

UNIVERSAL LAW OF SUCCESS, BY BRIAN TRACY

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THE LAW OF CAUSE AND EFFECT (1)

***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 have done to achieve the same result.

THE LAW OF MIND (2)

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 do not want

THE LAW OF CORRESPONDENCE (3)

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 minor images of your inner world.

THE LAW OF BELIEF (4)

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 (5)

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

What you say and do, the choices you make -especially under stress- are an exact expression of what you truly value, regardless of what you say.

THE LAW OF MOTIVATION (6)

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 CHOICE (7)

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 OPPORTUNITY (8)

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 PURPOSE (9)

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 COMMITMENT (10)

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 COMPENSATION (11)

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 OPTIMISM (12)

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 (13)

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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 HAPPINESS (14)

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 SERVICE (15)

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 RESPONSIBILITY (16)

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 PREPARATION (17)

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 least successful.

THE LAW OF INTEGRITY (17)

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 SEGMENTATION (18)

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

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

THE LAW OF CRITICAL SUCCESS FACTORS (19)

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 MARGINALITY (21)

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 PERSISTENCE (22)

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 INNOVATION (23)

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 DUALITY (24)

You always give one of two reasons for doing anything-the 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 GIVING (25)

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 (26)

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 you self positively and constructively all the time, even when you do not feel like it.

THE LAW OF PRACTICE (27)

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 GROWTH (28)

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 ATTRACTION (29)

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 TALENTS (29)

You contain within yourself a unique combination of talents and abilities which, properly identified and applied, will enable you to achieve virtually any 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 indicators of your true talents.

THE LAW OF IDENTIFICATION (29)

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 objectively, can you enjoy it fully and act effectively within it.

THE LAW OF SUBSTITUTION (30)

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 VISUALIZATION (31)

The world around you is an out picturing of the world with you. The images you dwell upon affect your thoughts, feelings and behavior.

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

THE LAW OF FINALITY (32)

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 MINIMUM EFFORT (33)

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 EXCELLENCE (34)

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 ACCUMULATION (35)

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 ABILITY (35)

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 ASSUMPTION (37)

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 SPECIALIZATION (38)

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 MAXIMIZATION (38)

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 choose more.

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

