

THE 100

ABSOLUTELY
UNBREAKABLE

LAWS OF
BUSINESS
SUCCESS



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an excerpt from

***The 100 Absolutely Unbreakable
Laws Of Business Success***

by Brian Tracy

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Table of Contents



| | |
|--------------------------------------------------|-----|
| Preface | .xi |
| About the Author | .xv |
| Introduction—Success Is Predictable | 1 |
| Chapter One—The Laws of Life | 11 |
| 1. The Law of Cause and Effect | 14 |
| 2. The Law of Belief | 17 |
| 3. The Law of Expectations | 19 |
| 4. The Law of Attraction | 21 |
| 5. The Law of Correspondence | 23 |
| Chapter Two—The Laws of Success | 27 |
| 6. The Law of Control | 32 |
| 7. The Law of Accident | 35 |
| 8. The Law of Responsibility | 37 |
| 9. The Law of Direction | 40 |
| 10. The Law of Compensation | 47 |
| 11. The Law of Service | 48 |
| 12. The Law of Applied Effort | 52 |
| 13. The Law of Overcompensation | 54 |
| 14. The Law of Preparation | 57 |
| 15. The Law of Forced Efficiency | 59 |
| 16. The Law of Decision | 61 |
| 17. The Law of Creativity | 64 |
| 18. The Law of Flexibility | 67 |
| 19. The Law of Persistence | 70 |

| | |
|------------------------------------------------------|-----|
| Chapter Three—The Laws of Business | 73 |
| 20. The Law of Purpose | 78 |
| 21. The Law of Organization | 80 |
| 22. The Law of Customer Satisfaction | 81 |
| 23. The Law of the Customer | 85 |
| 24. The Law of Quality | 89 |
| 25. The Law of Obsolescence | 93 |
| 26. The Law of Innovation | 96 |
| 27. The Law of Critical Success Factors | 97 |
| 28. The Law of the Market | 101 |
| 29. The Law of Specialization | 104 |
| 30. The Law of Differentiation | 106 |
| 31. The Law of Segmentation | 108 |
| 32. The Law of Concentration | 110 |
| 33. The Law of Excellence | 113 |
| Chapter Four—The Laws of Leadership | 117 |
| 34. The Law of Integrity | 121 |
| 35. The Law of Courage | 123 |
| 36. The Law of Realism | 126 |
| 37. The Law of Power | 129 |
| 38. The Law of Ambition | 133 |
| 39. The Law of Optimism | 135 |
| 40. The Law of Empathy | 138 |
| 41. The Law of Resilience | 140 |
| 42. The Law of Independence | 141 |
| 43. The Law of Emotional Maturity | 143 |
| 44. The Law of Superb Execution | 144 |
| 45. The Law of Foresight | 146 |
| Chapter Five—The Laws of Money | 149 |
| 46. The Law of Abundance | 155 |
| 47. The Law of Exchange | 157 |
| 48. The Law of Capital | 160 |
| 49. The Law of Time Perspective | 163 |

| | |
|--------------------------------------------------------|------------|
| 50. The Law of Saving | 166 |
| 51. The Law of Conservation | 169 |
| 52. Parkinson's Law | 170 |
| 53. The Law of Three | 172 |
| 54. The Law of Investing | 175 |
| 55. The Law of Compound Interest | 178 |
| 56. The Law of Accumulation | 180 |
| 57. The Law of Magnetism | 182 |
| 58. The Law of Accelerating Acceleration | 185 |
| Chapter Six—The Laws of Selling | 189 |
| 59. The Law of Sales | 193 |
| 60. The Law of Determination | 197 |
| 61. The Law of Need | 199 |
| 62. The Law of Problems | 202 |
| 63. The Law of Persuasion | 204 |
| 64. The Law of Security | 206 |
| 65. The Law of Risk | 208 |
| 66. The Law of Trust | 210 |
| 67. The Law of Relationships | 213 |
| 68. The Law of Friendship | 216 |
| 69. The Law of Positioning | 217 |
| 70. The Law of Perspective | 219 |
| 71. The Law of Advance Planning | 221 |
| 72. The Law of Perverse Motivation | 224 |
| Chapter Seven—The Laws of Negotiating | 227 |
| 73. The Universal Law of Negotiating | 232 |
| 74. The Law of Futurity | 234 |
| 75. The Law of Win-Win or No Deal | 235 |
| 76. The Law of Unlimited Possibilities | 238 |
| 77. The Law of Four | 240 |
| 78. The Law of Timing | 242 |
| 79. The Law of Terms | 245 |
| 80. The Law of Anticipation | 248 |

| | |
|------------------------------------------------------------------|-------------|
| 81. The Law of Authority | .250 |
| 82. The Law of Reversal | .251 |
| 83. The Law of Greater Power | .253 |
| 84. The Law of Desire | .258 |
| 85. The Law of Reciprocity | .259 |
| 86. The Walk Away Law | .262 |
| 87. The Law of Finality | .264 |
| Chapter Eight—The Laws of Time Management | .267 |
| 88. The Law of Clarity | .271 |
| 89. The Law of Priorities | .273 |
| 90. The Law of Posteriorities | .274 |
| 91. The Law of the Most Valuable Asset | .275 |
| 92. The Law of Planning | .277 |
| 93. The Law of Rewards | .279 |
| 94. The Law of Sequentiality | .280 |
| 95. The Law of Leverage | .282 |
| 96. The Law of Timeliness | .283 |
| 97. The Law of Practice | .285 |
| 98. The Law of Time Pressure | .286 |
| 99. The Law of Single Handling | .288 |
| 100. The Law of Competence | .290 |
| Conclusion—Start Now! | .293 |
| Learning Resources of Brian Tracy International | .297 |
| Recommended Reading | .307 |
| Index | .309 |

INTRODUCTION

Success Is Predictable



This is a wonderful time to be alive. There have never been more opportunities for more people to accomplish more of their goals, both personally and professionally, than exist today. And if anything, our situation is getting better and better with each passing year.

Why is this happening? The simplest answer is that we know more today about how to achieve better results in more areas of business than we have ever known before. And this information, these ideas and insights, are like water, flowing everywhere and to everyone who is open to them and willing to use them.

The wonderful thing about information and ideas is that they are infinitely divisible. If you have an idea that can help me to be more effective in some part of my business and you share it with me, we are both enriched. If I then share this idea with someone else, and that person shares it with someone else again, everyone who receives the new idea is better off.

And knowledge is cumulative. Once it exists, it does not cease to exist. It becomes available to more and more people and it grows exponentially. Every new piece of knowledge reveals connections and interconnections with other areas of knowledge in a self-reinforcing and accelerating pattern. Each breakthrough in knowledge creates new opportunities that expand and multiply as that knowledge is exploited.

The driving force behind the explosion of knowledge and the expansion of technology is competition. This competition is more aggressive, determined, creative, and ruthless than ever before, and if anything, it will be even tougher in the months and years ahead.

It has been said that “business is war.” Business books, articles, and courses are filled with references to “marketing warfare,” “guerilla tactics,” “counterattacks,” and other military terms. And these are all true with one important distinction: the nature of the type of “war” being fought.

Military warfare is aimed at the conquest of people and territory. Business warfare is aimed at winning customers and markets. Military combat aims at destruction and victory by the use of overwhelming force. Business competition aims at finding better, faster, and cheaper ways of pleasing customers in competition with other companies that are trying to please the same customers.

This business competition is fierce. Many of the finest minds and the most talented people who have ever lived are thinking and working day and night to find ways to satisfy customers with new and better products and services. The race is on. Only those who can learn and apply the very best ideas and methods faster than their competitors will survive.

The “Winning Edge” concept says, “small differences in ability can lead to enormous differences in results.” Small differences in your own personal repertoire of knowledge and skills can lead to major differences in your income and achievements.

Your aim throughout your career, for yourself and your company, should be to acquire and develop the winning edges in your field that can mean all the difference between success and mediocrity.

Today, strategies and techniques for achieving success at every level of business, and in every activity of life, are more widely available and proliferating more rapidly than at any other time in

human history. And we can all benefit from them by seizing them and applying them to our lives.

The purpose of this book is to share with you a system of proven principles, or “laws,” that have been discovered and rediscovered, practiced and implemented, by the most successful businesspeople everywhere, in every kind of organization, large and small, throughout the history of business enterprise. The practice of these laws will give you the winning edge.

When you know and understand these timeless truths, you will gain a tremendous advantage over those who do not. When you organize your life and business according to these universal laws and principles, you can start, build, manage, or turn around a business or department faster and easier than perhaps you ever thought possible.

The more you incorporate these principles into your daily thinking and decision making, the more effective you will become. You will attract and keep better people, produce and sell more and better products and services, control costs more intelligently, expand and grow more predictably, and increase your profits with greater consistency.

Some of these laws may sound unusual or even controversial when you first read them. Nonetheless, they are timeless truths. They have always existed. They have always worked. They are natural laws. They are embedded in the universe. In the long run, they are inviolable.

Thomas Henry Huxley wrote in *A Liberal Education*, “The chess board is the world, the pieces are the phenomena of the universe, the rules of the game are what we call the Laws of Nature. The player on the other side is hidden from us. We know that his play is always fair, just, and patient. But also we know, to our cost, that he never overlooks a mistake, or makes the smallest allowance for ignorance.”

In the same way, these laws are neutral, neither positive nor negative. They are indifferent to your personal beliefs, preferences, or desires. They have always existed in business and always will. As Johann Wolfgang von Goethe wrote, “Nature understands no jesting; she is always true, always severe; she is always right, and the errors and faults are always those of man. The man incapable of appreciating her she despises and only to the apt, the pure, and true, does she resign herself and reveal her secrets.”

If you want to cook, you study cooking and you follow the rules and principles regarding the combining of ingredients and preparation that have been found to work successfully in the past. You would not think to add or subtract key ingredients and expect the dish you are preparing to taste the same as if you followed the proven recipe.

By the same token, you would not expect to achieve the same business results accomplished by successful businesspeople by violating the essential laws and principles that they practice year after year.

There is a story of a man who decides to commit suicide by jumping off a thirty-story building. As he plunges toward the ground, someone leans out of a fifteenth-story window and shouts, “How’s it going?”

The falling man shouts back, “So far, so good!”

Many people are living their business lives with this kind of philosophy, “So far, so good!” They are violating natural laws and principles that apply to business life, sometimes knowingly and sometimes not. Nonetheless, these truths are immutable and unavoidable. You violate them at your peril. And even if you think you are escaping their consequences in the short term, you will ultimately pay the full price that they demand.

The good news is that when you organize your life and business activities around *The 100 Absolutely Unbreakable Laws of*

Business Success, you are virtually guaranteed to enjoy success and prosperity in your business activities. Just as you reap what you sow, when you put good things in, you get good things out.

Perhaps the most important quality of a successful businessperson is pragmatism. You are pragmatic when you are not necessarily concerned about the origin of an idea. You don't ask where it comes from or who thought of it first. You ask only one question: Does it work?

You are successful in business and in life to the degree to which you find out what works and then apply that principle wherever and whenever it is appropriate to get a particular result. This book is aimed at giving you ideas and strategies that have been proven, over and over, to work.

Universal laws and principles are similar to telephone numbers in that if you dial the right number, you get through to the desired party. But even if you are brilliant, well educated, sincere, determined, and intelligent, if you dial the wrong number, you won't get through.

Year after year, thousands of companies underperform or even go out of business because either the key decision makers in those companies did not know these universal laws or they attempted to violate them and succeed anyway. Even more hundreds of thousands, and even millions, of companies fail to achieve their true potentials in sales and profitability every year because of their violation of one or more of these laws.

Remember that ignorance of the law is no excuse. Even if you do not know the laws, you are not excused from obedience to them. Even if your violation of these laws and principles is unintentional, you will still pay the full penalty in failure, frustration, and underachievement.

My Own Story

My background was not very inspiring. My family never had any money, and I paid my own way with odd jobs from the age of eleven. I left high school without graduating. After working at laboring jobs for some years, I stumbled into sales. I struggled in selling for many months until I began asking the question that changed my life: Why is it that some people are more successful than others?

The Bible says, “Seek and ye shall find, for all who seek find-eth.” When I began looking for the reasons why some people were doing better than I was, I began to find the answers everywhere. And when I applied the answers I found, I began to get the same results that other successful people were getting.

There is a “10/90 Rule” in life. This rule says that the first 10 percent of time that you invest in finding out the underlying laws, principles, rules, methods, and techniques of successful action in any field will save you 90 percent of the time and effort required to achieve your goals in that area.

Over the years, I have found that the smartest people are those who take the time to find out the rules of success in any area before they attempt to get results in that area. They do their homework in advance.

In my thirties, I caught up on my formal education. I participated in an Executive MBA program at a major university and received a master’s degree in business and administration. I invested about 4,000 hours of my time studying business subjects and business principles. Over the years, I read hundreds of additional books and articles in my search for the so-called Secrets of Success.

When I was given an opportunity to build a sales force covering six countries, I asked the experts, read the books, listened to the audio programs, and attended the courses on recruiting and

building sales organizations. Then I applied what I had learned and practiced the laws and principles that seemed to be the most effective.

In one year, I went from walking the streets, selling on straight commission, living from hand to mouth, to building a ninety-five-person sales force covering six countries and generating millions of dollars per year in revenue.

Later, when I got into real estate development, I followed the same procedure. I borrowed all the books the library had on real estate development and studied them, long into the night. I spent hours with other real estate developers, plying them with questions. Then I optioned a piece of land for \$100, put together the necessary financial analyses and proposals, found a financial partner with the strength to underwrite the project, and went on to build and completely lease out a \$3 million shopping center in the next twelve months.

When I began importing Japanese automobiles, I followed the same procedure. Within one year, I built a sixty-five-dealer network through which I eventually sold more than \$25 million worth of vehicles.

When I became the chief operating officer of a \$265 million development company, I applied to my new position the proven, tested laws, principles, and techniques that I had gathered. I completely restaffed, reorganized, and refocused the company, turning it from confusion to profitability in less than a year.

Businesspeople began to hire me as a consultant and as a troubleshooter. In company after company, I used the same procedure. I immersed myself in the business until I had ascertained the underlying “success principles” of that industry or field, and then I applied them. As a result, I was able to save or make my clients millions of dollars time after time.

I then began organizing these ideas and principles into talks and seminars for public and private audiences. Eventually, I created an entire series of seminars and training programs for individuals and businesses, many of which have now been recorded on video and audio. They are taught to businesses across America and throughout the world, in twenty languages and in thirty-one countries.

The reason that these principles, and the seminars and programs based on them, are so successful is simple. They are built around practical, proven techniques that save people years of hard work in achieving the same results. My graduates have applied the ideas they have learned toward generating hundreds of thousands and even millions of dollars of increased sales, reduced costs, or improved profits.

Over the years, working with hundreds of businesses and thousands of businesspeople, I have found that all the successful, happy, dynamic, prosperous, and growing enterprises practice these principles consistently in virtually everything they do. And when you do the same things they do, you will begin almost immediately to get the same results.

Most success in business can be easily explained by the consistent practice of these laws. Most failure can be explained by the violation or ignorance of these laws. When you align your activities with these universal principles, you will find yourself getting more and better results with less effort. You will be more relaxed and confident. You will be more optimistic and cheerful. You will be more efficient and effective.

Instead of working yourself into a state of exhaustion, only to feel frustrated and overwhelmed, you will go through enormous quantities of work quickly and easily and get far better results than other people who may be working twice as hard.

There is a simple analogy for the use of these principles that I sometimes share with my seminar audiences. I ask the question, “If you purchased a treadmill and took it home, what would determine how much benefit you got from that treadmill?” Quite quickly, the businesspeople in my audiences reply that the amount of benefit they would receive from a treadmill would be in direct proportion to how often they used it and how long they stayed on it each time.

Here is the point: There is never any question of whether or not the treadmill would help make a person fitter and healthier. Everyone knows that this is a given. The treadmill is a tested and proven device for physical fitness. This has long since been settled.

It is the same when you begin to use these tested and proven laws and principles in your own business life. The question is not whether or not they will work. The only question is how faithfully and consistently you apply them to your activities. And like a treadmill, the more often and the more consistently you apply these laws, the better they will work and the greater and easier results you will achieve.

One final point before we begin. The most common quality of successful people is they are intensely *action oriented*. They are proactive rather than reactive. They take initiative. When they hear a good idea, they act on it immediately. By taking action quickly, they immediately get feedback that enables them to self-correct and move ahead. They learn and grow from every experience. And they keep trying new things.

When you see a good idea in the pages ahead that you can apply to your work, resolve to take action on it immediately. Don't delay. One decisive action or decision to do something different can change your whole life.

The only question that should concern you is, Does it work? And these ideas work. They work virtually everywhere, under

virtually all circumstances in our business system. And the more you use them, the better they will work for you. The more you align your life with these laws and principles, the happier and more successful you will be. There are no limits.

CHAPTER ONE

The Laws of Life



1. The Law of Cause and Effect
2. The Law of Belief
3. The Law of Expectations
4. The Law of Attraction
5. The Law of Correspondence

The Laws of Life



Why are some people and organizations more successful than others? Why do some people have wonderful careers, moving from position to position, onward and upward, earning far more money, being consistently paid more and promoted faster?

And why is it that others go from job to job, continually worrying about money and feeling that they are unappreciated for their hard work and their contributions? Why do so many people, as Henry David Thoreau once wrote, “live lives of quiet desperation”?

When I started my business career, I was so far behind, I thought I was first. I moved from job to job, seldom by choice, a bit bewildered by the swirl of events around me and the seemingly unreasonable and unpredictable behaviors of my bosses. I felt like a pawn, playing in a game, or being *played* in a game, in which I didn't clearly understand the rules.

Then I began asking, Why are some people more successful than others?

I noticed that the people around me who were doing better than me did not seem to be smarter than me or of better character. Sometimes they had difficult personalities and questionable ethics. Often their ideas and opinions didn't make much sense. But they were doing well nonetheless.

The Great Discovery

The first big breakthrough for me was my discovery of the Aristotelian Principle of Causality, what we today call the Law of Cause and Effect. At a time when most people believed in gods on

Mount Olympus who amused themselves by toying with human fate and destiny, Aristotle stated something completely different. It changed our view of the world forever.

1. The Law of Cause and Effect



Everything happens for a reason; for every effect there is a specific cause.

Aristotle asserted that we live in a world governed by law, not chance. He stated that everything happens for a reason, whether or not we know what it is. He said that every effect has a specific cause or causes. Every cause or action has an effect of some kind, whether we can see it and whether we like it or not.

This is the granddaddy law, the “Iron Law” of Western thought, of Western philosophy. The relentless search for truth, for the causal relationships among events, has led to the rise of the West in science, technology, medicine, philosophy, and even warfare for more than 2,000 years. Today this focus is driving the technological advances that are changing our world so dramatically.

This law says that achievement, wealth, happiness, prosperity, and business success are all the direct and indirect effects or results of specific causes or actions. This simply means that if you can be clear about the effect or result you want, you can probably achieve it. You can study others who have achieved the same goal, and by doing what they did, you can get the same results.

Success Is Not an Accident

Success is not a miracle, nor is it a matter of luck. Everything happens for a reason, good or bad, positive or negative. When you are absolutely clear about what you want, you only need to copy

others who have achieved it before you, and you will eventually get the same results that they have.

This is referred to in the Bible as the Law of Sowing and Reaping, which says, “Whatsoever a man soweth, that also shall he reap.”

Sir Isaac Newton called it the third principle of motion. He said, “For every action, there is an equal and opposite reaction.”

For you and me, the most important expression of this universal law is “Thoughts are causes and conditions are effects.”

Put another way, “Thought is creative.” Your thoughts are the primary creative forces in your life. You create your entire world by the way you think. All the people and situations in your life have only the meaning you give them by the way you think about them. And when you change your thinking, you change your life, sometimes in seconds!

The most important principle of personal or business success is simply this: You become what you think about most of the time.

This is the great discovery upon which all religions, philosophies, metaphysics, schools of thought, and theories of psychology are based. This principle is as applicable to individuals as it is to groups of individuals and organizations. Whatever you see or experience is the expression of the thinking of the people behind the phenomenon. Ralph Waldo Emerson recognized this when he wrote, “Every great organization is merely the lengthened shadow of a single man.”

It is not what happens to you but how you think about what happens to you that determines how you feel and react. It is not the world *outside* you that dictates your circumstances or conditions. It is the world *inside* you that creates the conditions of your life.

Your Choice, Your Life

You are always free to choose. In the long run, no one forces you to think, feel, or behave the way you do. Rather, you choose your

emotions and your behaviors by the way you choose to think about the world around you and about what is happening to you.

Dr. Martin Seligman of the University of Pennsylvania calls this way of reacting your “explanatory style.” It is the way that you interpret or explain things to yourself. It is the critical determinant of everything you are and everything you become.

The good news is that your explanatory style is learned. This means that it can be unlearned as well. Your way of explaining things to yourself is under your control. You can interpret your experiences in such a way that you feel happy and optimistic rather than angry or frustrated. You can decide to react in such a way that your responses are constructive and effective. You are always free to choose.

Your thoughts and feelings are continually changing. They are quickly affected by the events around you. For example, when you receive a piece of good news, your attitude immediately brightens and you feel more positive toward everyone and everything. If, on the other hand, you unexpectedly receive some bad news, you can immediately become upset, angry, and short-tempered, even if the news is inaccurate or untrue. It is the way you interpret the event to yourself that determines how you react.

How you can apply this law immediately:

1. Examine the most important parts of your life—your family, your health, your work, your financial situation—and observe the cause-effect relationships between what you think, say, feel, and do and the results you are getting. Be honest with yourself.
2. Analyze how you really think about yourself in relationship to the kind of life you are living. Be absolutely honest. Consider how your thoughts in each area are causing, creating, and maintaining the situation around you. What changes could

you make in your thinking to improve the quality of some part of your life?

Four Basic Laws

Four fundamental laws flow directly from the Law of Cause and Effect. These laws underlie all the laws you will learn in this book. They explain most of the human experience, for better and for worse. All happiness and success come from living in harmony with these four laws. All unhappiness and failure comes from violating them in some way.

The big four are the Laws of Belief, Expectations, Attraction, and Correspondence. These are sublaws of the Law of Cause and Effect that explain most success and achievement, most happiness and unhappiness, most prosperity and poverty in life.

2. The Law of Belief



Whatever you truly believe, with feeling,
becomes your reality.

You always act in a manner consistent with your beliefs, especially your beliefs about yourself. Your beliefs act like a set of filters that screen out information that is inconsistent with them. You do not necessarily believe what you see, but rather you see what you already believe. You reject information that contradicts what you have already decided to believe, whether or not your beliefs, your prejudices, are based on fact or fantasy.

The word “prejudice” means to prejudge, to reach a conclusion in advance of any information, or even in spite of information, to the contrary. One of the best success strategies of all is for you to refrain from judging other people or situations until you

have enough information to make an informed decision. Especially, you must refrain from prejudging yourself and your possibilities. Your most deeply entrenched beliefs about yourself and your abilities may not be true at all.

The worst beliefs you can have are “self-limiting beliefs.” These exist whenever you believe yourself to be limited in some way. For example, you may think yourself to be less talented or capable than others. You may think that others are superior to you in some way. You may have fallen into the common trap of selling yourself short and settling for far less than you are truly capable of.

These self-limiting beliefs act like brakes on your potential. They hold you back. They generate the two greatest enemies of personal success—doubt and fear. They paralyze you and cause you to hesitate to take the intelligent risks that are necessary for you to fulfill your true potential.

For you to progress, to move onward and upward in your life and your business, you must continually challenge your self-limiting beliefs. You must reject any thought or suggestion that you are limited in any way. You must accept as a basic principle that you are a “no-limit” person and that what others have done, you can do as well.

When I was a young man, coming from a difficult upbringing, I fell into the mental trap of concluding that because other people were doing better than I was, they must be better or smarter than I was. I accidentally concluded that they were worth more than I was. I must therefore be *worth less*. This false belief held me back for years.

The fact is that no one is better than you are and no one is smarter than you are. If other people are doing better, it is largely because they have developed their natural talents and abilities more than you have. They have learned the Laws of Cause and Effect that apply to their lives and work before you have. And any-

thing anyone else has done, within reason, you can probably do as well. You just need to learn how.

How you can apply this law immediately:

1. Free your mind from doubt and fear. Imagine you have no limitations. What one great thing would you dare to dream if you knew you could not fail? If you had all the time, money, talent, skills, and contacts you could ever want, what would you decide to do or be or have in your life?
2. Challenge the self-limiting beliefs that are holding you back. Most people are blind in this area. They need the honest feedback of someone who knows them and who will be honest with them. Go to someone you know and care about and ask him or her if he or she sees any beliefs that you might have that are causing you to perform below your potential.

3. The Law of Expectations



Whatever you expect, with confidence,
becomes your own self-fulfilling prophecy.

You are always acting as a fortune-teller in your own life by the way you think and talk about how situations are going to turn out. When you confidently expect good things to happen, good things usually happen to you. If you expect negative things to happen, you are usually not disappointed.

Your expectations have an inordinate effect on the people around you as well. What you expect from people and situations determines your attitude toward them more than any other factor, and people reflect your attitude right back at you, like a mirror, whether positive or negative.

Dr. Robert Rosenthal of Harvard conducted dozens of controlled experiments over the years to test the power of the expectations of teachers on student performance. In his landmark book, *Pygmalion in the Classroom*, he tells of case after case where teachers were told that a student, or sometimes a whole class, was extremely bright and was predicted to make a quantum leap in academic performance in the coming year.

Even though the students were chosen from the school population at large, as long as the teachers believed that these students were exceptional, and the teachers expected them to do well, the students performed vastly better than other students in the same or similar classes and vastly better than could have been predicted by previous grades or behavior.

In your own personal life, your expectations of your staff, your boss, your customers, and even your future tend to come true. Your expectations exert a powerful influence on people and events, for good or for ill, so be careful!

How you can apply this law immediately:

1. Expect the best! Assume the very best of intentions on the part of your staff and coworkers. Assume from the start that they want to do a good job, make good decisions, and get good results. When things go wrong, as they do continually, instead of over-reacting, sit down with the other person in a spirit of friendliness and ask questions to determine exactly what happened. There is usually a good reason for everything.
2. Start at home. Tell your spouse and children on a regular basis that you believe in them, that you think they are wonderful, that you love them, and that you are proud of them. David McClelland of Harvard found that the very best and happiest families, the families that produced the highest achieving children, were characterized as “positive expectations” families.

The parents continually fed their children a stream of positive messages, reaffirming how much they loved them and believed in them. No matter what happened in the short term, the children always knew that their parents were behind them 100 percent. And they didn't disappoint their parents.

3. Practice these same behaviors with your staff and coworkers. The very best managers, entrepreneurs, and salespeople are "positive expectations" people, with everyone and in everything they do.
4. Expect the best of yourself. Imagine that you have unlimited potential and that you can accomplish anything that you put your mind to. Imagine that your future is limited only by your own imagination and that whatever you have accomplished up to now is only a small part of what you are truly capable of achieving. Imagine that your greatest moments lie ahead and that everything that has happened to you up to now has merely been preparation for the great things that are yet to come.

4. The Law of Attraction



You are a living magnet; you invariably attract into your life the people, situations, and circumstances that are in harmony with your dominant thoughts.

This is one of the great laws that explains much of success and failure in one's business and personal life. It has been written about as far back as the ancient Egyptian mystery schools, 3,000 years before Christ. It is so powerful, pervasive, and all-encompassing that it affects everything you do or say, or even think or feel.

Everything you have in your life, you have attracted to yourself because of the way you think, because of the person you are. You can change your life because you can change the way you think. You can change the person you are.

You have heard it said, “Birds of a feather flock together.” “Like attracts like.” “Whatever you want, wants you.” These are ways of expressing the Law of Attraction.

Your thoughts are extremely powerful. They are like a form of mental energy that travels at the speed of light. They are so fine that they can go through any barrier. This is why, for example, you can think about a person, sometimes at a great distance, and in the next moment, the phone will ring and that person will be on the line. Your thoughts have connected with that person the moment you thought them.

Companies develop products, processes, services, and ways of doing business that attract an entire constellation of customers, employees, suppliers, financiers, and circumstances that are in harmony with the dominant thinking of the organization. It is as though every human ingredient inside and outside the organization is a musical instrument of some kind. Together, they make up a great symphony orchestra. They are all playing together and creating a form of music that constitutes the activities of your business and your life.

Whenever things are not going well in any organization, the fastest way to bring about change is to bring in a new person who changes the way people think and feel about themselves and what they are doing. New values, new visions, new strategies, and new policies toward customers and toward each other bring about rapid and often dramatic change.

How you can apply this law immediately:

1. Engage in a rigorous process of self-analysis, self-examination. Look closely at the world around you and see how it harmonizes with your thinking. Take full credit for all the good things in your life. They are there because you have attracted them to yourself. Then, look around you at the things you don't like and take full responsibility for them, as well. They are there because of you, because of some flaw in your thinking. What is that flaw, and what are you going to do about it?
2. Look into yourself and ask, What is it *in me* that is causing this situation? Assume as a basic principle that you are the ongoing architect of your own life, your own destiny. You continually create what happens to you by the way you think. What changes do you need to make in your thinking if you want to change or improve some aspect of your life?

5. The Law of Correspondence



Your outer world is a reflection of your inner world; it corresponds with your dominant patterns of thinking.

This is an extraordinary principle. It explains most happiness and unhappiness, most success and failure, most greatness and meanness in life. After years of study in this area, I still stand in awe before this powerful law, like standing and looking out over the vastness of the Grand Canyon.

Just think! Your outer world reflects your inner world in every way. Nothing can happen to or for you in the long term until it corresponds to something inside of you. If you want to change or

improve anything in your life, you must begin by changing the inner aspects of your mind.

Sometimes this correspondence is called the “mental equivalent.” Your greatest responsibility in life is to create within yourself the mental equivalent of what you want to experience on the outside. The fact is that you cannot achieve a goal on the outside until you have first created it on the inside.

It is as though your life is a 360-degree mirror. Wherever you look, there you are. Your relationships, for example, always reflect back to you the kind of person you are on the inside. Your attitude, your health, and your material conditions are a reflection of the way you think most of the time.

This is hard for most people to accept. Most people think that the problems in their lives are caused by other people and external circumstances. They are shocked and angered to be told that they are the primary architects of everything that happens to them. They want others to change. They want the world to change. But they do not want to change themselves.

The Law of Correspondence is a foundation principle of virtually all religions and schools of thought. It is really great news. It is the key to personal freedom and happiness. It is the high road to great success and fulfillment.

You can control only one thing in the world, and that is the way you think. However, when you take complete control over your thinking, you take control over all the other aspects of your life. By thinking and talking only about what you want, and by refusing to think or talk about what you don't want, you become the architect of your own destiny.

How you can apply this law immediately:

1. Look around you for examples of where your outer world of experience is a reflection of your inner world of thought, emo-

tion, and belief. How does your current situation in your business or career reflect your innermost attitudes and convictions toward your company, your coworkers, your products and services, your customers, and your goals? Be honest.

2. Begin today to build the consciousness, the mental equivalent, on the inside of the life you want to enjoy on the outside. Visualize and imagine that your business and career were perfect in every respect. What changes do you need to make in your thinking to create your inner world in such a way that it is consistent with what you want to experience on the outside?

Summary

All the business laws you will learn in this book are logical extensions of the Law of Cause and Effect, combined with the Laws of Belief, Expectations, Attraction, and Correspondence. They contain a single message: If you change the quality of your thinking, you change the quality of your life.

And since there is no limit to how much better you can think, there is no real limit to how much better your life can be. It's totally up to you.

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