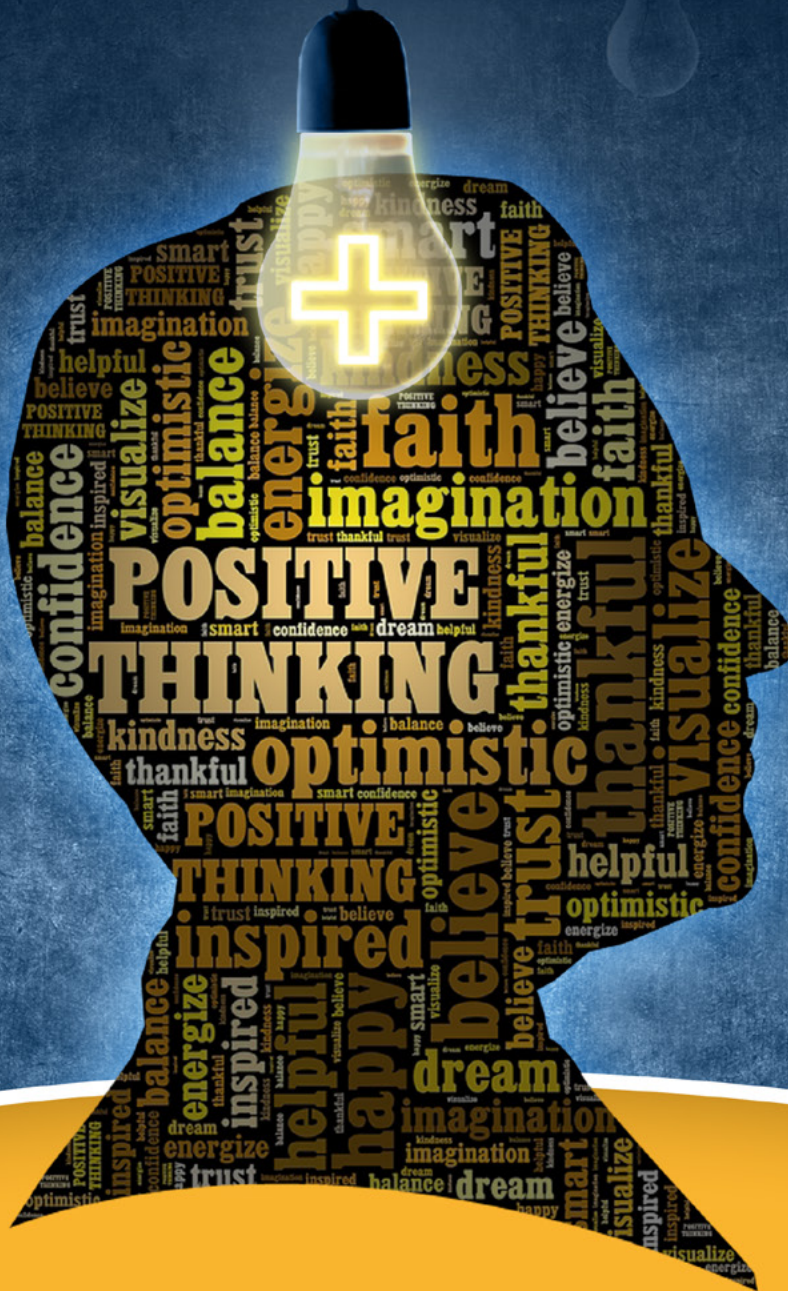


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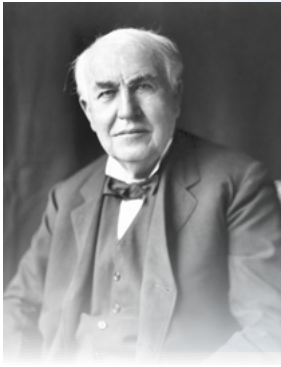
# THE POSITIVITY PRINCIPLE:

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## THE 3 FOUNDATIONAL KEYS TO SUCCESS



[www.thepositivityprinciple.com](http://www.thepositivityprinciple.com)



***If we did all the things we were capable of,  
we would literally astound ourselves.”***

**- Thomas A. Edison**

### **The information you are about to read is profound.**

Whether you are new to the realm of personal development and self-improvement, or you are already a seasoned high-achiever, you are sure to glean plenty of powerful information from this simple guide.

The following process, in some iteration, has been practiced by countless factions of the world's most successful and influential people. These individuals have gone on to leave an indelible imprint on mankind, and in the process, change the course of human history. Did these people possess drive, ambition, and the will to succeed? Without a doubt they did.

But here is the point that needs to be driven home. The world's greatest achievers started out no different than you. Sure, some were born into prosperity or power, but the vast majority of them were not only lacking privilege, but in fact were forced to overcome difficulties and obstacles that would cripple most others.

## *Remember, it doesn't matter where you start, but where you end up.*

Are you the next world leader? Are you the next great inventor or entrepreneur? Are you a future headlining performer on Broadway? Will you be the first person to live on Mars?

That's entirely up to you!

And let's be crystal clear about that right off the bat, because without this understanding, everything else that follows will be all for naught...

You and YOU alone are responsible for your life. You make the decisions. You choose your friends. You develop and reinforce the habits. You decide which foods to eat.

Despite what you think or may have been taught, you are not a victim of circumstance. Whether you wallow in lack or live a life of incredible abundance is entirely up to you. When you finally accept 100% responsibility for your life and your circumstances and stop blaming the weather, the advertisers, your co-workers, the government, etc., then you lay down the fertile ground in which to cultivate your future.

**Got it? Great! Let's start building your future life.**



# The First Key to Success: **CULTIVATING YOUR ARDENT DESIRE**



“ *It is not the mountain we conquer,  
but ourselves.*”

- Edmund Hillary

Think of anything you've ever accomplished, attained, or become in life and you'll realize that it started with the desire to do so. Without desire, life stagnates. There are no goals without desire. No ambition. Suddenly everything you have is all that you need. You might say that from a materialistic point of view there is nothing wrong with this. In fact, many would argue that you have reached spiritual maturity when you no longer require the acquisition of material things.

But we're talking about something far more important than materialism. We're talking about the complete development of self. About tapping into the true essence of your being and drawing forth the power to grow, transform, and become ever-evolving. And it all starts with developing your desire for growth and expansion.

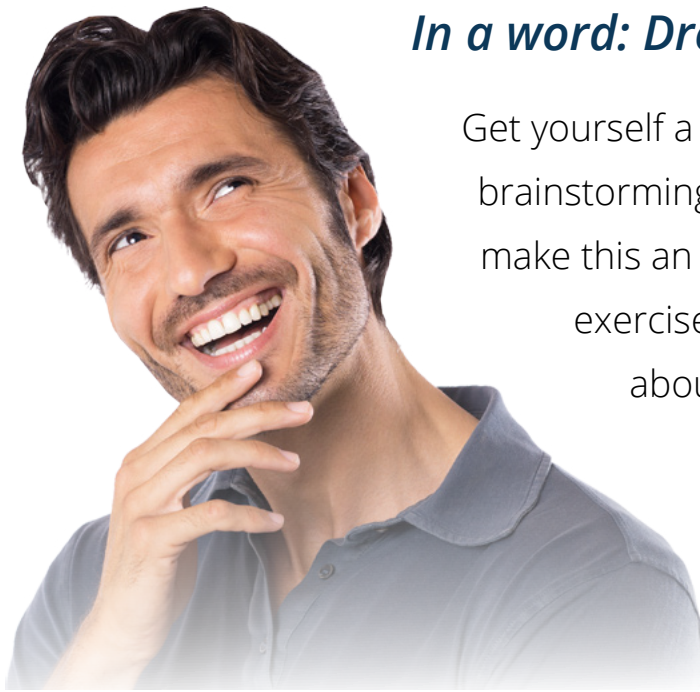
But before you build your desire, you first need to have a desire. This can be tricky. We all have basic desires of course, like good health, a steady income, meaningful relationships, and so on. Those will get you by.



But in order to grow beyond your wildest dreams into someone you never thought possible, you need to transcend normal thinking. Just like building a muscle, this takes doing, doing again, and then doing some more. By implementing the following action steps and practicing them with daily consistency, you will begin to see your life undergo an amazing transformation.

# Action Step 1: **KNOW WHAT YOU WANT**

*So how do you figure out what you want?  
In a word: Dream.*



Get yourself a notebook and dedicate it to brainstorming. Put the electronics aside and make this an old-fashioned ink and paper exercise. There is something very powerful about the physical process of putting your cognitive thoughts on paper. The contents of this notebook will continually be tweaked and refined. Get used to it. It is a necessary process.

To complete this step properly, it is essential to set aside some dedicated time to get yourself into the right frame of mind. How much time you need to complete this is entirely up to you. Some will require as little as 15 minutes, while others will need the better part of a day or more.

Find a space where you can be alone. Get away from the television or other distractions. You might want to do this in complete silence or with some inspirational music, whatever works best for you. The idea is to create an environment that nurtures your personal expression and creativity.

Once you're settled in, start brainstorming what it is that you want out of life.

Who do you want to become? What legacy do you want to leave? What kind of car are you driving? Who do you see in your life? Where are you living? What items do you own? What new skills have you learned?

The key aspect to brainstorming is to remove all limitations, self-imposed or otherwise, and just dream! Your tendency will be to doubt your dreams before your pen even puts them to paper. Your mind will give you 100 reasons why you can't have that car. (You're not good enough. You don't make enough money. You don't deserve it. You're just being selfish.) Banish every negative thought and move on! Perform this step with the conviction that there are absolutely no limitations on anything you can dream up.

## **When you visualize your future life what do you see?**

*Are you driving a new Mercedes or BMW? How about a Bugatti or McLaren? Why not all of them?*

*Are you living in a seaside mansion with servants at your beck and call?*

*Are you rubbing elbows with Presidents, CEOs, and World Leaders?*

*Are you funding community projects?*

*Are you a globe trekking philanthropist?*

*Are you a Hollywood movie star?*

*Are you a real estate investor?*

*Are you a teacher or an engineer?*

## **If you're having trouble getting started or visualizing your future life, here are some questions to help you focus:**

*When I am at my happiest, what does my life look like?*

*Who am I with?*

*What am I doing?*

*Where am I living?*

*What am I driving?*

*What things are surrounding me?*

*What is my state of mind?*

*How does my physical body look?*

*What words am I using?*

*How are my finances, and how am I deriving an income?*

*How am I interacting with those around me?*

Let your dreams run wild! Put your pen to paper and let your future flow in ink. Don't hold back. If you can dream it, write it down. Don't get into specifics at this point. Just write down whatever vision pops into your mind. We'll refine your list in subsequent steps. List everything from short-term goals to lifelong visions and bucket list items. Don't be afraid to put down a few simple things as well. The hardest part for most people is getting started, and easy-to-accomplish goals are great momentum builders.



Got it? Good. It's time to get to work. Dream up your outrageous, audacious list and get it down on paper. Once you have your list we'll move on.



Great. Now that you have your list, let's start making sense of it.

It's been said that a goal without a deadline is just a wish. This is where we turn your wishes into goals.

Review each item on your list and decide whether it is something that you want to accomplish in the immediate future, in the short-term, or over the long haul. Timelines are flexible, but let's categorize immediate as within the next 6 months, short-term as 6 months to 2 years, and long-term as anything 2 years and beyond. Now notate each item on your list with the letter I, S, or L according to its category.

Next, identify your TOP 3 most important immediate items on your list. This is where we start getting specific and creating real, measurable goals.

## Action Step 2: **TURN YOUR WANTS INTO GOALS**



“Give me a stock clerk with a goal and I’ll give you a man who will make history. Give me a man with no goals and I’ll give you a stock clerk.”

- J.C. Penney

Now that you have your top 3 immediate items, list each one individually on an index card. 3"x5" self-stick index cards are great for this, as they can be displayed anywhere and moved repeatedly.

Be as specific as possible when creating your cards. Vague generalities mean nothing to your subconscious mind, but specific, powerful statements create the urgency to continually spur you into action.

For example, if a goal of yours is to lose weight, simply saying, “I want to lose weight” is vague and powerless. Your mind has no concept of how much weight you want to lose, when this will supposedly happen, or how you’ll go about getting it done. It’s no wonder that so few people are living their life by design when the extent of their goal setting is a token “I’m going to quit smoking”, or “I’m going to lose weight” New Year’s Resolution.

## ***Here's an example of what a weight-loss goal should sound like instead:***

"I will reach my target weight of 120 lbs. by September 30, 2014, while achieving 17% body fat. I will do so by exercising with weights and high intensity interval training at least 30 minutes a day, 5 days per week, and eating a Paleo-type diet."

Can you see the difference? If on September 30, 2014 you step on the scale and put the calipers to your midsection, you will have either hit your goal or not. There is no gray area. Now that's something your mind can latch onto and make happen!

Go ahead and make Goal Cards for your top 3 immediate items on your list. It is best to make multiple cards for each goal so that your goal can be displayed in several places.



**Remember to be as specific as possible. Always include a goal completion date as well as any applicable colors, models, sizes, brands, etc. that will help to crystallize your vision.**

## Action Step 3: REVIEW YOUR GOALS DAILY

Now that you have your goal cards created, the key is to make them work for you. To do this, make sure you are reviewing your immediate goals at least 3 times per day. Read them aloud with conviction and with absolute certainty that you will get them done. Do this first thing in the morning upon waking, again at some mid-point in your day, and most importantly, at night just before your head hits the pillow.

By keeping your goals in the forefront of your mind, you will figure out a way to make them happen. People and things will serendipitously come into your life as your consciousness begins to expand into the realm of what was previously thought impossible.

Keep your goals on your nightstand so that they are the first thing you see in the morning and the last thing you see before bed. Stick a set on your bathroom mirror. Put them on the fridge, on your dashboard, on your computer monitor, or anywhere else that they will be prominently seen. The point is to burn them into your subconscious mind. This is where your electronics come back into play as well. Once you have created specific goal cards, go ahead and enter those goals into a scheduler app like Cozi or Google Calendar. Not only does this help to reiterate your goals, but you can also set reminders on specific days, such as, "You are 3 weeks from your deadline. Are you still on track?"

Index cards are great because they are succinct and they travel well. But you'll also want to create 2 other tools to help you on your journey to success. Both are powerful visual reminders of the life you are destined to create.



**The first is a dream book.** This is essentially your brainstorming list in book form. Hardbound sketchbooks are great for this. The hard cover denotes importance and the blank pages are conducive to any content. Cut out images of your dream car or house and paste them into your book. Fill it with inspirational quotes. Make personal notes on the pages. Include anything that will keep you driven and on track. Make it your own motivational scrapbook, not of where you've been, but of where you are going. Imagine the power of reading your dream book every day as opposed to the doom and gloom of the newspaper!

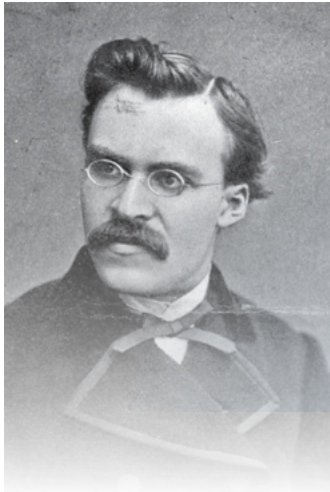
**The second tool is a vision board.** This is very similar to your dream book, except that all of your photos, images, and notes



are sprawled out in one big, awe-inspiring collage. The power in this is that it is essentially a snapshot of your future all in one place. All that is possible sits right there in front of you! Tack this to the wall and keep it up on display wherever you spend most of your time. Use poster board, a white board, a bulletin board, or whatever else you can get your hands on. Heck, go for the gusto and paint an entire wall with whiteboard paint or chalkboard paint!

***Get to work on visually creating the future of your dreams. If you don't get busy planning your life, someone else will fit you into their plans!***

# The Second Key to Success: **DEVELOPING YOUR IRON WILL**



“**If you know the why, you can live any how.**”  
- Friedrich Nietzsche

**Congratulations!** You have a set of clearly defined, written goals. This puts you ahead of 97% of the people in the world.

But now is where the rubber meets the road. It's time to develop the will power and discipline necessary to see your plan through to completion.

If you have not been in the regular practice of setting and achieving personal goals, your first breakthrough can be downright exhilarating! Putting something to paper is one thing. Seeing it through to fruition is quite another story. Accomplishing that first goal, no matter how small, stokes a fire within you that can set you on a path of life-long change.

But what about when setting goals becomes more routine? Just like anything else, the bright, new, shiny allure can eventually lose its luster. Another goal set, another goal down. No big deal.

**Success is not about the things that you get or the milestones that you hit, but rather about who you become in the process.**



The key to continual growth is to ensure that your reasons for wanting the things you want are far greater than the things themselves. In other words, success is not about the things that you get or the milestones that you hit, but rather about who you become in the process.

If the “stuff” was your ultimate goal, then as soon as you obtained it all growth and expansion would cease. That goes for spiritual growth, financial growth, personal growth, or otherwise. Let’s make sure that doesn’t happen.

# Action Step 1: **SHIFT YOUR GOALS**

***The truth is when you are first starting out, stuff does matter.*** It motivates you. So let's use it to your advantage.

Remember when we said that your brainstorming notebook is a work in progress? This is where that comes into play. As you achieve one of your immediate goals, everything else on the list shifts upward, and each item advances one slot in importance. So your most important short-term item becomes an immediate goal, and your most vital long-term item now shifts to your short-term list, and so on.

This is why it is so important to start with simple goals that are well within your grasp. Accomplishing a small goal early on builds momentum and creates a snowball effect that can really propel you forward. Setting too large an initial goal can lead to frustration, and ultimately surrender. It's like trying to train a dog, but never rewarding him with a small treat. Eventually he gets tired of playing the game.

Shifting your goals is one of the simplest practices you can enact early in your journey to spur you onward. By continually growing and refining your list, striving for bigger and better goals, you reduce the tendency to stagnate and become complacent. In actuality, you will find that you will need to refine your list not just as a motivational technique, but through necessity. One result of persistent growth is that your mind is constantly opening to new possibilities. Items and goals that you never even dreamed possible just a short while ago will be popping up and expanding your list sooner than you think!

***So remember to always keep your list in balance. If something comes off, something else goes on.***





## Action Step 2: **KNOW YOUR WHY**

So you've been shifting your goals and you got the shiny new car, the house on the hill, and all other manner of bling that you can imagine.

### ***Now what?***

This is a very real situation that many people eventually encounter. They think that if they just accumulate enough things they'll someday be happy. Well as you can guess, life doesn't work that way. Too many of us spend so much time in the pursuit of success that we forget to live our lives in the process.

In order to overcome this sense of despair, it is essential that you identify what it is deep down inside of you that moves you to act. The allure of a new car will only get you out of bed early so many mornings. You need to tap into a higher purpose, a deeper meaning that will endure no matter the obstacle. And make no mistake about it there will be obstacles, and plenty of them! You'll encounter naysayers, financial hurdles, lack of resources, monotony, boredom, and so on. The question is: Is your WHY big enough to smash through any barrier and keep pushing on?

***So what ignites the fire within you?*** Is it the chance to change your family's financial legacy? Is it the opportunity to be the first of your family to get a college degree? Are you driven to end widespread poverty? Is your goal to eradicate human trafficking? Do you want to set your kids up so that employment is a choice rather than a necessity?



***Take the time to develop your Why.*** Give this process the respect that it deserves, because it is that important. Develop a simple mission statement for yourself that will keep you motivated to push forward no matter the circumstances.

Don't worry about getting this perfect. You'll find that it will be ever evolving as you continue to grow and improve as a person. Just make sure that it has enough personal meaning and power to propel you forward.

It's okay to have a simple, selfish Why early on. For example, maybe your Why for getting into shape is that your high school class reunion is coming up in 6 months and you really want to impress your old classmates. That's fine. If it motivates you, use it.

You will find that over time a natural maturation process takes place. As you undergo your personal transformation, your mission statement, and more importantly you along with it, will morph from self-centered to something more global and altruistic.

“ Nothing in this world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful men with talent.

Genius will not; unrewarded genius is almost a proverb.

Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent.

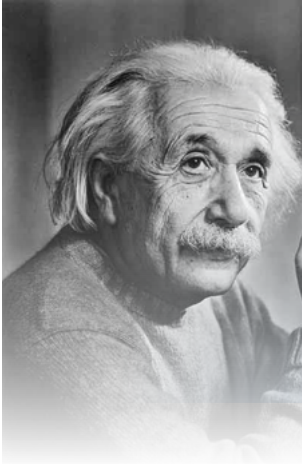
The slogan Press On! has solved and always will solve the problems of the human race.”

- Calvin Coolidge



Whatever you do...no matter how bleak the future looks, no matter how bad or tired you feel, no matter who says you can't, no matter that no one has ever done it before, no matter that you don't have the education or the talent, no matter that all the odds are stacked against you...  
**PRESS ON!!!**

# The Third Key to Success: REFINING YOUR ALERT INTELLIGENCE



**“We cannot solve our problems with the same level of thinking that created them.”**

**- Albert Einstein**

We will address the subject of intelligence as it pertains to your growth and success in 2 distinct capacities.

The first is a general expansion of the mind; an infusion of useful knowledge. The second is the acuity to identify the effects of your actions and discern their influence on your life path.

But first, revisit your wish list. If you can look down your list and know exactly how you will achieve every one of your goals, you are not dreaming big enough!

Remember, the whole point of these exercises is to ignite personal transformation. Your vision should be large enough that you have a clear idea of the end result, but have yet to figure out how to make it happen. Kennedy's vision was to land a man on the moon. How to go about getting it done had yet to be determined.

# Action Step 1:

## Know What You Don't Know, Then Learn It

Let's first start building the breadth of your knowledge as it pertains to your specific set of goals.

For each of your goals, determine what obstacles might stand in your way and get to work smashing them. It's up to you to do the necessary reading, research, networking, and studying to make it happen. Think of your mind as a tank. A fish will only grow as big as the tank it lives in. Want a bigger fish? Get a bigger tank. You'll never grow into a shark while you're still thinking like a guppy!

If a goal of yours is to open your own bakery, research the necessary requirements and prerequisites. How much space will you need? Where would the best location be? What types of permits will you need? What does it take to be in compliance with the health department? Will you need to take baking classes or business courses? What will your pricing be? How many customers will it take to pay the rent? Who is your competition?

There is a saying in golf that you drive for show and you putt for dough. Well when it comes to designing your life, you set goals for show, and you study, work, and learn for dough.

***After all, you can build your castles in the sky, but if you never learn how to get up there, what good are they?***



## Action Step 2: JOURNAL DAILY

This is discernment time. Journaling is essential to helping you track the results of your actions, learning what you are getting, and then reacting accordingly.



***Daily journaling is extremely powerful and motivating.***

Achieving your goals not only takes laser focus, but also requires that you exhibit a certain degree of flexibility. You must be open to continually reevaluating and tweaking your actions to remain on course to your desired outcome. Imagine setting off in a kayak across a large lake to a point on the other side. Your initial instinct might be to just point your bow at the target and churn away with your head down. But you will inevitably be thrown off course by any number of variables along the way. Are there crosswinds to consider? How is the current behaving? Does your kayak list to one side? Do you pull harder with one arm than the other? Even if you're blessed with a calm, still day with everything perfectly balanced, what's to say that your aim was accurate in the first place? What might seem like an inch deviation from where you stand could translate to a mile-sized error by the time you reach the opposite shore.

So journaling is a great way to give yourself daily feedback and chart your course of action. It is much easier to make small, daily adjustments than to rework a year's worth of misguided actions.

Invest in a nice, hardbound journal and keep track of daily actions, thoughts, and ideas pertaining to your goals.

## ***Here are some ideas of what to journal:***

- ✓ *Write down any action steps that you took, such as making a phone call, filing an application, meeting with a client, etc., and make note of the result.*
- ✓ *Record any milestones or breakthroughs that you experience.*
- ✓ *Note your mood or outlook on certain days. This can serve you well in the future when you look back and see the rough times that you surmounted.*
- ✓ *Review your day and note what you were proud of and what you can improve upon.*
- ✓ *Keep track of any company you were with and how they may have influenced your decision making.*
- ✓ *Devote an entire page to goals that you reach. Paste celebratory photos and have a party on the page with markers, stickers, etc. Pump yourself up!*

At least once a month take the time to read through your daily journal entries. You will undoubtedly draw inspiration and guidance from previous experience, as well as gain confidence moving forward. When you are immersed in the day to day grind sometimes it's hard to see that you are getting anywhere. But looking back at how far you've come can be very enlightening.

***You will surprise yourself with your progress and growth!***



# Bringing It All Together

We covered 3 keys to success and laid out some action steps for each one. For the sake of order and explanation, each of the 3 keys were presented and described individually. In reality, the order of the action steps when actually implemented would look something more like this:

- 1. Brainstorm your ultimate wish list. Channel your inner kid at Christmas time!**
- 2. Know your WHY. Identify your passion and know what drives you to act.**
- 3. Turn your wishes into specific, measurable goals.**
- 4. Review your goals multiple times during the day.**
- 5. Fill in your knowledge gaps by learning everything it takes to reach your goal.**
- 6. Journal your progress, review your entries, and then tweak your actions accordingly.**
- 7. Hit your immediate goal and then continually shift your other goals upward.**

*Remember, be flexible! Your wishes, goals, and even your WHY will morph over time as you continue to grow.*

*The world is a blank book laid out before you.*

*You are the author of your own life.*

*You design the setting.*

*You create the characters.*

*You direct the storyline.*

*You decide on the outcome.*

*The pen is in your hand.*

*It's time to get writing.*



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