You get a 1000% return on investment in time when you write down your goals. All you have to do is decide what you want, write it down, set a deadline, and make a plan for its accomplishment. My advice is to determine your number. Your number is the amount of money you have to have put aside and working for you before you can make work optional. Two thirds of Americans have no idea what their number is. They think they’re close to it, and most of them when they do a financial analysis are actually shocked to find out how far away they are from their number. They had no idea. So what you need to do is find out your number and begin working to reach it. Remember, if you don’t work on the number, not a darn thing will happen.

**Q22 What role does the sub-conscious mind play in success? Can you recommend any ways of developing my sub-conscious mind?**

A22 The answer is that your sub-conscious mind is the master program of your computer. And if you want to change anything on the outside you have to change your sub-conscious mind. And you do that with repetition. You feed your mind continually with new messages that re-program your sub-conscious mind. So the number one statement is to talk to yourself in a positive way most of the time. The most powerful words you can use to re-program your sub-conscious mind are the words, “I like myself” “I like myself” “I like myself”, and the affirmation, “I can do it “ “I can do it “ “I can do anything I put my mind to”, and the affirmation, “I’m the best,” “I’m the best,” “I’m really good at what I do” You keep repeating these over and over again, and eventually your sub-conscious mind begins to believe it and gives you the words and actions consistent with your commands. Second of all, visualize. All changes in your outer world begin with a change in your mental pictures. So, imagine yourself as the best you can be. Imagine yourself as positive, strong, and self-confident. Image yourself as admired and respected by everybody. And then, number three is act the part. Act as if you’re already the person you want to be. Walk tall, and keep your chin up. Walk quickly and shake hands firmly with people. Look them in the eye and smile. Dress like you’re already a successful person. So if you affirm, visualize, and act as if you already were you will reprogram your sub-conscious mind very rapidly

**Q23 I was wondering what you think about the quote: “Success is 99% perspiration, and 1% inspiration?”**

A23 That quote by the way is from Thomas Edison, who was often admired as an inspired inventor. He responded with the above quote. The fact is that ideas are a dime a dozen. I have plenty of people coming to me saying they’ve got a great idea to double my business. I say “Great, what is it?” And they say, “No, wait. First I want money transferred into my bank account, and then I’ll give you my idea.” I say “You must be a blithering idiot.” “Don’t you realize that ideas are a dime a dozen, and that 99% of them don’t work, or can’t work in their present form?” Unless you go through a huge number of ideas, testing and trying each one, you’ll never come up with *the* idea. I work on ideas that sometimes take years of iteration. Sometimes it’s a good idea when you start but doesn’t work, so you try again in a different way and it still doesn’t work. Sometimes it takes a decade, and in the eleventh year it generates a million dollars or five or ten million. So the quote is true, but this is both good news and bad news. The bad news is that, most people are lazy, and they come in three shades. Within the bottom 80% there are a little lazy, a lot lazy, and bone lazy. How can you tell? Because they spend their free time watching television, which is a great tragedy.

A recent study separated Americans into seven socio-economic ranges from poorest to richest. As they got down to the bottom income class, the average person watched seven or eight hours per day. Recent data estimates that the average person in America watches 151 hours per month, or five hours a day. And most people will say “I don’t watch five hours a day of television.” Oh, really? What do you do when you first get up in the morning? Turn on the TV while you get dressed, make breakfast, and get ready for work. Then you get into your car and listen to the radio, all the way to work. Then when you get home the first thing you do is you rush for that control. Get that darn television on until midnight. Just work out the hours. It’s absolutely shocking. Now here’s the tragedy, whatever you do over and over again becomes what? It becomes a habit. And so people get into the television watching habit. So I say this; your television can make you rich or it can make you poor, depending upon what you do with it. It can make you rich if you leave it off and only watch it for specific programs. By the way, I think television is wonderful. I have cable and a satellite dish. I get hundreds of channels, and I think it’s wonderful. But, I watch it sparingly because it is a tool, it’s not my master. It doesn’t own or control me. If you rush home every day to turn on the television, it means that television is controlling your life, and determining all the hopes and dreams for your whole life. Sometimes I tell people that if they are really serious about success, they should go home tonight, take their television and throw it in the trash. Break it with a hammer, and throw it in the trash. Most of the people in the audience have a minor heart attack, and their stomachs drop. The very idea of being without a television is like a dope addict being without dope.

I was on a cruise ship not long ago in the Mediterranean. You know what they didn’t have there? Television. I was on there for seven days and two days traveling there and two days traveling back without television. And you know what happened? Nothing. What happens is you read more, talk to the people around you, you go for walks, you do things that enrich your life, you read something of value that uplifts you or motivates you. You don’t miss it at all; it’s one of the easiest habits of all to

break. So anyway, I don't mean to beat this up, but television is a real killer. Your job is not to be entrapped by television.

**Q24 Do you have any exercise or dietary advice for people who travel frequently?**

A24 Here are the rules. Number one; drink lots of water. Bring a quart of water on the plane with you and every time the flight attendant comes by, ask for more water without ice. Just pour it in, pour it in, pour it in, because planes are very dry and they suck the moisture out of you. The more water you drink, the less effect this will have on you. Number two; walk as much as possible. If you can walk from one end of the terminal between flights, if you can walk up stairs, walk, and walk, and walk, and walk because that really really is good for you. Number three; eat lightly, and try not to eat beyond 6:00 PM. What I do is take fruit bars and nuts, and trail mix, and from 6:00 PM onward I try not to eat at all. You want to go to bed three to four hours after the last thing you put in your stomach. No desserts, no sweets, no candies, no chocolates, no beer, no alcohol when you are traveling. And, if possible, work out in the morning for thirty to sixty minutes. If you're in a hotel, and they've got exercise equipment, go down to the gym and exercise and get on the bike and ride for thirty to sixty minutes and get yourself cranked for the whole day. So that's my advice.

**Q25 Can you talk about the importance of focal-point thinking? Many people are pulling on my time with tasks that are not my specialty, or not an effective use of my time. Do you have any advice as to specific things I can say to these people, and the best way to delegate?**

A25 I mentioned this idea earlier in this session. In focal-point thinking we teach the law of three. The law of three says that if you make a list of everything you have to do in a week or a month, you'll find that there are only three things on that list that account for 90% of all the value that you contribute with your work. So you ask this question; "If I could only do one thing on this list all day long, which one activity would contribute the greatest value?" Then put a circle around it. It's always very clear. I've worked with doctors and architects and engineers and heart surgeons and entrepreneurs and business owners and there are always three. They vary from job to job. The second thing you ask is, "If I could only do two things on this list all day long, what would be number two?" Put a circle around that item. Then you ask, "If I could only do three things all day long what would the third thing be?" Then put a circle around that. And then, you have your big three. From now on here's the rule: spend more and more time doing those three things. And then do them better and better. And this will change your life. In my advanced coaching programs I say to people; if you come to my program, which takes a year, one full day every three months in San Diego, I'll show you how to double your income and double your time off. And then I cheat; I show them how to double their income and double their time off in the first morning. And they all do, and they're all shocked. And this is the first thing I teach them; focal point thinking. Concentrate and focus on those three things. Usually there is one big thing, and two major support tasks. But if you'll do those and do them well, and do them all day long you'll have more of an effect on yourself and your business than anything else. And then use the Nancy Reagan method of getting rid of less valuable things, and just say no. If somebody says, "Would you do this, or would you do that?" You look at your list and say, "I've got so many other things to do. I'll just have to pass on



that. It's not one of my big three." "Why don't you ask him or her," and just say no. Next, delegate to others by saying, "Would you do this for me, or would you do that for me?" By the way, we have a complete program on how to be a great manager and how to delegate and so on. These are a couple of the great skills that you need to learn.

Let me say in closing, is that you have the ability to accomplish every goal that you can set for yourself. Everyone listening to this telephone call should be earning twice as much as they are earning today. One of the questions you have to ask yourself is; "Why aren't I earning twice as much as I'm earning today?" Why aren't you? What is the reason that is holding you back? And you will find that it is always the lack of a particular quality, or a particular skill. It's the lack of self-discipline, self-control, or it's the lack of a particular skill in your field. And the good thing is that, all habits, and all skills are learnable through practice. So really there is no reason why you shouldn't be earning twice as much.

What you need to do is identify the quality or skill you need to develop, set it as a goal, make a plan and work on it every day until you have it, and then move ahead.

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- Maximize your brain power and increase your IQ up to 25 points
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I look forward to speaking with you again soon.