

## Flight Plan: The Real Secret of Success by Brian Tracy

1. If you do what other successful people do, over and over again, nothing can stop you from eventually getting the same results they do.
2. What it takes is the *mental equivalent* on the inside for what you want to acquire or experience on the outside. For you to change your outer world, you must change your inner world. "To have more, you must first be more."
3. To create a different life, you must become a different person. (Red asterisk here)
4. To achieve greatly, you need clear goals, plans, and schedules to get you wherever you are today to wherever you want to be in the future.
5. You must then have the courage to "take off," to step out in faith with no guarantees of success.
6. You must take action. You must overcome your fears of failure and potential disappointment.
7. Thoroughness characterizes all successful men. Genius is the art of taking infinite pains. All great achievement has been characterized by extreme care, infinite painstaking, even to the minutest detail. (This is the coaching profession.)
8. Your first and greatest responsibility to yourself is to become absolutely clear about what it is that you really want.
9. Whichever attitude you develop takes on a force of its own. Your outer world will conform to your inner world.
10. What do I really want to do with my life?
11. What would you dare to dream if you knew you could not fail?
12. If your income were ideal, how much would you be earning?
13. What kind of company or organization would you work in?
14. Kind of people?
15. Could design your job.
16. Most enjoy working
17. What ways would you be the most productive? What special talents and abilities do you have that you would like to use at the highest possible level?
18. You *love* your job. It interests you, fascinates you, attracts you.
19. You want to be *excellent* at your job, to be among the top 10 percent in your field.

## Flight Plan: The Real Secret of Success by Brian Tracy

20. You *admire* the top people in your field and want to be like them, to achieve their same level of success.
21. You like to *learn* about your chosen field – to read about it, attend courses, and lectures on it, listen to audio programs about it. You never tired of learning more throughout your life.
22. The right job for you is something that is easy to learn and easy to do. It seems to come *naturally* to you, while it is difficult for most others.
23. When you are fully engaged in your work, *time stands still*. You often forget to eat, drink, take breaths, or rest.
24. Success experiences in this field gives you your greatest feeling of self-esteem and satisfaction, your *peak experiences* in life. You can hardly wait to achieve success again.
25. You like to *think* about your work and talk about it when you aren't doing it. It is interwoven with your whole life.
26. You like to *associate* with other people in your field and “talk shop” on every occasion.
27. You plan to do this work *all your life*, to never retire, because you enjoy it so much.
28. Would you spend your time with the members of your family, day in and day out?
29. Would you spend your time with your life?
30. Car would you drive?
31. Or destinations would you want to visit?
32. What kinds of food would you eat?
33. Physical exercise would you do?
34. How much money would you have in the bank?
35. What would be your net worth?
36. Be earning as passive income each month.
37. And then multiply that result by 20 (the number of years you will probably live after you retire). The total represents your retirement goal. This is how much you will have to accumulate to be financially dependent for life.
38. Then determine your net worth.

## Flight Plan: The Real Secret of Success by Brian Tracy

39. Project forward several years and determine where you want to be at the end of that period.
40. Think about the steps that you could take, starting today, to get from where you are to where you want to be in the future.
41. That everything you do today, every decision you make, is moving you toward the destination.
42. The more time you take to be precise and accurate in your description of the goal that you wish to attain, the easier it will be for you to make sure that every step you take is in the right direction.
43. Improvement in your mental pictures.
44. Your ability to visualize is one of the most incredible powers that you possess.
45. The feelings that you would experience if you had already attained the goal.
46. By writing down all the reasons why you want to reach this goal and all the benefits that you will enjoy when you attain it.
47. "He who has a strong enough why can bear almost any how."
48. Reasons are the fuel in the furnace of achievement.
49. To achieve great things, great efforts are necessary.
50. Undeservingness. This occurs when you feel, deep in your heart, that you do not really deserve to be happy, healthy, and prosperous.
51. When you develop your talents and skills, work hard, and do good work that benefits other people, you deserve all the recognition and rewards.
52. What can I do to deserve this money from other people?
53. What contribution am I going to make to other people to cause them to want to give me the amount of money I want to earn or acquire?
54. Most of all, what kind of person do you have to become on the inside, in terms of knowledge, skills, and character, to deserve the kind of life you want to live on the outside?
55. The quality of your life today has been largely determined by the quality of the choices and decisions that you made in the past.
56. "Hourly Rate."
57. All of our clients divide their annual income by 2,000.

### Flight Plan: The Real Secret of Success by Brian Tracy

58. Every hour that you spend on low-value or no-value activity is costing you \$25, \$50 or more.
59. The story of the human race is the story of men and women selling themselves short.
60. Because of fear and timidity, settle for less than they are truly capable of achieving.
61. Remember that *before* you ask, the answer is always no. If after you ask, the answer is still no, then all you have lost is a few seconds of your life. But if the answer is yes, it can change your entire future.
62. If your goal is financial success, there is only one way to attain it permanently and that is to "add value." All long-term, predictable, and enduring wealth comes from adding value in some way. It comes from serving other people by providing them with products and services that they want and need and are willing to pay for, in competition with others who also want to sell these people similar or different products and services. This is a basic economic principle, and it is inviolable in the long term.
63. The average self-made millionaire in American has invested twenty-two years of hard work, sacrifice, reversals, difficulties, and temporary failures to reach that amount of wealthy.
64. Hope is not a strategy.
65. Only 3 percent of people have clear, written goals with plans to accomplish them.
66. When you define a goal *quantitatively*, you determine how you will think and feel as the result of having achieved the goal
67. You define a goal *quantitatively* by attaching specific numbers to it.
68. If you can't measure it, you can't manage it.
69. Define your goal so clearly that a child could understand it.
70. Write down your goal and make it measurable.
71. Set a deadline. Be absolutely clear about when you want to achieve this goal.
72. Identify all the obstacles that you will have to overcome.
73. The additional knowledge and skills that you will require to achieve your goal. Remember, to accomplish something that you have never achieved before, you will have to learn and practice something that you have never done before.
74. Write in the *present* tense.

## Flight Plan: The Real Secret of Success by Brian Tracy

75. I earn \$XXX each year.
76. Write in the positive tense.
77. Write in the personal tense.
78. Select your most important goal.
79. Transfer this goal to the top of a clean sheet of a paper. Be sure to write it in the present, positive, personal tense – describing it exactly as if you had already attained it – and set a deadline for completion. Make a list of the difficulties you will have to overcome, the additional information and skills you will require, and the people whose cooperation you will need to achieve this goal. Organize the information into a plan, and then take action immediately to begin moving toward your destination.
80. Then discipline yourself to write twenty answers to this question.
81. Once you have generated twenty answers, select one of those answers and take action on it immediately.
82. There is a direct relationships between how quickly you take action on a new idea and how likely it is that you will take ever action on any new ideas in the future.
83. Looking back from the perspective of success, from the future, to where you are today, complete this sentence with at least twenty answers: "I achieved this goal because I..." Write down everything that you can think of that you could have done to ensure that you were successful.
84. "I failed to achieve my goal because I didn't..."
85. As you move upward in any occupation, you will find that the top people spend far more time in preparation than the average person does.
86. I carry all my essentials on board with me, never out of my sight.
87. I always carry a smaller case on board with all my essentials
88. Instead of waiting for things to happen, make things happen.
89. Pilots carefully review a checklist prior to every flight.
90. Talk to others who have taken the same journey.
91. In business, you should identify the essential people, customers, sources of finances, marketing and selling methods, and other factors that are critical to starting and running your business successfully.
92. And then there is Cohen's Law: "Murphy was an optimist."

## Flight Plan: The Real Secret of Success by Brian Tracy

93. And half the battle is in the conviction that we can do what we undertake.
94. This illustrates a key difference between success and mediocrity in life. Successful people take off at full throttle when they embark on a new flight toward a new destination.
95. But at the moment of truth, average people hold back.
96. To fulfill your true potential, you must resolve in advance to be the best, to join the top 10 percent of people in your field.
97. The average entrepreneur, business owner, or senior executive in the upper income brackets works fifty-nine hours per week. In the lower 20 percent of households, based on income, the residents work less than twenty hours per week.
98. Attributed their success to hard work.
99. Work all the time you work.
100. When you start toward a new goal, you will make a series of mistakes.
101. Strong people expect to experience problems on their journey toward their goals and destinations. Weak people are surprised and dismayed when things don't work out the way they had expected.
102. Your success in life is largely determined by your ability to respond effectively to problems as they come up.
103. "Solving problems is my job; problems are what I do."
104. Superior people.
105. Think about solutions and what can be done rather than the problems and who is to blame.
106. Focus on the *solution*. Ask, What actions can I or we take immediately to deal with this problem.
107. The way you think about a problem determines your attitude, or approach, as well.
108. It is not what you produce but what people buy that counts.
109. It is estimated that the average person today experiences a crisis every two to three months.
110. This study revealed that top executives had two dominant qualities in common. The first was the ability to function well as a member of a team.
111. The second...was the ability to function well in a crisis.

## Flight Plan: The Real Secret of Success by Brian Tracy

112. Teamwork could be taught in seminars and workshops. But the ability to function well in a crisis was not teachable.
113. Royal Dutch Shell, one of the biggest oil companies in the world.
114. Has developed more than six hundred scenarios to deal with various crises, should they occur.
115. In the same way, you should project into the future and think about what could happen to disrupt your plans or block you from achieving your goals.
116. Practice crisis anticipation.
117. Flexibility is.
118. Weak people always attempt to cover up their mistakes. Strong people admit them quickly and then immediately take a different course of action.
119. Be clear about your goal, but be flexible about the process of achieving it.
120. Top 20 percent of people in our society.
121. Pursue learning as if their future depended upon it, because it does.
122. Each business develops a series of systems, procedures, methods, techniques, and strategies to market, sell, produce, deliver products and services, and satisfy customers.
123. Her intellectual capital.
124. Detailed knowledge of every aspect of my business, including customers, contacts, contracts, communications.
125. Is your knowledge and understanding of how you can get financial results in a competitive market.
126. Your goal is to first make yourself valuable and then make yourself indispensable. The way you do that is to start a little earlier, work a little harder, stay a little later.
127. Chance favors the prepared mind.
128. If you learn and practice what other successful people are doing, you will eventually master the same skills that they have and get the same result that they do.
129. The absence of a commitment to excellence becomes, by default, an acceptance of mediocrity.

### **Flight Plan: The Real Secret of Success by Brian Tracy**

130. The experts have determined that it takes approximately seven years, or ten thousand hours, of hard, focused effort, for someone to get into the top 10 percent of any field.
131. The reason that it takes seven years....that is the length of time necessary for you to master your craft.
132. Knowledge, skill, and hard work.
133. Turn this knowledge into skill by continuous practice.
134. But as you work with the skill, over and over, you will eventually master it and own it for life.
135. When your goal is clear to your subconscious mind, it is passed over to your superconscious mind, which then works on it twenty-four hours a day until your goal is achieved and your destination reached.
136. Your superconscious mind is activated by clear commands in the form of positive affirmations.
137. The greater clarity you have regarding the goals you desire and the more emotion with which you can visualize these goals, the faster your superconscious mind will bring them into your life.
138. When you are working on a problem or goal and you get an impulse to make a phone call, buy a book, speak to a person, or take any particular action, move quickly.
139. Your superconscious mind often speaks to you in the form of ideas.
140. Idea that shot into their mind like a bolt of lightening.
141. Sheet of paper and write down every detail of the problem you are facing.
142. Triggers your superconscious mind into giving you the perfect solution.
143. To forget about the problem completely.
144. Then, at the exactly right time for you, the right answer will pop into your mind.
145. First, resolve to sit quietly by yourself for at least thirty minutes.
146. Put away all distractions.
147. Keep a notepad by the side of your bed and quickly jot down any ideas or insights that occur to you so that you don't forget.
148. Your superconscious mind cannot work for you if you have a random series of unclear or contradictory goals or destinations.



## Flight Plan: The Real Secret of Success by Brian Tracy

149. You have to resist the pull of the path of least resistance every single day.
150. Practice a "no surprises" policy.
151. Fear is, and always has been, the greatest of enemy of mankind.
152. When you develop the habit of courage and unshakable self-confidence, a whole new world of possibilities opens up for you.
153. The fear of failure.
154. And the fear of rejection.
155. Fear is also caused by *ignorance*. When we have limited information, our doubts dominate us.
156. But the reverse is also true. The very act of gathering more and better information about a particular subject increases our courage and confidence in that area.
157. Begin your list of fears by writing down everything, major and minor, that causes fear, stress or anxiety.
158. Arrange your fears in order of importance.
159. Able to "turn fear into power".
160. Their willingness to actually start their own business rather than waiting.
161. Your conscious mind can hold only one thought at a time, a thought of desire or a thought of fear.
162. Self-discipline is having the ability within yourself.
163. To do what you should do when you should do it, whether you feel like it or not.
164. You can dedicate and discipline yourself to pay the price, over and over, until you finally reach your goal.
165. Your persistence is, in fact, the true measure of your belief in yourself and your ability to succeed.
166. The first is 'go-at-it-iveness,' and the second is 'stick-to-it-iveness.'"
167. Perhaps your greatest asset is simply your ability to stay at a task longer than anyone else.
168. "Success seems to be connected with action. Successful men keep moving. They make mistakes, but they don't quit.
169. Experience proves that disappointment is also inevitable.

**Flight Plan: The Real Secret of Success by Brian Tracy**

170. Have concluded that adversity is the test that you must pass on the path to accomplishing anything worthwhile.
171. Difference between high achievers and low achievers is simply that the high achievers utilize adversity to become stronger, while the low achievers allow difficulties and adversity to overwhelm them and leave them discouraged and dejected.
172. The time will never be just right. Start where you stand: work with whatever tools you have at your command.
173. To achieve something that you have never achieved before, you must become someone that you have never been before.
174. Instead, the men and women who stand out in our thinking are those who have become exceptional as a result of the experiences that they had, the things they accomplished, and the character they developed.
175. *"The great secret of success is that there are no secrets. There are merely universal ideas and principles that have been discovered and rediscovered over and over again."*
176. Decide exactly what you want. Write it down.
177. Take action.
178. Be prepared to make continual course corrections.
179. Unavoidable, and unbroken series of problems.