

THE 100 ABSOLUTELY UNBREAKABLE LAWS OF BUSINESS SUCCESS

BRIAN TRACY

BRIAN TRACY is a public speaker specializing in personal effectiveness and the development of human potential. He has founded and heads his own consulting firm, Brian Tracy International. Mr. Tracy is the author of ten books, including *Advanced Selling Strategies*, *Success Is A Journey* and *Maximum Achievement*. Each year, he speaks to around 300,000 people about personal and corporate effectiveness.

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MAIN IDEA

Success, in business or in life, is entirely predictable. It's never a random or chance event. Rather, success is always the direct result of compliance with the proven laws and principles which govern it.

These laws have always existed, in the same ways the laws of mathematics, mechanics and electricity have. They are enmeshed with the fabric of the universe. The laws are neither positive nor negative. They have been discovered and rediscovered by successful people throughout history. Whenever people have complied with them, they've prospered. Conversely, whenever they have been violated, progress and accomplishment has slowed or ceased.

In sum total, you will achieve far more with your life and business career if you live and act in harmony with these 100 laws than you ever could by acting any other way.

"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. 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."

– Brian Tracy

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The Laws of Life

Law #1
Cause & Effect *Nothing happens by chance – for every effect, there is always a cause associated with it.*

Success is never an accident. It is always the flow-on effect of compliance with one law or another. Every thought, every action has specific and measurable effects – and to get the same results as other people, you simply need to obey the same laws they obeyed.

Law #2
Beliefs *Whatever you truly and passionately believe ultimately becomes your reality.*

Everyone always acts in a manner which is consistent with their beliefs. Therefore, to change where you're headed, challenge your own self beliefs. Accept that you have unlimited potential to achieve and open the vast storehouse of potential opportunities.

Law #3
Expectations *Life really is self-fulfilling – whatever you expect is generally what you end up getting.*

In practice, that means if you confidently expect good things to happen, they will. And conversely, if you genuinely believe bad things will happen, they will materialize as well. Your expectations have a huge impact on how your future unfolds. To change your future, change your expectations.

Law #4
Attraction *You attract the people, circumstances and opportunities you think about the most.*

Interestingly, thoughts radiate actual mental energy. Everything you currently have in life has flowed towards you because of the way you previously thought. Thus, to change what happens in the future, think about things differently. That will set off a chain reaction which ultimately will attract a new set of people, opportunities and circumstances more closely aligned with where you want to go. You can change anything about your personal life or your business circumstances simply by changing the way that you think, feel and act.

Law #5
Correspondence *Your outer world will always be an accurate reflection of your inner world.*

Thus, the starting point for any of life's journeys lies within. Or to put that another way, you cannot achieve something on the outside unless you first create it inside. The only thing in the world over which you have total and absolute control is the way you think. By changing the way you think about the future, you become the architect of that future. And since there are actually no limits on how much better you can think, there really are no limits on how much better your life can become. In the final analysis, it's totally and completely up to you.

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