

CREATE YOUR OWN FUTURE

How to Master the 12 Critical Factors of Unlimited Success

BRIAN TRACY

BRIAN TRACY is chairman and CEO of his own consulting and training organization, Brian Tracy International. He is also one of the world's most successful public speakers addressing approx. 450,000 people in the United States and 25 other countries every year. Mr. Tracy is the author of 26 books (including *Maximum Achievement*, *Advanced Selling Strategies* and *The 100 Absolutely Unbreakable Laws of Business Success*) and more than 300 audio and video learning programs.

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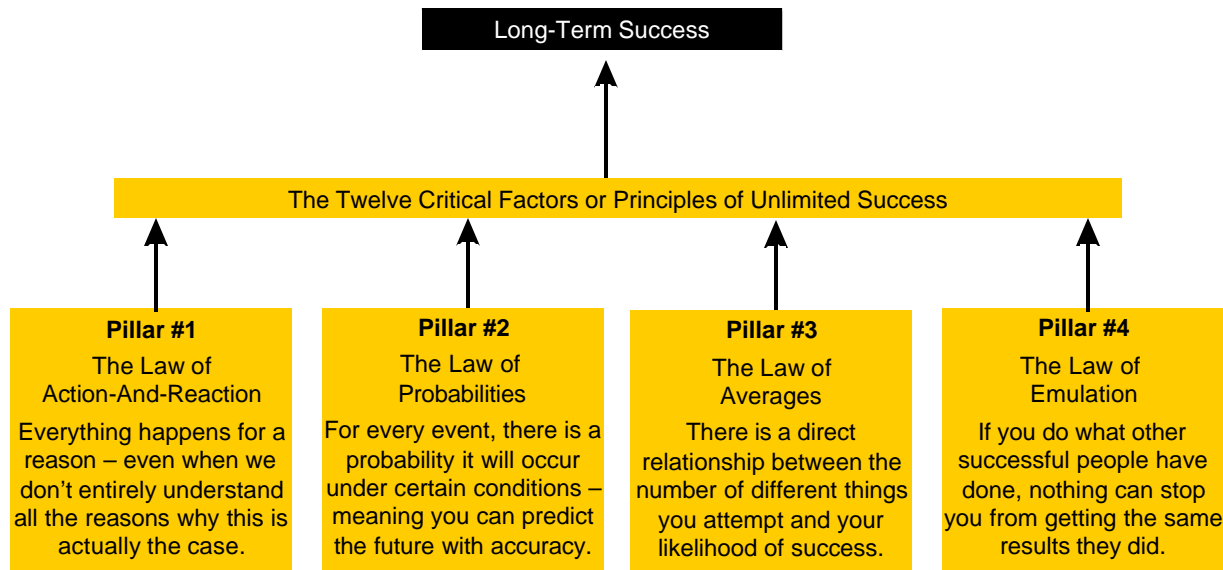
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MAIN IDEA

“If we did all the things we are capable of doing, we would literally astonish ourselves.”
– Thomas Edison

Success in life and business is not the result of a random process or the subject of chance. Instead, success is highly predictable. The journey to long-term success can readily be broken down into twelve critical factors or principles. Follow the same path and the proven processes others have followed and you must ultimately end up in the same place they did. The only real variable is how fast you manage to get there.

In practice, the achievement of long-term success relies on how well these twelve principles are applied in your own life. These twelve principles, in turn, rest on the foundation of four key philosophical pillars:



Therefore, there are timeless truths or universal principles which have applied since the beginning of history. By understanding these principles and taking actions that are in harmony, you improve your likelihood of success. You also accelerate the timetable by which you achieve that success. Doing this also places you beyond the reach of luck or other random phenomena because you're following the same pattern many others have already used to great advantage.

“Your primary goal should be to increase the likelihood that you will be one of those remarkable people who achieves greatly and makes a real difference with his or her life. And this is very much in your hands. To realize your full potential, free yourself as much as possible from randomness and uncertainty. Organize your life in such a way that the probabilities of achieving your goals are extremely high. Learn the cause and effect relationships between what you want and how to get it. Take complete control of every part of your life and create your own future. You must leave nothing to chance.”

– Brian Tracy

The Twelve Critical Factors or Principles of Unlimited Success

Principle #1 – Understand your potential for success is limited only by your imagination. Page 2

Principle #2 – Be clear and precise about what you want to accomplish. Page 2

Principle #3 – Work hard at increasing the amount of knowledge you apply in your work. Page 3

Principle #4 – Master your field of business. Deliver results that are consistently superior. Page 3

Principle #5 – Your attitude is everything. Become someone other people like to associate with. Page 4

Principle #6 – Build strong relationships. The more people you know, the more opportunities will come. Page 4

Principle #7 – To attract more opportunities, make it a regular habit to save a portion of your income. Page 5

Principle #8 – Use your mind – the most valuable asset you will ever own. Page 6

Principle #9 – To maximize your results, focus unerringly on the most important tasks every single day. Page 6

Principle #10 – Seize the moment. The more you get into action, the luckier you will become. Page 7

Principle #11 – Character counts. Work hard at becoming the type of person you personally respect. Page 7

Principle #12 – Fortune favors the brave. Have the courage to begin and the resolve to never give up. Page 8

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