



Motivating Yourself to Peak Performance

Teleseminar Notes by Brian Tracy

You have the potential, right now, to be more, do more and have more than ever before.

No matter what you have accomplished so far, it is only a small part of what is really possible for you.

The average person uses 10% or less of his or her potential. This means that by unlocking more of your existing talents and abilities, you could achieve double, triple and even five or ten times what you are achieving today.

Start by imagining that you could double your income in the next year or two. How much would that be?

Write it down as a goal and begin thinking about that number every day. You will almost immediately start getting ideas and opportunities to double your income.

Here is a second exercise: Imagine increasing your income by ten times! Just add a zero to your current income to get that number.

Are these numbers possible? Of course! There are lots of people – thousands, millions – who are already earning these amounts.

And they all started out earning less than you are earning today.

The most important inner quality for greater success, happiness and self-confidence is self-esteem.

This is defined as “How much you like yourself.”

The more you like yourself, the better you do. The better you do, the more you like yourself



The more you like yourself, the more you like others, and the more they like you in return.

Perhaps the greatest discovery in history is that “You become what you think about – most of the time.”

The key to high levels of self-esteem, self-respect and self-confidence is to think about yourself in positive terms.

You also become what you say to yourself most of the time. Your self-talk, your inner dialogue, determines 95% of your emotions.

Here is an important point: If you don’t consciously and deliberately talk to yourself in a positive way, you default to negative thinking automatically.

The most positive words you can say to yourself are, “I like myself!” over and over.

Every time you say, “I like myself!” you cancel your negative thinking and become positive once more.

An important key to self-motivation and self-confidence is for you to cancel out negative thoughts and feelings. Then, only positive thoughts are left.

There are two main fears that trigger negative emotions which hold you back: 1. The fear of failure; the fear of loss of money, time, love or poverty;

2. The fear of rejection, the fear of criticism, embarrassment, opinions of others.

Both of these fears are learned in childhood as the result of destructive criticism from one or both parents.

Both can be unlearned by using the “Law of Substitution.” This law says:

“Your mind can only hold one thought at a time, positive or negative – and you can deliberately substitute a positive thought for a negative thought.”



Both fear of failure and the fear of rejection can be canceled by saying, “I like myself!”

As your self-esteem goes up, your fears go down.

In addition, you can cancel the fear of failure especially by repeating the words “I can do it!” over and over.

The most important quality for self-esteem and self-motivation is optimism.

The top 10% in any field are optimists. They believe in themselves and see everything that happens as an opportunity of some kind.

Optimism is like “mental fitness.” It is the measure of mental health and of a positive personality.

Four keys to optimism: 1. Think and talk about what you want; 2. Look for the good in every situation; 3. Seek the valuable lesson in every problem; 4. Feed your mind with positive material.

There is a simple antidote to dealing with fear, doubt and worry.

You can cancel these negative emotions by saying, “I am responsible!” over and over.

Negative emotions make you feel bad and see yourself as a victim.

Accepting responsibility makes you feel powerful and in control of yourself and your life.

There is a direct relationship between Responsibility and a Sense of Control. And there is a direct relationship between a sense of control and positive emotions.

The two most powerful confidence building statements that you can say are, “I like myself!” and “I am responsible!”



Positive affirmations are the way you take complete control over your emotions, and program yourself for success in the future.

“I like myself!”

“I am responsible!”

“I can do it!”

Every morning, get yourself up and get going by saying, “I love my work!”

There are five ways to build greater optimism, self-confidence and a positive mental attitude:

1. Future-orientation: Create an exciting vision of your ideal future, as if you had no limitations.

Imagine yourself, visualize yourself earning twice as much as you are earning today. Then three times as much, five times as much, and ten times as much.

Visualize: Idealize yourself living a wonderful life in every area.

2. Goal orientation: Create written goals and plans for your future, and work on them every day.

Write down your goals by using the three P’s:

1. Present tense – as an affirmation, as if the goal has already been achieved;

2. Positive tense – always state your goals in positive terms to activate your subconscious mind;

3. Personal tense – use ‘I’ plus an action verb.

Write and re-write your goals each morning in the PPP tense – in a spiral notebook;

Write each goal on a 3 x 5 index card and re-read them regularly throughout the day.

Read the card, close your eyes, and imagine the goal as a reality.

Create the feeling within yourself that would accompany the realized goal.

3. Excellence – orientation: Resolve to be the best at your job.

Join the top 10%; set it as a goal.

Question: What one skill, if you were absolutely excellent at it, would help you the most?

Write it down; make a list of everything you could do to develop this skill. The flip side of self-esteem is self-efficacy.

When you commit to excellent, to being very good at what you do, you like yourself more, and you perform better in every area.

4. Solution – orientation: Life is an unending series of problems.

Your ability to deal effectively with your problems is the key to personal power, self-esteem and self-confidence.

No matter what happens, say, “I am responsible” and take control. Then, focus on the solution rather than the problem. Think in terms of positive actions you can take. 5. Action – orientation: The hallmark of top achievers.

There is a direct relationship between positive, constructive action and self-confidence.

Get busy working on your goals all day long.



Self-Confidence and Self-Motivation

1. Positive self-talk: Reprogram your mental computer with positive affirmations;
2. Positive visualization: The person you “see” is the person you will “be.”
3. Positive mental food: Books, CD’s, DVD’s and seminars;
4. Positive people: Associate with winners, people who are upbeat, positive and cheerful;
5. Positive health habits: Eat lightly and well, exercise regularly, and get lots of rest;
6. Positive attitude: Look for the good in every situation. Seek the valuable lesson in every setback or difficulty. Always expect the best to happen.
7. Positive action: “Act as is” you are already successful.

21 Day PMA Diet. Resolve to think and talk about what you want for 21 days. Refuse to criticize, complain, or blame others for anything. In 21 days, you will have reprogrammed yourself for life. “Everything is hard before it is easy.”

Your new positive habits of thinking and acting will soon become automatic and easy.

You will take complete control over your mind and your emotions. Increase Your Income Ten Times? The 1,000% Formula Question:

- . 1) Could you increase your productivity, performance and output by 1/10 or 1% in one day?



- . 2) Could you increase your productivity, performance and output by 1/2 of 1% in one week?

This is equal to 2% per month; This is equal to 26% (13 x 4) weeks per year; This is equal to 200% in two years and seven months; This is equal to 1004% in ten years! 1000% Formula

1. Arise two hours before your first appointment; read 30-60 minutes each morning.
2. Re-write your goals each day in a spiral notebook;
3. Plan every day in advance, preferably the night before, and set priorities.
4. Start immediately on your #1 priority and concentrate 100% on it until it is complete.
5. Listen to audio programs in your car (500-1000 hours per year).
6. Ask two questions after every experience: 1. What did I do right? 2. What would I do differently?
7. Treat every person like a "million dollar customer".

Finally, resolve in advance that you will never give up, no matter how many set-backs, problems or temporary failures you experience.

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