

## **Brian Tracy Seminar 2009**

Leaders do not make excuses.

To earn more is a decision – how much will you make? So... make a decision.

Knowledge + Skills + MiVeda = a way to increase your income.

What is the most important key to success? It is what you do AFTER you learn the knowledge. **Success depends on how quickly you take action.**

Nothing works the first time. You need to try it 5-10 times and get better at it and make it work.

If you have not any money, it is your problem not someone else's – so do not look to someone else to get you more.

Successful people never give up.

Thoughts are causes. Conditions are effects. You are what you think about. **Successful people think about what they want.** Poor people think about who to blame.

The solution to lack of money is found in the single question. HOW? The question is not, why?

**So successful people work at finding a solution to the question; “How can I make this work?”**

Once you decide what you want and how to get it (an action plan) then do something everyday towards achieving it.

Top people are optimistic.

Optimism is learned. What do you do?

1. Think about what you want all the time. Think and talk about the only important question which is; "How?"
2. Optimists always look for the good side – one door shuts and another opens.
3. They always look for the lesson in any failure or lack of success. If you look for lessons then you cannot have a negative thought.
4. Optimists feed their mind.

Seminars give you insight and information which can change your life.

The qualities of an optimist are:

- 1 They have unrealistic expectations of success, so they
  - Learn more things
  - Try more things (talk to more people)
  - Persist longer
- 2 They never use the word "failure", they just realise they tried a way that did not work and they are closer to finding a way that does. So if something does not work out – it is just a learning experience.

Most people (80%) have personal goals involving:

1. Better family relationships
2. Better or good health
3. Better financial circumstances

These three things will generally be goals that will move you away from events or circumstances in your past.

Thinking is the most important thing we can do because of the consequences of this action.

You measure the importance of something from the consequences of it.

The focal point that determines the success in your life is inside a triangle where the apices of the triangle are:

1. *Goals*
2. *Measure*
3. *Activity*

A *goal* will increase the likelihood of success by 10 fold (a factor of 10).

*Measure* is a way to track whether you are moving forward or back.

*Activity* will influence the speed of your success.

The greater clarity you have of your goals – the faster you will move towards them.

Top successful people have great clarity in 4 areas.

- 1 Income desired
- 2 Family (“Face time” – they ask; “How can I have more time with the people I love?”)

[The most important face time is in the first 3-5 years of a child’s life because this will determine their future. The more time, the more important they feel. Women need attention, affection, respect.]

- 3 Health and fitness. (Weight (waist size) and exercise are critical.)
- 4 Financial independence.

[How much you need is determined by the desired annual income for 20 years. So how much per month multiplied by 12 (how much per year) multiplied by 20 (how much for 20 years). Once you are clear about this final resultant number, you are 10 times more likely to achieve it.]

With your daily decision regarding your actions, ask this question: "Is this action moving me towards my number (goal) or away from it?"

Everything you do counts. You are either moving towards your goal or away from it.

Income. Average people think in terms of an annual income.

50% of the average person's time is wasted and this is a higher number if they work for the government.

To succeed, you need to **work** all the time you work. This does not mean you work all the time, but it means that when you are working, make sure you are working.

Top people always think about how much they get per hour, not per year. So they only do things that generate more than what they want for an hourly rate. All other work is delegated.

## **The Law of Three**

Think of all the things you do each week.

Three things will get you the closest (or most) towards your goal and these three things are what you should focus on the most.

Top people ask; "How can I increase the value of my contribution towards the goal?"

To identify the three things, ask 3 questions.

What thing would be the best for my income?

What two things would be the best for my income?

What three things would be the best for my income?

In MiVeda the three things will be:

1. Prospecting
2. Presenting
3. Closing (a call to action)

When you review these three, grade each of these three and the one that you are worst at is the thing that holds you back.

Successful people master the skill they need to improve this particular weakness – whether they are uncomfortable with it or not.

When dealing with a crowd, when you want a positive reply, ask a question and then say, “Say YES!” and nod. The crowd will say yes, and if not, then repeat the comment.

Top people have a certain orientation.

- 1 Future orientation. Top people think about the future most of the time. They have vision. They create an ideal “place” – eg “In an ideal world, what would you do?”
  - A **income** – using a “magic wand” what would you want as your income in your best year (how much would you need to make). Then ask “WWNTH” – What would need to happen.
  - B **lifestyle** – what would you like to do – what is your vision?

[ Remember you can not hit a target you can not see – so you need to visualise your target or goal.]

- C **health and fitness** – what would you look like? What needs to happen (decide the plan) then take action.

**[All success requires the first step and the first step requires you to step out on “faith” because you never know whether it will or will not happen.]**

[When you are recruiting, people (prospects) have to visualise what they want. So make them think clearly about what they want (eg car, house, education, travel) in the future. Then ask them, “So what would need to happen for you to get that” In most cases their only option is MiVeda.]

- 2 Goal Set. You need to turn your vision into a goal (time line on your vision). Then you need a plan to get to where you want to go.

## Recipe for Success (7 Steps)

- 1 Decide exactly what you want (only 3% of the population have goals)
- 2 Write your goal down and make it measurable (eg 100 lacs per year)
- 3 Set a deadline and also sub-deadlines for secondary goals
- 4 Make a list of what you need to do to achieve your goal
- 5 Organise the list
  - a. By sequence (the chronological order required to do things)
  - b. By priority (which is more important)

[After these 5 steps you will be in the top percentage in the population.]

- 6 Take ACTION (top people do something immediately after the proper review process)
- 7 Do something every day to achieve your goal (consistency is the secret to success with regards to achieving goals)

Success works on momentum. Once you get going then you can keep going.

Write down your 10 goals that you want to accomplish over the next 12 months. Write the goals in the present tense and in a positive fashion. (eg I am enjoying making 30 lacs per month. NOT; "I will not put on more weight".) **Write your goals in 3 minutes.**

Once you have done this then read on...

Eight out of the 10 goals will probably happen, irrespective of what you do.

To move into the top 1% of people, circle the most important goal. Then write:

To achieve this goal by December (or whatever month is applicable) I need to

Then list the actions you need to carry out.

Leaders commit to being excellent.

It is interesting that most of the successful adult "top people" were in the bottom 10% of their class when they started out.

There are only 5-7 skills that you require to get to the top.

The **weakest** of your skills will set the upper level of your income.

So you need to work on that skill and get better at it.

Ask yourself, “What skill would most increase my success – help me to double my income?”

This skill, when mastered, will double your income.

All top successful people have a growth orientation. They:

- 1 Read books
- 2 Attend courses or seminars
- 3 Listen to audio files/CDs/videos/DVDs (mainly in their car)