

## **The Success Principles (Last 32 Principles)**

**By Jack Canfield  
All Credits to Jack Canfield**

### **Commentary by Leo Schreven**

Welcome everyone to the book of the month! We are going to continue this month where we left off last month with Jack Canfield's book, "The Success Principles." I love this book and we have a lot to cover so let's get started.

Last month we left off on Principle #29. Here we go with #30.

#### **Principle #30. Face what isn't working.**

If you are going to be successful, you have to get out of denial and face what is not working in your life.

To face what is not working takes us out of our comfort zone. You may have to have more self-discipline, confront someone, ask for something, quit your job, etc. Here is a quote worth remembering:

**"Successful people are committed to finding out why things are going wrong and fixing them, rather than defending their position and maintaining their ignorance."**

The good news is that the more you face uncomfortable situations, the better you get at it.

#### **Principle #31. Embrace change.**

You can either cooperate with it, adapt to it, and benefit from it, or resist it and eventually get run over by it.

Let's break it down. There are two kinds of change.

1. Cyclical—like you see in the stock market, seasons of the year, holiday spending at Christmas, etc.

2. Structural—like the inventions of computer, telecommunications, TV, automobiles—all of which changed how we live, work, travel and think.

Structural changes are ones you can't change; there is no going back. These are the changes that if you don't adapt, they will destroy you and your success. So embrace and look forward to change. I see this problem most often in churches. Nearly every church I go to is dying and there is no growth or enough money. Why? They refuse to change and adapt to the 21<sup>st</sup> century.

**Principle #32. Transform your inner critic to an inner coach.**

The statistics on this area are amazing. The average person talks to themselves 50,000 times a day! And research shows that 80% of this talk is negative and affects our attitude, actions and motivation. Your negative thoughts affect your body. They weaken you, make you sweat, and make you uptight. Positive thoughts make you relax, alert, and releases the endorphins creating feelings of pleasure. This principle is also one I want to encourage you to spend some time on.

Jack gives the illustration of what he calls ANTS. Ever had a picnic with ants? Kill them. ANTS stands for "Automatic Negative Thoughts." Here are some of the common ones:

"Always" or "Never."

Focus on the negative.

Catastrophic predicting.

Mind reading.

Guilt.

Labeling.

Taking things personally.

If you listen to these voices long enough, it will undermine your self-confidence, lower your self-esteem, and paralyze you. So tell that inner voice you are not willing to listen to any more character assassination, name calling or guilt. Turn every negative into a positive.

**Principle #33. Transcend your limiting beliefs.**

We deal with this in an entire All Power seminar so I will not spend a lot of time on it. However, most people are filled with limiting beliefs like, I can't, I don't know how, I can't afford it—most of which came from childhood programming and conditioning. If you have not mastered this in Lesson #10 of All Power then I suggest going back and reviewing it.

**Principle #34. Develop 4 new success habits a year.**

This chapter leads with the statistic that 90% of human behavior is habits. Think about it. The way you shower, eat, dress, drive, clean, etc. are all habits you do naturally. The benefits of good habits are:

Good habits free up your mind while your body is in automatic. So whatever habits you currently have are limiting or building your success.

If you want to create higher levels of success, you will need to drop some of your detrimental habits and replace them with productive ones. It is important to realize that habits always deliver results. Habits determine your outcomes. The habits you develop from this point on will determine how your future unfolds. Remember this—if you keep on doing things a certain way, you will always get a predictable result. A healthy exercise is to make a list of all your habits that are unproductive or limiting your life. Then choose a new habit and develop a system or support base to make it happen. Jack encourages you to develop 4 new such habits a year.

**Principle #35. 99% is hard, 100% is a breeze.**

This is about sticking to your commitments. This is a chapter you should spend some time on. The main rule is simple: “NO EXCEPTIONS!” Once you make a 100% commitment, there is no exception. Case closed. Never think about it again, the bridge is burned.

Realize that when you make such a commitment it frees up tons of energy and time. All that energy now goes to create what you committed to.

In my personal life I can testify how powerful this is. I have many things I am totally committed to and it has made all the difference. I'm committed to my wife. That's it. I never have to think about it again. I'm committed to exercise. I don't compromise. Use this powerfully in your own life.

**Principle #36. Learn more to earn more.**

People that have more information have a big advantage. It is easy to do. The average American watches 6 hours of TV a day. That means by the time you are 60 you will have wasted 15 years of your life! That is one-fourth of your life!!! Cut out just one hour of TV a day and you have 2 months extra time at the end of the year.

Jack then goes into something I have been screaming from the house tops for years—he tells you to read books and learn. One book a week means in 20 years you have read 1,000 books. This will put you in the top 1% of successful people simply because you have an edge others don't. Also learn to read faster.

Jack recommends the photo reading course by Paul Scheele and the information is on page 256. He also recommends reading biographies of great people, attending their seminars, and benefiting all you can from the wisdom and experience of others. This means you also have to be teachable. Be prepared, so when the opportunity comes you are ready.

Attend success seminars; remember nothing changes till you do. All of us need outside influences to help us break out of our old patterns into the new. Jack gives a list of some powerful organizations to help you do this on page 261. Commit to life-long learning.

**Principle #37. Stay motivated with the masters.**

Most of you listening to this tape have been conditioned with decades of negative programming. To overcome it requires a choice to counteract this by exposing yourself to all the great masters every day. The average commuter travels 30 minutes a day. In 5 years, that is 1,250 hours in the car. That is the equivalent of a college education!

This is obviously what we are doing in All Power. What is exciting about this book is that everything Jack tells you to do we are doing in All Power! Each month we expose you to another master. Drink it in; it is one of the best ways to become successful faster.

**Principle #38. Fuel your success with passion and enthusiasm.**

Passion comes two ways. One is emotion, which is typically not lasting. The other is from within you, when you taste success and want more.

Enthusiasm literally means, “to be filled with God.” When you are filled with Spirit you become naturally inspired and passionate! Passion comes from doing what you were born to do. If you love your work you are automatically passionate. Jack then gives multiple stories of people who followed their dreams. Let it inspire you! Then ask yourself this question:

“Am I doing what I love to do?” If you are not, and you had the choice to do whatever you want, what would it be? Then find a way to make a living from it.

When do you feel the most happy? When do you feel the most joyous? When do you feel most appreciated? Whenever that is, you have found your passion. So the way to maintain it is to spend more time doing what you love. When you do this you will attract other such people who will want to play with you, work with you and support your dreams.

**Principle #39. Stay focused on your core genius.**

Successful people have figured out a very basic principle. They focus on that one thing they love, and do well, and delegate everything else to others. They are happy to give up control and let go. They break the habit of doing everything themselves. This is the principle of complete delegation.

The typical entrepreneur today spends less than 30% of his time focusing on his core genius. So identify your core genius and delegate everything else so you can focus on what you love to do. When you do this, the money will follow.

#### **Principle #40. Redefine time.**

Successful people break their days into 3 days.

1. Best result days.
2. Preparation days.
3. Rest and Recreation days.

Lets look at these three:

Best result days are days you spend most of your time on your core genius or primary area of expertise—what gives you the highest payoff for your time.

Preparation days are when you prepare for a Best Results day by educating yourself, training others, getting resources, etc.

Rest and recreation days are ones that involve no work-related activity of any kind. No phone, fax, email, and you are not available to anyone except a real emergency. Rest days help you come back to work refreshed, with more enthusiasm, and creativity. I believe this is why our Creator asked us to take off a day each week to rest. It makes a huge difference.

Many of you know I hunt every September in Alaska. Two weeks with no work, phones, people or emails. For the first couple of days I'm messed up—I go through tremendous stress trying to slow down and adjust. But when I do, something magic happens. I see things differently, I see what is important or not. I get balanced. You need to do the same.

#### **Principle #41. Build a powerful support team and delegate to them.**

Our world has become very complex. Just to do your taxes, plan your retirement, buy a home or start a business is complicated and time consuming. So begin forming a team to look to for advice—a team of people that can answer questions, help you plan, etc. This team should include:

Banker  
Lawyer

CPA  
Investment advisor  
Doctor  
Health and fitness expert  
Pastor

Once you have this you can nurture these relationships. This is invaluable. I have lawyers who are personal friends, bankers who get up and shake my hand every time I walk in, tax attorneys who I know on a first name basis, doctors who will help me or my wife whenever I call. So start to develop this in all areas you need.

### **Principle #42. Just say NO!**

Our world is highly competitive, and everyone wants a piece of you. With the explosion of communication technology, everyone can access you by phone, cell phone, pagers, fax, mail, express mail, email, text message, voice mail, call waiting, etc. With the demands from work, family, church, etc. we suffer from overload. Therefore, if you are going to be successful and create your desired destiny, you are going to have to get good at saying, “NO” to everyone and everything that distracts you.

You need to structure your work so you are focusing your time, effort and energy on things that give you a big reward for your efforts. That means saying No a lot.

This was a hard one for me to learn. I don’t want to hurt people’s feelings. But life began when I began to say No—no to projects, no to deadlines, no to other people’s crisis, etc. A helpful response is something like this:

“I have to say no, but my saying no is not against you or what you are doing. I have been over-committing myself and this is something I have to do for my family.”

### **Principle #43. Say no to the good so you can say yes to the great!**

If you reviewed your life and wrote down all the activities that brought you the most success, the most financial gain and the most enjoyment, you will discover that about 20% of your activity produced about 80% of your success.

So, master-spend your best time on that 20%. By identifying the mundane, non-productive, time stealing activities in your life, you will automatically make that best 20% rise to the top.

**Principle #44. Find a wing to climb under.**

Take advantage of the wisdom and experience that already exists by finding a good mentor.

Successful people constantly seek advice and education from someone that knows more than they do. Successful people like to share what they know. A mentor can accelerate your success and be an asset that few people take the time to obtain.

**Principle #45. Hire a personal coach.**

This is one of the secrets of the most successful people. Jack's chapter on this is one I don't need to spend time on because all of you are already benefiting from this in Growing God's Talents. A good coach in certain areas can be invaluable.

**Principle #46. Mastermind your way to success.**

"Masterminding" is the simple principle of getting a group of successful people together to solve problems, brainstorm, network and grow.

Jack even brings out the Bible principle where Jesus said—"Where two or more are gathered in my name there am I in the midst." Having God in your mastermind group with other talented people can open up a universe of possibilities. It means more can be accomplished in less time when people work together. It can focus on personal and business issues.

The key to form such a group is to seek out individuals who have already achieved what you want. If your goal is to become a millionaire, then you need to have people who are millionaires in your circle. Try to keep your group to five or six people. Jack also encourages beginning with prayer. He takes a neutral stand here—a higher power, but for us at All Power that higher power is God. Jack encourages 6 additional steps:



1. Share what is new and good
2. Negotiate the time for feedback
3. Brainstorm solutions and answers
4. Make commitments to action
5. End with a moment of gratitude
6. Be accountable

**Principle #47. Inquire within.**

Research shows that your subconscious mind database is ten million times more powerful than your conscious. This is the source of your natural hidden genius.

Realize there is a part of you that is way smarter than you know. Most of us have been trained to look outside ourselves for answers. Few of us have ever been trained to look inside. A big part of this is simple intuition—to trust your instincts. Jack then talks about the benefits of meditation on pages 316-320. This is a very sensitive subject to many.

I, too, am very cautious on this point, but also believe there are good meditation skills that are biblical and some that are not. Jack brings out the basic principle of “Be still and know that I am God.”

I encourage you to take that quiet time in a biblical context. It allows the Holy Spirit to speak to you. It allows God to impress your mind and heart. As this happens, then be sure to immediately write down the thoughts. As Jack puts it, “When you think it, ink it!”

**Principle #48. Be Hear Now.**

Listen a hundred times,  
Ponder a thousand times,  
Speak once.

The skill of listening, not just hearing is one of the most valuable. To argue less and listen more, to be interested rather than interesting. I get a lot of this in my seminar work. People see me on the stage talking 100 miles an hour and they think that is how I operate. But what is interesting is the time I take before the meeting and after and the one on one interviews.

I often have people tell me how pleased they are that I listen to them, and take the time. Through this I have seen doors open, opportunities I would have never imagined, and success in ways that still today I can't comprehend. Go for it and master this skill.

**Principle #49. Have a heart to heart talk.**

A lot of people operate on emotion. When it builds up without release it can be really damaging to success. Many people can't listen until they have been heard. So the structure of a heart to heart talk is to create a safe, non-judgmental space that supports constructive expression of feelings. Jack suggests 6 rules to follow in this talk on page 332. If these rules are followed the results can be very healing.

**Principle #50. Tell the truth faster.**

"When in doubt, tell the truth."

Most people avoid the truth because it is uncomfortable. We are afraid of the consequences. But God said the truth will make you free. And it does. Jack tells an amazing story where he has people simply tell the truth in his class. He reports incredible results in the week that follows—people's migraines end, their health improves, they lose weight, etc.

You see, it takes a lot of energy to hold back the truth. When you let it go you can use it in building your life and what a difference that makes! When you tell the truth, you become authentic. What you see is what you get, people know where you stand, and you establish credibility.

**Principle #51. Speak with impeccability.**

This is a great principle. Many people speak without thought of the damage or benefits our words produce. But successful people are masters of their words. They speak words of self-confidence, dreams, encouragement, appreciation, love, acceptance, possibility and vision.

Speak in such a way that your words are in alignment with what you want to produce. This has power over yourself and others. It can have a ripple effect on the world. If I speak words of love and

acceptance to you, you love me. If I speak words of judgment and contempt you will judge me back. Here is why:

The words you put out have an energy that always creates a reaction in others that comes back to you multiplied. Everything you say has an effect. Words are powerful. People have been killed over words, deals have been lost over words, and marriages have been destroyed over words. Even if these words are only in your mind they still produce an energy that others can pick up on.

**Principle #52. When in doubt check it out.**

Another great chapter. Successful people don't waste time assuming or wondering. They check it out and deal with it. Remember this—people always assume the worst when they don't know what is true. Then they build assumptions on this, and ultimately make bad decisions based on this.

How many times have you made assumptions without checking it out? You see this is critical for success. Because it causes us to hesitate when we think it might be bad news. When you check things out you quickly find the facts, and then you have the option to do something about it.

**Principle #53. Practice uncommon appreciation.**

You know, I've never known anyone to complain about receiving too much positive feedback! If you want to be successful, master the art of appreciation. In studies asking employees what motivated them most, it was appreciation. Then Jack brings out a new concept to me. There are three kinds of appreciation.

**3 kinds of appreciation:**

1. Auditory (Hear it.)
2. Visual. (See it.)
3. Kinesthetic. (Feel it.)

Some people want to hear it—that is my wife; others want to see it—a gift, a letter, or flowers. Some want to feel it by a hug, a pat on the back, etc. Use all three and soon you will discover which one is dominant in the people around you. When you do this the universal

law of attraction kicks in—you will attract the same appreciation to yourself.

**Principle #54. Keep your agreements.**

Wow! I wish more people followed this principle, don't you? Most people today break their word so easily and they don't realize the damaging effect. People do not trust you, they can't count on you and your credibility goes down the drain. But it goes deeper. How about agreements with yourself? If you don't follow through it has the same effect on you!

**If you agree to get up and exercise every day at 6:00 and then you don't do it, you cause tremendous turmoil and undermine your personal potential. Jack then gives four ground rules for keeping agreements.**

1. Make only agreements you intend to keep.
2. Write down all the agreements you make.
3. Communicate about any broken agreements at the first opportunity.
4. Learn to say "NO" more often.

One of the best tools to motivate you to do this is to set up consequences for yourself if you don't follow through on your commitment. Make the consequence so painful that you are compelled to keep your word. This works in a powerful way.

**Principle #55. Be a class act.**

In a world of mediocrity, you can stand out by developing this talent. Jack lists 10 characteristics to work on to accomplish this on page 365-366. I urge you to read it and apply it. When you engage with people they deserve a level of respect. Give that extra 10%, be extraordinary, make people feel like they are special and count. Choose a higher personal standard.

**Principle #56. Develop a positive money consciousness.**

Jack brings out what we teach so strongly in All Power that financial success begins in the mind. He discusses how most people are limited by their beliefs and how we have to eliminate all negative

beliefs about money. Jack goes into depth on this point as we do in All Power.

Because we do the same in All Power, this will not be new to you, but I do encourage you to review pages 373 to 380. Jack gives stories to illustrate the same points we teach. This makes it real and will really help you. I also encourage you to go back to All Power at this point and review Lessons 17 and 18 along with Principle #56 and it will really drive it home for you.

**Principle #57. You get what you focus on.**

The most fundamental requirement of becoming wealthy is to make a conscious decision to do it from the deepest place in your heart. Once you do this, you next need to decide what “wealthy” means to you. For some that may mean a home paid for and \$5,000 a month to live a quiet life in the country with horses and a family. To others, it is a home on every continent, \$50,000 a month for fun and travel and a 100-million dollar foundation to help worthy causes. Only you can decide that.

Jack gives a good statistic that you will need about \$230,000 invested to produce \$1,000 in monthly income. If you want to become financially successful you have to become conscious of it. To do this there are four steps to take on pages 383 to 385. (Slide)

1. Determine your net worth.
2. Determine what you need to retire.
3. Become aware of what you are spending.
4. Become educated.

**Principle #58. Pay yourself first.**

Wow! Have you heard that before? It is amazing how much Jack teaches that we also teach. The simple bottom line—10% of all you earn goes into your savings. Period. No questions, no debate, no exceptions. Jack also teaches the power of compounding interest—you know about that from All Power.

It is interesting to note that most millionaires in the USA are regular folks who work hard and invest 10-20 % of their income. The simplest way to do this is to just set up an automatic plan that the

money is taken out every month no matter what. If it is deducted before your check you don't miss it. You make the commitment and it is a done deal.

Jack then recommends what we emphasize—a tax deferred plan especially if your company matches it. He then talks about building assets rather than liabilities. We learned this with Robert Kiyosaki in “Rich Dad, Poor Dad” so I won't go into it.

### **Principle #59. Master the spending game.**

I love Will Rogers' comment on this:

**“People spend money they haven't earned, to buy things they don't want, to impress people they don't like.”**

The simple concept, “Spend less money” is one that needs to be resurrected. This generation needs to change our focus from consumption to wealth creation.

Jack suggests that you go through your home and take out everything you haven't used in the past year. Then put it in one place and add up what you spent—you could probably retire on it. Watch your purchases in the future. Do you need it? Is it mandatory?

Jack then talks about getting rid of debt, stop paying high credit card fees, and consume less. He lists 5 points to master this:

1. Stop borrowing money.
2. Don't get a home equity loan to pay off credit card.
3. Pay your smallest debts first.
4. Slowly increase your debt payments.
5. Pay off your mortgage and credit cards early.

These 5 points are worth reading in the book on pages 400-401. It will give you hope and faith that you can get it together and be debt free.

### **Principle #60. To spend more, first make more.**

Here is a fundamental principle: The first step to make more is to decide how much you want to make.

We teach this at length in All Power. In fact, the next pages in this lesson are what we teach you so clearly in All Power—become an entrepreneur—find a need and fill it, join a network company, create multiple streams of income. Read the inspiring stories and examples Robert gives on pages 404-412 and then think of what you could do!

**Principle #61. Give more to get more.**

This chapter begins with the Bible teaching of giving 10%. The world's most wealthy people have figured out this principle. Tithing is a spiritual alliance with God who created a world where the more successful you are, the more wealth there is for everyone to share.

I think the majority of you listening to this are aware of tithing. But I encourage you to read the stories in this chapter because they will inspire you.

**Principle #62. Find a way to serve.**

There is no question that the greatest levels of satisfaction are experienced by those who have found a way to serve others. You can't serve others without it coming back multiplied to you. So decide what things are important to you, what you believe in, and then volunteer your skills to do it. You'll always get more than you give.

**Principle #63. Start now! Just do it!**

Remember there is no perfect time to start. Most of life is on-the-job training. Important things can only be learned by doing them. A journey of 1,000 miles begins with one step. So the key to success is just begin.

This book has 64 principles in it. You can't do them all at once, but you can begin. Each day you progress more. If you just aim in the direction you want to go, start, and keep moving forward, all kinds of opportunities will grow out of your forward motion.

Remember, you alone are responsible to take action to create the life of your dreams. No one else can take action for you.

Jack's last chapter fits exactly into what we do. Empower yourself to empower others. I am going to urge you to read this final chapter 64. As you read it, think about All Power. Think how powerful you could be to teach these things to others. Think of what a difference this information could make in their lives.

Like Jack, I dream of a world that is empowered by these principles where men and women enjoy the abundant life God designed for us. Wow! Preparing this book for the CD took many hours! It has been an exciting journey, and I enjoyed every moment of it. My special thanks to Jack Canfield—you are an incredible human being and you have blessed so many. I encourage all of you to read his many "Chicken Soup" books, go to his website and attend his seminars if you have the chance.

Till next month, I wish you all a wonderful life of joy, passion, happiness, success, power, prosperity, energy, love, fun, smiles, and everything good life can hand you. God made you extraordinary—live up to His expectations.

Live every day with All Power!

Leo