

## Connecting Through Books

### The Success Principles, by Jack Canfield

Are you taking 100% responsibility for where you are?  $E + R = O$  (Event + Response = Outcome). How is your “Reticular Activation System” working? Are you functioning in your core area of brilliance? Where will you be in 5 years from now?

Many have heard of Jack Canfield and the Chicken Soup for the Soul® series he co-created with Mark Victor Hansen. We’re talking today about his book The Success Principles: How to Get From Where You Are to Where You Want to Be.

We will be the first to tell you that there is no philosophy, teaching, book or religion that will change your life unless you are open and receptive. This book has that potential and has made major changes in both of our lives that are visible to our friends and through us has impacted the lives of at least 200 people in the past year. This book contains 64 solid principles and many exercises you can put into practice. Canfield uses stories to make the principles come to life. There are times you’ll be convinced that a story is about you and your experiences.

Before we touch on a few of the principles, let us tease you a little bit. Within the first 100 pages, there is a theme party discussed. Last July, we hosted a party with that theme and it had a huge...even a major impact on about 30 people. If you figure out what the theme party is, send us an email and when we host the next party, you’ll get an invitation.

To get to the very heart of this book, let’s look at a snapshot of the very first principle: take 100% responsibility for your life. We know people who have read this chapter and tossed the book across the room, vowing to never pick it up again. If you are not prepared or willing take 100% responsibility for your life, then this is not the book for you. Everyone is willing to win. You have to be willing to pay the price to win.

Canfield references working for C. Clement Stone, the self made millionaire and America’s premiere success guru. After his first week of orientation, Stone asked Canfield if he took 100% responsibility for his life. When Canfield responded with, “I guess so” Stone told him it was a yes or no question. Stone went on to say, “If you want to be really successful...then you will have to give up blaming and complaining and take total responsibility for your life---and that means all of your results, both your successes and your failures”. That one principle and quote is enough to motivate most people to read on and absorb.

We have a friend who launched a photography business after reading this book. One friend decided he was in the wrong job and quit. He’s now riding a motorcycle across the western United States while preparing to launch a new business when he returns. Another person found the courage to make a major change in her life and engaged a life coach to help identify and achieve her goals.

The Success Principles will dare you to dream, to do, to be and to have.

It's a pretty tall order and Jack Canfield delivers. In fact not only is it on our suggested reading list...it is on our *must* read list. In the past year we've noted that Barnes and Noble and Borders have sometimes had a hard time keeping it in stock. You may have to order it on line.

*"If we did all the things we are capable of doing, we would literally astound ourselves."*  
**Thomas Edison**

*Please feel free to comment on this column. If you have a favorite business book you'd like for us to review, let us know. Norma Havens can be reached at [norma@UniversityOfStreetSmarts.com](mailto:norma@UniversityOfStreetSmarts.com). Bob Belknap can be reached at [bob@UniversityOfStreetSmarts.com](mailto:bob@UniversityOfStreetSmarts.com).*