

A quarter century of research proves you can
REINVENT YOURSELF
to guarantee you'll achieve every one of your dreams ...

**... While exponentially increasing your productivity,
performance, and pay by as much as**
ONE THOUSAND PERCENT!

Dear Friend,

While you may quietly question if you could really improve any part of your life by 1,000 percent, there are more than a million people who know it's possible.

Many of them are smiling and nodding their heads right about now, for they've personally experienced the potency of this opportunity firsthand.

But, today I won't be giving you the same achievement advice they received. The truth is, I'm giving you FAR MORE!

Here's my promise to you. By the end of this email, you'll know what you need to do to:

- Put yourself in a position to EARN 10 TIMES what you're making now!
- Get TWICE as much DONE in the office and at home! And...
- Awaken each day with RENEWED ENERGY and ELATION that significantly impacts your family, your relationships, and your overall satisfaction.

Pleasant reading ...

**When was the last time you astounded ...
YOURSELF?**

Right now, you are in the catbird seat. A vantage point most people would kill for.

You see, you've already achieved an envious life. Yet, while you are privileged to enjoy a promising career, respectable income, and good health ... naturally, you want more.

You want more. Those three words are the reason you are destined to stand taller than your colleagues, neighbors, and competitors to accomplish most any goal you set forth.

And it's the reason this email finds you today. To give you the quarter-of-a-century-proven solution to achieving radically more. Up to 1,000 percent more! More on that in a second ...

**Which road do you take to your dreams?
The never-ending, exhausting climb?
Or THIS one ...**

Think about one area in your life you most want to improve. Is it within your view ... or is it hiding behind a great mountain?

Maybe your mountain represents going back to school or getting another degree. Perhaps it signifies months or years of training. Or the mountain depicts a complete overhaul of your current lifestyle.

I certainly wouldn't ask you to do any of that.

That's why I constantly have my radar alert for anything that minimizes the time, the effort expended, and the difficulty of reaching your goals — an opportunity that presents a clear path around any mountain.

And with the help of personal development expert Brian Tracy, that's just what I've found. A new approach. One in which you have the power to completely reinvent who you are, how much you earn, and what you're capable of achieving.

Yet, there are no mountains. In fact, there aren't even hills. Simply steps. Take the right steps, and you will literally reinvent yourself to become an unstoppable achiever.

You're about to learn all of these proven steps that Brian Tracy shares in his newest program — the completely rerecorded *The NEW Psychology of Achievement: Breakthrough Strategies for Success and Happiness in the 21st Century*.

And once you zip through a few of these simple steps, you'll start to accomplish what's at the heart of this incredibly resourceful program ...

Become 1,000 Percent Better Than You Are Right Now.

Seriously.

Imagine if your life were, say, 25 percent better.

Your paycheck is 25 percent bigger. So you're able to spend or invest 25 percent more.

At the same time, your health and fitness are 25 percent greater. You get 25 percent more done. Suddenly, you find yourself 25 percent happier.

Scratch that ... Anyone can become 25 percent better at practically anything.

When you become ONE THOUSAND PERCENT better, it reinvents your life!

1,000 percent ... So what *exactly* does that mean?

Brian Tracy has been one of my lifelong friends. But when I first heard of his 1,000 percent formula, I grew a little confused (and a lot skeptical).

But then I saw it in action, firsthand. People I knew who were changing their lives in dramatic fashion. Completely reinventing who they were. Allow me to illustrate what I mean ...

Let's say you make \$50,000 annually. To make \$100,000 would be doubling your income — or 200 percent — a very impressive feat.

Then you diligently apply the seven ingredients of Brian Tracy's 1,000 percent formula to your life. After a few years of following his proven model, you'll look up to find your income at an astonishing \$500,000! Half a million dollars!

From making a respectable wage to living among the top 1 percent of achievers.

It doesn't happen overnight, but it does happen. And the progression of income happens quicker than you might think!

The best part, Brian Tracy's 1,000 percent formula can be applied to just about any part of your life. Get 1,000 percent more done. Do 1,000 percent better work. Have 1,000 percent more friends.

And live 1,000 percent happier, more fulfilled ... satisfied.

My Mistake. 'It Doesn't Work.'

As an expert in personal development, Brian Tracy speaks to more than a quarter million people each year in seminars throughout the world.

He recalls an encounter with one of his customers at one such event:

I was in a seminar in Seattle recently, and this young guy came up to me. His name is Chris. And he said, "Mr. Tracy, I practiced your 1,000 percent formula every day. It doesn't work."

I said, "What do you mean?"

He said, "Well, I've gotten up every day, and I've done the seven things you recommend every single day, and it doesn't work. I didn't increase my income by 10 times in 10 years."

I said, "Really?"

He grinned from ear to ear and said, "I increased my income 10 times in seven years!"

Visibly excited, he added, "This year, I made 10 times what I was earning when I first met you. It's the most remarkable thing I ever heard. It transformed my life. It's enabled me to have a fabulous life for my family, live in a beautiful house, have my kids in private schools. It's absolutely wonderful. I thank you, and my family thanks you, Mr. Tracy."

But Mr. Tracy doesn't stop there. Throughout his newest program, *The NEW Psychology of Achievement*, he gives you many dozens of strategies to empower you to achieve everything you've always wanted to accomplish!

- From maximizing sales for your business to improving your leadership qualities ...
- From learning to communicate more effectively to managing your time more effectively ...

- From ridding stress and fear from your life to inviting new friends and loved ones into your life ...

The New Psychology of Achievement leaves no stone unturned.

Remove the shackles that are keeping you from where you know you should be

Here's a small taste of how Brian Tracy's completely rerecorded program *The New Psychology of Achievement* will lead you to your dreams:

- **Learn the greatest discovery in the history of achievement.** The minute you apply it to your life, you'll be practically pulled to your goals like a magnet. It's true — most every professional athlete commits to it early in life.
- Brian Tracy leaps from the starting gate — **in just 30 SECONDS, you'll know PRECISELY how to improve your life.**
- **Develop a "Kid's First Christmas" outlook toward life.** Your friends and family, your colleagues, even your boss will take notice. (And you may notice a little extra something in each paycheck too.)
- **Right now, just 2 things in your life are barricading your financial and professional progress.** Thankfully, Session 3 holds the often-overlooked tools that steamroll any obstacles, enabling you to race to prosperity.
- **An unmistakable 85 percent of the quality of your life is determined by THIS!** In mere minutes, you'll have the potential to rewrite just how you lead your life.
- **After decades of thought, Brian Tracy finally reveals the three turning points of his own life.** Follow in his footsteps. I promise it points you straight toward your own dreams.
- **Open your mind to ZERO-BASED THINKING.** Brian Tracy has used this technique throughout his legendary career. It's one of the fastest ways to practically automate your results!
- **A simple trick that puts you in the top 10 percent of your field.** If you think it has to do with education, experience, or talent,

you're wrong. Start climbing the corporate ladder two rungs at a time!

- **ONLY 3 percent of adults have THIS – and on average, these privileged few earn 10X what the rest of us do!** We can't wait for you to put it to use — Session 5 marks your opportunity to grow your income exponentially!
- **Think of your weakest skill – did you know it can make you a millionaire?** It has for many of Brian Tracy's followers. He shares just how.
- **Brian Tracy's proven 5-step method to DOUBLE your productivity.** Simply by introducing it into your life, you'll double your income every two years!
- **Never procrastinate again!** Learn 10 ways to push you past this progress killer — PLUS seven steps to get more done (and still have quality time with your family).
- **Two WORDS that unlock the secret of wealth creation.** Living by these words delivers more business and opportunities than you can probably handle
- **Start making your money work harder for you than you do for it.** It's more than a quote ... several of Brian Tracy's followers are receiving checks daily, whether they're playing a round of golf or relaxing at the beach!
- **Brian Tracy uncovers the undisputed top principle of success.** Hundreds of the world's richest, most accomplished people share this elusive trait. Live by it, and fortune follows. Ignore it ... you'll be running in place your whole life!
- **Precisely WHERE to put your money to maximize your return and minimize your risk.** Almost more importantly, Brian teaches you where you SHOULDN'T put your hard-earned money. Prosper in any economy!
- **Simplify your life with Brian's 12 steps.** An amazing result occurs when you have less stress and more time to do what you want. You're more productive (and more fulfilled).
- **Mark your calendar — bring home 26 percent more income this same time next year!** Forget about a typical 2 or 3 percent

raise — this pay increase moves you to an entirely new salary echelon.

- **Four Steps to live a balanced life.** Until your personal and professional life are in balance, you'll never be completely fulfilled.
- **Lift the weight of stress from your shoulders.** Stress slowly eats away at your health, self-confidence, creativity, and happiness. Defeating it once and for all is easier than you might think.
- **PLUS HOURS MORE of achievement insights!**

The World's Most Trusted Achievement Program ... Just Got Better

Twenty-five years ago, Brian Tracy's classic audio program *The Psychology of Achievement* first debuted. Since then, it's been translated into 20 different languages, and its ideas have been shared with more than 5 million people.

As many awards as his original program received, Brian Tracy wants nothing more than to rewrite the record books with his newest, completely rerecorded audio program.

I've had the privilege of working closely with Brian Tracy for most of my adult life. I can assure you that his intentions are genuine. And today he intends to put a program in your hands that can reinvent who you are and transform what you achieve.

Brian Tracy is considered a Master Achievement Mentor to more than a million of his followers. His ability to bring your absolute best out in anything you do is next to miraculous.

Whereas most personal development gurus simply tell you what to do, Brian has a unique gift to show you precisely how to do it. And he wraps it in enough motivation and reasoning that will make it stick for a lifetime.

[Offer and Close Omitted in Sample]