



# **\$UCCESSFUL \$ELLING**

## **PERSONAL SALES PLANNING**

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**BY BRIAN TRACY**

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**BRIAN TRACY'S IDEAS TO LIVE BY...**

Make a list of all the reasons you want to be a major success in your field; reasons are the fuel in the furnace of achievement.

Deploy yourself carefully to maximum advantage; always invest your energies where you can get the highest return.

Decide exactly what you want in life and then do the same things that others have done to achieve the same results.

Take the long view. Don't let short-term setbacks disturb you.

Discipline yourself to spend more time with those people who represent the highest potential payoff.

Set excellent performance as your standard and strive to achieve it each day.

Be absolutely clear about what you want, why you want it, when you want it and what you are willing to do to get it.

Be open to constructive criticism from others; it's the only way you can learn and grow.

Dream big! There are no limits to how good you can become or how high you can rise except the limits you put on yourself.

Discipline yourself to plan and organize every hour of every day before you begin.

Get serious about your career; decide today to be a big success in everything you do.

You have the same mental potential as anyone else; it is only what you choose to do with it that determines the course of your life.

Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new.

You determine your future by the thoughts and pictures you hold in your mind today.

Ask yourself, "Is what I am doing right now leading to a sale?"

**W**elcome to the next step on your journey toward becoming an outstanding sales professional!

The keys to your future are *knowledge* and *skill*. As you learn and practice the ideas, methods and techniques in this program, you will become more and more capable of meeting your sales targets and achieving your personal goals.

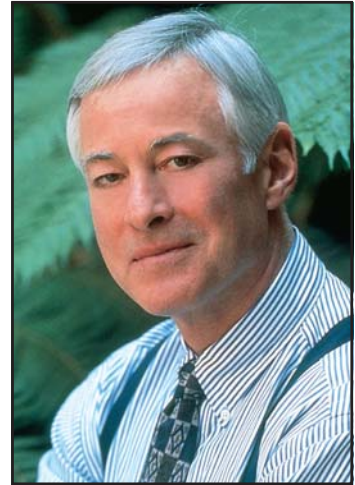
*You can learn anything you need to for achieving any goal you can set for yourself.*

Your biggest and best sales lie *ahead* of you! Everything you have accomplished up to now is only a preparation for what you can accomplish in the future.

As you move toward becoming a member of the top 10% in the sales profession, remember that everyone started *at the bottom*. Everyone in the top 10% today was once in the bottom 10%.

There are no limits on how *far* you can go, how *high* you can rise, how *much* you can achieve *except* for the limits you place on yourself!

Resolve today to pay any price, overcome any obstacle and go any distance to become one of the best in your field.  
**Good luck!**



Brian Tracy

A large, stylized handwritten signature in black ink. The signature appears to read 'Steve Laed' and is underlined with a long, sweeping horizontal stroke.

**T**his is a wonderful time to be alive. Leading thinkers and economists are predicting that we are entering into the “Golden Age” of mankind and you are perfectly positioned to benefit from it.

There have never been more opportunities for you to achieve more of your goals and dreams than there are today — except for tomorrow, and the next day, and for the indefinite future.

You are an extraordinary person. Your brain contains more than 100 billion cells, each connected to as many as 20,000 others. This enables you to think, learn, plan, dream and create ideas to improve your life virtually without limitation.

The starting point of your using your marvelous mind to create a wonderful life for yourself as we enter the Golden Age is for you to decide exactly what you want. Write it down, set a deadline and make a plan. These actions alone will put you in the top 3% of people in America.

Then, resolve today to become absolutely excellent at whatever work you intend to do to achieve your goal. Invest in yourself. Dedicate yourself to continuous learning. Read books and listen to audio programs. Become the very best you can possibly be.

Accept 100% responsibility for everything you are and everything you ever will be. You are the architect of your own destiny!

The great secret of success is that there are no secrets of success! There are only time-tested principles that you can learn and practice every day. It’s up to you!

Decide what you want and write it down. Commit to personal excellence and dedicate yourself to life-long learning. Accept complete responsibility for your life and get busy. Finally, resolve in advance that you will never give up, that nothing will ever stop you. And if you do, you’ll be right.

*Welcome to the Golden Age!*

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# WELCOME

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# TO THE

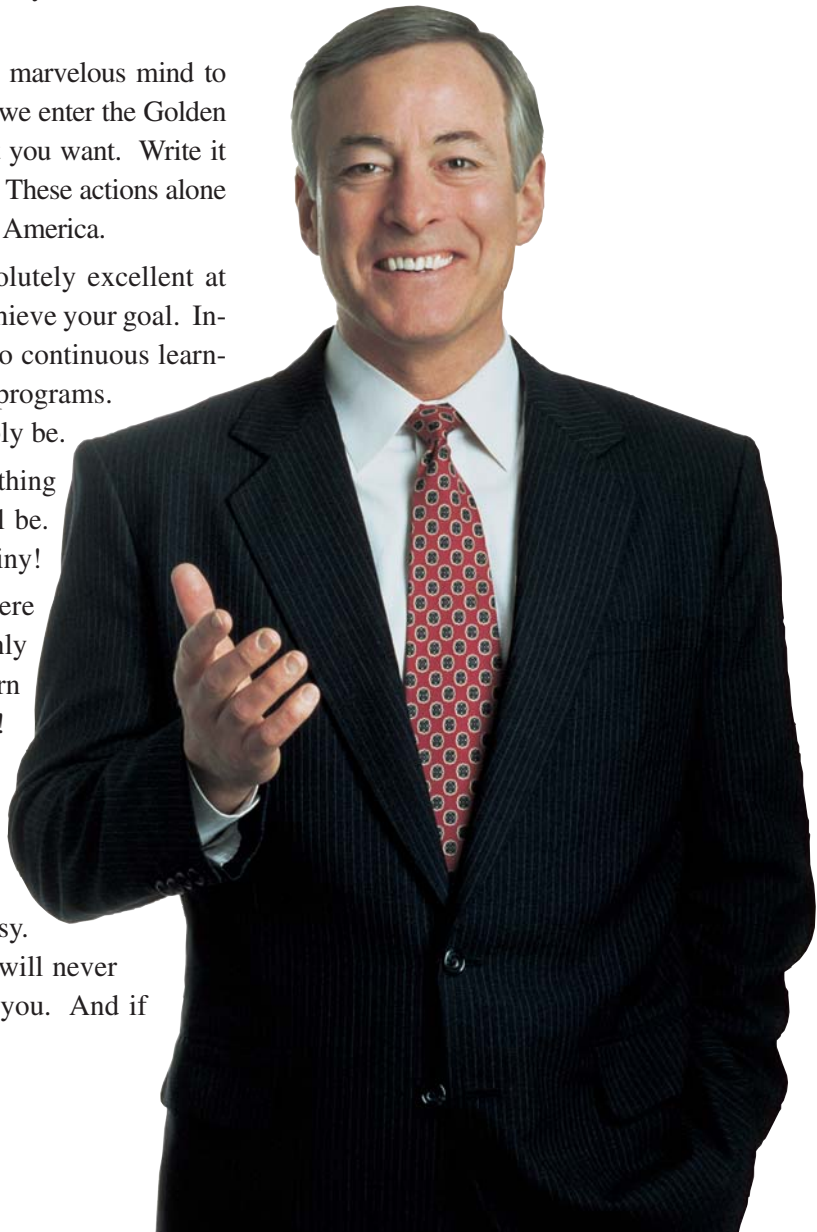
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# GOLDEN

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# AGE

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## PERSONAL SALES PLANNING

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## PRESENTING BRIAN TRACY!

**B**rian Tracy is the top sales trainer and consultant in the world. He has been called a “Sales Guru” and a “Motivational Superstar” by such leading magazines as *Selling* and *Selling Power*. His audio and video sales training programs have been translated into 14 languages and are offered in 24 countries.

In the last 20 years Brian has trained more than 500,000 salespeople personally in the United States, Canada, Europe, Asia, Australia and New Zealand. These sales professionals have gone on to become leaders in their industries.

Brian began his sales career at the age of 11, selling soap from door to door. Since then, he has sold a variety of products and services including office supplies and stationery, mutual funds and investments, advertising and promotion, automobiles and parts, residential, commercial and industrial real estate, and training and consulting services for many different businesses and industries.

Brian Tracy has worked closely with *hundreds* of companies to develop sales methods and strategies. His original ideas and insights regarding the sales process have translated into many millions of dollars of additional sales for clients everywhere.

He is the author/narrator of such best-selling audio programs and books as: *The Psychology of Selling*, *Advanced Selling Techniques*, *24 Techniques for Closing the Sale*, *Advanced Selling In Action*, *Superior Sales Management*, *Advanced Selling Strategies* and many others.

In this high-powered video training version of *Successful Selling*, Brian has summarized many of the best and most effective selling ideas ever discovered.

These ideas, methods and techniques are practiced by the highest-achieving salespeople in every field.

Brian Tracy has lived and worked in more than 80 countries on six continents and speaks four languages. He is the Chairman of Brian Tracy International and his business operates worldwide. He lives with his wife Barbara and their four children in San Diego, California.



## LEARNING TO LEARN: YOUR KEY TO THE FUTURE!

**Y**our ability to learn and apply new ideas is essential to your long-term success. Today, continuous learning is the minimum requirement for success and advancement in any field.

The keys to more rapid learning are:

1. **Relevance** — the ideas you learn must be relevant to your work and life at the moment — or you'll forget them before you get a chance to use them.
2. **Applicability** — the new ideas must be consistent with your knowledge, your needs and your current situation so you can apply them to improve your results.
3. **Simplicity** — the new methods must be easy to learn and use. They must not be complex or require you to change your current habits.
4. **Multi-Sensory** — the new ideas should ideally activate your senses of sight, sound and movement, thereby involving your whole brain in learning and remembering. (*Video learning with workbooks, exercises and action commitments are ideal for this.*)
5. **Immediacy** — you must be able to take and use the ideas right after learning them so they become part of your long-term memory.
6. **Repetition** — the "mother" of learning — comes from your using the new ideas several times until you become comfortable with them. Otherwise you can slide back into older, less effective ways of acting.
7. **Motivation** — you must have personal reasons for wanting to learn new ideas and become more effective. The higher your level of motivation, the more you will learn, and the faster you will apply it.

Your brain is like a muscle. The more you learn, the stronger it becomes, and the more you *can* learn.

Commit yourself today to becoming one of the best educated, most skilled and most effective people in your field. There are no limits!

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**REASONS**

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**ARE THE**

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**FUEL IN THE**

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**FURNACE OF**

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**MOTIVATION**

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**1. Prepare to learn** — give yourself ample time to prepare for a learning session. Sit comfortably. Relax. Take several deep breaths and calm your mind. Only then is your mind ready to absorb new ideas.

**2. Learn "on purpose"** — review the questions at the beginning of the workbook. By asking and attempting to answer these questions in advance, you will alert your mind to what's coming and double the amount you remember.

**3. Assume the body language of rapid learning** — sit up straight, lean forward and face the screen. Be prepared to focus and concentrate throughout. This makes you more alert and increases retention.

**4. Eliminate all distractions** — put away papers, coffee cups, cigarettes and anything else that could take your attention away from what you're learning.

**5. Make notes of key ideas** — as the video plays, write down the key points not covered in the workbook. Also, write down the ideas that jump into your mind as you watch. These can be invaluable.

**6. Pause the video** — if you suddenly have a good idea, stop the video to write it down or to share it with the others. The video program is designed to stimulate your imagination, and one good idea could change everything you're doing.

**7. Complete the "Application Exercises"** — this is the most important part of learning: thinking about and discussing what you just learned and how you can apply it immediately to what you're doing.

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## HOW TO GET THE MAXIMUM VALUE FROM THIS VIDEO LEARNING PROGRAM

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1. Review the seven previous recommendations and be sure everyone goes through each step.
2. Go around the group and ask each person to answer the questions that precede the workbook outline of the video.
3. Encourage discussion. People learn by talking, arguing and disagreeing with others. The more discussion, the greater the learning.
4. Be prepared to pause the video to give someone an opportunity to comment or even disagree.
5. Conduct the "Application Exercises" by having people fill them out personally and then discuss their answers with the group.
6. Ask each person to complete the "Action Commitment" at the end of the exercises.
7. Have each person share their action commitment aloud with the group. Encourage discussion and development of each action commitment into a specific, measurable, time-bounded activity.

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## HOW TO

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## USE THIS

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## VIDEO IN

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## A GROUP

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## LEARNING

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## SITUATION

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*Virtually anything you could ever want to be, have or do is achievable with learning and hard work.*

*Your most valuable asset can be your willingness to persist longer than anyone else.*

*Nature is neutral; if you do the same things that other successful people have done, you will inevitably enjoy the same success they have.*

*Do something to move yourself toward your major goal every day.*

## PERSONAL SALES PLANNING

### INTRODUCTION

Successful salespeople are better *thinkers* than average salespeople. The more accurate you are in thinking about yourself, your goals and the activities necessary to accomplish them, the more successful you will be in everything you do.

The most important difference in worklife today is that every person is totally in charge of his or her own career and financial future. You are the President of an entrepreneurial company with one employee, yourself. You are in charge of selling one product: your personal services. Your goal is to increase the quality and quantity of the services you sell so you can increase your income.

The aim of personal strategic planning is to increase your "Return on Energy" (R.O.E.). Your mental, emotional and physical energy is all you really have to sell. Your standard of living is totally determined by how well you *trade* your energy in the marketplace for results and rewards.

In this session, you will learn how successful people accomplish far, far more than the average person by planning their goals and activities in advance. The key to success has always been to "plan your work and work your plan!"

**PERSONAL SALES PLANNING****WHAT DO YOU ALREADY KNOW?**

**Test your knowledge by attempting to answer the questions below:**

- 1.**    What is your exact income goal for the next twelve months?

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- 2.**    How many calls will you have to make to achieve this income goal?

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- 3.**    What is your desired hourly rate for your work over the next twelve months?

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- 4.**    What is the purpose of personal strategic planning?

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- 5.**    How much money will you need to be financially independent at the end of your career?

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- 6.**    How do you increase the *slope* on your success curve?

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- 7.**    What are your major strengths and weaknesses in selling?

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**PERSONAL SALES PLANNING**

	NOTES
1. As a professional salesperson, you are in business for yourself: _____ _____	
a) You are the President of your own personal services corporation; _____ _____	
b) The worst mistake you can ever make is to ever think you work for anyone else but <i>yourself</i> ; _____ _____	
c) You are the President of your own career, your own life; _____ _____	
d) You determine your own income — over time; _____ _____	
e) You are your own boss, no matter who you work for; _____ _____	
f) The purpose of strategy? To increase R.O.E.! _____ _____	

	NOTES
1. R.O.E. usually means "Return on Equity," better financial results; _____  _____	
2. Your equity is mental, emotional and physical; _____  _____	
3. R.O.E. also means "Return on Energy." Your goal is to increase " <i>Return On Energy</i> ;" _____  _____	
g) Like successful companies, successful people have good strategic business plans. _____  _____	
2. Start with your goals — short-term, medium-term and long-term: _____  _____	
a) Financial independence? How much money will you need to retire comfortably? _____  _____	
b) To become one of the top 10% of sales professionals in your field, how much will you have to sell? Earn? _____  _____	

## NOTES

- c) How can you increase your sales and your income by 10%, 20% or more each year? \_\_\_\_\_  
\_\_\_\_\_
- d) Careful planning acts as an *accelerator* toward your goals; \_\_\_\_\_  
\_\_\_\_\_
- e) Regular planning increases the *slope* on your success curve — gets you there earlier. \_\_\_\_\_  
\_\_\_\_\_
3. The basic strategic model that you can use is called the GOSPA Model: \_\_\_\_\_  
\_\_\_\_\_
- a) *Goals* — your long-term targets and desired outcomes; \_\_\_\_\_  
\_\_\_\_\_
- b) *Objectives* — the steps you must take on the way to your goal; \_\_\_\_\_  
\_\_\_\_\_
- c) *Strategies* — the ways you can accomplish the various steps on the way to your goal; \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

d) *Plans* — organized lists of activities to achieve the strategies in your plan; \_\_\_\_\_

\_\_\_\_\_

e) *Activities* — the daily actions you take to fulfill your plans. \_\_\_\_\_

\_\_\_\_\_

4. The starting point of personal strategic planning in sales consists of your goals for income and sales:

\_\_\_\_\_

\_\_\_\_\_

a) What is your annual income goal? \_\_\_\_\_

\_\_\_\_\_

b) What is your annual sales goal? (The amount you must sell to achieve your income goal?)

\_\_\_\_\_

\_\_\_\_\_

c) How much do you intend to earn each month, each week, each day? \_\_\_\_\_

\_\_\_\_\_

d) Dividing your desired annual rate by 2000 hours, what is your desired hourly rate? \_\_\_\_\_

\_\_\_\_\_

NOTES



5. The key to sales success is controlling your activities hour by hour: \_\_\_\_\_

\_\_\_\_\_

a) Start with your sales volume — the amount you must sell; \_\_\_\_\_

\_\_\_\_\_

b) What is the average size of your sales? \_\_\_\_\_

\_\_\_\_\_

c) What is the number of sales you will have to make? \_\_\_\_\_

\_\_\_\_\_

d) How many calls will you have to make to achieve your sales targets? \_\_\_\_\_

\_\_\_\_\_

e) How many presentations will you have to make?

\_\_\_\_\_

\_\_\_\_\_

f) How many proposals and follow-ups to presentations will you have to make? \_\_\_\_\_

\_\_\_\_\_

g) What is your closing ratio? Per call? Per presentation? Per follow-up? \_\_\_\_\_

\_\_\_\_\_

NOTES

	NOTES
h) Use the Sales Funnel as a model to plan your activities; _____ _____	
1. <i>Prospecting</i> — fills the top of the funnel; _____	
2. <i>Presenting</i> — is the central part of selling; _____	
3. <i>Follow-up</i> — is essential for almost all modern selling. _____ _____	
6. Personal analysis — measuring your level of skill and competence today. These are your "Critical Success Factors" in selling: _____ _____	
a) <i>Prospecting</i> — give yourself a score from 1-10; _____ _____	
b) <i>Building rapport, image</i> — score yourself from 1-10; _____ _____	
c) <i>Identify problems</i> — give yourself a score from 1-10; _____ _____	

	NOTES
d) <i>Presenting solutions</i> — score yourself from 1-10; _____ _____	
e) <i>Answering objections</i> — score yourself from 1-10; _____ _____	
f) <i>Closing the sale</i> — score yourself from 1-10; _____ _____	
g) <i>Personal management</i> — give yourself a 1-10 score; _____ _____	
h) Key point: your weakest key area sets the <i>height</i> at which you can use all your other skills; _____ _____	
i) Wherever you score yourself below a "7" resolve to bring it up through learning and practice. _____ _____	
7. Key questions for personal strategic planning and personal improvement: _____ _____	

## NOTES

a) What is your limiting factor to sales success, your weakest important area? \_\_\_\_\_

\_\_\_\_\_

b) What one key skill, if you were excellent at it, would have the greatest positive impact on your sales career? \_\_\_\_\_

\_\_\_\_\_

8. Finally, make a plan and then work your plan every day! \_\_\_\_\_

\_\_\_\_\_

a) You need weekly, monthly and annual plans and projects; \_\_\_\_\_

\_\_\_\_\_

b) Become a "do-it-to-yourself" project to develop your skills; \_\_\_\_\_

\_\_\_\_\_

c) Resolve to *be the best*, to join the top 10% in your field. \_\_\_\_\_

\_\_\_\_\_

You can accomplish more in a week or a month with a clear written plan than you can accomplish in a year or even two years without one. A personal strategic plan gives you a track to run on and assures that you will accomplish more than you ever imagined possible.

All top sales professionals work from a written plan. So should you!

**PERSONAL SALES PLANNING****APPLICATION EXERCISES**

1. In what way are you in business for yourself?  

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2. How do you determine your own income in your career?  

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3. What is the only way that you can increase the amount you earn in selling?  

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4. What are the characteristics of the top 10% of salespeople in your field?  

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5. Why does planning accelerate your progress toward your goals?  

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- 6.**    What activities do you need to engage in every day to achieve your sales targets?

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- 7.**    What is your weakest important skill in selling?

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- 8.**    What one skill, if you had it and did it in an excellent fashion, would have the greatest positive impact on your career?

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- 9.**    What could you do, starting today, to improve yourself in selling?

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- 10.**   What are your long-term financial goals for your career?

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- 11.**   What one action are you going to take immediately as a result of what you have learned in this session?

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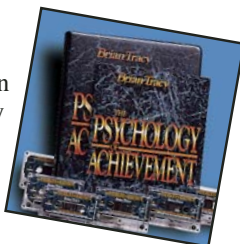
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# Brian Tracy Learning Programs

## ○ PSYCHOLOGY OF ACHIEVEMENT

The methods and techniques revealed in this program are tested and proven by high achievers everywhere. Guaranteed to put success within your reach!

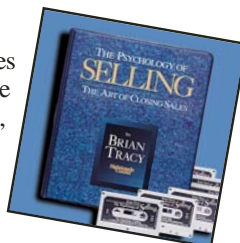
(6 CDs/workbook) .....Reg. \$75.00



## ○ THE PSYCHOLOGY OF SELLING

Learn how to develop a powerful sales personality, how to best approach the prospect, how to handle objections, winning closing techniques and 10 keys to success in selling.

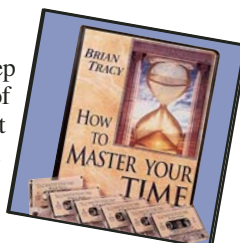
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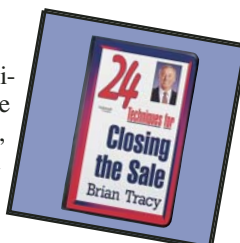
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## ○ 24 TECHNIQUES FOR CLOSING THE SALE

Learn the effect of constrained enthusiasm, four things you must do before closing the sale, the best time to close, where selling confidence comes from and much, much more.

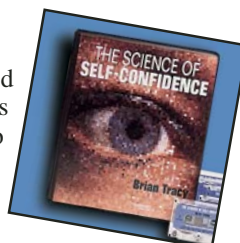
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Think of all the things you could do if you enjoyed superior levels of self-confidence. Learn how to overcome the fear of failure and get on the fast-track to success!

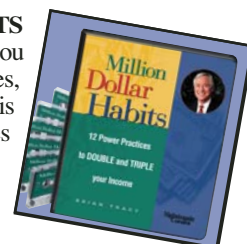
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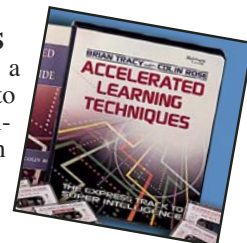
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## ○ ACCELERATED LEARNING TECHNIQUES

Brian Tracy takes you through a series of techniques that train you to use the full range of your intelligence and expand your brain capacity up to 400%.

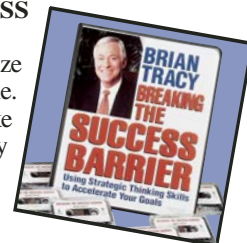
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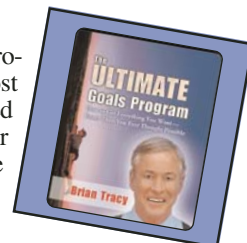
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# Double Your Productivity! Double Your Time Off!

**For Entrepreneurs, Top Salespeople, Self-Employed Professionals**

**BY BRIAN TRACY**

**A**ll top professionals have a coach! Learn how to move to the next level of income and success in your business and personal life.

## **You learn how to:**

- **Develop** a Personal Strategic Plan that serves as a blueprint for your business and personal life;
- **Increase** your income by 25% to 50% each year by focusing on your highest value added tasks;
- **Set** and achieve goals in every part of your life;
- **Organize** your financial life so that you make more money, keep more of it, invest it more intelligently and build your own financial fortress;
- **Get** complete control over your time and your life;
- **Increase** your personal freedom and have more time for yourself and your family;

■ **Simplify** your life by eliminating all low-value, no-value activities that keep you from working on your "Critical Success Factors;"

■ **Identify** your areas of excellence and develop plans to become outstanding in your key result areas;

■ **Develop** higher levels of self-discipline, self-control and personal organization;

■ **Double** your income and simultaneously double your free time.

## **Who should attend?**

**T**his special Advanced Coaching and Mentoring Program and/or telecoaching is specifically designed for Successful Entrepreneurs, Top Salespeople and Self-Employed Professionals. In addition, you must have control over your time and activities so that you can implement the strategies you decide upon during the program.



## **How does it work?**

**Y**ou meet with Brian Tracy and a small group of other successful people four times per year, once every three months. You learn a new series of strategies, methods and techniques at each session. You then develop personal action plans which you implement over the next 90 days. In addition, you receive written material for self-study and participate in ongoing teleconferences.

## **To enroll or for more information call:**



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**L**earn how to increase your income, develop your strengths, organize your time and improve every area of your life! Work with a personal coach for 12 intensive weeks, including workbooks, audio, exercises and personal accountability. Your results will explode!

## You learn how to:

**1. Unlock Your Full Potential** — You can dramatically improve the overall quality of your life far faster than you might have thought possible.

**2. Double Your Productivity** — Paradoxically, the answer is not to work longer hours, but rather to take more time off while achieving more in the time you do work.

**3. Simplify Your Life** — This is a wonderful time to be alive. But it is not without its challenges. Simplify your life, thereby significantly reducing your stress and leaving you free to enjoy life to the fullest.

**4. Tap Your Most Precious Resource** — You have within you, right now, untapped reservoirs of potential so great that, in your entire life, you will never be able to do even a small fraction of what you are truly capable of doing.

**5. Practice Personal Strategic Planning** — The largest and most successful companies in the world use the process of strategic planning to increase their return on equity. Now the same process is made available to you.

**6. Supercharge Your Business and Career** — Today's rapid rate of change is presenting us with unparalleled opportunities in our businesses and our careers. By applying the FOCAL POINT tools you will reap rewards greater than you ever dreamed possible.

**7. Improve Your Family and Personal Life** — Fully 85 percent of your happiness will come from good relationships with other people, in your family and your personal life, as well as your work.

**8. Achieve Financial Independence** — One of your primary responsibilities to yourself and the people in your life is to achieve financial independence, to reach the point where you never have to worry about money again.

**9. Enjoy Superb Health and Fitness** — Have you decided how long you intend to live? If you say that you want to live to be eighty or ninety, you now have a FOCAL POINT. Learn the critical success factors of health and fitness.

**10. Become Everything You are Capable of Becoming** — "To have more, you must first be more." To achieve more in your outer world, you must go to work on your inner world, on developing yourself. The choice is yours.

**11. Make a Difference in Your Community** — There has never been and never will be anyone just like you. You are unique. FOCAL POINT is the key to answering this question: What kind of difference do I want to make with my life?

**12. Spiritual Development and Inner Peace** — Aristotle once wrote that the common denominator of humankind is the desire to be happy. Rightly understood, spiritual development is the key to inner peace, prosperity, happiness, and personal fulfillment.

**Every week you work one-on-one with a personal coach who will help you make a quantum leap in your income, personal performance and life satisfaction.**

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**Advanced  
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