

THE OFFICIAL GUIDE TO SUCCESS

A Personal Success Program

TOM HOPKINS

MAIN IDEA

Everyone lives by a set of self-instructions that are programmed in. You can either live by a random set of instructions that have been put into your life by chance or you can take control and program yourself for success.

Self-instructions ultimately control every aspect of our lives: how we think, how we plan ahead, how we react to events that occur to us, and how we prepare for the future.

By developing a system to integrate deliberately chosen self-instructions into our minds, we can take increased control over the future and achieve whatever we are willing to pay the price to achieve.

SELF-INSTRUCTIONS

Self-instructions are deliberately repeated thoughts that you have decided to make come true. Their real effectiveness occurs when they move from your conscious to your subconscious.

To be effective, self-instructions must be:

1. Cast in the present tense but vividly descriptive of the personality traits you wish to acquire in the future
2. Packed with positive emotions and completely devoid of guilt or regrets.
3. Active visualizations of superior performance. That is, positively based with desirable outcomes.

To use a self instruction to influence another person, create a self instruction about a success involving that other person. The more outrageous and sensational the better. Then use every possible opportunity to deliver that self-instruction to the other person - deliver it loudly and frequently.

The average person lives by self-instructions that chance has imposed. In fact, many people are not even aware enough to try and influence their own self instructions. By contrast, successful people have always used positive thought patterns to enhance their performance. High achievers go even further, taking pro-active action in an organized and consistent way to achieve whatever they are after.

TO FORM SELF-INSTRUCTIONS

1. Give a few moments thought to what you want to achieve.
2. Write a self-instruction attacking the habit you want to change as directly and as emotionally as possible.
3. Check your self-instruction is as vivid as possible, and written in the present tense as if you've already changed.
4. Review the self-instruction again the next day once in the morning, once during the day and at bedtime. Acutely visualize the emotions.
5. It takes 21 days to form a new habit. Follow the formula for the next three weeks and review your progress then.

TO MAKE A HABIT FROM SELF-INSTRUCTIONS

The best number of self-instructions to work with is whatever number you can comfortably repeat two or three times a day, taking long enough on each one to bring its emotions into sharp focus in your mind.

For most people, about 15 self instructions is the right number to start with, taking one or two minutes to review them two or three times each day. Making a habit of this takes 21 days without a break.

To achieve the most powerful results, set aside a half hour session every week. Use that time to add new self instructions and think up new ways to add strong emotional appeal to your self instructions. Also go through each self-instruction deeply enough to the point where you feel the emotions intensely. This is a skill that will take some time to develop.

1. FLIP YOUR SWITCH FROM LOSE TO WIN

To be effective, self-instructions must be:

1. Cast in the present tense but vividly descriptive of the personality traits you wish to acquire in the future
2. Packed with positive emotions and completely devoid of guilt or regrets.
3. Active visualizations of superior performance. That is, positively based with desirable outcomes.

Examples:

1. *"Today, I'll meet the right people in the right place at the right time for highly profitable projects to come together."*
2. *"I always do the thing I most need to achieve first thing in the morning so it doesn't hang over me all day."*
3. *"Every day, I am improving my skills and moving closer to my lifetime goals."*

2. THE GOLDEN DOZEN

The best way to pull the best performance out of yourself is:

1. Hang up on your wall: *"I must do the most productive thing possible at every given moment."*
2. Dedicate yourself to living by that creed.

The exact point that separates winners from losers is when they face a decision on their allocation of time. Losers rarely, if ever, do the things that are most important. By contrast, winners almost always have enough self discipline to do whatever is the most important thing at that time.

Of course, balance is required. You can't be completely flat out all the time, or you'll burn out. Relaxation can be the correct choice at times as well.

3. SPEND TIME DEFINING SUCCESS

Success is the continuous journey towards the achievement of predetermined, worthwhile goals.

Before you spend the rest of your life chasing success, stop and take a few minutes to clearly decide what you define as success. In the final analysis, only you can make that judgment call. And remember success is a journey, not a destination.

4. WORK SMARTER, NOT HARDER?

This popular saying makes you avoid reality. A better saying: *"Work smarter - and as hard as you can without sacrificing alertness."*

5. NO-ONE CAN GIVE YOU WHAT THEY DON'T HAVE

A security minded teacher can never teach you how to pay the price of success. Look for ways to learn the principles of success from people who have already been where you want to go. That may require research, but the results are worth it.

6. GRASP THE ESSENCE OF LEADERSHIP

The essence of leadership is an ability to make your followers believe you possess superior knowledge of a situation, greater wisdom or stronger moral courage.

In reality, superior knowledge can only be acquired on the scene. Wisdom comes from study tested by experience. Moral force grows from an inner commitment to greatness.

7. FIX ON A GREAT AIM FAR EXCEEDING YOUR GOAL

Never set a goal that is just beyond your immediate reach. Instead, set targets that are far in advance of where you are, and make yourself really stretch. Only that way will you determine what you're really capable of.

8. MAKE YOUR GREAT AIMS REALISTIC

Don't go around telling the world where your life is leading until you have racked up a solid base of credibility through success building performances.

9. CREATE A SENSATION, THEN TALK YOUR WAY UP

To stand out in your company, do something absolutely impressive and unprecedented. If the people at the top fail to notice, go work somewhere else.

10. GREEN GRASSERS & MOUNTAIN CLIMBERS

Green grassers continually jump from one "outstanding" business opportunity to another without ever actually doing anything properly.

By contrast, mountain climbers never lose sight of the peak. All of the efforts of a mountain climber are designed specifically to take them higher.

11. HOW TO GUARANTEE YOU NEVER MEET QUOTAS

If you aim to meet your quota, any little mishap will derail you. By contrast, if you organize your activity schedule around achieving 200% or 300% of your quota, then the unexpected makes no difference at all.

12. THE ART OF MAKING ENEMIES

Never forget the enemy you make today may control something important to you tomorrow. Concentrate on achieving your own goals rather than preventing others reaching theirs. Respect your competition. No one minds losing to someone who fights hard but clean.

13. STOP THINKING "IF ONLY" - YOU WON'T NEED TO

Accept full responsibility for your life. It's nothing to do with the government, your boss or anyone else. You can't be successful and happy until you earn the respect of the toughest person to fool: yourself.

"I take full responsibility for my actions, and for my life. My well being is in the best hands it possibly could be in: mine."

14. THE GREATEST TREASURE YOU CAN EVER OWN

The most valuable possession in the world is a self image of yourself as a winner in the great game of life.

"I am a winner. I am a contributor. I am an achiever. I believe in me."

15. WHY SELF-INSTRUCTIONS WORK

The average person lives by self-instructions that chance has imposed. In fact, many people are not even aware enough to try and influence their own self instructions. By contrast, successful people have always used positive thought patterns to enhance their performance. High achievers go even further, taking pro-active action in an organized and consistent way to achieve whatever they are after.

Self-instructions are deliberately repeated thoughts that you have decided to make come true. Their real effectiveness occurs when they move from your conscious to your subconscious.

