



# The 8 Principles of Success

Brought to you by...

Daniel Turner

## Introduction

What started out as an attempt to condense my knowledge of life and success into an 8 part email series has grown into an effort to build something that people can take, and apply into their lives, to give them motivation when all feels lost, and to bring back that spark of life, when it has been all but snuffed out.

The 8 principles of success is what I believe to be the guiding principles of life, the things that if you follow, will lead you on your path to achievement, in whatever field that may be.

The thing is, most people talk about success in a monetary fashion, but nothing could be further from the truth. Success comes in all walks of life, from being the best parent you can be, to being the best athlete you can be, to being the best entrepreneur you can be.

What path you choose to walk in life, is totally up to you, and is, in my opinion, a truly noble endeavor, provided that you pursue that path with integrity, with honesty, and with the determination to be the best you can.

This book will be a work in progress, for the moment, you'll just see the 8 principles on their own, but as time goes on, I'll update, and improve upon the information contained in these pages to include application of the principles, and stories and parables to help you relate with them.

Over the next few pages, I'll ask you to do just one thing, and that is to keep an open mind. No matter what thoughts pop up, just keep reading with an open mind, and if what you read fits with who you are, then apply the principles, if what you read doesn't fit(after honestly keeping your mind open), then do me just one favor, and don't stop searching until you find a set of guiding principles that works, and fits for you.

Wealth and Abundance,

Daniel Turner

P.S. The reason I ask that you keep an open mind, is that many times we go through life and get our dreams beaten out of us, apart from being one of the saddest events for a human being to endure, this also leaves us bitter and withdrawn, putting up a protective shell against hope, because if you don't hope, you can't lose... right? Hopefully you'll find the answer to that question in these pages...

# The 8 Principles of Success

The 8 principles are:

Principle #1 – Action

Principle #2 – Know your end result

Principle #3 – Focus

Principle #4 – Discipline

Principle #5 – Time Consciousness

Principle #6 – Whatever it takes

Principle #7 – Effective Communication

Principle #8 – Leverage

## Principle #1 – Action

As much as I'd like to say that there is no principle out of these 8 that is greater than the rest, to me, without action, nothing can be created.

It is the driving force behind all things, to eat you need to act, to breath you need to act, to love you need to act, to be successful you need to act.

There is a general myth going around, not only on the internet, but also in the circles of people who are looking to be successful, and that is the myth of the lazy successful person.

Why do I say myth? Because I have never seen a successful person who has got there by being lazy.

Now I'm not talking about the person who plays smart by building systems and getting other people to do the work for them, this person is smart, not lazy.

The honest truth is, the people you see sitting on the beach sipping margaritas worked their ass off for a period of time to get there.

If you think working hard is working for the man 9-5 and having weekends off, think again, working hard is working 9-5 in your job, then doing 8 hours a day on top of that plus the weekends to build your business until such time as you can ditch the job.

Let me ask you another question, would you rather work 9-5 for 45 years in an environment of little job security, high layoffs, and the potential for your company you work for to go bust, and attempt to retire at 65 (or later since subsidies won't be around forever) in a lifestyle that you have to reduce and not live to fulfill your dreams (does that paint a strong enough picture?).

Or would you rather work 7-12 for 5-15 years and have the CHOICE to retire if you so choose to.

THIS is what action and hard work bring to the table.

But action isn't enough by itself, and this is where the other principles come into play, but if all you did was ACT, you'd have a greater chance to succeed at whatever it was that you did than if you did nothing else.

Hopefully this doesn't scare you, or put you off what you are doing, that isn't the point. The point is that when you see someone telling you about an "Easy path to untold riches with just 5 minutes a day", don't walk the other way, RUN the other way.

To replace your current income (almost regardless what that income is outside of being CEO for Disney), if you follow this method, it should take you no more than 2-5 years. You can do it far sooner depending on what your current lifestyle is, Marc and myself did it in just 3 months, but I was working fulltime on the business (18 hours a day for 3 months) and Marc was doing what we said above i.e. 9-5 job and an additional 8 (it was actually more like 10) hours outside of that plus around 36 hours on the weekend.

This gave us a total of 28 work hours in a day (the majority of these focused hours, more on this in Principle #3), 6-7 days a week, which is the equivalent of 4 40 hour work weeks each week, so essentially what this means, is if we had to start all over again, doing it by ourselves, 8 hours extra a day 5 days a week, it would have taken us 12 months.

I hope you understand how powerful this principle is, it really is everyone's dream to have the choice to sit on the beach and sip margaritas (or insert other exotic drink), the key word there is choice, you may not choose to do that, you may choose to never retire, and look for more challenges. Success through action is much like escaping gravity, just as a Space Ship expels the majority of fuel escaping the Earth's atmosphere, so too does it take most of the effort to setup your business, and then once it's setup, it takes only small nudges to keep it moving at the same pace.

As the saying goes, "Act, or ye shall be acted upon!"

## Principle #2 – Know your end result

Can you imagine what the world would be like if there were no dreams, no end results people worked for?

We would have no growth. Period. In fact, we'd have stagnation and regression.

Knowing your end result is all about having a vision, a destination that you have solidified in your mind, and are continually working towards.

Many of today's successes started out as visionaries, starting out with little or nothing, and creating an empire from scratch, this is what knowing your end result can do for you.

Now, your end result doesn't need to be grandiose, it can simply be that you want to be able to replace your income, and to be honest, if you've never built your own business, that is where you should start.

Replacing your income is where freedom starts, because it gives you the choice to start doing what you want with your time.

But you need to be very clear, and very careful at the same time, about how you picture yourself in that end result. Whenever you do this, you need to see this as though you've already done it, or already have it, and be 100% certain that it is exactly as you want.

It can be eerie how accurate that image becomes a reality.

To give you an example, when a sculptor starts with a slab of stone, they don't just start chipping away at bits and pieces here and there, or smashing pieces away in the hope that it ends up looking like 'something nice', they have a very specific image of what they are sculpting, and almost to the finest detail, the picture they have in their mind, will be recreated into life.

It sounds insane for a sculptor to start with no end in mind, but why is it no different to you or your life, or where you want to be? If you don't know what you are heading towards, then how do you know that you've got there? Would you leave your home today and just drive 'somewhere', of course not, you'd know exactly where you are going, and if you didn't, you'd use a map or ask directions.

Now, the way I do this is a little different, I view my life as one great orchestration that I design. So I don't just do a 5 year plan or 10 year plan, I have a life plan. What this means is, when my life is over (as morbid as it sounds, death is a reality that we all have to accept some day) here is exactly how I want it to look, so I can look back over my life and have zero regret.

That is one of my only fears, that one day I will regret my life, it is one of the forces that drives me.

Once I've designed my life plan, it's very simple to work back to my 40 year, 10 year, 5 year and 1 year goals, and then break it down further into action items related to monthly, weekly and daily activities.

The cold hard reality, is that we cannot do everything in this world in a single lifetime, so choosing what we want to do is of great importance, and replacing your income or getting your finances simply allows you to design your life how you want it to really be.

## Principle #3 – Focus

Ever get that feeling that you just have too much on your plate? Or that you seem really busy, but at the end of the day look back and go “what did I just do all day?”

Chances are you answered yes to either or both those questions, and that’s fine, because you’re not the only one, and if you’ve been honest with yourself, and accepted that this is the truth, then you can move on and begin to work towards a focused life.

What is a focused life?

A focused life simply means someone who exerts their entire will and being into a single, purposeful activity until that activity is mastered.

This is what creates champions; of industry, of sport, of religion.

Let me give you an online analogy...

You buy a book that teaches you about Adwords, and directing traffic to affiliate links, and it sounds awesome, you do that for 30 days, start to get a little results but it isn’t producing what ‘they’ told you it would.

Then all of a sudden a new course comes out teaching you about how to build “flawless Adsense and affiliate sites” over and over again to produce a virtual real estate empire! So you go hard at that for 30 days and just as you start to get your first few clicks in Adsense, you think to yourself, this is getting a little boring, I have to do the same thing over again, I hate writing articles.

Then a new method called ‘arbitrage’ comes out where everyone is making... and on it goes, jumping from one thing to the next.

What happens is that in 12 months time, you burn out, and you tell all your friends how it’s impossible to make money on the internet, how do you know? You tried it all!

You know, everyone of those methods probably WOULD work if you stuck at it for 6-12 months and did JUST THAT ONE SYSTEM.

This is modern human nature, we live in a world of instant gratification, we don't have to walk 30 miles to get our food, we go to the supermarket that is 5 minutes away, spend an hour there, get all our food shopping for 2 weeks, and still complain it takes too long!

The problem with sticking to just one thing is, just how do you know which one thing truly does work?

As much as I hate to say it, there is a lot of crap out there, when we buy our food, we don't need to worry about whether it will be off, poisoned, contain something it's not, there are regulations in place to ensure it's safe to eat.

When it comes to success, there is no regulatory body that says "Well, these methods work, but these don't, so no one is going to know about the bad ones, and everyone can use the good ones."

So what this means is that out of the people who have the focus to stay with a system, many of them will fail because they're sticking with a sinking ship. And the only way to know which ship is going to sink, and which isn't, is knowledge.

Focus really is 2 parts, being able to cut the crap, and deduce what is good, and what isn't, and then choosing a single method to stay with until it works. Once you have mastered that first method, then, and only then should you consider or think about moving onto the next.

## Principle #4 – Discipline

The simplest way to explain Discipline, is “that which keeps you going, after the motivation to do the action, has disappeared”.

Discipline is what keeps you moving, what keeps you pursuing your dream when all else seems to have failed and no matter how much you try, that ‘spark’ just doesn’t seem to kick.

It’s what keeps you moving forward following your goals and action steps to achieve your end result.

Discipline is probably one of the hardest things to not only establish in a human being, but more importantly to ingrain into the very fiber of their being.

Why you ask? Because discipline is not just a part of one aspect of your life, it is a part of all, from the smallest of tasks and choices, to the largest and greatest.

Do you eat some fruit? Or do you eat some chocolate? Do you call that client? Or do you clean your desk?

Everyone, and I mean everyone, has aspects of what they do that they absolutely hate, and not even hate a little bit, but sometimes hate with a passion, and will put off until the very last minute. Sometimes it’s their tax or book keeping, it might be making sales calls or something as simple as answering emails.

But it is usually these things that are key to keeping your business/success on track, and without them you’ll soon find yourself floundering.

It’s the people that just ‘press on’ and ‘do it anyway’ that move towards what they are wanting to achieve.

Remember though, every choice or action you take, requires some form of discipline, do you take the easy road or the hard road? Do you do that which you want to do, or that which you need to do? Every act of discipline builds upon the next, so whenever you make the right choice, no matter how small, when it comes to making the next right one, it’ll be easier.

I’ll finish with a quote from Jim Rohn.

“Discipline is the bridge between goals and accomplishment.”

## Principle #5 – Time Consciousness

It is my sincere hope that you have connected with the first 4 principles, because if you have, then I believe you have found something to live your life by, and you will be richer, not just in a material sense, but in life in general, because of it.

I want to go through the Principle of Time Consciousness, I have often been called a “time miser”, someone that has such a high regard of time, I value it above almost all else.

This is very cliché, but it is also very true, that time is truly the only finite resource that we as human beings have.

...  
...  
...  
...  
...

Did you hear that? That was another 5 seconds passing, 5 seconds you’ll never get back.

What is my point? Does that mean that you only care about getting the job done in the shortest possible time? No absolutely not, you must enjoy the journey, enjoy the process, but it also means that you should question the work and activities that you do, who you spend time with, and what you choose to do.

There is actually in my opinion 4 levels of time, at least what I have discovered up until this point in my life journey.

When you are at level 1, you are merely existing, going through the motions, at some point your dreams died, and with them your drive to achieve them. Maybe they were crushed, maybe they were just thrown out as being ‘too hard’ or ‘people like me can’t do that’, but the end result is that this is one of the saddest events in the world, and it takes a significant even to break someone out of this apathy.

Level 2 is when you are aware of time, but you are not time conscious (sounds like a contradiction). It means that you ‘know’ that you need to be aware of time, but your actions dictate otherwise. You’ll spend time in forums, surfing the web, and watching TV, basically wasting time doing activities that are not really going to help you.

Levels 1 and 2 are where the majority of the human race is at, either their dreams have been shattered, or they haven't figured it out, and by figured it out I mean embodied it, that their actions dictate their results.

Level 3 is where you are aware of time, and of being efficient, and are working towards working on purely efficient and effective activities. Those things that are going to be moving you towards your end result. You will probably spend minimal time doing activities that don't propel you forward, though you will feel you haven't yet reached your 'limit'.

Level 4 puts you into a challenging position. You have become aware of what I like to call true opportunity cost. Literally, if you spend time doing one activity, you lose the time to do the other activity, and you are forced to choose between the greater of 2 ideas or activities.

It's not just activities, but people too. This is a hard reality to face, and I hated facing it when I first came across it, but you literally can not help everyone in the world (at least not without Principle #8 – Leverage). At this point, you'll start to question what you are doing, because you will be pushing your own boundaries on what you can accomplish, and if there is a Level 5, it isn't so much a new level, but application of both Level 4 time, and leverage.

This has been a pretty heavy lesson, and you may need to re-read it, but it's something you should apply. Look at every activity you do during the day (hint, keep a log or a journal), and ask yourself, is this worth my time?

Principle #6 – Whatever it takes

Do you have what it takes to be successful? Would you do whatever it took to be successful?

I sincerely hope that you answered no to that question.

Why?

Because you need to do whatever it takes, but you need to do it with honesty, with integrity, and with compassion.

Otherwise, if you wanted to make money, go sell drugs, who cares right? This is what separates the people with ethics, and those without.

Someone who is willing to do whatever it takes without consideration of ethics or the effects that it has on other people, is in my opinion the lowest of low of the human race. If you are willing to tread on another human being, to get what you want, then it is my opinion that you need to rethink your perspectives on life.

So what exactly do I mean when I say “Whatever it takes”?

What I’m saying is that you do what needs to be done, when it needs to be done, you don’t wait, you don’t delay, you don’t make excuses, you take responsibility.

When opportunity arises you seize it with both hands and don’t let go until you’ve driven it forward!

The best way to explain the principle, is actually to give you an analogy of a type of person.

When you picture in your mind someone from the Elite Special Forces, be it Navy Seals or S.A.S or whomever you choose, that attitude of ‘I will make sure that my mission is successful no matter what’ is what they embody, there is no quit, there is no fail, there is just do, and succeed.

The only additional to that analogy, is that you apply your ethics, morals, and honesty to it, you aren’t in a war zone like they are, you are in life, you’re life, and how you play it, dictates your end result.

I also need to give credit to someone here, because credit is definitely due, Brad Sugars was the guy that taught me this first, where he learned it from I don't know, but it is my belief, that it was from simple life, and business experience... the greatest teacher of all.

Go out there and do whatever it takes, with compassion, with honest, and with integrity.

## Principle #7 – Effective Communication

If I could sum up my views on communication, it would be this:

“Communication is the result you get.”

What this means, is that if someone has totally understood your point, and can explain back to you what you just said in their own words, you’ve communicated effectively.

I’m sure you’re familiar with this kind of scenario...

You’ve sat down to have a conversation with your wife/husband, friend, colleague, boss... whoever, and no matter how hard you try, what you are saying is just totally misconstrued and misunderstood by them.

Or is it?

You see, when you look at communication as “the result you get”, which is the essence of this principle, what this principle does, is give you ownership over the interactions with other people in your life.

It eliminates the need to walk away from someone and say “they don’t understand me!” and transforms it to an element of power, in the shape of “they aren’t understanding what I’m saying, how can I explain it in a way that makes sense to them”.

Instantly this gives you back the power you would have normally lost.

Now, am I saying that this is easy? No, effective communication is one of the hardest principles to follow, and has to be constantly worked at.

What it all boils down to, is think about it from the other persons perspective, and constantly be asking yourself the question “how can I say this in a way that they will understand”.

## Principle #8 – Leverage

I'm going to kick this email off, with the fundamentals behind the principle of leverage.

R. Buckminster Fuller ("Bucky") has probably the best definition of leverage that I've ever heard, and he defines it as this:

"Ever more, with ever less"

Leverage is all about taking things beyond your physical, mental, monetary, and time limits, and being able to expand those exponentially.

For the purpose of this principle, we're going to be discussing leverage as it is related to bringing about success, but modern day society most relates the principle of leverage to Archimedes who said "give me a lever long enough, and prop strong enough, and I can move the world".

There are 3 main aspects to leverage, the leverage of time, the leverage of money, and the leverage of applied knowledge.

### 1. The Leverage of Time

We spoke about this in Principle #5 – Time Consciousness, being aware of time, and that when you reach level 4 you are literally at your limit.

The leverage of time can set you free.

Essentially you are leveraging your time by utilizing other peoples time to accomplish what you need to do. By employing people to work with you, hiring outsourcing agents, or out tasking the grunt work to data entry workers across the world.

### 2. The Leverage of Money

Investment circles and educators call this OPM – Other Peoples Money, and say that it is the best way to invest. This isn't ALWAYS true, and particularly when we talk about online, because of the minimal barriers to entry (\$9 for a domain, \$30 for hosting and the rest can be done by you), you may not need to employ the leverage of money.

### 3. The Leverage of Applied Knowledge

Can you imagine if you had to learn everything for yourself? As in you couldn't read books, talk to people about their experiences, but had to actually learn for yourself and experience everything yourself? How long would it take for you to figure out what needed to be done and how to do it properly?

The idea is ludicrous, but there are also methods for speeding up your acquisition of knowledge, things like speed and photo reading, having mentors, utilizing your available wasted time to listen to cds/mp3s etc.

Now, you'll notice that I put 'applied' in front of knowledge.

Knowledge by itself is wasteful, it is the application of that knowledge that helps you to move forward.

Sometimes to apply knowledge though, you'll need several pieces, so you may learn one thing, and it may take 6 months, 3 years or more to actually put that knowledge into application, and for all the pieces to fall into place.

A simple method for getting around this however, is that you learn about what you need to learn about, when you need to learn it. If you are having cash flow problems in your business, learn how to bring more customers on or get your existing customers to spend more, don't read and learn about how to find the best deals on eBay.

This last paragraph should be setting alarm bells of if your head hopefully, The Leverage of Applied Knowledge with Principle #3 – Focus, can have powerful effects. It means you are doing that which needs to be done, with the knowledge to get it done correctly the first time around.

This concludes the 8 Principles of Success, it is my hope you have enjoyed them, but also that they fit with you and you can apply them to your life. If they don't, then find something that works, and fits with you, and who you want to become.

## Conclusion

Principles are timeless, they are things that are applicable now, just as they were applicable 2000 years ago, and will continue to be applicable 2000 years from now.

This is the reason why I distilled everything I have learned throughout my life to their common denominator, everything else is dynamic and constantly changing, what works today, may not work tomorrow, but principles apply to the ages.

It is my sincere hope that you have found a piece or pieces of the puzzle to your life, something that has struck a cord with you, and helped you to realize what you are doing in your life, either right or wrong, and what you need to do to move towards the kind of person you want to be.

I'll finish with this final statement.

Before you can HAVE, you must DO, before you can DO, you must BE.

That is the order and precession of life

BE - DO - HAVE

May all your dreams come true.

Wealth and Abundance,



Daniel Turner