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The Power Of Focus

Jack Canfield and Mark Victor Hansen

The
Power
of
FOCUS

Jack Canfield
Mark Victor Hansen
Les Hewitt

Vermilion
LONDON

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Jack

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Mark

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Les

To Fran, Jennifer and Andrew:

“You are the focus of my life.”

**You Can Always Judge a Book by
the Company It Keeps.**

**Read What These Top Achievers Are
Saying About *The Power of Focus*.**

“If you only read one book this millennium . . . *The Power of Focus* should be it!”



Harvey Mackay
author, *Swim with the Sharks*

“*The Power of Focus* is absolutely wonderful and is sure to make an impact on the business world for generations to come.”

Ken Blanchard
coauthor, *The One-Minute Manager*

“A powerful, practical book that will inspire you to achieve your dreams.”

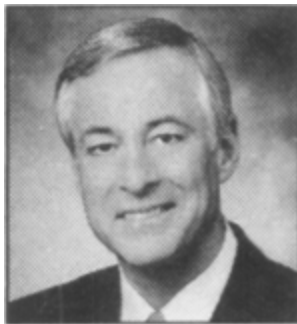


Barbara De Angelis, Ph.D.
author, *Real Moments*

“The most successful individuals and companies use proven systems—*The Power of Focus* will teach you how to do the same.”

Vic Conant
president, Nightingale-Conant

“Your ability to focus is the most important success skill you can ever develop. This book shows you how to develop this skill in every part of your life. It’s outstanding!”



Brian Tracy
international seminar leader, consultant
and bestselling author

“You can be successful at anything in half the usual time by learning how to get focused and remain focused, and this book will show you how. *The Power of Focus* should be

a business bible for anyone just starting out, as well as those already established who want to maximize their productivity and income. I own eleven Mexican restaurants. If YOU want the 'whole enchilada,' read this book!"

Tom Harken

author, *The Millionaire's Secret*
Horatio Alger Award recipient

"Many people don't focus very well. That's the reason they ultimately end up broke and disillusioned. This book will change all that."



Jim Rohn

America's foremost business philosopher

"This book will help your career go faster and further, while bringing you greater happiness and success in your personal life."

Somers White

president, Somers White Company,
international management and financial consultant

"For the first time, a book outlines in simple, easy-to-understand and usable terms, one of the most powerful yet overlooked principles that can help turn anyone into a money magnet. A must-read if you want to be a cash-generating machine."

Kevin Trudeau
founder, Shop America

“An important book for anyone who wants to succeed in anything! Outlines the master skill for achieving goals and realizing dreams. I not only got a lot out of it but thoroughly enjoyed reading it.”

Robert Kriegel
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commentator, NPR's *Marketplace* program

“This book can help anyone, in any profession, to make quantum leaps in personal, spiritual and vocational growth.”

Rabbi Dov Peretz Elkins
The Jewish Center, Princeton, New Jersey

“This book is a clear, simple roadmap that shows you how to focus on the vital few, rather than the trivial many.”

Dr. Tony Alessandra
author, *The Platinum Rule*

“*The Power of Focus* shows you how to define *your* path and start working *your* plan. It's an amazing compendium; inspiring as well as practical.”

Jim Tunney
former NFL referee

“In this chaotic world, it's all too easy for focus to become blurred. For anyone brave enough to say, 'I want to be a better person,' this book offers a self-help method to discard those old habits which hold you back and to develop, instead, the new habits which promise successful change. To remain as you are denies who you can be. Life is what you make of it and achieving full potential is an

everyday choice. *The Power of Focus* shows you how to choose nothing but the best!”

Larry Jones

president and founder, Feed The Children

“Use this book as you would a bridge to get from one shore to the other. If you are stuck on the side of ‘Three to get ready’ it will help you cross over to ‘Four to go.’ For me, the ‘Ah Ha’ was the connection between habits and focus. *The Power of Focus* will put you absolutely on target!”



Rosita Perez, CPAE

president, Creative Living Programs, Inc.

“The topic of focus is one that until now has been overlooked. Everyone in business can benefit by studying and implementing these strategies.”



Richard Carlson

author, *Don't Sweat the Small Stuff*

. . . and it's all small stuff

“The strongest lenses in the world might give you perfect visual acuity, but they would not necessarily cause you to understand what you see. This book, unlike those lenses, will give you that understanding.”

Jim Cathcart, CSP, CPAE
author, *Relationship Selling*
past president, National Speakers Association

“Great practical advice! In this age of constant information, the ability to focus and weed out distractions is imperative to your success.”

J. B. Fuqua
CEO, The Fuqua Companies

“The essence of personal power is captured in this unique must-read book. Focus on the content and questions. You will be amply rewarded.”

Eileen McDargh
author, *Work for a Living and Still be Free to Live*

“A tremendous book packed with infinite wisdom.”

Charlie “Tremendous” Jones
author, *Life Is Tremendous*

“Cameras, binoculars, microscopes—their functionality, and performance begin and end with focus. This book clearly and passionately applies focus to the boardroom, locker room and family room. *The Power of Focus* has changed my entire life!”

Dan Clark
international speaker, consultant, bestselling author

“A great step-by-step action plan that will help you get everything you want.”

Ted Nicholas

author, *Magic Words That Bring You Riches*

“These acclaimed authors have brought the world a fantastic new book, that’s certain to bring the power of focus to each of us as we enter an exciting new century.”

Wyland

renowned marine life artist

“Clear, concise instructions for a better life.”

Michael Gerber

author, *The E-Myth*

“If you’re struggling with time pressures, financial pressures, or want to create an excellent balance in your life, read this book—and then do what it says.”

George Thomson, CFP

region manager, Investors Group

“A powerful and inspiring book that you’ll want to read again and again. *The Power of Focus* is a treasure trove of principles, methods, concepts, tips, techniques, and ideas that will change your life. Whatever other self-help books you may read in your lifetime, make this one your top priority.”



Scott DeGarmo

former editor-in-chief and publisher,
Success and *Working at Home* magazines

"The Power of Focus will change your life. It will motivate you to take those small, daily, weekly and monthly actions, that will eventually compound your life into a masterpiece. Buy this book immediately—and get started."

Robert G. Allen

author, *No Money Down*

"To become truly successful, you must learn to focus. Make sure you read this book."



Patricia Fripp, CSP, CPAE

author, *Get What You Want*
past president, National Speakers Association

"I recommend *The Power of Focus* to all my clients. The topic is one of the most important for everyone in business. The information is clear, informative, and will benefit everyone who implements it."

Eldon Edwards

owner, Inco Business Sales

"If you are in sales or service, this book will change your life."

Doug Wead

special assistant to the president in the Bush White House

“This is the best book ever written on focus, targeting, and developing successful habits. Keep it close for frequent reference. It’s a real winner.”

Nido R. Qubein

chairman, Creative Services, Inc.

“Without focus, it’s hard to build a successful business. This book is an effective road map that will really keep you on track.”

Paul Orfalea

chairperson and founder, Kinko’s, Inc.

“I have watched the life of a friend of mine transform and flourish. She has followed these focusing strategies for personal growth and success for four years. This is not theory—this is dynamite —it changed her life, and it will change yours!”



Lance H. K. Secretan

author, *Reclaiming Higher Ground*

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Writing and producing this book has truly been a team effort, proving once again that completing any successful venture doesn't require magic or hocus-pocus. It's simply learning how to focus.

FOREWORD

The Purpose Of This Book: What's In It For You

“The individual who wants to reach the top in business must appreciate the might of the force of habit—and must understand that practices are what create habits. He must be quick to break those habits that can break him—and hasten to adopt those practices that will become the habits that help him achieve the success he desires.”

—J. Paul Getty

Dear Reader, (or potential reader, if you're still browsing):

Our ongoing research clearly indicates that three of the biggest challenges facing business people today are: time pressures, financial pressures, and the struggle to maintain a healthy balance between work and home.

For many people the pace of life is too hectic, like being on a treadmill that just won't stop. Stress levels are at an all-time high. There's a growing need for people in business to be more well-rounded in order to avoid becoming burned-out workaholics who have little time for family and friends and the finer things in life. Many also carry a

tremendous burden of guilt that adds even more stress. That's no way to live!

Is this something you can relate to?

The Power of Focus will help you in many ways. And the benefits apply whether you are a CEO, vice president, manager, supervisor, salesperson, entrepreneur, consultant, the owner of a professional practice or home-based business.

Here's Our GUARANTEE:

If you study and gradually implement the strategies we are about to share, you'll not only hit your business, personal and financial targets consistently, you'll far exceed the results you are currently experiencing. Specifically, we'll show you how to focus on your strengths, so that you can maximize your income, and at the same time enjoy a healthier, happier, well-balanced lifestyle.

In addition, you'll learn how to build a stronger foundation for the future, based on a little-used technique called Unusual Clarity. On top of that, you'll discover how to create financial peace of mind using proven methods from several multimillionaires. There's also a smorgasbord of ideas to help nurture and enrich your most important relationships.

The reason we are so confident that the ideas in this book will work for you is because they have already worked for us and thousands of our clients. The three of us have seventy-nine years of combined business experience. This is real-world experience. It's been earned by making lots of mistakes, as well as by focusing on doing some things extremely well. We'll share

some of our most important personal breakthroughs with you and tell you the way it really is instead of giving you vague theories and philosophies. This will help you avoid much of the trial and error in life and save you a lot of time, energy and unnecessary stress.

How to Get the Most Out of This Book.

Please note: If you are looking for a magic “quick-fix” formula, you won’t find it here. In our experience, there’s no such thing. It takes a real commitment to create positive transformation. That’s why more than 90 percent of people who attend short-term seminars see no improvement in their lives. They don’t take the time to implement what they learn and all of their notes usually end up collecting dust.

Our primary goal has been to make this information so compelling, it will galvanize you to take immediate action. This book is user-friendly—it’s really easy to read. You’ll even find cartoons along the way that make it fun.

Every chapter consists of a variety of strategies and techniques enhanced by anecdotes and inspiring stories. The first three chapters lay the foundation. Each subsequent chapter introduces a new set of strategies centered around a specific habit that will help you to focus and perform better. Individually, these habits are vitally important to your future success. In combination, they create a veritable fortress that will ensure you enjoy life to the fullest. At the end of each chapter you will find a series of Action Steps. These are designed to facilitate your progress. It is essential that you follow through and complete these if you want to enjoy a higher level of prosperity. You can initiate them one at a time. Use this book as a continuous work-in-progress that you can refer to over and over again.

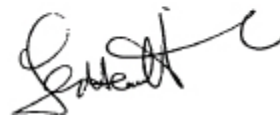
We strongly suggest that you have a highlighter marker or pen and notepad beside you as you read. Use these to immediately capture the ideas that have the greatest impact.

Remember, it's all about focus. The main reason most people struggle professionally and personally is simply lack of focus. They procrastinate or allow themselves to be easily distracted and interrupted. Now you have the opportunity to be different. The only purpose of this book is to inspire you to take action. That's it, pure and simple. There's a treasury of wisdom in the pages ahead. So let's get started. Use *The Power of Focus* to guarantee your better future. And may your life be truly enriched in the process.

Sincerely,



Mark Victor Hansen



PS. If you are the owner of a business and are planning for rapid growth in the next few years, buy a copy of this book for everyone on your team. The momentum created by implementing these focusing strategies together will ensure that you reach your targets much sooner than anticipated.

FOCUSING STRATEGY No. 1

Your Habits Will Determine Your Future

“IT’S SO HARD WHEN CONTEMPLATED IN
ADVANCE, AND SO EASY WHEN YOU DO IT.”

—Robert M. Pirsig

Brent Vouri knew he was going to die.

The severe asthmatic attack had deteriorated into adult respiratory distress syndrome. To put it simply, his lungs had completely seized, just like a car engine when it finally runs out of oil.

The last thing he remembered that night was the hospital floor rushing up to meet him, then, total blackness. The coma lasted for fifteen days, during which time his weight dropped by forty pounds. When he finally awoke, he was unable to speak for another two weeks. That was good, because for the first time in years it gave him time to think. Why, at only twenty years of age, had his life almost evaporated? The doctors had done a miraculous job keeping him alive, when others thought he had no chance for survival.

Brent reflected deeply. The asthma had been a part of his life since birth. He was well known at the