

50<sup>th</sup>  
ANNIVERSARY EDITION of the  
*Paul J. Meyer*

## 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.

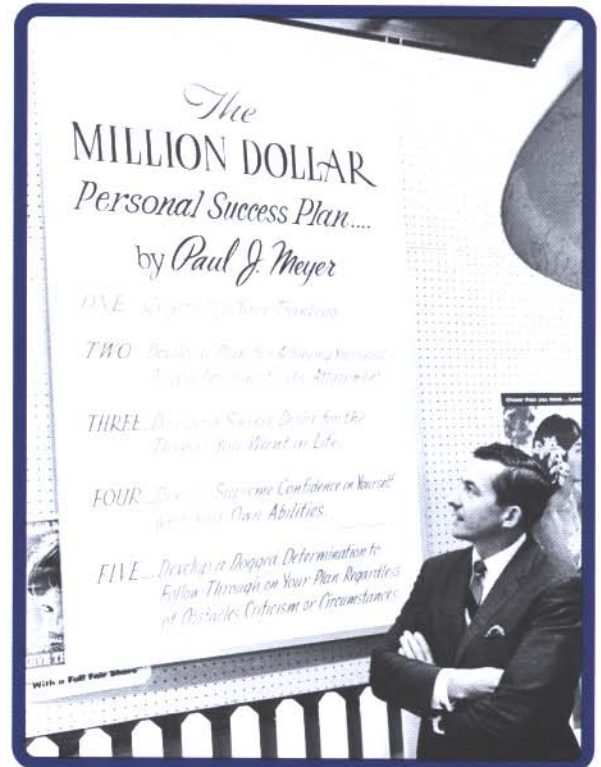
### V. Develop a Dogged Determination to Follow Through on Your Plan, Regardless of Obstacles, Criticism, or Circumstances ... or What Other People Say, Think, or Do

- 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.

# 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!*

*Paul J. Meyer*