

NOTES FROM: *Maximum Achievement*, by Brian Tracy

SUMMARY: This was the fifth book of Brian Tracy's that I've read, and it cemented his place as a key influence on my professional life. Many of the things I've learned in this book have led directly to my current success, and I've never forgotten them.

Certain key ideas stand out, such as the fact that you can never outperform the self-image that you have of yourself, which is a key idea in another fantastic book I would read later, *Psycho-Cybernetics*, by Maxwell Maltz. He also makes the case for doing more than that for which you're currently paid - that is, if you want to someday earn much more than you're currently paid.

If you remember just one idea from this book, though, I'd say remember the Law of Substitution, which states that you can never hold more than one conscious thought in your head at any one time, positive or negative. So make it a good one!

A century earlier, in 1903, James Allen said the same thing in *As a Man Thinketh*, where he likened the mind to a garden and said that whatever you plant there will bring forth. I've never forgotten that, and ever since reading this book I've made a conscious effort to pursue positivity wherever I could, and try to think about only the best, most life-affirming ideas. The ideas that would lead me to success, happiness, and maximum achievement.

"If there is an effect in your life that you want more of, you merely need to trace it back to the causes and repeat the causes. If there is an effect in your life that you do *not* enjoy, you need to trace *it* back to the causes and get rid of them."

"Always expect the best from others. Always expect the best from yourself in every situation."

"You can choose what your attitude will be every minute of every day."

"You perform as well as you believe yourself capable of performing. You are as effective as you believe yourself to be in whatever you do. You can never be better or different on the outside than you believe yourself to be on the inside."

"You can never rise any higher than your expectations of yourself. Since they are completely under your control, be sure that your expectations are consistent with what you want to see happen. Always expect the best of yourself."

"Greater success and happiness are only possible for you when you are willing to feel awkward and uncomfortable during the process of creating a new comfort zone at a higher level of effectiveness."

"The key to happiness then is to systematically eliminate, or at least minimize, the parts of your life that cause you negativity or stress of any kind."

“Think about your goals whenever you are frustrated with something else. Return your thoughts to your goals, over and over and over again.”

Socrates on Goals: “Make sure that every step you take is in that direction.”

“It is impossible to succeed without failing.”

“You can’t help the poor by becoming one of them.”

“The best work of all is when you are achieving your own goals by helping others to achieve theirs.”

“Carry on with your goals in the same mood as when they were set in the first place.”

“We live in a universe that is governed by law. There are laws, and when they are followed, effects are caused. Disobey the laws of the universe, and you will lose.”

“You’ll always get out of life what you put in - and *you* control what you put in.”

Law of Substitution: “You can only hold one single thought in your mind at a time, either positive or negative.”

“*You are responsible*. Now what are you going to do about it?”

“Talk about others as if they were present and you wanted to make them feel good about themselves.”

“Lift yourself up by making other people feel good.”

“Act as if it were impossible to fail.”

“Ask, ‘What is the worst, and the best that could happen?’ and then weigh them against each other.”

“What is there in my life that I am not facing?”

“Peace of mind should be your highest goal.”

“The more interested you become in another person, the more interested they will become in you.”

“Make your praise specific, and praise in public whenever possible.”

Napoleon: “Men will die for ribbons.”

“Start on a difficult subject with ‘It seems to me,’ or, ‘Some people think that,’ instead of pushing your viewpoint or opinion.”

“Remember, bad habits are easy to form, but hard to live with; good habits are hard to form, but easy to live with. Your job is to form good habits and make them your masters.”

“Your future largely depends on what you learn and practice from this moment onward.”