

SUCCESS PROFILES

SUCCESS PROFILES

CONVERSATIONS WITH
HIGH ACHIEVERS

INCLUDING:

JACK CANFIELD

TOM ZIGLAR

LORAL LANGEMEIER

AND **MORE**

BRIAN K. WRIGHT



NEW YORK

LONDON • NASHVILLE • MELBOURNE • VANCOUVER

Success Profiles

Conversations With High Achievers Including Jack Canfield, Tom Ziglar, Loral Langemeier and More

© 2018 Brian K. Wright

All rights reserved. No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the publisher.

Published in New York, New York, by Morgan James Publishing. Morgan James is a trademark of Morgan James, LLC. www.MorganJamesPublishing.com

The Morgan James Speakers Group can bring authors to your live event. For more information or to book an event visit The Morgan James Speakers Group at www.TheMorganJamesSpeakersGroup.com.

ISBN 9781683506157 paperback
ISBN 9781683506164 eBook
Library of Congress Control Number: 2017908970

Cover Design by:
Rachel Lopez
www.r2cdesign.com

Interior Design by:
Chris Treccani
www.3dogcreative.net



In an effort to support local communities, raise awareness and funds, Morgan James Publishing donates a percentage of all book sales for the life of each book to Habitat for Humanity Peninsula and Greater Williamsburg.

Get involved today! Visit
www.MorganJamesBuilds.com

TABLE OF CONTENTS

Acknowledgments		vii
Introduction		ix
Darren Hardy	The Entrepreneur Rollercoaster	1
Jack Canfield	The Success Principles	23
Don Green	Everything I Know About Success, I Learned From Napoleon Hill	47
Greg Reid	Think And Grow Rich: Stickability	67
Sharon Lechter	Think And Grow Rich For Women	91
Frank Shankwitz	The Make-A -Wish Foundation	113
Erik Swanson	The Habitude Warrior	133
Dr. John Demartini	The Law Of Attraction	157
Loral Langemeier	The Millionaire Maker	179
Debbie Allen	The Highly Paid Expert	203
Tom Ziglar	Born To Win	229
Work With Me		249
About the Author		251

ACKNOWLEDGMENTS

A project like this can never be done alone, and for that reason there are some people I want to thank.

First, I want to thank my parents for always believing in me during the good times and the bad, and for always being present. I love you very much.

To all of the wonderful guests who have been on Success Profiles Radio, thank you for being amazing mentors and friends. I am confident I have gotten even more from those interviews than anyone can imagine.

To my inner circle of close friends, thank you for always being willing to listen and help me through this journey called life. Your love and support have been instrumental, and I thank you and honor you.

To you who are reading this collection of wisdom, thank you for your support. My greatest wish is that this blesses you as much as it has me.

To my publisher Morgan James Publishing, thank you for believing in this project. Your support and patience have been beyond expectation. Thank you!

And finally, to God my Creator, for giving me life and seeing me through many challenges including a life-threatening illness, and giving me the desire to make a lasting impact on the world. I would not be who I am today without having those challenges in my life. Thank you so much for everything!

INTRODUCTION

What does it take to be successful?

This is a question that many people ask and wonder about. No one would admit to wanting to be average. We all have a deep desire to be significant somehow and leave a legacy worth remembering.

One of the purposes of my radio show Success Profiles Radio is to interview world-class experts and answer not only this question, but discover what they overcame on their journey and emerge victorious.

In this book, I have featured some of the most fascinating interviews that have aired on the show with people you probably recognize if you study business or personal development. When I began this show in January 2012, my ambition was to talk to people I have admired or studied for years, people whose books I have read, and people whose audio programs I had listened to.

I also looked at it as an opportunity to ask these experts the questions I had always wanted to know the answers to, not only for myself but for others as well.

It has been a terrific journey lasting 200 episodes so far, with many more to come.

Without further delay, let me introduce you to the amazing mentors I had a chance to interview:

The first interview I wanted to share with you was with one of my heroes, and whose work I have admired for a very long time.

Darren Hardy is the publisher of SUCCESS magazine, and the author of *The Compound Effect*, and his newest book *The Entrepreneur Roller Coaster*. He made his first 6 figure income at 19, and became a millionaire at 24.

Since he is the publisher of SUCCESS magazine, I asked what it takes to be a successful entrepreneur and what differentiates high achievers from everyone else. We also talked about how successful people deal with self-limiting beliefs and how they view adversity as opportunities instead of wounds that need to be healed.

We also talked about how to sell successfully and how to know when to outsource tasks in our business. In addition, we discussed the concept of having 20 seconds of insane courage to help us overcome the things we tend to fear. Finally, we talked about how to be insanely productive without losing your mind.

This interview was brilliant, as I am sure you can imagine!

The next interview was with **Jack Canfield**. He is the author of *The Success Principles: How To Get From Where You Are To Where You Want To Be*. He is also the co-author of the *Chicken Soup For The Soul* series which has sold hundreds of millions of copies worldwide.

We discussed a few items from the 10th anniversary edition of *The Success Principles*, including accepting complete responsibility for your results, how to handle rejection and feedback constructively, and why the Law of Attraction doesn't always seem to work for everyone.

We also talked about how we create and un-create fear in our lives and how that can sometimes stop us from going for what we want. In addition, we talked about how high achievers think differently from everyone else, and so much more.

Jack was very engaging and generous with his answers. I know you will enjoy it as much as I did.

The next interview I want to highlight was with **Don Green**. He is Executive Director of the Napoleon Hill Foundation, and the author of the book *Everything I Know About Success, I Learned From Napoleon Hill*.

We talked about why many people don't experience success, and one key reason is that they don't have a passion or burning desire for anything in particular. We also discussed the relationship between the thoughts we have and the outward results we get in return.

In addition, we discussed having a positive mindset and being willing to persevere through the tough times. All great champions refuse to give up when having difficulties.

We also talked about developing and maintaining winning habits, being able to identify opportunities when others don't see them, and how to build a legacy that will last beyond our lifetime. It was a great privilege to talk to Don, especially with all of the great stories he told and the wealth of knowledge he has of Napoleon Hill's work.

Next is an interview I did with **Greg Reid**. He has actually been on my show twice, and in this interview he was promoting his book *Think And Grow Rich: Stickability* which had not been released yet. We discussed many ideas relating to perseverance and not giving up.

We also discussed the importance of being flexible about the way that we achieve our goals. Sometimes things don't unfold the way we thought they would, so being open to HOW is important. In addition, we discussed defining and conquering our "cul-de-sac" moments, which means knowing that there is no choice but to keep going once we are in a situation. Greg also talked about some of the amazing people who are involved in this project, including Steve Wozniak, Sharon Lechter, Frank Shankwitz (Founder of the Make-A-Wish Foundation), and more. He also talked about how he organized a 2 day live event around the release of his book and movie, which by the way is a terrific idea if you want to generate buzz around your book release. Greg is a true professional with a servant's heart, and he was a really fun guest.

The next interview was with **Sharon Lechter**. She is the author of the book *Think and Grow Rich for Women*. We talked about her work with the Napoleon Hill Foundation, as well as her previous work with the Rich Dad Corporation. We discussed how women can own their power, the idea behind "having it all", and women's increased influence in business, politics, and more. We also discussed the importance of masterminds, the role of faith in success, and how fear holds us back from being our very best. We also discussed the importance of financial literacy for people of all ages whether young or old. Sharon was really amazing, definitely make an effort to learn more from her as financial literacy is becoming increasingly important in this economy.

The next interview was with **Frank Shankwitz**, who is the Founder of the Make-A-Wish Foundation. He discussed how he and a few others started the organization, as well as the challenges they faced along the way. He also talked about some of his favorite "wish" stories and how Make-A-Wish has

grown into an organization that has granted over 280,000 wishes worldwide. Frank also talked about how he was approached about having a movie made about his life. At the time of this interview, the draft for screenplay was done, and the movie is scheduled for release in the near future. In addition, we talked about a couple of books he has written or co-authored including *Once Upon A Wish*. Frank is like your favorite uncle who you could sit around and talk with for hours. It was a really fun interview!

My interview with **Erik Swanson**, also known as "Mr. Awesome", was next. He is the author of *The Habitude Warrior: Quotes and Notes*, and his new book *Sales Habitudes*. He is also CEO of Universal Seminars, which is one of the leading seminar companies in the U.S.A. He has shared the stage with some of the most talented and famous Sales & Motivational Trainers of the world today such as Brian Tracy, Jim Rohn, Tom Hopkins, Jack Canfield, and Tony Robbins, just to name a few. We discussed many success habits that people can adopt, including how to get your day started off right, how to remember people's names more effectively, how to network and ask for referrals in your business, and the power of social media to build personal and professional relationships. We also talked about how to connect with high-profile people and find awesome people to include in your life. Erik is one of the most generous and helpful people I know. You will definitely enjoy this interview a lot.

I also had the pleasure of interviewing **Dr. John Demartini**, who I consider to be the single most brilliant man I have ever connected with. He was one of the featured experts from the book and film *The Secret*. We discussed how he had physical disabilities and dyslexia while growing up, and then became homeless. We also talked about how that led to his interest in personal development, a field in which in he is now one of the top experts in the world. Dr Demartini talked about the Law Of Attraction, what it is, and why it doesn't seem to work for some people. We also talked about how wealth and health are affected by the Law Of Attraction. In addition, we discussed his trademarked Demartini Method, which is a methodology

which helps people experience breakthroughs in their personal and business lives. This method has applications in education, business, personal finance, and much more. Finally, we talked about the importance of gratitude and journaling, as well as his book called *The Values Factor*, which had not been released at the time of this interview. The book talks about discovering and honoring your values and living an inspired life.

Loral Langemeier brought an amazing energy to the show, as she discusses money in a way no one else does. She is the author of *The Millionaire Maker*, as well as several other national bestselling books. We talked about how she started by developing an extensive fitness program for Chevron employees, and then working with Robert Kiyosaki and Sharon Lechter in the Rich Dad corporation before striking out on her own. Loral talked about how she has helped people become millionaires in only 3-5 years, as well as the greatest challenge entrepreneurs face in trying to make their first million dollars. We also talked about habits that rich people have that others don't, as well as how to do due diligence when deciding to work with business partners. In addition, we talked about how to have money conversations with our children and why that is important. We also discussed how to make cash fast if we are in a crunch.

Next was **Debbie Allen**, who has been a lifelong entrepreneur, has written six bestselling books, and managed to be interviewed by Howard Stern while keeping her clothes on! We discussed her book *The Highly Paid Expert*. At the time of this interview, the book was close to its release date. We discussed how to take your area of expertise and create a brand and multiple sources of income. We also discussed case studies of clients she has worked with where her step-by-step method of creating an expert empire has worked. In addition, we talked about re-inventing your business when things get very difficult, such as the recent economic downturn, as well as mistakes to avoid when building a business. Finally, we talked about getting major publishers to compete over the rights to publish her book. Debbie tells it like it is and pulls

no punches. If you want to create an empire around your topic of expertise, this is definitely for you!

Last and certainly not least, is my interview with **Tom Ziglar**. We talked about what it was like having Zig Ziglar as his Dad, as well as how he got started in the Ziglar Corporation, working his way up from the warehouse all the way to the top of the organization. In particular, we talked about the book *Born To Win* which he co-authored with his father. Tom talked about planning to win, preparing to win, and expecting to win, and how all of those elements are intertwined. We also discussed how to achieve lasting success, how to find a burning desire when you feel stuck in a rut, why people block their own potential, and how to recognize opportunities. Tom was incredibly easy to talk to, and was tremendously insightful. I know you will enjoy this one!

As you can see, there is a lot of wisdom contained in these interviews, and I look forward to sharing them with you now. I am honored to share this journey with you. Let's begin!