Personal Success Plan

I. Crystallize Your Thinking
• Determine what specific goal you want to achieve.
• Dedicate yourself to its attainment... with unswerving singleness of purpose, the trenchant zeal of a crusader.

II. Develop a Plan for Achieving Your Goal, and a Deadline for its Attainment
• Plan your progress carefully: hour-by-hour, day-by-day, month-by-month.
• Organized activity and maintained enthusiasm are the wellsprings of your power.

III. Develop a Sincere Desire for the Things You Want in Life
• A burning desire is the greatest motivator of every human action.
• The desire for success implants success consciousness which, in turn, creates a vigorous and ever-increasing habit of success.

IV. Develop Supreme Confidence in Yourself and Your Own Abilities
• Enter every activity without giving mental recognition to the possibility of defeat.
• Concentrate on your strengths, instead of your weaknesses, on your powers, instead of your problems.

V. Develop a Dogged Determination to Follow Through on Your Plan, Regardless of Obstacles, Criticism, or Circumstances ... or What Other People Say, Think, or Do
• Construct your Determination with Sustained Effort, Controlled Attention, and Concentrated Energy.
• OPPORTUNITIES never come to those who wait... they are captured by those who dare to ATTACK.

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THE ORIGIN of PAUL J. MEYER'S

Personal Success Plan

(MILLION DOLLAR PERSONAL SUCCESS PLAN)

1. When I was 19 years of age and starting in the life insurance business, I set a goal to make a million dollars. I wrote out four steps in my plan on how I was going to reach my goal and entitled it the MILLION DOLLAR PERSONAL SUCCESS PLAN.

2. The first four steps in the MILLION DOLLAR PERSONAL SUCCESS PLAN helped me make excellent progress toward achieving my goal. For example, I increased my insurance sales and income from year to year.

3. I was astonished, however, that well-meaning family members, friends, and associates constantly fed me negative ideas and suggestions of what could or could not be done.

4. So, at the age of 23, I wrote step number five in the MILLION DOLLAR PERSONAL SUCCESS PLAN.

5. I share this information with you because I want you to better understand the MILLION DOLLAR PERSONAL SUCCESS PLAN and use it to enjoy success in every area of your life.

6. The five steps of the MILLION DOLLAR PERSONAL SUCCESS PLAN have formed a basis for the programs I have authored since the founding of my flagship company in 1960. These steps are an integral part of the goal setting Plan of Action that make the programs unique and effective.

Personal Reflection

As I reflect on my PERSONAL SUCCESS PLAN, I want to add two important lessons I have learned from personal experiences and the testimonies of countless clients:

First, this PERSONAL SUCCESS PLAN can be applied to every area of your life — family and home, financial and career, mental and educational, physical and health, social and cultural, and spiritual and ethical.

Second, now that I have earned a considerable amount of money using this plan, I have learned an even greater lesson — the joy of sharing the wealth is more important and rewarding than earning it!

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