MINDSET & SUCCESS

My Philosophy for Successful Living

by Jim Rohn

Jim Rohn's whole life philosophy in one small book - how to think, work, earn, and live on purpose.

BEST POINTS FROM THE BOOK

01 **Your philosophy is the biggest factor in how your life turns out.**

Rohn's core claim, from Chapter 1: each person's income is determined primarily by his or her philosophy. Change the way you think and everything around you - including your income - changes with it.

02 **Rip up your list of excuses. Write one word instead: "me."**

His mentor's first assignment: list every excuse - taxes, prices, the economy - tear the list to shreds, and face the one real obstacle, your own thinking and approach.

03 **Two dollars changed Jim Rohn's life.**

At 25, broke, he could not spare $2 for a Girl Scout's cookies - and lied, saying he already had plenty. The shame of that moment convinced him something in him had to change.

04 **You get paid for the value you bring to the marketplace - and for the person you become.**

The economics axiom he learned at 25 (Chapter 1). You are your own product: become a leader, a supervisor, an entrepreneur, and you are paid for that contribution too.

05 **Work hard on your job and you make a living. Work hard on yourself and you can make a fortune.**

Chapter 1's closing truth, powered by self-education: formal education gets you a job, but self-education is what makes you rich - Rohn started his at 25 and was a millionaire by about 31. Success is not something you pursue; it is something you attract by becoming an attractive person.

06 **Wealth grows by serving many people well.**

Chapter 2, the philosophy of performance and productivity: rewards scale with the number of people you serve and help succeed - including finding good people and teaching them to succeed too.

07 **Build several skills - and learn another language - as a financial wall around your family.**

Chapters 2-3: in a changing, global marketplace, one narrow skill is fragile. Multiple skills and languages keep you valuable no matter which company or economy shifts.

08 **With people, aim for the third level: inspire.**

Chapter 3 gives three levels of working with others - train them, teach them, inspire them. Inspiring is the highest level, and it pays back: when you inspire others, you become inspired yourself.

09 **The fundamentals never change - build your guidance system on them.**

Chapter 4: success rests on a few old, steady fundamentals that worked generations ago and still work now. A personal guidance system built on them steers you between opportunity and danger.

10 **Learn twice: from your own life, and from the lives of others.**

Chapter 5: refine your philosophy by studying your own results and borrowing the experience of people who have already walked your road - and set it down in clear, written goals.

11 **Get your financial house in order - then measure it.**

Chapter 6: aim for financial independence, live free of debt, and check your progress regularly, the way you'd measure a growing child. What gets measured gets managed.

12 **An extraordinary life has six parts - and money is only the start.**

Chapter 7's six steps: be productive, build good relationships, respect your origins and heritage, guard your spiritual health, build a strong inner circle - and plant the seeds, trusting the process to grow the tree.

THE BOOK, IN SHORT

Published in 2011, after Rohn's death, this small book was put together from his comments at a Dallas event, with a foreword and introduction by Vic Johnson. The introduction, 'Emerging from Your Cocoon,' sets the terms: time is more precious than money, one good idea taken in can change an entire life - and inspiring others feeds inspiration back to you.

Chapter 1 starts at rock bottom. At 25, Rohn was broke, behind on his promises, and reduced to lying to a Girl Scout because he could not spare two dollars for her cookies. His mentor made him tear up his list of excuses and write a single word - 'me.' From that day comes the book's economics: you are paid for the value you bring to the marketplace and for the person you become, your income follows your philosophy, and success is attracted, not pursued.

The middle chapters build the working philosophy. Chapter 2, on performance and productivity, says wealth comes from serving many people and building skills that stay valuable in a changing world. Chapter 3 covers working with others - train, teach, inspire - and learning new languages as protection for your family. Chapter 4 stands on fundamentals that never change, and Chapter 5 shows how to keep refining your philosophy: learn from your own life and from the lives of others, and write your goals down.

The book closes with the whole life. Chapter 6: get your financial house in order, aim for independence, live free of debt, and measure your progress honestly. Chapter 7 widens the target

beyond money with six steps for an extraordinary life - productivity, good relationships, respect for your origins, spiritual health, a strong inner circle, and planting seeds in faith that the harvest will come.

DO THIS WEEK

Do Rohn's mentor's exercise this week: write down every excuse you make for your results, tear the list up, and write one word on a fresh page - "me." Then write your current philosophy on that page: what you believe about work, money, people, and yourself, with the result each belief is producing. Circle the belief with the worst result and write the one that will replace it.

By Jim Rohn, first published 2011 (after his death in 2009), assembled from his comments at a Dallas event, with a foreword and introduction by Vic Johnson. A short greatest-hits of Rohn's teaching - the best place to start with him.