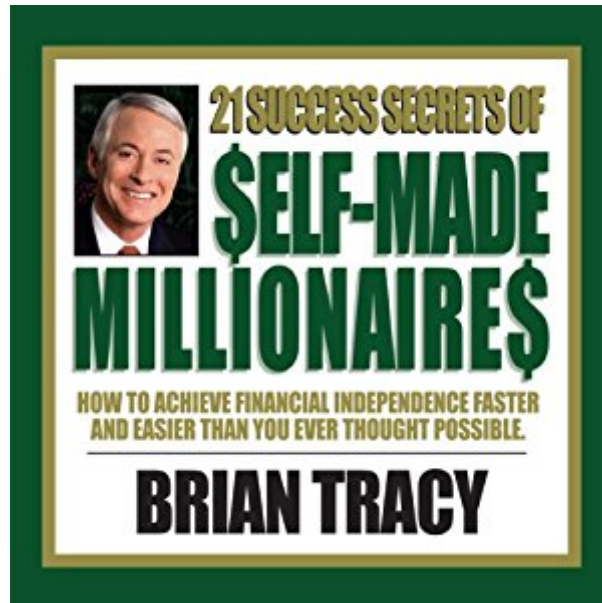


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# 21 Success Secrets Of Self-Made Millionaires



## Synopsis

This book is the culmination of 15 years of research, teaching, and personal experience on the subject of self-made millionaires. These pages contain the key ideas and strategies I have discovered in reading hundreds of books and thousands of articles on the subject of wealth accumulation. The ideas and strategies are presented in a simple, tested, proven, easy-to-use format so that you can learn and apply them immediately. . Why are some people more successful than others? I especially wanted to know, How is it that some people start off with nothing and eventually become millionaires? This question set me off on a search for the answers, which has led to this book. I chose self-made millionaires as my focal point because these people had demonstrated special qualities and behaviors that were both observable and measurable. They had started with nothing and passed the magic million-dollar mark as the result of doing certain things in a certain way, over and over. These 21 "success secrets" are the keys to great success in every area of life, whether or not you make a lot of money. The good news is that these principles are so powerful that you can apply them to accomplish almost anything you really want. Many of these methods and techniques will seem familiar to you. This is because they have been discovered and rediscovered for hundreds of years. I see myself more as a student of success - a reader, a researcher, a synthesizer, and a teacher of great ideas - than as an originator or creator of brand new concepts. I believe, as it says in Ecclesiastes, "There is nothing new under the sun." Since you are reading this book, I know that one of your great goals in life is to become an extraordinary person, to realize more and more of your true potential. Each of these success secrets will help you to move ahead more rapidly toward the wonderful life that is possible for you. Enjoy the journey!

----BRIAN TRACY --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

This book will mainly be valuable to people who love to read books about personal success, and want to have one brief volume that reminds them of everything they have read on the subject. For those who do not know much about achieving success, the lessons here are usually presented in such a simplified way (without explaining much about why they work) that the meaning will be elusive. Also, these rules "maximize" the opportunity for those who are truly obsessed about success and/or money. If you are interested in love, happiness, relationships, or having a great family, I think this book will put you out of balance and cost you in those areas. Mr. Tracy is a very admirable man, and someone from whom we can learn. He is a self-made millionaire. In his comments here, I got one new idea for why. He grew up in Pomona, California. Every person I knew of his age who grew up in that town became extremely eager to overcome their childhood poverty. You may not be so obsessed. Two things, however, annoy me (as usual) about Mr. Tracy's book. First, he doesn't ever choose to credit anyone whose work he draws on in another book. A great deal of this material (almost verbatim) comes directly from Anthony Robbins' books and courses. Second, the book is often an advertisement for Mr. Tracy's many tapes, seminars, and other books. I get 90 pages-long advertising paperbacks in the mail all the time that are written much like this book. The main difference is that I don't have to pay for those. I think that this advertising is out of place in a book that people purchase. I graded the book down two stars for these flaws. The strength of this book is that it contains many brief exercises that will help you begin to develop more useful habits. I hope you will do them.

Long ago while growing up in Chicago, I read two books which have had a lasting impact on my personal and professional development: Dale Carnegie's *How to Win Friends and Influence People* and Napoleon Hill's *Think and Grow Rich*. I make it a point to re-read both at least once a year; also Benjamin Franklin's *Autobiography*. My guess (only a guess) is that these three books have also had a positive and lasting impact on Brian Tracy. Their influence is suggested in this book as are the Four Gospels and Saint Paul's various Letters in the New Testament. However, we all realize that each of us must assume full responsibility for our successes and failures in life. The most valuable lessons we learn are from our own experiences, especially from failures. Tracy notes that "more than 90% of all financially successful people today started out broke or nearly broke. The

average self-made millionaire has been bankrupt or nearly bankrupt 3.2 times." Hmmm. He chose self-made millionaires as the focal point of this book "because these people had demonstrated social qualities and behaviors that were observable and measurable." He offers 21 "success secrets," most of which are really not secrets. I would be very surprised if any one of them is unfamiliar to anyone who reads this book. For me, this is the key point: No matter what we read and how carefully we read it, now matter how much wisdom is provided by what we read, NOTHING beneficial will result unless and until we embrace appropriate values, then make decisions and take appropriate actions which are guided and informed by those values. Tracy insists that success is predictable. I presume to add, that the same is true of failure.

I know some people seem to equate the value of a book by it's size. That may explain some of the 1 star reviews here. This book is not big...but it is loaded with powerful information. In this program, Tracy reveals the top 21 secrets of success. Tracy tells us that success is as predictable as the sun rising in the east and setting in the west. He indicates that there is no correlation between success and grades in school, education or even intelligence. Tracy tells us some unfortunate statistics as well. He indicates that by age 65, out of 100 people, 1 will be wealthy, 4 will be financially independent, 15 will have some savings set aside and the other 80 will be flat broke, busted and dependent on others for survivals. This gives us a 19 to 1 chance against succeeding. Tracy shows how to reverse the ratio to our benefit. Tracy goes on to say that success is like any other area of endeavor. It is predictable and it must be studied. Then he goes to on to reveal the 21 qualities of success which may or may not come as a surprise. According to Tracy, if you practice and develop these 21 characteristics, nothing can stop you. And if you don't, failure is the result. Tracy asks you to grade yourself on these 21 areas honestly and then work on improving in your weak areas. What are the top 21 characteristics?

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