

The 100 Absolutely Unbreakable Laws of Business Success

By Brian Tracy

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Commentary provided by Leo Schreven

So, we are back to another Brian Tracy book. I like this guy—we have already done his book on goals, but this is another one of his classics.

Brian has focused the light of Universal Laws through the lens of business and created a practical and easy-to-understand guide that can enhance both your personal and professional life. He explains each of the 100 laws in three ways—philosophical, behavioral and practical detail. Then he applies them to various aspects of business, career enhancement, creativity and financial reward.

Let's do a quick summary of what it is all about.

1. The Laws of Nature are timeless truths that have always existed and always worked. This is such a simple principle, but ask yourself, do you know what the laws are, and do you cooperate with them? Most people spend their whole life in ignorance of these laws and few follow them even if they do know. In fact, only about 3% of people know and cooperate with them and those are the 3% who control most of the money. You can be one of them.
2. Practicing these 100 laws will give you a tremendous business advantage. What would happen if you were following 50 laws and breaking 50 laws? Your life would be at a standstill. But if you followed 51 laws and broke 49, you are up 2%. Every new law you follow increases your success 2%. Think about the power of that!
3. The Laws of Life pertain to all areas of your life. We discuss this a lot in All Power Seminars. Financial freedom comes much easier when all areas of your life are in balance.
4. The Laws of Success are activated when you become clear about what you want and what it will look like when you have

achieved it. Many of you have already done this as well, but this month will sharpen it for you.

5. The Laws of Business can put your life and career on the fast track. Why not accomplish your goals and dreams in 3 years rather than 30?
6. The Laws of Leadership show that you have to lead with strength and compassion. Leadership is a very controversial subject and there are many opinions. My experience has led me to believe that different styles of leadership have to be used for different situations. The same leader can lead an office of business professionals totally different from a group of business professional volunteers. The way you lead an Australian is totally different from an American. So adapting is critical to your financial success.
7. The Laws of Money show you the cause and effect of wealth creation. Everything runs on fixed laws. Money is no exception. Learn them and half the battle is won!
8. The Laws of Selling show you the behaviors inherent in selling and buying. This is a really interesting section. Consumers today are in many ways more educated, but they are also more foolish in their spending. Mastering this can make the difference between breaking even or making a handsome profit.
9. The Laws of Negotiating teach you to interact, communicate and persuade. Many people are afraid to negotiate. But the results can be rewarding. Negotiating is like playing cards—you can bluff, or sometimes simply hold the ace and do as you please.
10. The Laws of Time Management help you accomplish more things faster. Brian is especially good at this and you will find some great tips.

The main theme of the book can be summarized this way. In business success, nature is neutral. If you do what other successful people do, you will get the results that other successful people get. And if you don't, you won't. It is as simple as that.

Thomas Huxley has a quote that is good here.

“The chess board is the world, the pieces are the phenomena of the universe, the rules of the game are what we call the Laws of Nature. The player on the other side is hidden from us. We know that his play is always fair, just, and patient. But also we know, to our cost, that he never overlooks a mistake, or makes the smallest allowance for ignorance.”

Following the Laws

The Laws of Nature apply to everything in nature. You can't escape them because people are part of nature, and everyone's actions and circumstances are therefore intertwined with nature and everything that governs it. All of you know how strongly I believe and teach in All Power that God operates on fixed laws. I love this principle and have found it to be the most powerful tool one can use.

Laws of Nature are true principles, timeless truths. Since they apply to everything, you can use them in every area of your life, including business and finance. Just look at nature's basic laws and you can break them down into numerous, tightly focused areas. These laws have a life of their own and are inherently neutral, neither positive nor negative. They are indifferent to your personal beliefs, preferences, or desires. They have always existed in business and always will. As Aristotle said, “Every effect has a specific cause or causes.” This is the granddaddy law, the Iron Law of Western thought.

Every day, people violate the natural laws and principles that apply to business. Sometimes they know they're doing it, sometimes they don't. Even if you don't suffer any immediate consequences of these violations, you will in the long run, because universal laws and principles always work. Perhaps the most important quality of a successful businessperson is pragmatism. You are pragmatic when you are not necessarily concerned about the origin of an idea. You ask only one question: Does it work? These laws then, are the

ultimate tools of the pragmatist. The laws work, whether you like it or not, whether you understand it or not, whether you can explain it or not. Depending on your attitudes and choices, these laws are always at work — either for you, or against you.

It is impossible to fit all the laws into this summary, but we will hit the highlights and you can get the specifics in the book.

All of the universal business laws are simple, logical extensions of laws 1-5 in the book. They are:

1. The Laws of Cause and Effect,
2. The Laws of Belief,
3. The Laws of Expectations,
4. The Laws of Attraction,
5. The Laws of Correspondence.

These first five laws are called the Laws of Life because they're so basic, and because they form the foundation for the rest of the laws. The Laws of Life are rooted in one simple premise: If you change the quality of your thinking, you change the quality of your life. These laws are similar to laws of physics, laws of mathematics, laws of mechanics, or laws of electricity. They are practical, proven laws that apply everywhere to success and business.

They are:

1. **The Law of Cause and Effect** — There is a specific cause for every effect and everything happens for a reason, even if you don't know the reason or cause.
2. **The Law of Belief** — Whatever you truly believe will become your reality. Believe you will succeed, and you ultimately will; believe you will fail and you surely will. There is perhaps no other area where the laws of belief are more in evidence than in the acquiring and keeping of money.
3. **The Law of Expectations** — Whatever you expect will, indeed, happen as a self-fulfilling prophecy. Expect good things from yourself and others, and that's what you will get.

Expect very little, or expect negativity, and you will get that too.

4. **The Law of Attraction** — You are essentially a living magnet and will attract the people, situations, and circumstances that are in keeping with your most dominant thoughts. This law is so powerful that it affects everything you do or say, or even think or feel, because your thoughts are more powerful than anything else. As seen in the classic domino effect, they set up all the situations that follow.
5. **The Law of Correspondence** — This natural extension of the Law of Attraction, states that everything in your “outer world” is simply a reflection of your “inner world” and corresponds with your strongest thought patterns. With correspondence, you create within yourself the mental equivalent of what you want to experience on the outside. Change your thoughts and you can truly change the reality around you. You can control only one thing in the world, and that is the way you think. Dream it, create it in your mind, and you can make it happen. These laws affirm that every action of yours is guided by a purpose of some kind, whether clear or unclear.
6. **The Laws of Success (Numbers 6-19)**

In summary, success comes from continuous, persistent effort in the pursuit of your goals, but only in ways that are consistent with universal laws. First, you must be honest and very clear about what you want and what it will look like when you have achieved it. Then, keep in mind the Laws of Success, which include:

- The Law of Control — The more you feel that you are in control of your own life, the better you feel overall. How many people do you know are in control of their lives? Seriously? Few people are in control of their health, their emotions, their time, their relationships, their spiritual life, or their financial life. Each one of these areas affects the other. This is why we teach All Power—to help people get a balance in all these critical areas, for they all affect ultimately your finances.

- The Law of Accident — If you believe that everything in life is completely out of your control and is merely random and accidental, you will never seize control of your life. It is true that some things will come by “accident” or pure luck. But these are rare and the exception—99% of life and your future are in your control.
- The Law of Compensation — For good or ill, you will always be compensated, either positively or negatively, for whatever you do. To me this is the most powerful of all principles. Spend a few minutes on it to really let it soak in. **YOU WILL ALWAYS BE COMPENSATED, FOR GOOD OR FOR ILL.** So, to be a success financially you have to be compensated more for good than ill. That simply means making better choices and following the laws that always work.

The other laws of success cover responsibility, direction, service, applied effort, overcompensation, preparation, forced efficiency, decisions, creativity, flexibility and persistence. It would be well to spend a few minutes on each of these in the book to really master them.

7. The Laws of Business (Numbers 20 through 33)

All of the nuts-and-bolts aspects of running a successful business, from the products or services you offer, to the marketing, accounting, strategy and customer service, are based on these laws. The list includes the laws of:

PURPOSE: What specifically is your purpose for existing? Why do you exist? What are you doing that no one else is?

ORGANIZATION: Few business people have this ability. But organization is key. In my work as a minister I am continuously frustrated by the utter lack of organizational skills of pastors. But the results we achieve are always in direct relation to the organization.

CUSTOMER SATISFACTION: The customer is always first, and that comes as a result of the quality, innovation, specialization, differentiation, segmentation, concentration and excellence you deliver. The #1 need of customer satisfaction today is a real, live

person to talk to that knows what they are talking about and genuinely cares.

Woven through these laws is the understanding that your company or business must always continue to learn, grow, innovate and improve.

8. The Laws of Leadership (Numbers 34 to 45)

People have studied leadership for thousands of years, but there has never been a greater need for leaders at all levels than there is today. And the subject has never been studied as much as it is now, with more than 5,000 books, articles and commentaries on the market offering ideas and theories on what makes a good leader. There are a number of good quotes on this section you want to review. Here are a few:

“You are successful in business and in life to the degree to which you find out what works and then apply that principle wherever and whenever it is appropriate to get a particular result.”

“Aristotle asserted that we live in a world governed by law, not chance. He stated that everything happens for a reason, whether or not we know what it is.”

“The basic principle of human action is that everything you do is aimed at improving your life in some way.”

“Any kind of rapid change in a business disrupts the existing power structure, and people will fight viciously to preserve their perks and positions, even to the detriment of the organization.”

Good leaders all possess a certain set of characteristics, although they may express them very differently. These aspects of leadership are:

INTEGRITY: A true leader has an impeccable character and is known by all as a man or woman of complete integrity and honesty.

COURAGE: A true leader never demonstrates fear or insecurity. They lead by inspiring confidence in others that they themselves have.

REALISM: There is a fine line between realism and pessimism. Realism is the ability to see the genuine challenges, and not be in denial of the reality, but the courage to conquer the most impossible obstacles.

AMBITION: All leaders are driven by ambition, both personal and for the good of their company or mission.

OPTIMISM: A leader has to be optimistic. Nothing is impossible, no mountain is too high, no river too deep—a constant smile and can-do attitude is paramount.

EMPATHY: A true leader has genuine care for his people. It is not a job, it is a team. Each person has incredible value.

RESILIENCE: A leader has the ability to get up when everyone else is down. No matter how many hard knocks, criticism, negativity, or hardship, a leader keeps coming back, nothing can stop him.

INDEPENDENCE: A leader is not swayed by the crowd or what everyone else is doing. He leads and does not wait for committee approval. If people don't want to follow, then he does not want them on the team.

EMOTIONAL MATURITY: Both in personal life and business life a leader is mature.

SUPERB EXECUTION AND FORESIGHT: A leader does things fast, is decisive and sees difficulties before they happen. Everyone is a potential leader, with leadership qualities just waiting to be developed. Leadership emerges in response to situations that require the very best you have to offer. However, the Law of Power states that power also gravitates to the person who can use it most effectively to get the desired results.

9. The Laws of Money (Numbers 35 to 58)

People worry more about money than just about anything else. Financial security is the number-one concern because your very survival depends upon it. Any threat to your security, real or imaginary, can cause you tremendous stress. You become free of these fears when you achieve a certain level of financial security and create a system to protect it.

As with everything else, attitude is the key to financial security and freedom. People's conflicting attitudes about money are evidenced by laws that show that although they want it badly, people may also believe that money is wrong and that people who have a lot of it are inherently evil. This attitude isn't based on anything real or true, and usually comes from childhood, when adults may warn children against money because of their desire to rationalize away their own financial failures.

Within this line of thinking is the idea that poverty is some kind of a virtue, and that people with money can't possibly be kind, decent or moral. Another destructive attitude also haunts people's dealings with money—the sense that they don't deserve to have any. This, too, comes from a childhood full of negative messages about money and self-worth. Some people who work hard and make more than enough money feel guilty about having so much, or are made to feel guilty by people who have not achieved their financial goals. This guilt leads to self-sabotage, whether conscious or subconscious. Money is not bad, but attitudes toward it can be bad.

Money gravitates toward people who respect it and value it and are capable of doing worthwhile things with it. Developing a useful attitude toward money, as well as an ability to bring in the money you want, are the cornerstones of the laws of abundance, exchange, capital, time perspective, saving and conservation.

Parkinson's Law offers the helpful admonition that expenses always rise to meet income and that financial independence comes from violation of Parkinson's Law Number Three, which states that the three legs to the stool of financial freedom are savings, insurance, and investment. Thus, be sure to also heed the laws of investing, compound interest, accumulation, magnetism and accelerating acceleration, which fortunately states that the faster you move toward financial freedom, the faster it moves toward you.

10. The Laws of Selling (Numbers 59 through 72)

Former U.S. President Dwight D. Eisenhower once said, "The art of leadership is getting people to do what you want them to do and to think of it as their own idea." This is also at the core of selling, whether you are selling yourself, your product or service.

The Laws of Selling explain what is behind not only selling successes, but selling failures as well. They include the laws of:

DETERMINATION: You have to be determined to accomplish a measurable sales goal.

NEED: "Find a need and fill it." If you do your sales are automatic.

PROBLEMS: Most sales are the result of successfully finding a problem and fixing it with a product or service you provide.

PERSUASION: You must develop the skill to persuade people with logic, emotion and need.

SECURITY: Any product or service that makes people feel secure is an automatic sale.

RISKS: If you don't have this product or service, here are the risks you take. A good example is Insurance.

TRUST: This is becoming more and more important. If someone feels they can trust you, sales are much more simple.

RELATIONSHIPS: Many people today will buy based on a relationship with someone they trust, even if they have to pay more.

FRIENDSHIP: This is something you earn, not create.

POSITIONING: Always be looking ahead to position yourself ahead of any competition.

PERSPECTIVE: Being honest where you are in your business or product rather than denial. If iPods are going to take the place of your CD player, you need to keep it in perspective and adjust.

ADVANCE PLANNING: Always look 3-5 years in advance financially and in your business product or service.

Last, always remember the Law of Perverse Motivation, which states the great irony that everyone likes to buy, but no one wants to be sold.

11. The Laws of Negotiating (Numbers 73 to 87)

You negotiate your way through life and business. The Laws of Negotiating are tied to economics since both are based on the fact

that each person places different values on different things at different times. Everyone behaves economically, in that people strive to negotiate the best result for themselves. These cornerstones are inherent in the Laws of Negotiating, which state that everything is negotiable. These laws include the Law of Four, which notes that every negotiation hinges upon no more than four make-it-or-break-it issues.

Negotiating comes in all flavors:

- Win-win or no deal.

- This is cut and dried, either your way or no deal.

- Unlimited possibilities.

- Anything is on the table, let's come up with a deal satisfactory to all.

Timing. Timing can be everything.

Terms. You can often negotiate a deal in your favor if you know the right terms to offer the other party.

Anticipation. Knowing where the other person is coming from and negotiating from that perspective can put a deal in your favor.

Authority. Sometimes you simply hold all the aces. You can pretty much call the deal the way you want.

Reversal. Put yourself in the other person's shoes and work a deal based on that.

Desire. You can negotiate a lot just by letting the other person know why you are so passionate about it. Sometimes people show mercy, or care or compassion.

Walk away. I did this recently on a car deal. They did not want my terms or offer price (it was ridiculously low) so I smiled and walked away. A few hours later they called and we did the deal.

All these laws wrap up with the Law of Finality: No negotiation is ever final, and therefore, negotiations always can be re-opened.

12. The Laws of Time Management (Numbers 87 through 100)

Successful people have one thing in common: They are extremely well organized. The Laws of Time Management feature the Law of what is called, “Sequentially” — that time management enables you to control the sequence of events in your life, and the Law of “Posteriorities”, which suggest that before you start something new, you must discontinue something old.

Time-management includes the laws of:

Clarity—you are crystal clear on what your A,B,C,D, and E items are in order to spend the most time where you are most productive and make the most money.

Priorities – you know what your daily priorities are and are not distracted by phone, emails, or texts trying to pull you away.

Planning—you know what you are going to be doing 48 hours in advance at all times.

Reward—you understand that time discipline also has rewards built in, for rest, fun, vacation, exercise, etc.

Leverage—the ability to multitask time, to get done in one hour what takes most people 4 hours.

Timeliness—to set times to accomplish things and fully concentrate to accomplish it in that set time.

Time pressure—realizing we all have the same 24 hours in a day, but it is how we utilize that 24 hours that makes all the difference.

The final law, the Law of Competence, states logically that you can increase your efficiency and your effectiveness by becoming better and better at your key tasks.

Being aware of these Laws of Business Success and putting them into practice is a matter of creating a new habit. Since 95% of everything you do is determined by your habits, good or bad, once you make these laws into habits, you will find yourself automatically functioning at a happier, more successful level, with no limits on what you can do or accomplish.

End.