The Success Principles
How to get from where you are to where you want to be

With reference to the book
The Success Principles – How to get from where you are to where you want to be
[2005] Jack Canfield and Janet Switzer
www.thesuccessprinciples.com
The greatest revolution of our generation is the discovery that human beings, by changing the inner attitude of their minds, can change the outer aspects of their lives.

William James, Harvard psychologist
Principle 25.1.
Drop out of the “ain’t it awful” club ... and surround yourself with successful people

- You are the average of the five people you spend the most time with.
  [Jim Rohn. Self-made millionaire and successful author]
- Find more successful people at professional associations, conferences, chambers, or civic groups.
- Attend lectures, courses or seminars, and fly business class.
You need to be surrounded with people who have a positive attitude, a solution-oriented approach of life – people who know that they can accomplish whatever they set out to do.

There are two types of people – anchors and motors. You want to lose the anchors and get with the motors because the motors are going somewhere and they’re having more fun. The anchors will just drag you down. [Wyland. World-renowned marine artist]
Be selective. Make a list of everyone you spend time with on a regular basis – your family members, coworkers, neighbors, friends, people in your civic organization, and so on.

Put a minus sign [-] next to those people who are negative and toxic, and a plus [+] next to those who are positive and nurturing.

Stop spending time with those people with a minus sign to their name or severely decrease the amount of time you spend with them.

You have to free yourself from the negative influence of others.

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People who drain you of energy are psychic vampires [V -]. Stop spending time with them, avoid toxic people, their victim mentality and mediocre standards at all costs.

No longer allow people to affect you with their negativity and complaints, their habits blaming others for their circumstances, always judging others, spreading negative gossip, talking about how bad it is, bringing tension, stress and disorder to your day.
Principle 25.5.
Drop out of the “ain’t it awful” club ... and surround yourself with successful people

- Make a conscious effort to surround yourself with positive, nourishing, and uplifting people – friends – people who believe in you, encourage you to go after your dreams, and applaud your victories. Surround yourself with possibility thinkers, idealists, and visionaries [F +].
Consciously focus on and celebrate your successes.

Acknowledging your past successes is so important because of its impact on your self-esteem.

The more you acknowledge your past success, the more confident you become in taking on and successfully accomplishing new ones.

The more self-esteem you have, the more risks you are willing to take. And the more you risk, the more you win in life.
Inventory of your major successes – create a **victory log**: keep a written record of your successes – with photos, certificates, memos, and other reminders of your success.

Keeping and referring to your victory log keeps you focused on your success.

Display your success symbols. What you see in your environment has a psychological impact on your moods, your attitudes, and your behavior.

Surround yourself with awards, pictures, and other objects that remind you of your success. This will have a powerful effect on your subconscious mind.


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Just before going to bed, stand in front of a mirror and appreciate yourself for all you have accomplished during the day.

Maintain eye contact with yourself, address yourself by name and begin appreciating yourself out loud for the following things:

- Any achievements – business, financial, educational, personal, physical, spiritual, or emotional
- Any personal disciplines you kept – dietary, exercise, reading, meditation, prayer
- Any temptations that you did not give to – eating deserts, lying, watching too much TV, staying up too late, drinking too much

Complete the exercise by continuing to look deep into your own eyes and saying, “I love you”. Then stand there for another few seconds to really feel the impact of the experience.

Do this exercise for a minimum of 3 months. Notice that all your negative internal self-talk will totally vanish, crowded out by the daily positive focus of the Mirror Exercise.
Reward yourself for your success in order to keep your inner child happy and compliant the next time it must behave.

- **Adult ego state**: rational part of yourself – makes logical decisions devoid of emotion.
- **Your parent like ego** is your inner critic.
- **Your childlike ego** starts to sabotage your efforts by doing things like getting sick, having accidents, or making mistakes taking you further away from success.

One of your most important tasks is to engage it and reward it by behaving itself while you get your work done.
Principle 27.1. The Evening Review

- Set aside time at the end of the day – the most important 45 minutes:
  1. acknowledge your successes – stay focused on your past successes
  2. review your goals – stay focused on your next action steps
  3. focus on your successful future – get closer to the fulfillment of your goals
  4. make specific plans for what you want to accomplish the next day – visualize your ideal next day the night before – are constantly proactive in pursuit of your chosen objectives
  5. read an inspirational autobiography or a self-improvement book

- Your unconscious mind replays and processes this late-night input up to six times more often than anything else you experienced during the day.

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# Principle 27.2.  
The daily success focus journal

<table>
<thead>
<tr>
<th></th>
<th>Success</th>
<th>Reason</th>
<th>Further Progress</th>
<th>Next Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I conducted a great staff meeting</td>
<td>I created the team spirit we are lacking</td>
<td>Plan an off-site staff development day</td>
<td>Form a committee with leading staff members</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I did 30 minutes on the stair-stepper</td>
<td>It’s important to my health and to my weight loss goal</td>
<td>Add weight lifting to my routine</td>
<td>Talk to Martin about his personal trainer</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If a cluttered desk is the sign of a cluttered mind, what is the significance of a clean desk?

[Laurence J. Peter. American educator and author]

The Cycle of Completion:

DECIDE › PLAN › START › CONTINUE › FINISH › COMPLETE

Starting a project or making an agreement goes into your present memory bank and takes up an ATTENTION UNIT – complete present tasks and bring new opportunities and abundance into your life.
Principle 28.2.
The Four D’s of Completion

- Taking care of to-do items:
  - If you can take care of it within 10 minutes - 
    **Do it immediately.**
  - If you want to take care of it yourself, but know it will take longer - 
    **Delay it by filing it.**
  - If you can’t do it yourself or don’t want to take time - 
    **Delegate it** to someone you trust to accomplish the task; be sure to have the person report back when he or she finishes the task so that you know it is complete.
  - **Dump it** - 
    if you do not want to do anything with it.

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Free your living and work environment from the mental burden of too many items and clutter you no longer need – thoroughly clean your office, home or garage.

If there’s anything new that you want in your life, you’ve got to make room for it – psychologically as well as physically.

We need to complete the past so that our present can show up more fully.
Schedule a **completion weekend** handling as many things on the following list as possible:

1. Former business activities
2. Promises: acknowledge or renegotiate
3. Debts or financial commitments
4. Overflowing closets
5. Garage: get rid of old discards
6. Tax records
7. Unbalanced accounts
8. “Junk drawers”
9. Missing or broken tools
10. Attic filled with unused items
11. A car trunk or backseat full of trash
12. Incomplete car maintenance
13. Disorganized basement
14. Credenza packed with completed or unrealized projects
15. Filing left undone
16. Computer files: backups, clearings
Principle 28.4. 
Completion checklist part 3

17. Desk surface cluttered or disorganized
18. Photographs
19. Mending, ironing or other piles or items to repair or discard
20. Household maintenance
21. Personal relationships
22. People you need to forgive
23. Time not spent with people
24. Incomplete projects
25. Acknowledgements

- Fix, replace, mend or get rid of those daily irritants that annoy you and stay on your mind and pull energy from you.

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Principle 29.1. Complete the past to embrace the future

- The total trunk process
- Help you to release negative emotions from the past and come to your natural state of love, acceptance, joy and creativity in the present.
- Express
  1. anger and resentment, 2. trust, 3. fear, 4. Remorse, regret, and accountability, 5. Wants, 6. Love, compassion, forgiveness [give it up for yourself and move on], and appreciation
- Free space in your mind and redirect valuable energy toward positive goal-directed action.

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I release myself from all the demands and judgments that have kept me limited.

I allow myself to go free – to live in joy and love and peace. I allow myself to create fulfilling relationships, to have success in my life, to experience pleasure, to know that I am worthy and deserve to have what I want.

I now go free. In that process I release all others from any demands and expectations I have placed on them. I choose to be free. I forgive myself and I forgive them. And so it is.
Facts do not cease to exist because they are ignored.

[Aldous Huxley, visionary writer]

Take the risk to be honest to yourself, get out of denial and face what isn’t working in your life.

Face all circumstances, heed the warning signs [“yellow alerts”] and take appropriate action, no matter how uncomfortable or challenging it might be.

Be committed to finding out why things are going wrong and fix them than to defend your own position or maintaining ignorance.
Principle 30.2.
Face what isn’t working

- Look at the hard truth in real numbers, be rational and in touch with reality.
- Be willing to look at what is and deal with it rather than hide it and deny it.
- The more you face uncomfortable situations, the better you get at it. Next time you have the slightest inkling, you are more likely to take action immediately.

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Principle 30.3.
Face what isn’t working

- Ask your staff, family, friends, class, group, coach, or team what they believe is not working
- What’s not working?
- How can we improve it?
- What request can I make?
- What do you need from me?
- How can I help you?
- What do I / we need to do?
- What action steps can I / we take to get each of these situations to work the way I / we would like?
Change is the law of life.
[John F. Kennedy. Thirty-fifth president of the United States]

Change is inevitable. Choose to cooperate with it, adapt to it, and benefit from it.

Embrace change as an opportunity to create something new and better.

Cyclical change: stock market, prices, seasons

Structural changes: invention of computers; there is no going back to doing things the way they were before. And these are the kind of changes that can sweep you away if you resist them.

Embrace these structural changes and work to improve your life.
We are literally what we think

The average person talks to himself or herself about 50,000 times a day – self-talk about yourself, 80% negative.

These thoughts have a powerful effect on us. They affect our attitude, our physiology, and our motivation to act.

Negative thoughts make us stutter, spill things, forget our lines, break out in a sweat, breathe shallowly, feel scared – and taken to the extreme, they can paralyze or kill us.

J. Canfield 2005: The Success Principles
You can kill yourself with your limiting thoughts – not all at once, but little by little, day after day, until you have slowly deadened your natural ability to achieve your dreams.

Negative thoughts affect your body negatively – weakening you, making you sweat and making you uptight.

Positive thoughts affect your body in a positive way, making you more relaxed, centered, and alert; they will cause the secretion of endorphins in the brain and will reduce pain and increase pleasure. Transform your inner critic into an inner coach.

J. Canfield 2005: The Success Principles
Principle 32.3. Talk to yourself like a winner

- *You are today where your thoughts have brought you; You will be tomorrow where your thoughts take you.*
  
  [James Allen. Author of As a Man Thinketh]

- Transform your negative self-talk into **positive self-talk**.
- Silence your thoughts of lack and limitations and replace them with thoughts of unlimited possibility.
- Replace any victim language in your thoughts with the **language of empowerment**.
- Transform your inner critic, who judges your every move, into a **supportive inner coach** who would encourage you and give you confidence as you faced new situations and risks. That is possible with awareness, focus and intention.

J. Canfield 2005: The Success Principles
The limiting thoughts we hear in our head have been named by Daniel G. Amen, psychiatrist, as ANTS can ruin your experience of life. Learn to stomp the ANTS: become aware of them, shake them off and stomp them by challenging them, replace them with more positive and affirming thoughts.
Principle 32.5.
Transform your inner critic into an inner coach

- You have to learn to challenge and talk back to the thoughts that are not serving you in creating greater success and happiness.

- Constantly ask yourself
  - Is this thought helping me or hurting me?
  - Is it getting me closer to where I want to go, or taking me further away?
  - Is it motivating me to actions, or is it blocking me with fear and self-doubt?
Always-or-Never Thinking: always, never, everyone, every time, everything; replace with what is really true.

Focusing on the Negative: actively seek the positive, look for things to appreciate in every situation; become more appreciative and optimistic.

Catastrophic Predicting: you create the worst possible scenario in your mind and the act as if it were a certainty.

Mind-Reading: replace mind-reading with the truth. You can’t read anyone else’s mind – “check it out!”
Guilt-Tripping: should, must, ought to, have to – create an internal resistance to doing it; replace by I want to... It supports my goals to ... It would be smart to ... It’s in my best interest ...

I will not should on myself today [seen on a poster]

Labeling: jerk, idiot, arrogant, irresponsible; replace by What I did was less brilliant, but I am still a smart person.

Personalizing: you personalize where you invest a neutral event with personal meaning. There are many reasons besides the negative reason your ANTS came up with. You never really know why other people do what they do.
Anger: I am mad with you …

Fear: I am afraid that you …

Requests: I want you to pay more attention when you are …

Be very specific, state exactly what you want yourself to do

Love: I love you so much. You are so precious to me. I want you to be safe and healthy. You deserve to have lots of fun and stay safe so you can always enjoy life to its fullest.
Use your energy not against yourself but to create what you want.

Redirect the communication with yourself from one of judgment and criticism to one of correction and support.

Focus on specific steps you can take to do it better the next time, focus on improvement opportunities.

Write your ideas down and put them in a file that you will review before your next performance – a new idea lasts for only about 40 seconds in our short-term memory.
Principle 33.1.
Transcend your limiting beliefs

- Your subconscious mind accepts what your conscious mind decrees – your subconscious mind work to make it true … [Dr. Joseph Murphy. Author of the Power of Your Subconscious Mind]

- Beliefs that limit our success have to be identified and replaced with positive ones that support your success.

- Moving beyond your limiting beliefs is a critical first step toward becoming successful.

- Early childhood programming: You can’t do that, That’s too much for you to handle …
Principle 33.2.
Transcend your limiting beliefs

- You are capable – decide to say *I can do this* - *I am capable* - *Other people have accomplished this* – *If I don’t have the knowledge, there’s someone out there who can teach me*.

- You make the shift to **competency and mastery**.

- The shift in thinking can mean the difference between a lifetime of “could haves” versus accomplishing what you really want in life.

- Believing you are capable of handling anything that comes up in your life means that you are no longer afraid of anything.

- Once you get that your confidence will soar.
Four-steps process to transform any limiting belief into an empowering belief

1. Identify a limiting belief that you want to change – start by making a list.
2. Determine how the belief limits you.
3. Decide how you want to be, act, or feel. I want to delegate some of the things I don’t like doing and that are not the best use of my time to others.
4. Create a turnaround statement that affirms or gives you permission to be, act, or feel this new way. It’s okay to ask for help. I am worthy of receiving all the support I need.

You are worthy of love, of receiving all the support you need.
All your inner dialogue and outer conversation should be aimed at getting you to where you want to be.

So keep replacing any thought or belief that is keeping you from achieving your goals with an empowering thought or belief that will take you closer to your goal.

Implant your turnaround statement into your subconscious mind through constant repetition.

It’s the repeated suggestion that makes you believe.

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Principle 34.1.
Develop four new success habits a year

- The might and force of habit: up to 90% of our behavior is habitual. Hundreds of things you do the same way every day.
- You have developed a set of firmly entrenched habits that determine how well every area of your life works, from your job and your income to your health and your relationship.
- You can become locked into unconscious self-defeating behavior patterns that inhabit your growth and limit your success.
Whatever habits you currently have established are producing your current level of results. If you want to create higher levels of success, you are going to need to drop some of your habits and replace them with more productive habits.

Success is a matter of understanding and religiously practicing specific, simple habits that always lead to success. [Robert J. Ringer. Author of Million Dollar Habits]
Principle 34.3.
Develop four new success habits a year

- Your habits determine your outcome.
- Getting to the top requires focused action, personal discipline, and lots of energy every day to make things happen.
- Positive habits create positive consequences.
- Research now shows that if you repeat a behavior 13 weeks it will be yours for life.
- By systematically adding one behavior at a time, you can dramatically improve your overall lifestyle – follow the “no exception rule”.

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Principle 35.1.
The “no exception rule” – 100% commitments

- When you are committed to something you accept no excuses, only results.
  [Ken Blanchard. Author of The One Minute Manager]
- Victory goes to those who make a 100% commitment to the outcome, to those who have a “no matter what it takes” attitude.
- Keep your commitments, stick to your disciplines and carry out your action plans – there are no exceptions, it’s a done deal, nonnegotiable. Case closed! Over and out.
- It keeps you on focus, it frees up tons of energy.

J. Canfield 2005: The Success Principles
Principle 35.2.
The “no exception rule” – 100% commitments

- One final reason why 100% is so important
- 99,9% quality would mean:
  - One hour of unsafe drinking water every month
  - Two unsafe landing on airports each day
  - 16,000 lost pieces of mail per hour
  - 500 incorrect surgical operations performed each week
  - 27,000 checks deducted from the wrong account each year
- Be committed to 100% excellence in everything you do.

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People who have more information have tremendous advantage over people who don’t.

- Increase your knowledge and your level of success.
- Leaders are readers.
- Decrease television time and use that extra hours a day to read inspirational works and autobiographies of successful people, books on psychology, sales, finance, and health.
- Study the principles of successful living.
Principle 36.2. Learn more to earn more

- You can’t put your mind and heart into some of the works of these masters without some of it sticking. If you read about immortals, you increase the possibility of leaving an immortal effect.

- Consider taking a course to increase not only your reading speed but also how fast you absorb information: [www.learningstrategies.com](http://www.learningstrategies.com)

- Executive summary service: [www.ededge.com](http://www.ededge.com)

- Your personal success library: make a commitment to read one book a week – timeless classics of the best time-tested wisdom, information, methodologies, systems, techniques and secrets of success.

Principle 36.3.  
Learn more to earn more

- Study the lives of great people: read biographies and autobiographies and learn how to become great yourself. Great Life Network offers success stories of the world’s most recognized people – all in short easy-to-understand formats – [www.greatlifenetwork.com](http://www.greatlifenetwork.com)

- If you’re going to watch television, make a point of watching any documentaries on inspirational people.

- Attend success rallies, conferences, and retreats – additionally benefitting from the excitement and inspiration of your fellow attendees and the network that goes on at these extents.
Principle 36.4.
Learn more to earn more

- Be touchable, open to learning. If you visit outside consultants listen and be quiet, learn what they know.

- Be prepared when opportunity knocks: life is presenting the opportunities if you are prepared and in a position to take advantage of them.

- Start getting ready now: make a list of the top 10 things you could be doing to be ready when opportunity finds you – take classes, read books, get new skills, go to your industry trade show.
Attend human-potential training. Personal development training and individual therapy are the two most powerful methods for releasing the breaks, limiting beliefs, emotional blocks, and self-destructive behaviors that are holding you back.

Therapy and counseling are the answer for some of us who needs more in-depth work – get referrals for especially three approaches: Gestalt therapy, psychosynthesis, and neurolinguistic programming (NLP).

You must commit to lifelong self-improvement and learning – improving your mind, increasing your skills, and boosting your ability to assimilate and apply what you learn.
A successful person realizes his personal responsibility for self-motivation. [K. Wilson; Founder of Holiday Inn Hotels]

What truly successful people do is listen daily to audio programs from the world’s most renowned motivational masters – in the car, at home, and at the office, riding their bikes, going for a run – even if it’s just for 15 minutes each day.

We need outside influences to help us break through our habitual patterns and assist us in creating new ways of thinking and behaving.
Principle 37.2. Stay motivated with the masters

- Learn a language, management skills, sales and marketing strategies, better communication, about holistic health.

- Discover the secrets of the world’s most powerful industrialists, business titans, real estate moguls, and entrepreneurs.

- You will receive permission and encouragement to dream bigger and think bigger than you ever thought you could think.
Principle 37.3.
Stay motivated with the masters

Audio programs:

- [www.thesuccessprinciples.com](http://www.thesuccessprinciples.com)
  The Jack Canfield Companies
- [www.nightingale.com](http://www.nightingale.com)
  Nightingale-Conant
- [www.learningsgstrategies.com](http://www.learningsgstrategies.com)
  Learning Strategies Corporation
- [www.pryor.com](http://www.pryor.com)
  Fred Pryor Seminars / Career Track
- [www.ourbookstore.com](http://www.ourbookstore.com)
  SlillPath Seminars
Enthusiasm is one of the most important engines of success. [R.W. Emerson]

Passion comes from within that provides the continual enthusiasm, focus, and energy you need to succeed.

Entheos [Greek] means “to be filled with God”. When you are filled with spirit, you are naturally inspired and passionate, dynamic and energetic – filled with purpose and totally committed to your mission, loving and enjoying your work.
Enthusiasm and passion come as a result of caring about what you do. If you love your work, if you enjoy it, you’re already a success.

It comes from doing what you were born to do, following your heart and trusting your joy as a guide.

Following your strongest desires and seeking your greatest goals you create an environment filled with the joy that free time and your work time are the same.
Principle 38.3. Fuel your success with passion and enthusiasm

- Keep your own spirit and personal passion alive – **success and excellence** will become the standard rather than the exception of the rule.
- You will have a good time working so hard and climbing to great heights. It’s a wonderful life.

Hobart Shakespeareans
http://marquetteeducator.wordpress.com/tag/hobart-shakespeareans/

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How to develop passion:

- Find a way to make a living doing what you love to do.
- Make time to educate yourself, work part time in your dream job, volunteer as an intern – while still maintaining your current job.
- When you feel the happiest, the most joyous, the most fully engaged, the most acknowledged, and appreciated, and the most connected with yourself – those events are indicators of ways you can bring passion into your life.
How to keep passion and enthusiasm alive:

- Passion makes your days fly by. It helps you get more done in less time. It helps you make better decisions. And it attracts others to you. They want to be associated with you and your success.

- Maintain passion and enthusiasm every day: spend more time doing what you love to do, discover your true purpose, decide what you really want to do and have, believe you can do and have it, ...
Principle 38.6. Fuel your success with passion and enthusiasm

• … deliberately creating your dream career, delegating as much as you can that is not your core genius to someone else, and taking concrete steps toward the attainment of your goals.

• Serve some higher purpose.

• You have the choice of your attitude to do everything you do with joy and enthusiasm.

• When you express your passion and enthusiasm, you will become a magnet to others, who will be attracted to your high level of energy. They will want to play with you, work with you, and support your dreams and goals.

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are dedicated to all those courageous men and women who have ever dared to step out of the dominant culture of resignation and mediocrity and endeavor to create the life of their dreams.

I honor and salute you!

Jack Canfield