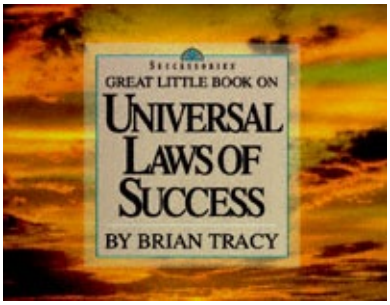


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Great Little Book on Universal Laws of Success

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By Brian Tracy

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The Law of Cause and Effect

Everything happens for a reason. For every cause there is an effect, and for every effect, whether you know it or not, there is a specific cause or causes. There are no accidents.

You can have anything you want in life if you can first decide exactly what it is, and then do the things that others have done to achieve the same result.

The Law of Mind

All causation is mental. Your thoughts become your realities. Your thoughts are creative. You become what you think about most of the time.

Think continually about the things you really want, and refuse to think about the things you don't want.

The Law of Mental Equivalency

The world around you is the physical equivalent of the world within you. Your main job in life is to create within your own mind the mental equivalent of the life you want to live.

Imagine your ideal life, in every respect. Hold that thought until it materializes around you.

The Law of Correspondence

Your outer life is a reflection of your inner life. There is a direct correspondence between the way you think and feel on the inside and the way you act and experience on the outside.

Your relationships, health, wealth and position are mirror images of your inner world.

The Law of Belief

Whatever you believe, with feeling, becomes your reality. You do not believe what you see; you see what you have already chosen to believe.

You must identify, then remove the self-limiting beliefs that hold you back.

The Law of Values

You always act in a manner consistent with your innermost values and convictions.

What you say and do, the choices you makeespecially under stressare an exact expression of what you truly value, regardless of what you say.

The Law of Motivation

Everything you do or say is triggered by your inner desires, drives and instincts. These may be conscious or unconscious.

The key to success is to set your own goals and determine your own motivations.

The Law of Subconscious Activity

Your subconscious mind makes all your words and actions fit a pattern consistent with your self-concept and your innermost beliefs about yourself.

Your subconscious mind will move you forward or hold you back depending on how you program it.

The Law of Expectations

Whatever you expect, with confidence, tends to materialize in the world around you.

You always act in a manner consistent with your expectations, and your expectations influence the attitudes and behaviors of the people around you.

The Law of Concentration

Whatever you dwell upon grows and expands in your life.

Whatever you concentrate upon and think about repeatedly increases in your world.

Therefore, you must focus your thinking on the things you really want in your life.

The Law of Habit

Fully 95 percent of everything you do is the result of your habits, either helpful or hurtful.

You can develop habits of success by practicing and repeating success behaviors over and over until they become automatic.

The Law of Attraction

You continually attract into your life the people, ideas and circumstances that harmonize with your dominant thoughts, either positive or negative.

You can be, have and do more because you can change your dominant thoughts.

The Law of Choice

Your life is the sum total of all your choices up to this present minute.

Since you are always free to choose what you think about, you are in complete control of your life and everything that happens to you.

The Law of Optimism

A positive mental attitude is essential for success and happiness in every area of life.

Your attitude is an expression of your values, beliefs and expectations.

The Law of Change

Change is inevitable. Because it is driven by expanding knowledge and technology, it is accelerating at a speed never seen before.

Your job is to be a master of change rather than a victim of change.

The Law of Control

You feel positive about yourself to the degree to which you feel you are in control of your own life.

Health, happiness and high performance begin with your taking complete control over your thinking, your actions and your circumstances in the world around you.

The Law of Responsibility

You are where you are and what you are because of you.

You are fully responsible for everything you are, everything you have and everything you become.

The Law of Compensation

The universe is completely balanced and in perfect order. You will always be compensated in full for everything you do.

You will get out what you put in. You can have more because you can contribute more.

The Law of Service

Your rewards in life will be in direct proportion to the value of your service to others.

The more you work, study and develop your ability to contribute more to the lives and well-being of others, the better life you will have in all areas.

The Law of Applied Effort

All your hopes, dreams, goals and aspirations are amenable to hard work.

The harder you work, the luckier you get.

There are no shortcuts.

The Law of Preparation

Luck is when opportunity meets preparation. Perfect performance comes from painstaking preparation, often for weeks, months and years in advance.

The most successful people in every area invariably spend far more time in preparation than the least successful.

The Law of Forced Efficiency

There is never enough time to do everything, but there is always enough time to do the most important things.

The more you take on, the more efficient you become. You only learn how much you can actually do by trying to do too much.

The Law of Decision

Decisiveness is a vital quality of all successful people.

Every great leap forward in your life comes after you have made a clear decision of some kind.

The Law of Creativity

Whatever your mind can conceive and believe, it can achieve.

Every advance in your life begins with an idea of some kind, and since your ability to generate new ideas is unlimited, your future can be unlimited as well.

The Law of Flexibility

Be clear about your goals; be flexible about the process of achieving them.

Flexibility and adaptability are the core qualities for success in an age of rapid change, competition, and obsolescence.

The Law of Persistence

Your ability to persist in the face of adversities, setbacks and disappointments is your measure of your belief in yourself.

Persistence is the iron quality of success; if you persist long enough you must eventually succeed.

The Law of Integrity

Happiness and high performance come to you when you choose to live your life consistent with your highest values and your deepest convictions.

Always be true to the very best that is within you.

The Law of Emotion

You are 100 percent emotional in everything you think, feel and decide. You decide emotionally and justify logically.

Since you control your thoughts, you are as happy as you make up your mind to be.

The Law of Happiness

The quality of your life is determined by how you feel at any given moment. How you feel is determined by how you interpret what is happening around you, not by the events themselves.

It's never too late to have a happy childhood. At any time, you can go back and change the way you interpret those experiences to yourself.

The Law of Substitution

Your conscious mind can only hold one thought at a time, positive or negative. You can decide to be happy by substituting positive thoughts for negative ones.

Your mind is like a garden. Either weeds or flowers will grow.

The Law of Expression

Whatever is expressed, is impressed. Whatever you say to yourself, with emotion, generates thoughts, ideas and behaviors consistent with those words.

Be sure to talk about the things you want, and refuse to talk about the things you don't want.

The Law of Reversibility

Your thoughts and feelings determine your actions, and your actions, in turn, determine your thoughts and feelings.

By acting in a positive, pleasant and optimistic way, you become a positive, optimistic and enjoyable person.

The Law of Visualization

The world around you is an outpicturing of the world within you. The images you dwell upon affect your thoughts, feelings and behavior.

Whatever you visualize clearly and emotionally will eventually materialize in your world.

The Law of Practice

Whatever you practice over and over becomes a new habit.

You can develop the attitudes, abilities and qualities of happiness and success by repeating them until they are firmly entrenched as part of your personality.

The Law of Commitment

The quality of love and the duration of a relationship are in direct proportion to the depth of the commitment by both people to making the relationship successful.

Commit yourself wholeheartedly and unconditionally to the most important people in your life.

The Law of Value

You are invariably attracted to, and most compatible with, people who have the same values, beliefs and convictions that you do.

Love is not blind.

The Law of Compatibility

You will be happy with another person to the degree to which you both share the same values, attitudes, ambitions and beliefs.

Look for someone who thinks and feels the way you do about the most important issues of life.

The Law of Communications

The quality of your relationships will be determined by the quality and quantity of your communication with other people.

Good communications require extended periods of time to build and maintain.

The Law of Attention

You pay attention to that which you most love and value.

Attentive listening to others lets them know that you love them and builds trust, the foundation of a loving relationship.

The Law of Self-Esteem

Everything you do in life is to either increase or to protect your self-esteem. You tend to be happiest with someone who makes you feel valuable and important.

The more things you do to raise the self-esteem of another, the more you like and respect yourself as well.

The Law of Indirect Effort

You will be more successful indirectly in relationships rather than directly. To have a friend, be a friend. To impress others, be impressed by them.

To develop and maintain loving relationships, become a loving person yourself.

The Law of Reverse Effort

The harder you try to force a relationship to work, the less successful it will be.

Relationships work best when you simply relax, be yourself and enjoy the moment.

The Law of Identification

Hypersensitivity, or taking things personally, is a major source of problems in relationships.

Only by not identifying, by detaching and viewing your relationship with some objectivity, can you enjoy it fully and act effectively within it.

The Law of Forgiveness

You are emotionally healthy to the exact degree to which you can freely forgive others for anything they may have done that has hurt you in any way.

The inability to forgive lies at the root of most unhappiness. It leads to feelings of guilt, resentment, anger and hostility toward others.

The Law of Reality

People don't change. Deal with them as they are. Don't try to change others or expect them to change. "What you see is what you get."

Unconditional acceptance of others is the key to happy relationships.

The Law of Minimum Effort

You always try to get the things you want with the very least effort possible. All technological advances are ways of getting greater output with less input.

All human beings are therefore basically lazy, seeking the easiest way possible at all times.

The Law of Maximization

You always try to get the very most in exchange for your time, money, effort or emotions. When given a choice between more or less for the same contribution, you will always chose more.

People are therefore basically greedy in everything they do. This is neither good nor bad in itself. It just is.

The Law of Expediency

You always try to get the things you want as quickly and as easily as possible with minimum regard to secondary consequences.

You tend to follow the path of least resistance in everything you do.

The Law of Duality

You always give one of two reasons for doing anythingthe reason that sounds good, or the real reason.

The reason that sounds good is always uplifting and noble. The real reason is because your action is the fastest and easiest way to get the things you want, right now.

The Law of Choice

Everything you do is a choice based on your dominant values at the moment. Even taking no action is a choice.

You are where you are and what you are because of your choices and decisions in life to this moment.

The Law of Subjective Value

All value is in the eye of the beholder. There is no set value for anything. Something is only worth what someone else is willing to pay.

The person willing to pay ultimately determines the true value of any item.

The Law of Time Preference

You always prefer earlier rather than later in the satisfaction of any desire.

You are therefore impatient in virtually every area of your life.

The Law of Marginality

The ultimate price of any product or service is determined by what the last customers are willing to pay for the last items available.

Every sale, or mark-down of prices, is an admission that the vendor guessed wrongly when setting the original prices.

The Law of Supply and Demand

When the quantity of goods or resources is limited, an increase in the price will lead to a decrease in the demand, and vice versa.

Whatever you reward you get more of, whatever you punish you get less of. Taxes and regulations are punishment for productive activities. Welfare and benefits are rewards for unproductive activities.

Cohen's Law

Everything is negotiable.

Every price or term, whether buying or selling, is a best-guess by someone as to what the market will bear.

Always ask for a better price.

Dawson's Law

You can always get a better deal if you know how to ask for it in the best possible way.

Always ask for more than you want. Never accept the first price quoted. Be patient, and then ask for more.

The Law of Timing

Timing is a critical aspect of any negotiation. Whenever you make an offer, give a deadline for acceptance.

On the other hand, if someone tries to give you a deadline to accept a deal, simply say, "If that's all the time I have, then the answer is no."

The Law of Terms

The terms of payment in a negotiation can be more important than price, or any other factor.

You can usually agree to almost any price if you can get very favorable terms.

The Law of Preparation

Eighty percent of success in negotiating is determined by the preparation you do, in advance.

Before negotiating, be sure to get the facts, do your homework and check your assumptions.

The Law of Reversal

Before negotiating, put yourself in the other person's position and negotiate from his point of view.

When you develop a good feel for the situation of the other person, you can more effectively negotiate the best deal for yourself.

The Law of Desire

The one who most wants the negotiation to succeed has the least bargaining power.

You can only negotiate effectively on your own behalf when you are willing to walk away if the price or terms are unsatisfactory.

The Law of Reciprocity

People are inherently fair and are motivated to pay you back for any nice things you do for them.

By making small concessions in a negotiation, you may be able to get large concessions in return.

The Law of Finality

No negotiation is ever final. If you get new information, or you are unhappy with the agreed upon terms, ask to reopen the negotiation.

Be willing to adjust the price and terms for the other person as well, if he or she is unhappy.

The Law of Abundance

We live in an abundant universe where there is an ample supply of money for all those who really want it.

To achieve financial independence, make a decision today to accumulate wealth and then do what others have done before you to accomplish the same goal.

The Law of Exchange

Money is the medium of exchange between the goods and services produced by one person and the goods and services produced by another.

The amount you earn at any time is a reflection of the value that others place upon your contribution.

The Law of Capital

Capital represents assets that can be deployed to generate cash flow. Your most valuable asset is your earning ability.

Your physical, mental and intellectual resourcescontinually growing and changingare your personal capital.

The Law of Saving

Pay yourself first. Financial freedom comes to those who save 10 percent or more of their income throughout their lives.

If you cannot save money, the seeds of greatness are not in you.

The Law of Conservation

It's not how much you make but how much you keep that counts.

Successful people save in prosperous times so they have a financial cushion in times of recession.

Parkinson's Law

Expenses always rise to meet income. This is why most people retire poor.

To become wealthy, you must spend less than you earn, and save the balance.

The Law of Investing

Investigate before you invest. Spend as much time studying an investment as you do earning the money you put into it.

Never let yourself be rushed into an irrevocable financial commitment.

The Law of Compound Interest

Accumulating money and allowing it to grow at compound interest will make you rich.

The key to achieving financial independence through saving is to put the money away and never touch it, for any reason.

The Law of Accumulation

Great financial achievement is an accumulation of hundreds, and even thousands, of small efforts that no one ever sees or appreciates.

There is no quick or easy way to become rich.

The Law of Attraction

As you accumulate money, you begin attracting more money into your life.

Thinking positively about your money as you save it turns you into a money magnet. More money comes to you.

The Law of Desire

To become wealthy, you must have a burning desire to accumulate wealth. A mild desire or casual interest is not sufficient.

You can tell how badly you want it by observing your actions each day. Are they consistent with wealth accumulation?

The Law of Purpose

Definitiveness of purpose is the starting point of all wealth. To become wealthy, you must decide exactly what you want, write it down and then make a plan for its accomplishment.

All successful people "think on paper."

The Law of Enrichment

All lasting wealth comes from enriching others in some way.

The more you can train yourself to contribute value to the lives of others, the more you will earn and the more certain it is that you will become wealthy.

The Law of Entrepreneurship

The surest road to wealth is to start and build a successful business of your own. No one ever got rich working for someone else.

Your products or services only need to be 10 percent better than your competitors to start you on the road to wealth.

The Law of Bootstrapping

The best and surest way to build a business is to start with little or nothing, and then to grow step-by-step out of your profits.

Those who start with too little money are more likely to succeed than those who start with too much. Energy and imagination are the springboards to wealth creation.

The Law of Courage

Your willingness to risk failure is the only real measure of your desire to be rich.

Failure is a prerequisite for great success. If you want to succeed faster, double your rate of failure.

The Law of Risk

There is a direct relationship between the level of risk and the likelihood of loss in any enterprise.

Successful entrepreneurs are those who analyze and minimize risk in the pursuit of profit.

The Law of Undue Optimism

Excessive optimism is a two-edged sword; it can lead to both success and failure.

In business, everything costs twice as much as you expect and takes three times longer than you planned.

The Law of Persistence

If you persist long enough in the pursuit of wealth, you must inevitably succeed.

Stumbling blocks are stepping stones to success, as long as you learn from every setback and disappointment.

The Law of Purpose in Business

The purpose of a business is to create and keep a customer. All business activities must be focused on this central purpose.

Profits are a result of creating and keeping customers in a cost-effective way.

The Law of Organization

A business organization is a group of people brought together for the sole purpose of creating and keeping customers.

Every employee must be essential to the functions of the organization.

The Law of Customer Satisfaction

Everyone is in the business of customer satisfaction, and the customer is always right.

Successful businesses have an obsession with customer service.

The Law of the Customer

Customers always seek the very most at the lowest possible price.

Proper business planning demands that you focus on the self-interest of the customer at all times.

The Law of Quality

Quality is whatever the customer thinks it is, and the customer decides how much it's worth.

Your ability to add value to your product or service determines your success in the market.

The Law of Obsolescence

If it works, it's obsolete.

Every product and service today is already in the process of being made obsolete by technology and competition. What is your "next miracle" going to be?

The Law of Innovation

One good idea is all you need to start a fortune.

Business breakthroughs come from finding faster, cheaper, better, easier ways to perform a task.

The Law of Critical Success Factors

Every business or position has no more than five to seven critical success factors that determine how well it does.

Identify the critical things you do that determine your success or failure. Make a plan to get better at each one of them.

The Law of the Market

The true price of anything is what someone is willing to pay for it in an open, competitive market with other alternatives available.

The market is always right.

The Law of Specialization

To succeed in business, you must specialize in a particular product or service for a particular customer, and then do what you do in an excellent fashion.

A primary reason for business failure is a loss of focus.

The Law of Differentiation

Every product or service must be different and better in some unique way to succeed in a competitive marketplace.

Your competitive advantage must be perceivable, promotable and something the market will pay for.

The Law of Segmentation

Business success comes from identifying and targeting specific customer groups or market segments for your product or service.

Who exactly is your customer? Where is he or she? Why does he or she buy?

The Law of Market Concentration

Market success comes from concentrating single-mindedly on those specific customers who can most benefit from the unique competitive advantages of your product or service.

Identifying and focusing your efforts on this core group is the key to profitability.

The Law of Excellence

The market only pays excellent rewards for excellent performance, excellent products or excellent service.

Identifying and developing your "area of excellence" is the first job of management.

The Law of Probability

Every event has some probability of occurring. To increase the chances of an event occurring, increase the number of events.

The more times and the more different things you try, the more likely it is that you will succeed.

The Law of Clarity

The clearer you are about what you want, and what you are willing to do to get it, the more likely it is that you will be lucky and get what you want.

Clarity of desired goals is a magnet that draws good luck to you.

The Law of Attraction

You attract into your life the people, ideas and opportunities that harmonize with your dominant thoughts.

When your goals are magnetized with the emotion of desire, you will experience what other people call "luck."

The Law of Expectations

You increase the amount of luck in your life by continuously expecting lucky things to happen to you.

Begin every day by saying, "I believe that something wonderful is going to happen to me today!"

The Law of Opportunity

Your greatest possibilities will often come from the most common situations around you.

Your biggest opportunity probably lies under your own feet, in your current job, industry, education, experience or interests.

The Law of Ability

Luck is what happens when preparedness meets opportunity.

The more ability you have and develop in any field, the more likely it is that lucky breaks will occur for you.

The Law of Integrative Complexity

The person with the widest variety of knowledge and skill in any area will have the most luck in that area.

Expanded knowledge and skill intensify awareness and expand opportunity.

The Law of Assumption

Incorrect assumptions lie at the root of every failure. Have the courage to test your assumptions.

The willingness to accept the possibility that you could be wrong will open you to possibilities and lucky breaks you might otherwise miss.

The Law of Timing

Timing is everything. With proper preparation, the right time will come for you.

> "There is a tide in the affairs of men which, taken at the flood, leads on to fortune."
> William Shakespeare

The Law of Energy

The greater the energy and enthusiasm you have, the more likely it is that you will recognize and respond to luck.

Your best ideas and most profound insights come after a period of rest and relaxation.

The Law of Relationships

The more people you know and who know you in a positive way, the luckier you will be.

People will give you ideas and open doors for you if they like you.

The Law of Empathy

When you look at a situation through the eyes of someone else, you often find unseen possibilities.

What is it that people need and want, and how could you give it to them?

The Law of Growth

If you are not growing, you are stagnating. If you are not getting better, you are getting worse.

Make continuous learning and growth a part of your daily routine.

The Law of Practice

Practice is the price of mastery. Whatever you practice over and over again becomes a new habit of thought and performance.

Growth and fulfillment come from abandoning old practices and embracing new ones.

The Law of Accumulation

A great life is an accumulation of thousands of efforts and sacrifices unseen by others.

> "Those heights by great men won and kept, Were not achieved by sudden flight. But they, while their companions slept Were toiling upward in the night."
> Henry Wadsworth Longfellow

The Law of Self-Development

You can learn anything you need to learn to achieve virtually any goal that you can set for yourself.

Those who learn, can.

The Law of Talents

You contain within yourself a unique combination of talents and abilities which, properly identified and applied, will enable you to achieve virtually any goal you can set for yourself.

What parts of your work do you enjoy the most, and are you the best at? This is your best indicator of your true talents.

The Law of Excellence

Success and happiness are only possible when you become absolutely excellent at doing something you enjoy.

> "The quality of your life will be determined by your commitment to excellence more than by any other factor."
> Vince Lombardi

The Law of Opportunity

Difficulties come not to obstruct, but to instruct. Within every setback or obstacle lies seeds of an equal or greater benefit or opportunity.

Turn your stumbling blocks into stepping stones to success.

The Law of Courage

The systematic, deliberate development of courage is essential to the achievement of success. Fear is the greatest single obstacle to achievement.

Make a habit of always confronting the things you fear and doing them anyway.

The Law of Applied Effort

All great success and achievement is preceded and accompanied by hard, hard work. When in doubt, try harder. And if that doesn't work, try harder still.

And when you work, work all the time you work! Don't waste time.

The Law of Giving

The more you give of yourself without expectation of return, the more good that will come back to you, from the most unexpected sources.

You will only be truly happy when you feel that you are making a real difference in the world by serving others in some way.

The Law of Affirmation

Fully 95 percent of your thinking and feeling is determined by the way you talk to yourself. Your inner dialogue is accepted as commands by your subconscious mind.

Talk to yourself positively and constructively all the time, even when you don't feel like it.

The Law of Optimism

How you think, feel and behave is determined by how you interpret your experiences to yourself.

When you make a habit of looking for the good in every situation, you develop a positive mental attitude and eventually you become unstoppable.

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