



Brian Tracy's
10 Secrets
to
Lifetime
Success!

Dead Girls Guide

I'm a huge fan of Brian Tracy, and I had the opportunity to see him speak the weekend of February 27-28, 2010 through my Empire Group mastermind program with Brendon Burchard, multi-millionaire entrepreneur and author of *Life's Golden Ticket*.

Brian has been leading the way in personal development for over 30 years, and he came to speak to us as a way to thank Brendon for showing him some innovative techniques in Expert positioning.

I'm sure you're wondering what on earth Expert positioning has to do with *Dead Girls Guide*, so let's get it out in the open. You know that I was brought back here to teach lessons I learned while dying three times. One of those lessons is that for your soul to advance, you must maximize the gifts you were blessed with on the other side.

For you to be successful in achieving your soul's purpose, you need to learn skills that will give you a higher probability of success, and that means learning how to work smart and to position yourself as an Expert.

When I started my consulting business in my early 20's, I had no idea that I knew how to position myself. All I thought I possessed was some moxie, a napkin with a project management methodology on it, and a desire to help.

It wasn't until I met Brendon and attended Expert's Academy that I realized I had done much of what he taught as a framework intuitively. I reaped huge dividends, and I want you to have as much access to that kind of information as I can provide so that you can do the same!

I believe that our maker wants us to lead lives of abundance and as such we were given the Divine DNA to manifest our dreams. I also believe that it takes work to achieve those dreams, and more importantly, it takes the ability to work smart and fast. Brian's information can help you do both.

This e-book is a distilled version of Brian's speech. I hope you find it useful in helping you fulfill your life purpose!

~Many blessings, Pam

WHY ARE SOME PEOPLE MORE SUCCESSFUL THAN OTHERS?



SUCCESSFUL PEOPLE UNDERSTAND THAT:

Something may be necessary, but not sufficient. There may be something that is necessary to know, but that on its own, it is not sufficient to create success.

They must apply the Principle of Willingness. They must be willing to pay the price of success in advance. The price is often very high, and deliberate actions must be taken for long periods of time.

The economy fluctuates. The current trend is that the economy fluctuates on a ten year cycle, so future plans must accommodate this cyclical pattern.

Failure will happen far more often than success. Every successful person must endure a certain number of failures before success is achieved. Since nobody knows the exact number, successful people simply roll up their sleeves, fail like crazy, and learn from every single stumble.

The fear of rejection hinders success more than anything else. It is normal to have a fear of rejection, and the best way to eliminate it is to make a game of “collecting rejections” daily. Laughing at it is the best and fastest way to overcome the fear.

Success doesn't happen on the cheap. There is no short-term, “get rich quick” gimmick, trick, or trap that will bring long-term success.

Success boils down to probabilities. The probability exists that anything can happen and the right behaviors in a given situation can have a significant influence on whether the desired probability comes to fruition.

The Winning Edge Principle runs on margins. The Winning Edge Principle states that successful people edge out the competition by margins, not by miles. Doing something a tiny bit better or a tiny bit different than anyone else can lead to an extraordinary difference in results. People who succeed in life are just tiny bit better than anyone else.

Success is heavily influenced by Force Multipliers. In military strategy, a Force Multiplier is a skill that enables a small force to defeat a large force. Examples include speed, intelligence, and concentration of force in either a certain direction or for a certain mission. In life, there are 10 Force Multipliers that heavily influence success in our lives:

- ◆ Knowledge
- ◆ Skill
- ◆ Contacts
- ◆ Money
- ◆ Character
- ◆ Good Work Habits
- ◆ Image
- ◆ Creativity
- ◆ Positive Mental Attitude
- ◆ Luck

Each of these force multipliers is explained in more detail on the following pages.



KNOWLEDGE

YOU MUST HAVE SPECIALIZED KNOWLEDGE THAT YOU CAN USE TO ACHIEVE A SPECIFIC GOAL.

Knowledge is the key to the future. Knowledge is becoming obsolete at a more rapid rate than ever before, so successful people continually update their knowledge banks.

Knowledge directly applies to the amount of income you can receive from maximizing your gifts, because specialized knowledge brings more value to the market. The more value you bring - the more value you receive.

People in the bottom 80% of the income scale see average increases of only 3% a year, whereas people in the top 20% see an income increase anywhere from 11-25% a year. Knowledge is the differentiator between these two groups, and sometimes it's only one piece of knowledge that can move you from a 3% increase to a 25% increase!

The trick to knowledge is that you never know which piece of information is going to be the piece to the success puzzle, so you have to become a knowledge Pac-man and gobble up everything you can.

Just like winning in Pac-man, to navigate the knowledge maze successfully, there is a sequence that must be followed. First, determine the one piece of knowledge that would be most valuable to you to help you maximize your gifts. Is it marketing if you have business gifts? Increasing your empathic ability if you have a spiritual gift? How about graphic design for those with creative gifts? Find that one piece of knowledge, set a specific timeframe (typically months), and then focus solely on updating your knowledge bank in that area. Once you've mastered your chosen topic, start the process all over again, and just like in Pac-man watch your soul advance to the next level.



SKILL

KNOWLEDGE PROPERLY LEARNED AND PRACTICED TURNS INTO A SKILL.

Today, the skills that lead to the highest return are mental skills.

Mental skills are ways of thinking and acting and making decisions to get the results we want.

If you want to be outrageously successful with your gifts, you need to be in the top 10% of those with similar abilities. Most people are only a tiny bit away from being in that top 10%, but they quit too early.

Imagine that you could wave a magic wand and be an absolute expert in maximizing your gifts. Which one gift, of all those you were given on the other side most fulfills your soul's purpose? Now, what one skill do you need to learn in order to maximize that gift?

Frequently, the skill you recognize as being most able to help you advance is not something you're comfortable with. Here's the not so pretty scoop.

We were not put on this earth to be comfortable. We were put on this earth to maximize our gifts and to be abundant. Abundance does not equal comfort! Abundance does provide peace of mind, but really enlightened and wealthy people are not willing to sit on their laurels and be comfortable through life. Get comfortable with being uncomfortable.

Nobody is better than you and nobody is smarter than you. The difference in results between those who are successful and those who aren't boils down to three things: knowing what your gifts are, knowing the skills you need in order to maximize them, and making yourself learn and apply those skills consistently.



CONTACTS

THERE IS A ONE TO ONE RELATIONSHIP BETWEEN THE NUMBER OF PEOPLE YOU KNOW, THE NUMBER OF PEOPLE WHO KNOW YOU IN A POSITIVE WAY, AND HOW FAST YOU SUCCEED.

Every experience you have in this world is based on relationships.

Maximizing your gifts is going to mean that you will have to work with people, so communication skills are a critical part of success.

I used my business gifts to climb the ladder of success in information technology, an industry that collects a large number of “geeks” who have poor communication skills. These are brilliant and creative individuals, and they are hamstrung because they haven’t developed the necessary people skills to help them further maximize their analytical and problem solving gifts. In today’s world, the way you interact with your contacts is critical to your ability to maximize your gifts.

Sometimes, you will be rebuffed as you attempt to make contact. Don’t take it personally - ever. People are busy and preoccupied and you can’t anticipate the best time to talk. Just keep moving.

“Who you know” will play a key part in helping you maximize your gifts. Networking with your contacts increases your probability for meeting the right person at the right time to help you with your soul’s purpose.

There are two types of people in the world - those who wonder what they can get, and those who wonder how they can help. Remember the Law of Reciprocity in your relationships - the more you put in, the more you get back. Always ask what you can do to help someone when you’ve been given assistance. You’ll be amazed at how the world opens up for you.



MONEY

YOU HAVE TO HAVE SOME MONEY TO USE TO INVEST IN THE SKILLS THAT WILL HELP YOU MAXIMIZE YOUR GIFTS.

When you put yourself into a financial bind, you drive away opportunities to fulfill your soul's purpose. Like it or not, money is the medium of exchange in this physical world, and it is what gives you the opportunity to maximize your gifts, so you might as well learn how to like it and manage it properly.

It is not the money you amass in life that matters on the other side - it's what you become in the process, and the discipline of saving has an effect on your whole life.

In today's world, it takes tremendous discipline and self control to grow your money because there are so many distractions. While I was on the other side, I was shown a future that concerns me, because we aren't ready for the upheaval that is to come. Take some time today to determine what you can cut out of your budget. Put half of that savings into a rainy day account, and use the other half to upgrade your skills.

Eighty percent of Americans are broke - living paycheck to paycheck, no savings, huge debt, and assets that have dropped by half in value. Your job is to put some money aside, starting today.

When you have money put away, it literally changes the way you interact with the world. I've heard it said that on a quantum level, having a "freedom fund" literally changes your DNA! I'm not a quantum physicist, so I can't claim expert status, but the person who told me is both a rocket scientist and quantum physicist, so who am I to argue?



CHARACTER

THE MOST IMPORTANT PART OF CHARACTER IS INTEGRITY.

Integrity means that you are a person of honor - that you keep your word. Taking responsibility for your successes and failures is a critical to maintaining your integrity and fulfilling your soul's purpose.

When I got to the other side and had my life review, I was able to see the events in my life from all viewpoints. I could see where I maintained my integrity and I also saw where I wasn't willing to admit my mistakes. Finally, I could see the effect on others as a result of my actions.

We are all connected, and our integrity is the most important thing we have. Eighty-five percent of the success of a business is its reputation, and the same is true with you. What are your contacts and clients saying about you?

When you are truly connected to your Divine DNA, your self-image is such that you will be able to differentiate actions that keep you in integrity from those that compromise your soul. This creates a healthy cycle. It builds a self love that facilitates your ability to love and accept others, which perpetuates your ability to be exposed to more and more opportunities that help you fulfill your soul's purpose. There is a huge payoff to staying in integrity!



GOOD WORK HABITS

WORK WELL AND WORK HARD. USE GOOD TIME MANAGEMENT SKILLS AND FOCUS ON YOUR HIGH VALUE TASKS.

There is no replacement for diligent and consistent use of good work habits. The Law of Attraction isn't going to save you from having to work. Work is a necessary part of success and it is an even more necessary part of fulfilling your soul's purpose.

The instant I came back into my body after the final time I died, I felt *amazing*. All the baggage had been lifted, I had forgiven everyone, there was no more pain, and I was ready to rock. I remember sitting up and wondering why in the world I was hooked up to every machine known to man. After about 30 seconds of sitting up, I then realized that I freaking hurt! It was work to get my body back into livable condition, and if you've been ignoring your gifts like I had been, it is going to be work to get your body into livable condition again too.

You're going to need to focus on getting your body healthy so that you can endure the long hours it will take for you to fulfill your soul's purpose. You're going to need to focus on gaining knowledge of proper time management and project management skills so that you can achieve your soul's purpose faster.

Believe it or not, the good work habits I learned while climbing the corporate ladder have been a God-send in my transition to DGG. When you're willing to work, doors open for you much faster. The one thing the book *The Secret* left out is that while the Universe is happy to grant your soul's desires, you have to do the work to make it happen!



IMAGE

LOOKING GOOD ON THE OUTSIDE ISN'T A COMPLICATED THING. HUMANS ARE INCREDIBLY VISUAL - MANY PEOPLE GET OPPORTUNITIES BECAUSE THEY LOOK GOOD.

It's cool to look crummy as long as you have no hopes for the future. I was raised in a fundamental religion that prohibited make-up, pants, cutting my hair, and jewelry. During my teenage years, I was bullied intensely because of the way I dressed, and I was taught that it was okay, that I would be rewarded on the other side because I was bearing testament to my faith.

When I got to the other side, guess what? I looked at all those times I was miserable with myself, all the times my self esteem took a beating because I looked like a bag lady, and my reward was a life review that showed me pulling farther away from God as a result of the toll the persecution and bullying took on my soul.

I saw myself asking why I wanted to love a God who wanted to torture me, and those thoughts led to actions that were detrimental to my life and my soul. I was desperate for acceptance and I allowed many users to take advantage of me until I finally decided to resign myself to going to hell for dressing better. Guess what else? I didn't go to hell.

When I got out of the hospital, I immediately bought a Tahitian Black Pearl jewelry set as my reminder that it is okay to look darn good!

One person you meet could literally change your life. Make sure that the way you are presenting yourself on the outside gives you the highest probability to be offered opportunities that allow you to maximize your gifts, should you cross paths with this person by "coincidence".



CREATIVITY

THERE IS A DIRECT RELATIONSHIP BETWEEN HOW CREATIVE YOU ARE AND HOW SUCCESSFUL YOU ARE.

Successful people are always looking for different ideas to improve their lives. The quantity of the creative ideas determines the quality of success because it takes a bunch of ideas to sift through to the one that will enable success in the first place.

This is a repeat of the failure principle - the more you have, the more potential you have for success! Both are basically a derivative of the Law of Action, which states that in order to be successful, you need to take massive action toward reaching your goals.

One of the religious texts says that to inherit the kingdom, we have to become as a child, and I think a child's creativity is the key that unlocks the door to the kingdom of abundance. Children could give a rip whether or not their idea works. They jump into make-believe, creating a whole new world, and they adapt as they need to.

Have you noticed that there is never any lack or fear when children are engrossed in make-believe? Their creativity allows them to manifest whatever is missing to suit them and our creativity allows us to do the same in fulfilling our soul's purpose.

Fear and thoughts of lack are toxic to our Divine DNA. When you feel these emotions coming on, close your eyes and take three deep breaths. Keep a notebook with you and make yourself write down three "make-believe" ideas that could help you overcome the challenge you're facing. One of them is bound to be the key to unlocking your kingdom of abundance!



POSITIVE MENTAL ATTITUDE

THE NUMBER ONE WORD USED TO DESCRIBE THE MOST SUCCESSFUL PEOPLE IN SALES OR BUSINESS IS “NICE”.

Every single one of us is in sales, so it pays to be nice! In order for you to be able to maximize your gifts, you are going to have to sell yourself as an expert in the application of those gifts. The spiritual greats of our time have been extraordinary sales people, and if you want to fulfill your soul’s purpose, you’re going to have to become one too.

Human decision making is 100% emotional, and we migrate to people who are friendly, open, and cheerful. Our Divine DNA is naturally happy, and we cloud that happiness by allowing criticism, fear, and judgment into our lives. Creating a culture of criticism greatly reduces the opportunities we’re given, so make a decision today to eliminate it from your life.

Humans will also do more to avoid pain than to gain pleasure, so if you’re having trouble keeping a positive mental attitude, psyche yourself out by making it intensely painful when you’re critical! I learned a major life lesson about this on the day I left Corporate America.

My boyfriend came over to support me; I was so negative about the event that we wound up breaking up on the same day! I think we were both stunned - he left shell shocked and it took me two weeks to actually acknowledge the outcome. I let the spirit of negativity ruin something beautiful, even after being on the other side - *even after seeing that our thoughts really ARE things and that they will manifest whatever is held with intention in our hearts!* Happiness is a choice, and believe me; I keep a positive PMA now!



LUCK

DEVELOPING ALL THE PREVIOUS FORCE MULTIPLIERS CREATES LUCK IN YOUR LIFE.

All great successes that are chalked up to luck are the result of hundreds of little efforts. If you're constantly gaining knowledge, building our skills, increasing your contacts, saving your money, maintaining your integrity, working hard and smart, projecting yourself positively, creatively coming up with new ideas, and keeping your thoughts focused on the positive, luck will follow you because you've done the hard stuff.

Lucille Ball, voted the greatest icon of all times in 2007, said this about luck:

"Luck? I don't know anything about luck. I've never banked on it, and I'm afraid of people who do. Luck to me is something else: Hard work - and realizing what opportunity is and what it isn't."

We can't count on luck alone to help us fulfill our life's purpose. I say that I'm lucky to have survived my brain hemorrhage, but you know the truth? The truth is that I wasn't lucky at all. I was divinely healed and blessed and I was given a second chance to come back and fulfill my soul's purpose.

Don't count on luck to give you a second chance at anything. Don't take your life, your love, or your gifts for granted for a single minute. Bank on the fact that it is going to take persistence and focus to maximize your gifts. The reward is well worth the price, I promise!



FINAL THOUGHTS

TODAY, WE HAVE A NEED FOR SPEED.

There is no time to coast. Additionally, downhill is the only direction you can coast, so move quickly in the direction of your life's purpose. Collect rejections and failure on the road to success and use the feedback to make yourself smarter and better.

COMPETITION WILL DETERMINE YOUR SUCCESS.

Always admire your competition. Learn what they are doing to succeed and emulate success - you can bet they will be doing the same with you when you're on top!

KNOW YOUR SUCCESS NUMBER.

In business, there is one number more than any other that determines success. Examples of this are the number of sales, ROI, EBITDA, and number of returns. Your *one number* is critical to your success and if you're paying attention to the wrong number, you've set yourself up for failure.

I hope you enjoyed my notes on Brian's presentation. As always, I'm here to help you maximize the gifts you were given, so I hope this helps you understand how to incorporate success principles into your life! Comments and questions are always welcome at www.deadgirlsguide.com.



ABOUT YOUR MENTORS



Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations.

Brian Tracy has consulted for more than 1,000 companies and addressed more than 4,000,000 people in 4,000 talks and seminars throughout the US, Canada and 40 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year.

He has studied, researched, written and spoken for 30 years in the fields of economics, history, business, philosophy and psychology. He is the top selling author of over 45 books that have been translated into dozens of languages.

He has written and produced more than 300 audio and video learning programs, including the worldwide, best-selling Psychology of Achievement, which has been translated into more than 20 languages.

He speaks to corporate and public audiences on the subjects of Personal and Professional Development, including the executives and staff of many of America's largest corporations. His exciting talks and seminars on Leadership, Selling, Self-Esteem, Goals, Strategy, Creativity and Success Psychology bring about immediate changes and long-term results.

Brian is also the President of Brian Tracy University, a private on-line University for sales and entrepreneurship.

You can learn more from Brian at www.briantracy.com.



Brendon Burchard is the author *Life's Golden Ticket* and a highly-acclaimed leadership speaker, seminar leader, and business consultant.

Brendon was blessed to receive life's golden ticket --a second chance-- after surviving a dramatic car accident in a developing country. Since then, he has dedicated his life to helping individuals, teams and organizations create and master change. His clients have included Accenture, Alcoa, JC Penney, eBay, Best Buy, Nordstrom, Levi's, Gateway, Walgreens, Federal Mogul, and thousands of executives and entrepreneurs in speeches and seminars across the country. His media appearances have included ABC World News, NPR stations, Oprah and Friends, and other popular programs. His life-changing speeches and events have been sponsored by Wachovia, Wal-Mart, Coca-Cola, Toyota, Morgan Stanley, Washington Trust Bank and other major companies.

Brendon's books, newsletters, products and appearances now inspire nearly 2 million people a month.

As one of the top leadership and motivational speakers in the world, Brendon's authentic, powerful and hilarious presentations have become legendary. He has shared the stage with the greats like Tony Robbins, Deepak Chopra, Marianne Williamson, John Gray, Mark Victor Hansen, Andy Andrews, Keith Ferrazzi, Harv Eker, Les Brown, and Jack Canfield. He's also shared the stage with the Dalai Lama and Sir Richard Branson in inspiring others to be more giving and compassionate while building their businesses.

Brendon's message -- that each of us is called to live by conscious choice and to contribute to others -- has changed thousands of lives around the globe.

Brendon donates a portion of the proceeds from the sale of his works to Junior Achievement and Kiwanis International. He lives in Portland, Oregon, with his incredible wife, Denise.

You can learn more about Brendon at www.brendonburchard.com.



Pamela Bowen is President of Bowenventure, LLC, a privately held organization on a mission to help people achieve their highest potential.

Pamela grew up poor in Great Falls, Montana, in a family of ten brothers and sisters. Life circumstances eliminated any possibility of a formal education and yet, without a college degree, she learned skills that helped her earn a half a million dollars a year by the time she was 26.

Pamela has over 20 years experience in Corporate America, having climbed the ladder in information technology to the top executive role of Chief Information Officer.

While attending a business meeting on her 42nd birthday, she experienced a massive brain hemorrhage in her left temporal lobe. She was clinically dead three times. The Doctors estimated that she had a 5% chance of survival and a 2% chance that she would survive as anything other than a “vegetable”. The Doctors told her family to make funeral arrangements and long-term care arrangements as a backup, but the Doctors didn’t count on Divine Intervention.

During the three times that Pamela died she was met by Archangels Gabriel and Raphael who accompanied her to the other side and revealed knowledge and understanding that she promised to share when she was raised from the dead.

Pamela created the Dead Girls Guide brand to fulfill her promise of teaching, inspiring, empowering, and transforming the lives of those willing to heed the advice of the Angels.

Pamela can be reached at www.deadgirlsguide.com.