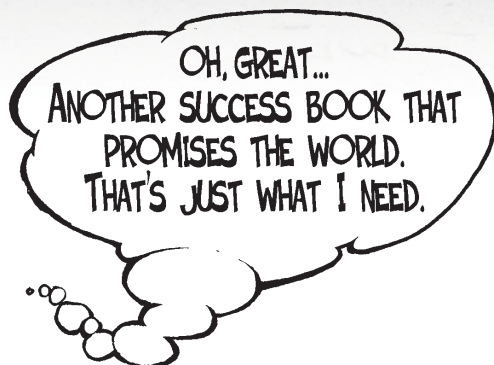


introduction



If you've had that thought before, then we already have something in common. But before you put this book down, let us tell you one thing:

This is **not a book** of “good ideas.”

This book doesn't tell you how to live your life. Far from it. This book includes what we call the timeless “ingredients of success.” Just like there's a recipe for your favorite dish, there's a recipe for achievement, too. We don't know about you, but we wouldn't get comfortable in our favorite chair to read an entire cookbook . . . but a recipe for success? We'll devour that!

So, how could there be a recipe for success? Well, there are very specific trends, patterns, and similarities in the way successful people live their lives. They have developed very similar skills and habits that we can all learn from (the “success ingredients”).

Have you ever wondered why some individuals have so much happiness, energy, money, respect, and great friendships? Were they born with extra talent and abilities? Some people believe this, but we didn't buy it. Instead, we discovered:



It's true. We don't start out with the finely tuned skills we need to create the life we want. We must learn them as we go through life. However, we can fast-track our journey by applying the "recipe of achievement" from those who have already accomplished outstanding results.

What you're **saying is great**, but this **isn't for me**.
I'm different . . . I'm in a very unique situation.

If only we were given a dime for every time we heard that! The truth is, we used to think the same thing. "How could *somebody else's life* be similar to mine?" And, "How would *somebody* else know about my challenges and what I need to do to turn my life around?" You're right, we're all faced with unique situations, and we all have our own definitions of success, but the tools we need to get from *where we are* to *where we want to be* are universal.

It doesn't matter what your unique goals are. Maybe you want to ace an upcoming test, get straight A's in school, become a famous rock star, a world-class athlete, a multimillionaire, a successful entrepreneur, or even become the president. If you learn the principles of success—especially as a teenager—and practice them every day, they *will* transform your life.

Remember, the challenges you are facing right now do not impact your future nearly as much as the way you react to them and what you do to change things. And, by the way, who doesn't want to improve their life and make it more interesting? *We all do!* We'd all like more happiness, money, freedom, confidence, friendships, and so on. The question is, "How?" Don't worry, we have you covered. You'll learn from some incredible individuals who have used the principles in this book. Their stories explain how:

- ✱ **A sixty-three-year-old woman lifted a 2,000-pound car to save her grandson.**
- ✱ **Entrepreneur Colonel Harlan Sanders overcame rejection to start KFC, the international restaurant phenomenon.**
- ✱ **Tim Ferris achieved a San Shou kickboxing national title just six weeks after being introduced to the sport.**
- ✱ **Actor Jim Carrey wrote a check to himself that changed his life.**
- ✱ **World-renowned painter Robert Wyland went from starving artist to multimillionaire.**
- ✱ **Chad Pegracke used the "power of asking" to raise \$2.5 million to clean the Mississippi River.**

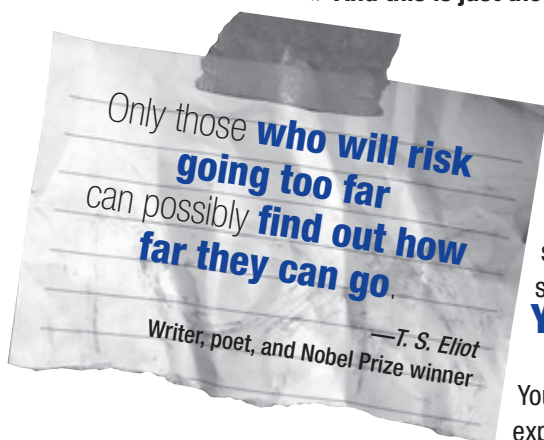


The **principles** always **work**
if you **work** the **principles**.

- ✧ **Gymnast Peter Vidmar used one of the Success Principles to win a gold medal at the Olympics.**
- ✧ **John Assaraf began life as a street kid but now operates a franchise company that has topped \$3 billion in revenue.**

These stories and many others like them will inspire you to follow the principles in this book so that you will discover how to:

- ✧ **Change the outcome of any event.**
 - ✧ **Break through fear and build your confidence.**
 - ✧ **Ask for and get everything you want.**
 - ✧ **Set empowering goals that will energize your life.**
 - ✧ **Surround yourself with friends and mentors who will boost your success.**
 - ✧ **Reject rejection and persevere until you succeed.**
 - ✧ **Use feedback to excel faster and further.**
 - ✧ **Exceed expectations and achieve outstanding results.**
- ✧ **And this is just the beginning . . .**



You might be thinking, “Yeah, easier said than done.” And you’re right, but that’s why we created this book. We wanted to give *you* an excuse to spend some time designing *your* life and strengthening your most important asset: **YOU.**

We know how crazy life is today. You have to deal with many demands, expectations, distractions, and pressures, such as standardized testing, SATs, billions of

Internet web pages, sports practice, work, video games, walking the dog, extracurricular activities, volunteering, and the list goes on. But on that note, it’s also a really exciting time to be a teenager because you have more opportunity than any previous generation in history! If you can get your hands on the right tools and start right now, who knows what you’ll be able to accomplish in the next year, five years, ten years, or twenty years? The possibilities are endless!