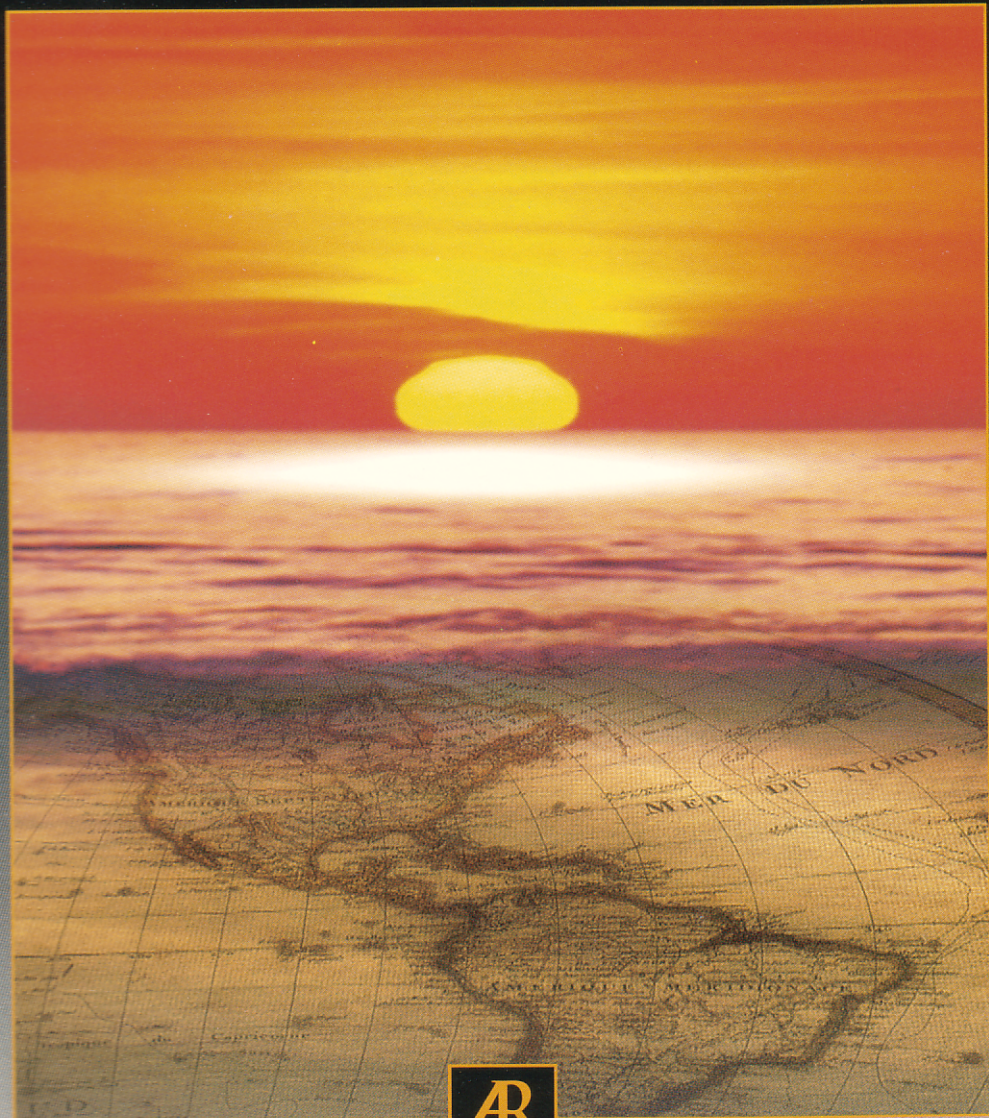


ANTHONY ROBBINS

GET THE EDGE™



PERSONAL JOURNAL

(ALSO INCLUDES PERSONAL POWER CLASSIC JOURNAL)

GET THE EDGE

Achieve the Edge Now!

Welcome to *Get the Edge* and congratulations on your commitment to attaining the edge in your life—and experiencing the extraordinary quality of life you both desire and deserve. The tools, strategies, and resources you will discover and put to use in this program are designed to empower you to not only discover what it is you want most in your life, but also how to achieve it and experience more enjoyment than you ever thought possible.

No matter how you approach this program, as long as you apply it, you will receive great benefit. **By following the steps below, however, you can maximize your results.**

STEP 1: Listen to Day 1 of *Get the Edge* and start immediately to make Your Hour of Power a part of your daily experience.

STEP 2: Listen to all 7 days of *Personal Power Classic*. These sessions are shorter than *Get the Edge* and will give you the foundational principles for identifying what you want, breaking through the barriers to achieving it, and most importantly, starting the process of conditioning your mind and body for maximum results.

STEP 3: Listen to Days 2 – 7 of *Get the Edge* for more in-depth sessions to transform your relationships, health, emotions, finances, and your life. (NOTE: We recommend that you take two days to complete session 2 and two days to complete session 3 as they are workshop formats!)

VIDEO: You can watch the *Get the Edge* video at any point in the program to reinforce what you've learned, as you are personally coached by Tony Robbins about how to get the most out of this program. You will also learn how to create explosive muscle growth and shape your body into its ideal form in just 3-6 minutes per week!

PROFILE: Take advantage of your free online Personality Profile by going to www.TonyRobbins.com and clicking on the Assessments link for instructions and your personal code. This 30-page profile (a \$225 value) will show you how your individual emotions, behaviors, and style can be harnessed to help you achieve whatever it is you want in your life.

After each audio session, remember to open this journal to review the key concepts and to take immediate action on the day's assignments! Also, take a few minutes to reinforce what you've learned by writing down any additional thoughts or feelings in your journal about what you've learned and how you're going to use the progress you've already made.

Take advantage of your *Get the Edge* Personal Journal to create unstoppable momentum in your life now!

ANTHONY ROBBINS

“THE LIFE WHICH IS UNEXAMINED
IS NOT WORTH LIVING.”

—SOCRATES

GET THE EDGE

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GET THE EDGE

Day 1—Your Hour of Power

The Secret to Creating an Extraordinary Quality of Life

Every journey begins with a single step, and the journey to changing your life is no exception. If you're healthy, if you're growing, if you're dreaming new dreams and setting new goals, there is always a gap between where you are and where you want to be. Bridging the gap requires just two things: consistent focus and consistent action.

*"TO ACHIEVE HAPPINESS WE SHOULD MAKE CERTAIN THAT
WE ARE NEVER WITHOUT AN IMPORTANT GOAL."*

—EARL NIGHTENGALE

Whatever we focus on, we tend to attract. Focusing on unimportant things is a recipe for stress, but focusing on things that matter is the secret to an extraordinary quality of life.

SUCCESS WITHOUT FULFILLMENT IS FAILURE.

An extraordinary life requires mastering two skills: **the science of achievement and the art of fulfillment.**

Achievement—going from where you are to where you want to be—requires a plan, a specific strategy. You can achieve anything you desire simply by following certain laws. Whether you want to improve your financial outlook, enhance your relationships, or run 1,000 miles in eleven days like Stu Mittleman, following a set of scientific principles will guarantee results.

Fulfillment means experiencing tremendous joy in the process—so you feel not only the excitement of the pursuit but the enthusiasm and gratitude for the little things in life along the way.

AN EXTRAORDINARY LIFE COMES FROM AN EXTRAORDINARY PSYCHOLOGY

You can't control the outside world but you can control your inner one. You can't control the events of your life but you can control what they mean to you. Develop a vision, a compelling future that excites and inspires you, and focus on it daily.

*"DREAM NO SMALL DREAMS FOR THEY HAVE NO
POWER TO MOVE THE HEARTS OF MEN."*

—JOHANN WOLFGANG VON GOETHE

GET THE EDGE

Day 1—Your Hour of Power

The Three Patterns That Create Any Emotion: The Triad

Anything in life you think you want, you only want because of the feeling you think obtaining it will give you. The truth is, you could have that feeling right now—simply by changing the following three patterns.

1. YOUR PHYSIOLOGY (WHAT YOU DO WITH YOUR BODY)

Emotion is created by motion. Whatever you're feeling right now is related to how you're using your body.

2. YOUR FOCUS AND BELIEFS

Whatever you focus on you're going to believe. Focus equals reality to the individual, even though it's not reality in actuality.

3. THE LANGUAGE YOU USE

Questions: Thinking is nothing more than mentally asking and answering a series of questions. Eliminate any habitual questions that do not serve you.

Words: If you want to change your life, pay attention to the words you repeat to yourself. Certain words can change the way you feel: I think you're mistaken; I think you're wrong; I think you're lying.

Incantations: When you repeat a phrase with enough emotional intensity, you start to believe it. Utilize the power of incantations by using the ones that support you the most.

SAMPLE INCANTATIONS

- Every day and in every way, I'm getting stronger and stronger.
- All I need is within me now.
- Nothing tastes as good as thin feels.
- At last, at last, the past is past; I've broken free and won. And now it's time to love myself and really have some fun.
- With each and every breath I take; with each and every stride; I feel abundant centered joy and love from deep inside.
- Day by day I live my life with joy and harmony. I share my gifts, my dreams, my heart, and love has set me free.

TAP INTO YOUR AWARENESS

Get into the habit of evaluating your triad and conditioning yourself to experience the great emotions you want. *What are you doing with your body? What are you focusing on or believing? What are you saying to yourself?*

ANTHONY ROBBINS

Day 1—Your Hour of Power

Your Habit for Extraordinary Health and Happiness

Train yourself to jump out of bed immediately, with no hesitation, and start your day with movement.

PHASE 1: MOVE AND BREATHE (5 MINUTES)

Keep your shoes beside the bed and hit the ground running! Get up each day and physically move, going outside your house and starting with a walk to warm up your body and wake up your metabolism. Take several diaphragmatic breaths in the ratio: inhale for 1 count, hold for 4 counts, exhale for 2 counts.

Then, for the first five minutes of your walk, practice the pattern of “breathwalking.” Inhale four times through your nose, exhale four times through your mouth, and repeat continuously.

(For more information on breathwalking, visit www.breathwalk.com)

PHASE 2: GET GRATEFUL AND VISUALIZE (10 MINUTES)

Think about everything you’re grateful for. Start with yourself and include your family, friends, business associates, and special moments in your life.

Visualize everything you want in your life as if you had already achieved it and you were grateful for it. Your brain can’t tell the difference between something you vividly imagine and something you actually experience; whatever you focus on, you’ll move toward.

Focus on what you want to create today. What do you want to make happen? What do you want to do, achieve, or accomplish? See it happening the way you want it.

PHASE 3: USE INCANTATIONS AND EXERCISE (15-30 MINUTES OR MORE)

Do your incantations *out loud*. Speaking engages your physiology and conditions the ideas into your mind.

Exercise, then celebrate!

Your Assignment

STEP 1: Today, keep your eyes open for Magic Moments and be sure you *live with passion!*

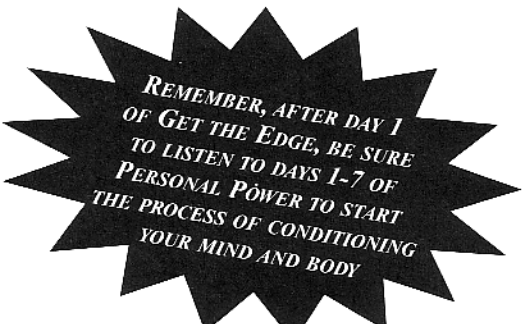
STEP 2: Tomorrow, first thing in the morning, start your day by doing your Hour of Power, 30 Minutes to Thrive, or 15 Minutes to Fulfillment. Grab your *Daily Magic* audio and go for a walk, run, or whatever form of movement feels right to you.

GET THE EDGE

Day 2—Results Workshop

Seven Keys to Changing Anything in Your Life Today

Happy, vibrant, successful people think and behave in certain ways. So do miserable and unfulfilled people. In other words, there are patterns of success and patterns of failure. The good news is, success leaves clues!



REMEMBER, AFTER DAY 1 OF *GET THE EDGE*, BE SURE TO LISTEN TO DAYS 1-7 OF *PERSONAL POWER* TO START THE PROCESS OF CONDITIONING YOUR MIND AND BODY

WHY PEOPLE DON'T CHANGE

THE ANTIDOTE

1. *They're out of practice.*

- *Raise your standards*—The difference in people's lives is the difference in their standards.
- *Turn your "shoulds" into "musts"*—When something is a must, you follow through.
- *Get unreasonable*—Unreasonable people (like Nelson Mandela, Mother Teresa, and Oprah Winfrey) rule the world. They do things others believe are impossible.

2. *They rationalize, tell themselves stories, use softeners, and lie to themselves.*

- *Develop self-honesty*—Drop the story and tell yourself the truth. General Schwarzkopf teaches that nothing gets better until you admit something is wrong.
- *Understand the power of now*—Tap into the power of momentum and do something immediately.
- *Develop the habit of chunking*—Start by tackling one manageable piece of a project: write one paragraph, make one phone call, walk for 10 minutes.
- *Stop using softeners*—Making yourself feel better without actually changing anything trains you to accept mediocrity. Coach John Wooden taught his players that winning comes from telling yourself the truth and doing your own personal best.

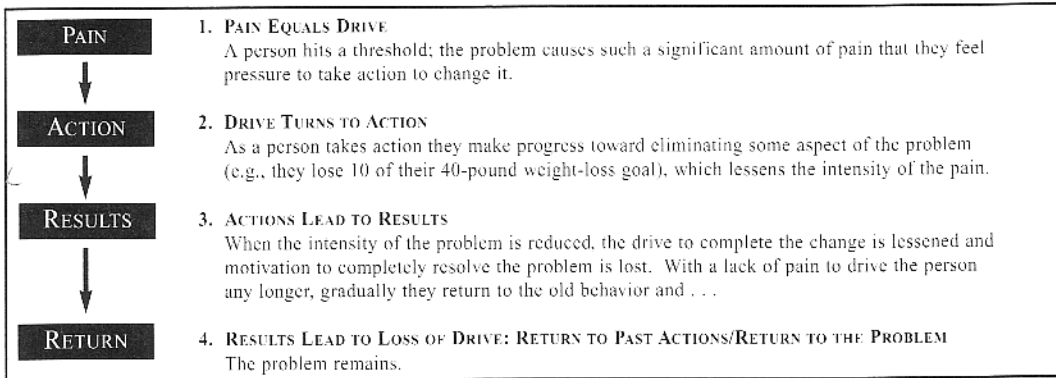
3. *They've had an ineffective strategy.*

- *Develop a strategy that works*—You won't produce an extraordinary body by changing your diet alone. Oprah Winfrey tried several strategies before she found the one that worked for her.

ANTHONY ROBBINS

Day 2—Results Workshop The Pressure Cooker

There's one more reason people don't change—they get into a "pressure cooker."



People climb into the pressure cooker again and again! How can you avoid it?

THE 7 STEPS OF CONSCIOUS CHANGE

STEP 1: GET DISTURBED

- *Be honest with yourself.* Don't use softeners or rationalizations, don't compare yourself with others to make yourself feel better.
- *Get associated to the problem.* If necessary, make it worse than it is to get yourself to take action. If you're not disturbed, you're not going to change.
- *Surround yourself with people who have what you want.* Seeing them will disturb you and you'll either run back to your old friends to make yourself feel better, or you'll join a new peer group. If you want to be good at tennis, play with somebody better than yourself.

EXERCISE: HOW DO YOU RATIONALIZE?

What are the most common reasons you fail to do things? What stories do you tell yourself? List at least five rationalizations you use for not following through:

EXAMPLES

- I don't have time
- I'll do it tomorrow
- I'm tired
- It'll take too long
- It'll cost too much
- It's too far away

ANTHONY ROBBINS

Day 2—Results Workshop The Power of Purpose

EXERCISE: BRAINSTORM ACTION ITEMS (CONTINUED)

Using language that excites you, refine the wording of your result, list a few reasons why you want to take this action (your purpose), and then commit to the actions by giving each one a deadline.

By When	Massive Action Plan	Result • Outcome	Purpose

EXAMPLE RPM PLAN

By When	Massive Action Plan	Result • Outcome	Purpose
3/1	1 Pull out & plug in my new stairmaster	Lose 15 lbs and feel healthy, energetic, and vital by June 1st	I deserve to look & feel great; to have the energy to accomplish all I want; to have more to give to others; to be proud of who I am and how I look; to love, live, laugh, and celebrate life
3/7	2 Buy a size 4 outfit and hang where I'll see it every day		
3/1	3 *Ask Lila to be my workout buddy		
3/1	4 *Schedule 5 mornings per week to work out		
3/10	5 Make 2 music CDs		

"IT IS NOT ENOUGH TO BE BUSY. THE QUESTION IS,
WHAT ARE WE BUSY ABOUT."

—HENRY DAVID THOREAU

GET THE EDGE

Day 2—Results Workshop

Beliefs: The Power to Destroy/The Power to Create

STEP 4: CHANGE YOUR LIMITING BELIEFS

A belief is nothing more than a feeling of absolute certainty about what something means. Beliefs control our behavior. They can be unconscious or conscious, and they often stem from things we've heard or seen, felt a lot of emotion about, and then repeated to ourselves again and again until we felt certain.

- John McCormack's empowering belief in himself turned him from a policeman risking his life to "save someone else's \$27" into a millionaire and Entrepreneur of the Year. After losing it all, his limiting belief nearly caused him to give up . . . until a new empowering belief turned him around again.
- The young lady who believed exercise was painful, expensive, and not really necessary adopted empowering new beliefs that exercise allows her to give more, that she's worth it, and it's fun.
- Josh's old beliefs caused him to gain 110 pounds; his new beliefs helped him lose the weight and make exercise and eating well part of his daily routine.

EXERCISE: OLD BELIEFS , NEW BELIEFS

Write down all the *old beliefs* that have kept you from following through on your goal in the past.

Write down the *new beliefs* that will empower you from this point forward.

ANTHONY ROBBINS

Journal Notes

“THE REASONABLE MAN ADAPTS HIMSELF TO THE WORLD.
THE UNREASONABLE ONE PERSISTS IN TRYING TO ADAPT
THE WORLD TO HIMSELF. THEREFORE ALL PROGRESS DEPENDS
ON THE UNREASONABLE MAN.”

—GEORGE BERNARD SHAW

GET THE EDGE

Day 2—Results Workshop Scoring Your Life

STEP 5: SET YOURSELF UP TO WIN

- *Reward yourself.* When learning something new, most people don't do it perfectly the first time. To win the game of life, you've got to reward yourself for doing things approximately right in the beginning.
- *Score the experience.* Do things that add emotional intensity and make the process more enjoyable along the way. If you're working out, you can listen to music, work out with a buddy, pray while you exercise, etc. Choose things that meet all of your Six Human Needs.
- *Take advantage of NET time.* Increase the value of your time by doing several things at once. It takes NET . . . No Extra Time!
- *Measure your progress.* You'll be excited about your results if you measure your progress. Set yourself up to win by measuring in more than one way. For example, if you only measure the pounds you lose, there may be days when you don't see results. Measure anything that can give you growth.

SIX HUMAN NEEDS

All human beings are driven by six needs. No matter what task is at hand, you'll enjoy the process and accelerate your results by making your actions meet your needs for:

1. Certainty
2. Uncertainty/Variety
3. Love/Connection
4. Significance
5. Growth
6. Contribution

EXERCISE: ENHANCE THE EXPERIENCE

Come up with two or three ideas that can help you look forward to doing the things that will get your result. What can you focus on, pay attention to, notice, appreciate, or enjoy that will enhance the experience?

ANTHONY ROBBINS

Day 2—Results Workshop The Power of Action

STEP 6: TAKE MASSIVE ACTION

- There is no time like the present! Never leave the site of setting a goal without doing something toward its attainment. Do something while you're inspired, while you're "in state." The more massive the action, the more committed you will be to achieving the result.
- The power of incantations—You can't just get rid of a negative belief, you have to replace it. Try incanting your new beliefs, saying them again and again, changing the emphasis and changing your state. By changing the emotion, you change the impact you feel and you begin to condition yourself for even more action.
- Massive action creates momentum. You don't have to do a thousand things, you just have to do something.

EXERCISE: BIG ACTION, LITTLE ACTION

What are two actions you can take immediately to get yourself going?

Little action (e.g., make a phone call, send an e-mail)

Big action (something that takes time, energy, money, or effort)

STEP 7: THE SEVENTH POWER

When you care how people feel about you, you make them your peers and you give them power to influence the way you think. Tap into the Seventh Power—the power of environment. Choose a peer group with a high standard, utilize a coach, and immerse yourself in an environment that reinforces you for your wins and challenges you to greater heights.

REMEMBER THE MARINE CORPS GENERAL . . .

Most people's lives are a direct reflection of the expectations of their peer group.

Your Assignment

Do the little action and big action you wrote down. Do them right away, and be sure to acknowledge yourself when you get them done!

GET THE EDGE

Day 3— Power of Relationships Passion, Connection, and Love

There are two universal laws of life: anything that doesn't grow dies, and anything that fails to contribute is eliminated. These laws hold true for everything in life, especially for relationships.

Extraordinary relationships—not merely good or excellent, but truly legendary ones—are those in which the participants continually grow and contribute to themselves, the relationship, and each other.

IDENTIFY THE GAP BETWEEN WHERE YOU ARE AND WHERE YOU WANT TO BE

1. *Where are you?*

If you're in a relationship you either

- want more from it
- want out of it
- are immobilized

If you're not in a relationship

- you want one but don't have one; you fear being hurt
- you don't want one; you've been hurt before

2. *Where do you want to be?*

Visualize your ideal relationship. What would it look like? What would you talk about, laugh about, share, learn together? How would you make love, surprise, and contribute to each other?

THE PURPOSE OF RELATIONSHIPS

Relationships exist to magnify the human experience. Which emotions are you magnifying: negative ones or positive ones?

THE SECRET TO HANDLING UPSETS

When we associate pain to a relationship, we're responding to the past. These are independent events. Remember, "this is not that."

Instead of assuming the worst, become a master of meaning. What else could be happening in this situation? What else could this mean? Most of the time, it's not about you.

Remember Sigmund Freud's wise words—Sometimes a cigar is just a cigar!

ANTHONY ROBBINS

Day 3— Power of Relationships The Ultimate Love of Your Life

The quality of your relationships is in direct proportion to the amount of yourself you are able to share. Sharing produces a synergy where one plus one equals more than two.

- *Go to a relationship to give, not to get.*
Measuring and remembering who gives more is a surefire way to kill a relationship. When driven by rules instead of love, relationships begin to die.
- *Keep your rules to a minimum.*
Too many rules can destroy a relationship. Upsets occur easily when you have too many ways to feel bad.
- *Help your partner meet his or her needs.*
Although we go about meeting them in different ways, we all have the same six needs. Legendary relationships occur when both partners feel that their needs are met.
- *Understand the importance of awareness and acceptance.*
Be aware that all human beings share the same two primary fears: that they are not enough and they won't be loved. Primary fears are triggered any time you feel like you're not being seen as significant enough or you fear the loss of love. If you're starting to react, ask yourself, "What's really triggering this fear? Am I responding to the present or the past? What else could this mean?"

FIVE-PART HARMONY

Lou Pearlman, founder of successful "boy bands" like N'Sync and the Backstreet Boys, attributes their success not only to the harmony in their music but also the harmony of their relationships.

HOW TO CREATE AN EXTRAORDINARY RELATIONSHIP

1. *Learn to Love Yourself*

You can't give to other people what you haven't learned to give yourself. Write at least 10 things you can do to show how much you love yourself (Do my Hour of Power, 30 Minutes to Thrive, or 15 Minutes to Fulfillment; acknowledge myself for being great; write myself a love letter; go to places I love).

Take two minutes every morning for the next seven days to look in the mirror and repeat, "I love you [your name], I love you [your name] . . ." Tell yourself the specific reasons you love yourself.

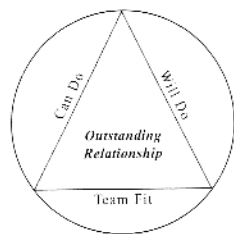
GET THE EDGE

Day 3— Power of Relationships The Power of Selection

2. *Select the Qualities You Need in a Relationship*

Relationships last when both people have the same or complementary natures. Follow the example set by business leaders and consider three things in evaluating a potential relationship (business or personal):

- **Can they do the job?** Can they be your partner?
- **Will they do the job?** The answer will be yes if the job or relationship meets their personal goals and reinforces their nature.
- **Are they the right fit in terms of values?** In a personal relationship, is there a match in terms of sensuality or sexuality?



EXERCISE: DEFINE YOUR ULTIMATE RELATIONSHIP

Describe Your Ideal Partner

If you have a hard time coming up with your wish list, start by defining “the mate from hell.” Write about the person you couldn’t stand to be with. What qualities would they have? What things would they do? Then describe your ideal mate’s traits, habits, qualities, appearance—everything you can think of that would be important to you.

THE MATE FROM HELL

THE IDEAL MATE

Asterisk (*) the “must nevers.”

Asterisk (*) the “must haves.”

ANTHONY ROBBINS

Day 3— Power of Relationships Dealing with Challenges

3. *Learn to Close the Gap*

To close the gap between where you are and where you want to be, you've got to know where you really are. If you're already in a relationship, go back to the "must" items on your lists from Steps 1 and 2. On a 0-10 scale, first rate your partner, then rate yourself on how well those musts are being met.

If you're not in a relationship, score yourself alone. Go back to your must items from Step 2 and rate yourself on a 0-10 scale. How close are you to being the person who will attract the kind of person you want?

HOW TO DEAL WITH THE INEVITABLE CHALLENGES THAT WILL ARISE

Challenges show up in every relationship. If the same ones seem to keep popping up, and if they seem overwhelming, it may be that your natures are completely different and not complementary or you don't share the same values.

Running from a relationship is not the answer. Anywhere you go, you take yourself with you! Honesty and clear communication are the only solutions.

- Have an honest conversation with your partner about ways to meet both your needs and theirs.
- Make yourself stronger and better; give more; focus on their needs.

Sometimes you have to make the hardest decision of all and the relationship. Get clear on what's best for you and the other person.

THE FOUR RS OF RUINED RELATIONSHIPS

by John Gray, Ph.D.

1. Resistance
2. Resentment
3. Rejection
4. Repression

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"THERE IS NO REMEDY FOR LOVE BUT TO LOVE MORE."

—HENRY DAVID THOREAU

GET THE EDGE

Day 3— Power of Relationships
Take Your Relationship to the Next Level

Your Assignment

STEP 1: FIRST LEARN TO LOVE YOURSELF

For the next seven days, take two minutes each morning to look in the mirror and repeat, "I love you [your name], I love you [your name] . . ." Tell yourself the specific reasons you love yourself.

Write down some of those reasons here.

STEP 2: IF YOU'RE IN A RELATIONSHIP, MAKE AN ACTION PLAN FOR TAKING IT TO THE NEXT LEVEL.

Make a list of things you can do to enhance your relationship. Or, if you truly are not matched in your natures, your values, and your goals, get really clear about that, have an honest conversation, and make some decisions. Make a game plan for what you are going to do.

GET THE EDGE

Day 4—Pure Energy Live!

The Key to a Strong, Healthy, and Vital Life

Relationships, finances, emotions, your career . . . none of these matter if you don't have your health. To avoid ending up as "the richest person in the graveyard," make your health an absolute priority.

Don't let anyone convince you to give this responsibility to "experts." You must be your own authority. Model people who have achieved the results you want and learn as I have from those who have studied the subject, such as nutritionists Dr. Neil Solomon and Chinese medicine specialist Dr. Alex Guerrero. With a few simple changes, you can give yourself the gifts of explosive energy, improved immune function, and weight loss.

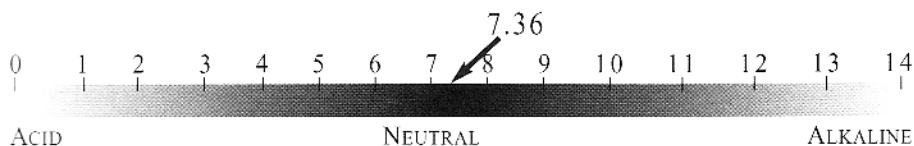
THE TRUTH ABOUT GERMS AND ILLNESS

Ten people can be exposed to the same germ, but not all of them become ill. Why? Because germs are not the source of disease. Contact with a specific germ is not an absolute guarantee of contracting disease. Several other factors are involved:

- The amount of stress or emotion in your life
- Your genetic tendencies
- The things you do to keep your body in balance
- The pollution level of your environment (your body)
- Your philosophies about health

THE ACID-ALKALINE BALANCING ACT

Our bodies are driven by electrical impulses in a complex electromagnetic system. This system requires a delicate balance between the levels of acid and alkalinity. You can easily test this balance by measuring your pH level; ideal blood pH is 7.36.



Acid in the system disrupts the balance, causing red blood cells to stick together, weaken, and die. When this happens, more acid is released into the bloodstream, causing a vicious and deadly cycle of pollution. The body tries to compensate by calling upon its alkaline reserves, but eventually these are depleted and acid wreaks havoc, burning through your arteries. Again, the body tries to compensate by lining the artery walls with cholesterol . . . another deadly solution!

**"THE GREATEST MISTAKE A MAN CAN MAKE IS TO SACRIFICE
HEALTH FOR ANY OTHER ADVANTAGE."**

—ARTHUR SCHOPENHAUER, GERMAN PHILOSOPHER

We recommend that you consult with a health care professional before beginning any nutritional program.

ANTHONY ROBBINS

Day 4—Pure Energy Live! The Cycle of Imbalance

ALKALIZE AND ENERGIZE

The key to maintaining balance is found in two simple steps:

STEP 1: ALKALIZE

Alkalinizing breaks the cycle of excess acid. It's the difference between life and death, between losing weight or keeping it on.

STEP 2: ENERGIZE

Your body operates on a subtle electro-magnetic current. Your brain, your heart, and all of your organs emit fields of electrical impulses. Foods provide value only when they can be converted into the elements necessary for this chemistry to take place. *Energizing* means avoiding foods that take away more energy than they provide.

SUBSTANCE	MHz
Big Mac	5
Chocolate Cake	1-3
Vitamins	10-30
Raw Almonds	40-50
Green Vegetables	70-90
Wheat Grass	70-90
A Rose	70-90
Green Drink	250-350
Your Liver	55-60
Your Colon	58-63
Your Stomach	58-65
Top of Your Head	60-70
Your Brain	72-78
A Tumor	30

HOW YOU GET OUT OF BALANCE

1. YOUR ENVIRONMENT IS *DISTURBED* BY SOMETHING

- Emotions—negative emotions, thoughts, words, and actions have a tremendous impact on your bloodstream.
- Polluted environment—smog in the air makes you acidic.
- Acid diet—animal proteins, cooked oils, sugar, and refined carbohydrates are all sources of acid. *Sugar equals acid and acid equals glue.*
- Radiation—no one really knows what impact constant exposure to things like computer screens may have, but excess radiation could easily disturb the delicate balance.

2. CELLS BECOME *DISORGANIZED*

- When cells are disturbed, they become disorganized in an attempt to deal with or adapt to the new (disturbed) environment. They weaken, die, or mutate.

3. AS CELLS ATTEMPT TO ADAPT, THE ENVIRONMENT IS *COMPROMISED*

- Ruptured or dead cells give off excess acid. The new environment becomes a breeding ground for bacteria, yeast, fungus, and molds.

4. THE ENVIRONMENT BECOMES *POLLUTED*

- Bacteria, yeast, fungus, and other creatures feed on your energy stores and excrete acid waste, causing even more pollution, more disturbance, more disorganization, and more acids.

5. YOU DEVELOP WHAT MOST PEOPLE THINK OF AS *DEBILITATING DISEASE OR AGING*

- The truth is, it's an acid problem that begins with disturbance.

GET THE EDGE

Day 4—Pure Energy Live! The Cycle of Balance

THE THREE-STEP CYCLE OF REGAINING BALANCE

1. CLEANSE YOUR SYSTEM, IDEALLY FOR 7–10 DAYS (OR A MINIMUM OF 3–4 DAYS)

↓ You don't need a blood test to know you've built up some toxicity and acid through your lifestyle until now. The best way to cleanse is to superhydrate your system with plenty of fluids that are alkaline in nature. Green drinks, such as wheat grass or our INNER BALANCE green drink product, will provide an instant boost to your alkalinity

2. INTERRUPT DESTRUCTIVE PATTERNS THAT DON'T SERVE YOU

↓ Identify and break your destructive patterns. Stop indulging in negative emotions or eating acidic foods.

3. PROVIDE YOUR BODY WITH THE CORE NUTRIENTS IT REALLY NEEDS.

Water
Oxygen/Breathing
Vitamins & Minerals
Live alkaline foods
Exercise

REGAINING BALANCE: STORIES OF SUCCESS

- *Hypercholesterol study:* The National Institutes of Health followed an entire family whose cholesterol levels were over 450. After switching to an alkaline diet, one woman lost 50 pounds and lowered her cholesterol by 190 points in just six weeks.
- *Seeing is Believing:* I saw my own blood cells go from torn and leaking to healthy and intact. I felt better than ever, and saw the proof under the microscope with my own eyes.
- *Sean's Wish:* Remember Sean? Within twelve months, he went from being fragile and breakable to doing pushups and sporting a "six pack" of abdominal muscles.

Your Assignment

Everything in life shifts when you put yourself back in balance. Take control of your body with this simple, three-step challenge. For the next ten days:

- STEP 1:** Cleanse your system
STEP 2: Interrupt destructive patterns that don't serve you
STEP 3: Provide your body with its vital needs

Never leave the site of setting a goal without doing something toward its attainment. If you're ready to take your life to the highest level of energy possible, make sure you follow these steps and do something right now.

ANTHONY ROBBINS

Day 4—Pure Energy Live! Creating a Healthy, Vital Life

STEP 1: CLEANSE YOUR SYSTEM

Start cleansing right away by drinking plenty of water. Another way to do it is with high-alkaline green drinks, like wheat grass or ANTHONY ROBBINS' INNER BALANCE™ green drink. For more information about this and other INNER BALANCE products, all designed by Dr. Alex Guerrero, call: **877-GO-4-GREEN (877-464-4733)**

HOW MUCH WATER IS ENOUGH?

Drink half your body weight in ounces every day. If you weigh 200 pounds, drink 100 ounces of water.

STEP 2: INTERRUPT DESTRUCTIVE PATTERNS THAT DON'T SERVE YOU

Write down at least three destructive patterns in which you've been engaging. Come up with one or two ways to interrupt each pattern the next time it arises.

DESTRUCTIVE PATTERN

EXAMPLE: I OFTEN GET ANGRY

PATTERN INTERRUPTS

WHEN I BEGIN TO FEEL ANGRY, I WILL TAKE FIVE DEEP BREATHS AND LIST AT LEAST THREE THINGS I'M GRATEFUL FOR IN MY LIFE

STEP 3: PROVIDE YOUR BODY WITH ITS VITAL NEEDS

Write a paragraph or two describing why you are now committed to providing your body with the things it needs. What will it give you? What has not doing this up until now caused you to miss out on or lose in your life?

GET THE EDGE

Day 5—Power of Emotions Your Call to Action

Frustration, anger, resentment, depression—compare these emotions to joy, passion, contentment, excitement, and ecstasy! Our lives are defined by the emotions we feel on a daily basis. What we do is not based on our ability, our talent, or our skills, it's based upon how we feel. Most of us live our lives in reaction to our environment. Our emotions are like the ocean—some days they're a brewing storm; other days they're as calm as they can be. This session is about taking control of the most important and powerful part of your life: your emotions.

Emotions are signals calling us to action. Often, the emotions that seem the most painful may be telling us we need to make changes. If we heed these signals, we can utilize them to change the quality of our experience and our lives immediately.

Where do emotions come from? Whether we give ourselves positive, negative, or neutral feelings is determined by the rules we have and the meanings or interpretations we attach to events in our lives. What we feel is based not on our experience but on our interpretation of the experience. Remember . . . *You are always in control of how you feel. Nothing controls you but you.*

EXERCISE: HOPE VS. CERTAINTY

1. Think about something you'd like to have happen in the future and hope it will happen. Close your eyes and notice how it feels to hope. Do you see two different possibilities—having it work out and not work out?
2. Open your eyes, shake your body out a little, and get rid of that hoping feeling. Now close your eyes and think about this same thing you'd like to have happen, but this time expect it to happen. Notice how it feels and how this is different than hoping.
3. Open your eyes. What was the difference? *You just controlled your emotions!*

**“THERE CAN BE NO TRANSFORMING OF DARKNESS INTO LIGHT
AND OF APATHY INTO MOVEMENT WITHOUT EMOTION.”**

—CARL JUNG

ANTHONY ROBBINS

Day 5—Power of Emotions The Ten Action Signals

IF YOU FEEL . . .	THE MESSAGE IS . . .
1. <i>Uncomfortable</i>	· Change your state, clarify what you want, and take action in that direction.
2. <i>Fearful</i>	· Get prepared, get ready to do something.
3. <i>Hurt</i>	· An expectation is not being met and you have a feeling of loss. Change your behavior or your way of communicating your needs.
4. <i>Angry</i>	· An important rule has been violated. Let the person know your standard may not be the same as theirs but you need their help.
5. <i>Frustrated</i>	· You need to change your approach to achieve your goal
6. <i>Disappointed</i>	· Your expectation may not be appropriate for the situation at hand.
7. <i>Guilty or Regretful</i>	· You violated one of your own standards. You must ensure you won't violate it again.
8. <i>Inadequate</i>	· You need to improve what you're doing or change your criteria; your rules may be too hard to meet.
9. <i>Overloaded, Overwhelmed, Hopeless, or Depressed</i>	· You need to prioritize. List the things you want to accomplish in order of priority, then take action with the first item on your list.
10. <i>Lonely</i>	· You need connection with people.

“NOTHING IN LIFE HAS ANY MEANING EXCEPT THE MEANING YOU GIVE IT. IF YOU DON'T LIKE THE WAY YOU'RE FEELING, CHANGE THE MEANING.”

—ANTHONY ROBBINS

GET THE EDGE

Day 5—Power of Emotions Mastering Your Emotions

SIX STEPS TO MASTERING YOUR EMOTIONS

How do most people handle their emotions? They avoid them, endure them, or use them to compete with other people. There's a fourth way, a better way, and you can do it in six simple steps . . . learn from your emotions and utilize them!

1. IDENTIFY THE EMOTION AND APPRECIATE THE MESSAGE:

It's saying you have to change something.

2. CLARIFY:

- What is this emotion trying to tell me, what message is it offering?
- Do I need to change my perception (the meaning) or my procedures (my communication or my behavior)?

3. GET CURIOUS AND ASK QUESTIONS:

- How do I really want to feel? As soon as you identify what you want to feel, you're moving in the direction you want to go.
- What would I have to believe in order to feel that way now?
- What am I willing to do to make it the way I want it?
- What's great about this or what can I learn from this?

4. GET CONFIDENT:

Recall a specific time when you felt this emotion before and somehow got over it. Remembering a time when you were able to deal with the emotion will reassure you that you can deal with it now.

5. GET CERTAIN:

Imagine coming up with different ways of handling this emotion. If one doesn't work, try another. Rehearse until you feel confident.

6. GET EXCITED AND TAKE ACTION!

Do something right away that shows you can handle this emotion. Express your emotion in a way that reinforces what you've rehearsed in your mind and changes the way you feel.

"WE MUST CULTIVATE OUR GARDEN."

—VOLTAIRE

ANTHONY ROBBINS

Day 5—Power of Emotions The Ten Emotions of Power

THE TEN EMOTIONS OF POWER

The best way to get yourself to do something is to put yourself in an emotional state where that behavior becomes automatic. For example, the easiest way to have close relationships and do the things that make you feel close to other people, is to cultivate the emotion of being loving and warm. Here are 10 quick emotions to plant in your life on a daily basis. If you cultivate these emotions and focus on feeling them every day, you will plant the seeds of greatness in your life.

1. *Love and Warmth*
2. *Appreciation and Gratitude*
3. *Curiosity*
4. *Excitement and Passion*
5. *Determination*
6. *Flexibility*
7. *Confidence*
8. *Cheerfulness*
9. *Vitality*
10. *Contribution*

GET THE EDGE

Day 5—Power of Emotions Transform Your Emotions

Your Assignment

Let's start using the Six Steps and the Ten Action Signals we've learned in this session.

STEP 1: FOR THE NEXT TWO DAYS, NOTICE ANY NEGATIVE OR DISEMPowering FEELINGS THAT COME UP AND APPLY THE SIX STEP PROCESS. RECORD YOUR PROGRESS BELOW.

Negative emotion: _____

How I handled it: _____

Negative emotion: _____

How I handled it: _____

Negative emotion: _____

How I handled it: _____

SIX STEPS TO MASTERING YOUR EMOTIONS

1. Identify the emotion and appreciate the message
2. Clarify: What is it trying to tell me? Do I need to change my perception or my procedures?
3. Get curious:
 - How do I really want to feel?
 - What would I have to believe in order to feel that way now?
 - What am I willing to do to make it the way I want it?
 - What can I learn from this?
4. Get confident: I've handled things like this before.
5. Get certain: Rehearse dealing with it in the future.
6. Get excited and *take action!*

GET THE EDGE

Day 6—Your Way to Financial Freedom The Power of Compounding

Obtaining the financial freedom and abundance you deserve is easy. The secret to getting beyond scarcity is to start beyond it, by feeling a sense of abundance *right now* and living your life as if you already were financially independent.

DOES THIS REALLY WORK?

You bet it does! In this session, I shared my story of going from scarcity to abundance and back again to illustrate a few key points I learned along the way:

1. **Make it a must**
Give yourself a compelling future that makes it impossible for you to fail. My must was the birth of my son and wanting to give him an extraordinary quality of life.
2. **Get hungry**
Stop blaming everyone else. Set your goals, make them a must, and commit to making the necessary changes *now*.
3. **Add value to other people's lives**
Remember, your income is in direct proportion to your contribution.
4. **Don't be a victim of the "tall poppy syndrome"**
Other people may want to chop you down to their size, but don't let that happen!

THE POWER OF COMPOUNDING

Compounding occurs when you invest money and allow it to continuously reinvest itself. With this strategy, you'll realize explosive growth beyond your wildest imagination.

EXAMPLES:

- In an 18-hole golf game, if you bet just ten cents on the first hole and double your bet every hole thereafter, the last hole will be worth **\$13,107.20**. *No matter how little you start with, you must start now!* If you wait until the third hole to begin, betting on fifteen holes instead of eighteen, the total comes to only \$1,600.
- Saving \$150 per month (\$5 a day) at a 15% annual return for 30 years yields \$1,051,000.
- Saving \$250 per month in that same period of time produces \$7.8 million.
- Investing \$100 per month at your child's birth at a 15% rate of return results in \$110,000 when the child turns nineteen. Leave it alone and it grows to \$9.6 million when he or she is age 50, \$32.9 million at age 60, and \$158 million at age 70!
- UPS deliveryman Ted Johnson never made more than \$30,000 a year, but left a legacy of more than \$70 million!

Statistics show you're going to live a long time. What are you going to do when you get there? Handling your finances is critical, and compounding is the ticket, so start investing *now*. If you're not willing to take a dime out of a dollar today, you won't be any more likely to take a hundred thousand out of a million later.

ANTHONY ROBBINS

Day 6—Your Way to Financial Freedom The Most Important Investment Decision You Will Ever Make

THE VALUE OF STOCKS

- **Long-term dependability**

Since World War II, the best investment through time has been the stock market, delivering a 12% rate of compounded return for nearly 50 years.

- **Short-term flexibility**

Buying and selling stocks is fast and easy. It's much faster, for example, than selling a piece of real estate.

SIR JOHN TEMPLETON'S STRATEGY: "THREE BUCKET" ASSET ALLOCATION

Decide what percentage of your income to invest and allocate it into each of the following areas in a proportion that meets your needs and satisfies your risk tolerance. By determining your asset allocation in advance and sticking to your plan, you'll avoid the temptation of spur-of-the-moment decisions.



1. Security Bucket

This bucket is for low-risk investments such as fixed-income (treasury bills, corporate bonds, money market accounts) and equity (insurance policies, your home). The growth rate on these investments seems slow at first but compounds over time. What goes into this bucket should stay here—allow the profits to be reinvested.

2. Growth Bucket

This bucket is for higher-risk investments with more potential for growth, such as mutual funds, collectibles, real estate, and stocks. Reinvest one-third of the profits in your security bucket, one-third in your growth bucket, and one-third in your dream bucket.

3. Dream Bucket

This is the place to have some fun and save for the things you want in life. Whether it be a car, a yacht, a vacation home, or a sports team, this bucket lets you start building toward your dreams and making them come true.

PAY YOURSELF FIRST!

Here's the best-kept secret to painless investing: Never see the money! Decide how much you want to invest, and have it deducted directly from your paycheck.

"GOLD AVOIDS THOSE UNWISE IN ITS USE."

—GEORGE S. CLASON

GET THE EDGE

Day 6—Your Way to Financial Freedom Twelve Strategies for Achieving Wealth

WHY PEOPLE FAIL TO BECOME WEALTHY: TWELVE FINANCIAL TRAPS TO AVOID

1. They never define what wealth means to them.
2. They make wealth a moving target.
3. They define wealth in ways that make it impossible to achieve.
4. They never even start.
5. They never make wealth an absolute must.
6. They don't have a realistic plan.
7. They fail to follow through.
8. They make "experts" responsible for their decisions.
9. When faced with major challenges, they give up.
10. They fail to conduct life as if it were a business.
11. They allow other people's emotions to affect the implementation of their plan.
12. They never get quality coaching.

HOW TO BE WEALTHY RIGHT NOW

This part is easy! Just do the exact opposite of the twelve financial traps:

1. Define what wealth means to you—exactly what will it take for you to feel wealthy.
2. Lock that definition firmly in place. Don't keep raising the bar.
3. Make sure your definition is achievable.
4. Create a plan that is achievable.
5. Make it a must for you by listing the reasons you must be wealthy.
6. Finalize your plan and work out the details.
7. Follow through on your plan by taking immediate action toward its attainment.
8. Make yourself responsible. Let experts coach you, but don't abdicate your responsibility.
9. Don't give up when the going gets tough.
10. Make your life a business and expect a year-end profit.
11. Don't let other people's emotions control or cause you to deviate from your asset allocation.
12. Get good coaching.

Finally, remember that real wealth comes from an abundance in all areas: mental, emotional, physical, and spiritual. The real key to unlocking wealth is just one thing . . . gratitude. The moment you feel grateful is the moment you feel rich.

"THE WAY TO ACHIEVE SUCCESS IS FIRST TO HAVE A DEFINITE, CLEAR PRACTICAL IDEAL—A GOAL, AN OBJECTIVE. SECOND, HAVE THE NECESSARY MEANS TO ACHIEVE YOUR ENDS—WISDOM, MONEY, MATERIALS, AND METHODS. THIRD, ADJUST YOUR MEANS TO THAT END."

—ARISTOTLE

GET THE EDGE

Day 6—Your Way to Financial Freedom Create Your Financial Plan

STEP 3: START MAKING YOUR PLAN. WRITE DOWN THE STEPS YOU MUST TAKE TO BEGIN OR IMPROVE YOUR INVESTING STRATEGY.

EXAMPLE:

- Open a money market account
- Call accounting and start my payroll deduction
- Start researching stock brokers
- Call Robbins Research and get a great coach

STEP 4: NEVER LEAVE THE SCENE OF A DECISION WITHOUT TAKING SOME ACTION. CHOOSE TWO OF THE ITEMS YOU LISTED IN STEP 3 AND DO THEM TODAY. MAKE A NOTE OF WHAT YOU DID.

GET THE EDGE

Day 7—The Purpose of Life Finding Your Real Inner Drive

Everything on earth has a purpose—and that includes you! Your purpose in life provides you with an inner drive that, once you tap into it, can give you immense fulfillment and unlimited joy.

YOUR PURPOSE IN LIFE

- does not change
- is eternal
- is available to you each and every moment

THREE DECISIONS SHAPE YOUR LIFE

Everything you do has a consequence. What ultimately shapes your life, though, are the decisions you make. You *can* have the life you deserve, where all your consequences are positive ones. How? By making these three decisions:

1. **Decide what to focus on**
What you focus on determines how you think, feel, contribute. Choose an empowering focus in every situation.
2. **Decide what things mean**
Meaning is something *you* determine. You cannot control events but you can control what events mean to you.
3. **Decide what you will do when something happens**
Remember, God's delays are not God's denials . . . unless you give up.

DISCOVER THE SOURCES OF PAIN

Whatever drives you shapes your life. Human beings are primarily driven by two things: the need to avoid pain and the need to gain pleasure. Pain can be useful, like when a child learns to stay away from a hot stove, or pain can be destructive, as it was for the woman who believed marriage equaled death.

WHY AM I FEELING THIS PAIN?

1. What *unique* thing is happening when I feel this pain?
2. What *recent* thing happens about the same time I feel the pain?
3. What *consistent* factor is present when I experience the pain?

If you're experiencing pain in any area of your life, these three questions can help you discover the source, decide whether it's helping or hurting you, and give you the information you need to create a deeper meaning.

ANTHONY ROBBINS

Day 7—The Purpose of Life The Power of a Compelling Future

HOW WILL YOU KNOW YOUR LIFE'S PURPOSE? WHEN YOU DECIDE WHAT IT IS!

- According to the Massachusetts Department of Health, Education, and Welfare, the most important risk factor in dying of your first heart attack is job dissatisfaction. Make sure you have a deeper meaning for your life than "I'm on that grindstone again!"
- Victor Frankl, a Nazi concentration camp survivor and author of *Man's Search for Meaning*, found his purpose in his future. He vowed that somehow he would survive, share his story, and make sure that nothing like the Holocaust could ever happen again.
- Near the end of his life, actor Michael Landon discovered a profound truth. In reminding people to live life to the fullest every minute of every day, he developed a compelling purpose for his final days.

YOUR PURPOSE IN LIFE IS UP TO YOU

Are you being efficient or effective? Being efficient means doing things right. Being effective means doing the right things.

WHY SOME PEOPLE DON'T WIN THE GAME OF LIFE

So many people feel like they can't win the game of life. Why? For these seven reasons:

1. They don't know the purpose of the game.
2. Even though they don't know the purpose, they have rules for themselves and everyone else about how the game must be played.
3. Their rules are in conflict.
4. Even when they play by the rules, they don't always win.
5. Sometimes they get rewarded for breaking the rules.
6. They have to work with other people who all have the wrong rules.
7. They think it's a life-and-death game, putting so much fear and pressure on themselves that they never truly live.

"THIS IS THE TRUE JOY IN LIFE, THE BEING USED FOR A PURPOSE
RECOGNIZED BY YOURSELF AS A MIGHTY ONE: THE BEING A FORCE OF
NATURE INSTEAD OF A FEVERISH, SELFISH LITTLE QUAD OF AILMENTS
AND GRIEVANCES COMPLAINING THAT THE WORLD WILL NOT
DEVOTE ITSELF TO MAKING YOU HAPPY."

—GEORGE BERNARD SHAW

GET THE EDGE

Day 7—The Purpose of Life How to Win the Game of Life

SEVEN STRATEGIES USED BY WINNERS

1. They decide the purpose of the game.
2. They have fewer rules about how to be happy.
3. Their rules are consistent.
4. They give themselves pleasure whenever they win.
5. They give themselves short bursts of pain if they violate their sense of purpose in life.
6. They know that everybody has different rules. Their relationships succeed because they try to understand the other person's rules.
7. They don't take life too seriously.

LOSE A DREAM, FIND YOUR DESTINY

No matter what happens, you must find an empowering meaning. Ask yourself, "How can I use this?" Often in life, when you look back on your worst situations they turn out to be your best—if you are willing to trust that they happened for a reason. Look for the benefits and you will find them.

Don't wait for that glorious moment when you save someone's life. Start saving a life today by enjoying the one you have. Find your purpose in something simple, like Cecil did: love people, love animals, love beings, and make the world a little bit better just by being nice.

SOMETIMES NOT GETTING YOUR DREAM GIVES YOU YOUR DESTINY

Doc Graham, in the film *Field of Dreams*, got to play baseball for only five minutes. To him it wasn't a disaster . . . but being a doctor for only five minutes would have been.

WHY DO ANGELS FLY?
BECAUSE THEY TAKE THEMSELVES LIGHTLY.

ANTHONY ROBBINS

Day 7—The Purpose of Life Discover Your Life's Purpose

Your Assignment

Life is about two things: being and doing. Ultimately, your destiny is about who you become and what you do. To discover a greater sense of meaning for your life, follow these three steps and start discovering your life's purpose.

STEP 1: REMEMBER WHAT YOU WANTED TO BE WHEN YOU "GREW UP," AND REMEMBER THE TIMES WHEN YOU FELT LIKE YOU WERE REALLY "ON A ROLL."

1. With your eyes closed, remember when you were five, six, seven years old. What did you want to be when you grew up? Why did you want to be that? What feeling did you hope it would give you?

WHEN YOU WERE A KID:

- What did you want to do?
- Why did you want to do that?
- What feelings were you hoping to get from that?
- Who were your role models?

2. Think of something else you wanted to be when you were growing up. Why did you want to be that? What feeling did you hope it would give you?

I wanted to be an
archaeologist, a police
artist, a rock star.
Today I dig for the truth
and hang out with bands
like Aerosmith!

GET THE EDGE

Day 7—The Purpose of Life Discover Your Life's Purpose

3. Think of a third thing you wanted to be. Again, why did you want to be that? What feeling did you hope it would give you?

4. Now, with your eyes closed again, think about a time when you were really on a roll, where things flowed effortlessly. What were you doing, feeling, experiencing?

5. Think of another time you were on a roll, where you felt, "This is what life's about." What was happening? What were you doing, how were you feeling? Were other people involved? How were you being and what were you doing? Capture not only the idea, but the feeling as well.

6. Think of a third time when you felt incredible. Notice what you were doing, creating, sharing, feeling.

ANTHONY ROBBINS

Day 7—The Purpose of Life Discover Your Life's Purpose

STEP 2: WRITE YOUR PURPOSE

Write a simple phrase, a sentence or two. It doesn't have to be perfect the first time. Keep brainstorming, writing several until you find the one that feels right.

YOUR PURPOSE STATEMENT MUST:

1. Be stated in the positive
2. Be brief
3. Include "emotionally charged" words
4. Tell how you're going to be, what you're going to do
5. Include yourself and others
6. Be achievable in your lifetime
7. Be able to be experienced every day
8. Make you happy . . . really happy!

EXAMPLE:

The purpose of my life is to be fun, happy, and grateful; to enjoy my life and share my love with others.

The purpose of my life is to

STEP 3: FOR THE NEXT MONTH, KEEP YOUR PURPOSE STATEMENT IN FRONT OF YOU.

Put a copy in the system you use for managing your life, and hang another copy on a nearby wall. As you look at it each day, think about how you can live your purpose even more.

I can live my purpose even more by

**"NOTHING CAN RESIST THE HUMAN WILL THAT WILL STAKE
EVEN ITS EXISTENCE ON ITS STATED PURPOSE."**

—BENJAMIN DISRAELI

GET THE EDGE

Daily Magic

Your Ritual for Lasting Energy, Happiness, and Success

Daily Magic is a unique audio program designed to guide you through your Hour of Power each day. Every day you will build and strengthen your mental, emotional, and physical muscles so that you become the conqueror of the challenges in life and achieve the ultimate rewards.

- STEP 1: Move and Breathe (5 Minutes)
STEP 2: Get grateful and visualize (10 minutes)
STEP 3: Use Incantations and exercise (15, 30, or 45 Minutes)

BE SURE TO CELEBRATE

SAMPLE INCANTATIONS

- Every day and in every way, I'm getting stronger and stronger.
- Every day and in every way, I'm feeling better and better.
- All I need is within me now.
- I love my life and I am so blessed.
- Each day I live with more and more love, faith, and positive expectations.
- I am so young and I have my whole life ahead of me.
- I love myself—my mind, body, spirit, and soul.
- I am so happy and I can't stop smiling.
- Nothing tastes as good as fit feels.
- I am a lean, mean work out machine.

Or make up your own incantation:

Remember, listening to your Daily Magic CD will support you in this process.

ANTHONY ROBBINS

Journal Notes

A series of horizontal lines for writing, typical of a notebook page.

PERSONAL POWER CLASSIC

DAY 1—THE KEY TO PERSONAL POWER HARNESSING THE POWER OF DECISION

Making decisions and using your Personal Power, which is your ability to take consistent action, changes your life. This power is already within you and just needs to be awakened by first, igniting your desire and second, by showing yourself some simple, systematic strategies on how to get greater results on a daily basis.

If you're dissatisfied with some area of your life right now, instead of getting frustrated, get excited. Because, until you get dissatisfied, you won't do anything to really take your life to another level.

No matter what's happened in your past, or how many times you've tried and failed, none of that matters because each moment is a fresh new opportunity.

THE ULTIMATE SUCCESS FORMULA

If you want to create success in your life, there are four steps:

1. Know your outcome.
2. Get yourself to take action by deciding to do so.
3. Notice what you're getting from your actions.
4. If what you're doing is not working, change your approach.

The biggest trap that keeps people from taking action is fear: fear of failure, fear of success, fear of rejection, fear of pain, fear of the unknown. The only way to deal with fear is to face it. Look it in the eye and take action in spite of it.

It's not what we can do in life that makes the difference. It's what we *will* do. Often, we don't follow through because we don't know what we want, and when we do know, we're afraid to take action.

How long would you give the average baby to learn how to walk before you didn't let him try any more?

Why wouldn't you apply the same formula to yourself?

"THE PAST DOES NOT EQUAL THE FUTURE."

—ANTHONY ROBBINS

ANTHONY ROBBINS

DAY 1—THE KEY TO PERSONAL POWER THE POWER OF MODELING

SUCCESS LEAVES CLUES

To save time and energy, use role models to accelerate the pace of your success:

1. Find someone who's already getting the results you want.
2. Find out what that person is doing.
3. Do the same things, and you'll get the same results.

It's impossible to fail as long as you learn something from what you do!

Your Assignment

Never leave the site of setting a goal or making a decision without taking some action towards its attainment. That's how you create momentum and start to tap into the real driving force within you.

Complete the two steps on the following pages to take action and create momentum now.

"I KNOW OF NO MORE ENCOURAGING
FACT THAN THE UNQUESTIONABLE ABILITY OF
MAN TO ELEVATE HIS LIFE BY A CONSCIOUS ENDEAVOR."

—HENRY DAVID THOREAU

PERSONAL POWER CLASSIC

DAY 2—PAIN AND PLEASURE

THE CONTROLLING FORCES THAT DIRECT YOUR LIFE

Ultimately, everything we do in our lives is driven by our fundamental need to avoid pain and our desire to gain pleasure; both are biologically driven and constitute a controlling force in our lives.

We will do far more to avoid pain than we will to gain pleasure. Pain is the greater motivator in the short term.

To get what you want in your life, you have to figure out what stops you. Whenever you procrastinate, it's because you think that taking action would be more painful than doing nothing or not taking action. Conversely, sometimes if you procrastinate for too long, it reverses on you! For example, if you keep putting something off (like a term paper, or your taxes), you may get to a point the night before its due where you start to think that not doing it will be more painful than doing it. And then all night long, you experience the pain of getting the job done.

YOU MUST LEARN TO CONTROL THE MOTIVATING FORCES OF PAIN AND PLEASURE.

How can you use this understanding? At any moment in time, you must realize that **your reality is based upon whatever you focus on.** In other words, whatever you focus your attention on is what is most real to you.

Therefore, if you want to change your behavior, you must focus your attention on:

1. How not changing your behavior will be more painful than changing it.
2. How changing it will bring you measurable and immediate pleasure.

If you are avoiding anything in your life, or if you're sabotaging your success in any area, it's because you are experiencing approach/avoidance. You have a mixed set of associations about pain and pleasure. You think that by doing something (i.e. getting into a relationship) you will gain more pleasure, but at the same time, you think it might mean pain (i.e. the relationship might end). So as soon as you start to make progress, you sabotage it.

If you want to change this once and for all, **you have to decide right now that you control the focus of your mind.** If you're not following through, all you have to do is focus on, "What's the pain I'm going to have if I *don't* do this?" instead of focusing on the pain you might experience from taking the action. You also have to focus on what pleasure you will experience when you do follow through. **You must change what you link pain and pleasure to in order to change your behavior.**

PERSONAL POWER CLASSIC

DAY 3—THE POWER OF ASSOCIATIONS THE KEY TO SHAPING YOUR DESTINY

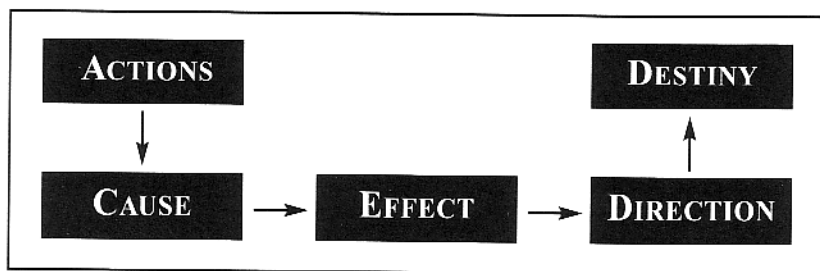
Specifically, what drives our lives is our neuro-associations; i.e. whatever pleasure or pain we associate or “link” to a situation in our nervous system is going to determine our behavior.

If we want to change our lives, we must change our neuro-associations.

1. The science you’re learning about in this program is *Neuro-Associative Conditioning** (NAC). This system will allow you to link massive pleasure to tasks you’ve been putting off, but need to take action on today, and link pain to behaviors you’re currently indulging in but need to stop—both of which will help you tap into the natural principles of your nervous system. The use of this program will give you a way to take direct control of all your behaviors and emotions, but in a way that simply requires the power of reinforcement not discipline.
2. In this session, you learned to ask yourself, “*What are some of the negative associations I’ve made in the past that have kept me from taking the actions I need to take to achieve my ultimate desires?*”
3. Your neuro-associations control your level of motivation.

Every single action you take has an effect on your *destiny*. **If we study destiny, we find everything in life has four parts:**

1. Everything we think or do is a *cause* set in motion.
2. Every one of our thoughts and actions is going to have an *effect* or *result* in our lives.
3. Our results begin to “stack up” to take our lives in a particular *direction*.
4. For every direction, there is an ultimate *destination* or *destiny*.



It’s important for you now to begin to answer two questions: *What is your ultimate destiny? What do you want your life to be about?* While few people know precisely how their lives will turn out, we can certainly decide in advance the kind of person we want to become and how we want to live our lives. Having this “bigger picture” can pull us through some of the short-term tough times and keep things in perspective, allowing us to remain happy, fulfilled, and driven to achieve our dreams.

ANTHONY ROBBINS

DAY 3—THE POWER OF ASSOCIATIONS EMPOWERING VS. DISEMPOWERING NEURO-ASSOCIATIONS

Your Assignment

Decide you will change these today. Simple awareness can be curative. It can break the pattern of allowing our unconscious conditioning to control us.

STEP 1: THREE *EMPOWERING* NEURO-ASSOCIATIONS FROM YOUR PAST

What are three neuro-associations that you've made in the past that have positively shaped your destiny?

STEP 2: THREE *DISEMPOWERING* NEURO-ASSOCIATIONS FROM YOUR PAST

What are three neuro-associations that you've made in the past that have disempowered you until now?

“THERE IS NOTHING EITHER GOOD OR BAD,
BUT THINKING MAKES IT SO.”
—WILLIAM SHAKESPEARE

PERSONAL POWER CLASSIC

DAY 4—THE THREE STEPS TO LASTING CHANGE THE SCIENCE OF NEURO-ASSOCIATIVE CONDITIONING®

To change your life you must change your neuro-associations. Three things must be in place for you to make these changes and count on them to last. They are the three fundamentals of NAC.

1. GET LEVERAGE ON YOURSELF

To do this, three levels of responsibility that are necessary—you must decide the following:

- Something *must* change.
- *I* must change it.
- *I can* change it.

2. INTERRUPT YOUR CURRENT PATTERN OF ASSOCIATION

You must scramble the old pattern of thinking and feeling. This is best done by using something unusual, such as making a radical change in what you say or how you move your body.

3. CONDITION A NEW, EMPOWERING ASSOCIATION

Install a new choice, and reinforce it until it is conditioned. **Any thought, emotion or behavior that is consistently reinforced will become a habit (a conditioned pattern).** Link pleasure to your new choice. Reward yourself emotionally for even small progress, and find yourself developing new patterns quickly.

BREAK YOUR PATTERN

Here is a bizarre, outrageous, and effective way to get leverage and break your pattern:

Get a weight-loss buddy and promise him or her and a group of other friends that you will begin a strict regimen of healthy food and enjoyable exercise. Further commit to them that if you break your promise, you will eat a whole can of Alpo dog food.

The woman who shared this with me told me that she and her friend kept their cans in plain view at all times to remind them of their commitments. When they started to feel hunger pangs or considered skipping exercise, they'd pick up the can and read the label. Such appetizing ingredients such as "horse meat chunks" helped them achieve their goals without a hitch!

(From *Giant Steps* ©1994 by Anthony Robbins)

"WE CANNOT THINK IN ONE WAY AND ACT IN ANOTHER . . ."

—THOMAS TROWARD

ANTHONY ROBBINS

DAY 4—THE THREE STEPS TO LASTING CHANGE THE SCIENCE OF NEURO-ASSOCIATIVE CONDITIONING®

Your Assignment

For each of the four actions you listed yesterday, do the following

STEP 1: GET LEVERAGE

Ten reasons why I must change now, and why I know I can do it:

STEP 2: INTERRUPT YOUR OWN PATTERN

Four or five ways to get myself out of the limiting associations:

STEP 3: CONDITION YOURSELF BY REHEARSING YOUR NEW BEHAVIOR

Give yourself a sense of accomplishment and exhilaration, pride, or joy each time you do this. Do it consistently and rapidly until each time you think of this new pattern you feel good automatically.

“WHAT IS NECESSARY TO CHANGE A PERSON IS TO
CHANGE HIS AWARENESS OF HIMSELF.”

—ABRAHAM H. MASLOW

PERSONAL POWER CLASSIC

DAY 5—THE GOAL-SETTING WORKSHOP HOW TO CREATE A COMPELLING FUTURE

Goals give you the ability to create your future in advance. They can make you grow, expand, develop your success, and transform your life. If you already know some of your goals, or you've done a goal-setting workshop in the past, here is a chance to do it again even more effectively.

COMPELLING GOALS CONTAIN TWO KEY COMPONENTS:

Identify your goals: *What do you want?*

Something magical happens when you take generalized impulses of desire and start defining them more precisely.

Identify your purpose: *Why do you want it? What will it give you?*

Reasons come first; answers come second. When you get a big enough reason to accomplish something, you can figure out how to do it.

Your Assignment

As you listen to the real-time goal-setting workshop, follow the instructions and use the following pages to record your goals.

At the end of the session, take these three additional steps:

- STEP 1: Keep your top nine goals and the reasons you are committed to achieving them in front of you on a consistent basis. Put them inside the cover of your Journal or someplace where you will see them every day.
- STEP 2: Never leave the site of setting a goal without taking some action toward its attainment. For each of your top nine goals, write down one action you can take immediately to make initial progress toward achieving it. Take that action today!
- STEP 3: Take the *rocking chair test*: Imagine yourself much older, sitting in your rocking chair and looking back on your life, first as if you had not achieved your goal, then imagine that you have achieved it. Experience the pain that would come from not doing it, and the pleasure that would come from accomplishing your goal.

ANTHONY ROBBINS

DAY 5—THE GOAL-SETTING WORKSHOP HOW TO CREATE A COMPELLING FUTURE

THINGS GOALS

List your things goals. Next to each one, write down the time within which you are committed to accomplishing it (i.e., 1, 3, 5, 10, 20 years).

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ANTHONY ROBBINS

JOURNAL NOTES

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PERSONAL POWER CLASSIC

DAY 6—THE DRIVING FORCE UNLEASHING THE POWER OF YOUR SIX HUMAN NEEDS

All human beings have different desires, but we are all driven by the same set of needs. Understanding the Six Human Needs can allow you to turn on your driving force, discover all you're capable of, and become truly fulfilled on a consistent basis.

THE FOUR CLASSES OF EXPERIENCE

1. We usually think of a **Class 1** experience as a “peak life experience.” A Class 1 experience:
 - feels good,
 - is good for you,
 - is good for others, and
 - serves the greater good.
2. Most people want to avoid **Class 2** experiences, but mastering them brings us the most joy, growth, and fulfillment. A Class 2 experience:
 - does not feel good,
 - is good for you,
 - is good for others, and
 - serves the greater good.
3. Nonproductive **Class 3** experiences provide immediate pleasure but eventually destroy our quality of life and give us ultimate pain. Drinking excess alcohol could fit into this category. A Class 3 experience
 - feels good,
 - is not good for you,
 - is not good for others, and
 - does not serve the greater good.
4. People often indulge in **Class 4** experiences as a result of peer pressure, conditioning, or old belief systems. Smoking cigarettes, for example, usually doesn't feel good the first time, yet many people continue to do it. A Class 4 experience is something that
 - does not feel good,
 - is not good for you,
 - is not good for others, and
 - does not serve the greater good.

The secret to a happy and fulfilled life is learning to convert Class 2 experiences into Class 1—making the process of doing them feel good as well as be good.

ANTHONY ROBBINS

DAY 6—THE DRIVING FORCE UNLEASHING THE POWER OF YOUR SIX HUMAN NEEDS

THE SIX HUMAN NEEDS

All people have the same problems because we all have the same six human needs. These needs are paradoxical—they seem to be in conflict with one another. Serious problems can arise when we choose destructive tools or vehicles to try to satisfy these needs. Instead, we can choose to establish new patterns of fulfilling our needs that will move us rapidly toward life mastery.

**TO BE FULFILLED, WE MUST CONSISTENTLY MEET THESE
SIX HUMAN NEEDS:**

- | | |
|----------------------|------------------------|
| 1. Certainty/Comfort | 2. Uncertainty/Variety |
| 3. Significance | 4. Connection/Love |
| 5. Growth | 6. Contribution |

ALL HUMAN BEINGS HAVE THE NEED FOR:

1. Certainty/Comfort

For most people, certainty equals survival. As you heard in this session, when I was faced with the news of a pituitary tumor, it had a powerful effect on my level of certainty. We all need a sense of certainty that the roof will hold above our heads, the floor will hold beneath our feet, and that we can avoid pain and gain pleasure.

How do we meet the need for certainty? Some people try to achieve it by reaching for things that make them certain they can be comfortable: food, drugs, alcohol, or cigarettes. Others find it by submersing themselves in their work or by trying to control everything around them—their environment or other people. These are usually Class 3 experiences (they may feel good for the moment but are not good for you, not good for those around you, and do not serve the greater good).

On the other hand, using your internal courage or faith to achieve certainty would be a Class 1 vehicle. When you're feeling courageous, when you're using your faith, you tend also to do those things that serve the greater good.

How do you try to get certainty in your life? *List some of the ways you try to be certain you can be comfortable, avoid pain, and gain pleasure.*

PERSONAL POWER CLASSIC

DAY 6—THE DRIVING FORCE UNLEASHING THE POWER OF YOUR SIX HUMAN NEEDS

Here's the paradox, though. When you become totally certain, when things are completely predictable, you satiate this need and become b-o-r-e-d. And so while we want certainty, we simultaneously want a certain amount of . . .

2. Uncertainty/Variety

Everyone needs variety, a surprise, a challenge to feel fully alive and experience fulfillment. With too much certainty, we're bored. Likewise, with too much variety, we become extremely fearful and concerned.

People will violate their values to meet their needs.
Choosing the wrong vehicle only leads to pain.

There's a delicate balance between these two needs that must be struck for us to feel truly fulfilled. We need a degree of certainty in our lives to appreciate the variety. Some people choose negative ways of getting variety, like using drugs or alcohol to change their emotional states or the way they feel. Others choose neutral vehicles, like watching movies. Still others use positive vehicles, like stimulating conversation and opportunities to learn.

How do you try to get variety in your life? *List some of the positive ways you try to create surprise, challenges, and diversity in your life.*

PERSONAL POWER CLASSIC

DAY 6—THE DRIVING FORCE UNLEASHING THE POWER OF YOUR SIX HUMAN NEEDS

Your Assignment

If there is anything you love to do (and you could do for hours) that others find difficult, I can promise you it's because this activity meets all of your needs at a high level. If you find a few vehicles that meet all six of your needs, you'll find yourself full of drive and you'll know what to do to achieve your goals. And it all starts with awareness—you must become aware of why you're doing what you're doing and find a new pattern for fulfillment!

1. What's something you love to do, something you feel compelled to do, something that feels effortless for you? _____

On a 0–10 scale, how much does this activity meet your need for:

Certainty	_____	Uncertainty/Variety	_____
Significance	_____	Connection/Love	_____
Growth	_____	Contribution	_____

2. What's something you hate to do, or try to avoid doing? _____

On a 0–10 scale, how much does this activity meet your need for:

Certainty	_____	Uncertainty/Variety	_____
Significance	_____	Connection/Love	_____
Growth	_____	Contribution	_____

3. Write down something you don't like to do but have to do (a Class 2 experience that doesn't feel good but is good for you, good for others, and serves the greater good).

Turn that activity into a Class 1 experience by finding ways to make sure it meets all six of your needs at a greater level.

- **CERTAINTY:** *What could I do or believe to make thinking about this activity feel not only comfortable but also pleasurable?* _____

- **UNCERTAINTY/VARIETY:** *How could I bring more variety to this task?* _____

- **SIGNIFICANCE:** *How can I appreciate how important this is?* _____

- **CONNECTION/LOVE:** *How can I feel more love while I'm doing this?* _____

- **GROWTH AND CONTRIBUTION:** *How can I feel like I'm growing and contributing?* _____

PERSONAL POWER CLASSIC

DAY 7—THE RAPID PLANNING METHOD THE POWER OF A RESULTS-FOCUSED LIFE

We live in a world in which there are more demands placed upon us than at any other time in human history. We try to fill so many roles: the ultimate father, the ultimate mother, a great lover, best friend to the world, community activist, spiritual being, and total athlete. Some of us manage to cross off everything on our to-do lists—yet still feel unhappy and unfulfilled, as if we have no freedom, we have no life, we have no time. Oh, if only we had more time!

But what is time? Time is nothing but a feeling. If you want more time, you simply need to manage your feelings. Haven't you had periods in your life when time flew, when you had no stress, when everything seemed to flow effortlessly? And haven't you also had moments when time stood still, when every second was an eternity? It isn't time that causes stress; it's the feelings we generate about the subject of time.

What you focus on determines how you feel, and the questions you ask yourself control your focus. The Rapid Planning Method, or RPM, is a simple system of thinking that creates extraordinary results and an amazing level of personal fulfillment. RPM will help you do two things:

- Decide in advance what you want to focus on.
- Get yourself to focus every single day on what it will take for you to get the results you're really after.

RPM is a results-focused, purpose-driven, massive action plan that consists of three simple questions.

THE THREE QUESTIONS OF RPM

Results: What do I really want? What is my outcome? What is the specific result I'm committed to achieving?

Purpose: Why do I really want it? What is my purpose?

MAP: What specific actions must I take to make this happen? What is my Massive Action Plan (MAP)?

**"SUCCESS FOLLOWS DOING WHAT YOU WANT TO DO.
THERE IS NO OTHER WAY TO BE SUCCESSFUL."**

—MALCOLM FORBES

ANTHONY ROBBINS

DAY 7—THE RAPID PLANNING METHOD THE POWER OF CHUNKING

THE POWER OF CHUNKING

The simplest chunking is in groups of three. Most phone numbers are chunked into three parts (area code, prefix, last four digits). So are social security numbers. Most people even have three names—first, middle, and last. It's much easier to remember three "chunks" than to remember ten digits or a string of letters.

With the RPM system, you can easily chunk your to-do list from twelve items into three or four results or outcomes and create a RPM block: a result, a purpose, and a set of action items.

In this session, you heard about Elvis, who decided to solve his weight problem by adding a 10-mile run to his to-do list. Elvis focused on this action item instead of establishing a clear picture of what he really wanted—to lose 20 pounds. There were many other ways Elvis could have achieved his outcome if he'd known what he really wanted. He needed to create a RPM block using these questions:

- What specific result am I committed to achieving?
- What's my purpose?
- What actions do I need to take?

DEFINITION:

Chunking (chunk'ing v., grouping information together into ideally sized pieces that can be used effectively to produce the result you want without stress or overwhelm.

RPM DAILY MASTER PLAN

CREATING AN EXTRAORDINARY QUALITY OF LIFE
REQUIRES A FEARFUL SWIFT FROM MANAGING
YOUR TIME TO MANAGING YOUR LIFE.

—ANTHONY ROBBINS

TUESDAY
OCTOBER 1, 2002

1

TIME	DESCRIPTION	MASSIVE ACTION ITEM	RESULT / OUTCOME	PURPOSE
12:30	1	Consult a nutritionist and set up a diet plan so that I'm eating healthy foods at the right time of day.	To lose 20 pounds and enjoy the process of reaching my ideal weight and vitality.	To feel great about myself to increase my sense of control over my life to increase my strength and vitality to raise my self-esteem and feel good!
1:00	2	Clear out my kitchen get rid of all junk food and temptations.		
1:30	3	Go shopping for new healthy foods.		
2:00	4	Meet with a cook who can create great recipes about preparing foods in a healthy way.		
2:30	5	Join a gym and schedule a time to work out a minimum of five times per week for one hour.		
Total Time: 70:30 min		Total Must Time: 40:30 min		

PERSONAL POWER CLASSIC

DAY 7—THE RAPID PLANNING METHOD CATEGORIES OF IMPROVEMENT

Your Assignment

1. What are the 6–8 most important areas of your life that you must make progress in every week?
2. What specific result do you want in each area in the next 90 days? The next 30 days? What do you want to make happen this week so you are making progress toward these results?
3. For each result, why must you make this happen? (Give yourself enough reasons to overcome the challenges that will show up later.)
4. For each area, write at least the first two steps of your Massive Action Plan or MAP. What two actions can you take? Who do you need to call, what do you need to schedule, what can you do right away in each of these areas?

SAMPLE CATEGORIES:

- My body
- My family
- My business or career
- My spirituality, my relationship with my creator
- My friends and relationships
- My finances

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions

1 _____

2 _____

3 _____

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DAY 7—THE RAPID PLANNING METHOD CATEGORIES OF IMPROVEMENT

Area/Category

Results and Reasons

90 days

30 days

This week

Actions

1

2

3

Area/Category

Results and Reasons

90 days

30 days

This week

Actions

1

2

3

PERSONAL POWER CLASSIC

DAY 7—THE RAPID PLANNING METHOD CATEGORIES OF IMPROVEMENT

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions

1 _____

2 _____

3 _____

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions

1 _____

2 _____

3 _____

ANTHONY ROBBINS

DAY 7—THE RAPID PLANNING METHOD CATEGORIES OF IMPROVEMENT

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions

1 _____

2 _____

3 _____

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions

1 _____

2 _____

3 _____

ANTHONY ROBBINS

LIVE EVENTS
AND RESULTS
COACHING

TO SPEAK WITH A PERSONAL
ACCOUNT REPRESENTATIVE ABOUT
ANTHONY ROBBINS' LIVE SEMINAR
EVENTS OR TO FIND OUT HOW YOU
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PROFESSIONAL COACHING PROGRAM.



“Anthony Robbins knows the rhythm of success. He is an incredible source of inspiration, and his methods have improved the quality of my life. I only work with the best . . . and Tony is the best!”

—QUINCY JONES, MUSICIAN, PRODUCER

“Quite simply, the man is brilliant.”

—BOARDROOM MAGAZINE, UK

“Tony Robbins is one of the great influencers of this generation.”

—STEPHEN R. COVEY

AUTHOR OF *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*

“He provides an arsenal of tools for lasting change, as well as lessons for enriching the quality of life.”

—DR. FREDERICK COVAN, CHIEF PSYCHOLOGIST,
BELLEVUE HOSPITAL, NEW YORK CITY

“Robbins is the Mick Jagger of the genre.”

—THE WASHINGTON POST

ANTHONY ROBBINS

LIFE REVOLUTION: LIVING LIFE AT THE PEAK

A WEEKEND EVENT TO REVOLUTIONIZE YOUR BODY, YOUR EMOTIONS,
YOUR RELATIONSHIPS, YOUR FINANCES . . . AND YOUR LIFE

Anthony Robbins invites you to three days of powerful immersion into the finest strategies, tools, and resources available for creating an *extraordinary quality of life*—where you not only achieve your ultimate goals, but you also experience the profound fulfillment you desire and deserve. In three of the most empowering, educational, and entertaining days of your life, you will identify with absolute precision what it is you really want, you will discover how to permanently break through any barriers that are holding you back, and you will learn how to apply the specific tools and strategies for turning anything you dream about into reality.

Beyond merely incremental improvements or change, this cornerstone weekend event is about not waiting any longer. It's about not settling for less than you can be. It's about seizing the power that is already within you and challenging you to lead a life of your own design, rather than one that's been scripted for you by your environment, your history, society, or anyone else.

LIVE LIFE ON YOUR TERMS.

LIFE REVOLUTION is your ultimate invitation to recognize, uncover, and put to use the most powerful resources you already possess: the courage, faith, determination, passion, and drive to grow, contribute, and celebrate life at the deepest, most powerful level. As a result of this unique weekend event, you will:

1. **Experience the power of breaking through your fears and limits forever** through *The Firewalk Experience*.
2. **Apply specific, proven strategies for creating momentum, mastering the skills of influence, and modeling the strategies of peak performers** to produce a quantum difference in your life.
3. **Discover the breakthrough distinctions to achieve extraordinary health, energy, and vitality effortlessly.**

There are few things a person can do in a weekend that will produce the same level of transformation in their lives as experiencing LIFE REVOLUTION—or that will be as fun, entertaining, powerful, and rewarding.

Join the millions of people who have *revolutionized* the quality of their lives with Anthony Robbins' LIFE REVOLUTION weekend experience.

1.800.988.6320 or 001.858.535.9900 › WWW.TONYROBBINS.COM

ANTHONY

MASTERY

YOUR ULTIMATE OPPORTUNITY TO

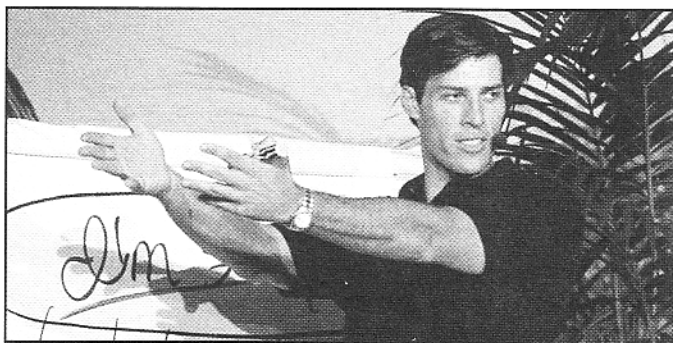
Have you resolved to truly achieve what others merely dream of: extraordinary health and physical vitality, profound relationships, decisive leadership, and absolute financial freedom? Are you committed to making a quantum leap in your daily experience beyond books and tapes to bring personal power into *every dimension* of your life?

What must you do now to catapult your life beyond the ranks of those who merely dream? What will give you the competitive edge you require to achieve an *extraordinary* quality of life?

The secret to massively accelerating the quality of your life is to learn from—and personally model—the Ultimate Mentors of Success: those who are the best in the world at what they do. The second secret is to place yourself in an environment of uninterrupted focus on developing the habits that guarantee the achievement of your ultimate desires.

MASTERY UNIVERSITY is your chance to make the quantum leap in the most important areas of your life by learning from the finest teachers and “doers” in the world.

Imagine living and working with Tony Robbins, face-to-face, shoulder-to-shoulder—along with the peerless mentors he himself has modeled in his own journey to mastery—to compress decades of unparalleled experience into the most intense, demanding, and awesomely rewarding days of your life.



“FOLLOWING MASTERY, I’VE EXPERIENCED A WHOLE NEW RELATIONSHIP AND MARRIAGE, A 79-POUND WEIGHT LOSS, A 600% INCREASE IN MY INCOME, AND A NEW POSITION AS SUBSIDIARY PRESIDENT/CEO OF A BILLION-DOLLAR COMPANY.”

**—POLLY BAUER, SUBSIDIARY PRESIDENT/CEO,
HOME SHOPPING NETWORK CREDIT CORPORATION**

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R O B B I N S

UNIVERSITY®

COMPRESS DECADES INTO DAYS

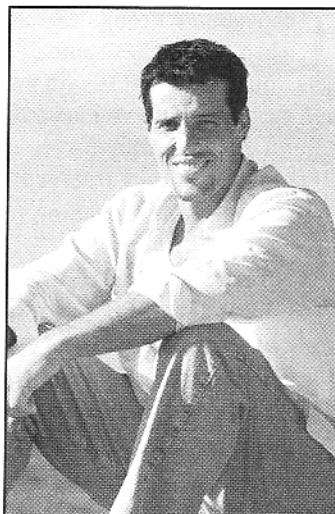
Anthony Robbins presents his life's ultimate achievement designed for those who have attained excellence in their lives—yet still seek the challenge of further enrichment. MASTERY UNIVERSITY will massively transform the quality of your life . . . forever!

MASTERY UNIVERSITY: Three exclusive programs you attend over the course of 18 months designed to transform every major area of your life:

DATE WITH DESTINY®

SET THE COURSE FOR THE LIFE OF YOUR DREAMS

DATE WITH DESTINY is a 5-1/2 day event where you will learn what it is you really want from your life as you identify the specific beliefs, values, and rules that are driving every experience and decision of your life. You will discover how to align these forces so that you are continuously pulled in the direction of your ultimate vision.



WEALTH MASTERY®

CASH FLOW STRATEGIES FOR FINANCIAL FREEDOM

Whether you are a novice or you are an experienced investor eager to learn the most sophisticated tools available, Tony Robbins' 4-day **WEALTH MASTERY** event provides the strategies and systems, modeled from one of the world's top financial traders, for massively accelerating your financial returns.

LIFE MASTERY™

THE ULTIMATE TRANSFORMATION IN THE QUALITY OF YOUR LIFE

A truly magnificent life is built on the foundation of physical vitality and vibrant energy. **LIFE MASTERY** is Tony Robbins most exclusive program: 5-1/2 days of ultimate focus on the areas of life that matter most—your physical health, emotions, relationships, finances, and time—as you rejuvenate your mind, body, and spirit in a setting of awe-inspiring natural beauty.

*Experience the most exquisite places on earth and
transform your life forever!*

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GET THE EDGE AND KEEP IT WITH RESULTS COACHING

The Robbins Results Coaching program is modeled on systems Anthony Robbins uses when he coaches some of the world's greatest achievers. Just like a personal trainer gets you to new levels with your body, coaching will empower you with the training, focus, and accountability you need to achieve the results you demand, desire, and deserve.

RESULTS COACHING DELIVERS:

- **Outstanding coaching** from professional performance coaches personally trained by Anthony Robbins.
- **Proven performance strategies** developed by Anthony Robbins in coaching professional athletes, international leaders and Fortune 500 CEOs—these same strategies will work for you too!
- **Unstoppable achievement** through specialized planning and consistent measuring monitoring and feedback.
- **Rigorous accountability**—your coach will challenge you to perform at your best.

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