

## SEMINAR NOTE GUIDE

# JACK CANFIELD

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## PEAK PERFORMANCE PRINCIPLES

Based on Jack Canfield's best selling book "The Success Principles", this powerful seminar is loaded with life-changing ideas. Jack will show you how to build your self-esteem, take responsibility for everything that happens, clarify your vision, gain greater balance, find your purpose, and live a more fulfilling life. You'll hear several true stories that will touch your heart and shift your consciousness to an even more positive place. As Jack demonstrates throughout this seminar, success leaves clues. So if you want to reach a new level of success in your life, it takes nothing more than following a proven recipe, and that is exactly what this program delivers. Discover your greatness and take your life to the next level with this exceptional seminar, facilitated by one of the best success speakers in North America.

As the originator of the Chicken Soup for the Soul series, Jack Canfield has been the driving force behind the development and delivery of over 100 million books sold. He is an award winning speaker who has been coaching and inspiring people for more than 30 years. With his role as one of the experts in the hit movie The Secret, Jack continues to be a major player in the self-help arena. He has appeared on hundreds of radio and television shows, including Oprah and Larry King Live. In addition, he holds the Guinness Book World Record for having seven books simultaneously on the New York Times Best-seller List - beating out Stephen King. With his down-to-earth and humble style, you will quickly connect with Jack, as he guides you to your next level.

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## HOW TO BOOST YOUR SELF-ESTEEM AND DISCOVER YOUR PURPOSE



*“If you keep on doing what you’ve always done,  
you’ll keep on getting what you’ve always got.”*

**Make a commitment** to use at least one of the new ideas that you learn here tomorrow. Otherwise, your time here today will have been wasted. Make a commitment to your own personal growth.

**E+R=O** (Events + Your **R**esponse = An **O**utcome.) If you want new, different, better or more satisfying outcomes, you have to change your behavior, do something new. This involves risk. Your response (**R**) is your point of power. Give up blaming the **E**’s and experiment with new **R**esponses. This will give you new **O**utcomes.

**Two out of three people in North America suffer from low self-esteem!!!**

(Source: Gallup Poll quoted in *Self-Esteem: The New Reformation* by Rev. Robert Schuller.)

**The Poker Chip Theory of Self-Esteem:** The more self-esteem I have, the more willing I am to take risks. The more risks I take, the more success I will have.

**IALACS** - ("**I** Am Lovable **A**nd **C**apable & **S**ignificant") The three basic components of positive self-esteem are our belief and experience that we are lovable, capable and significant.

**Cut out one hour of watching television every day and replace it with the Hour of Power**—20 minutes of meditation and gratitude, 20 minutes of exercise, and 20 minutes of reading.

## **THE HOLISTIC MODEL OF SELF-ESTEEM**

In order to maximize the development of positive self-esteem we need to work on accepting, developing and aligning all of the psychological functions of the student. These include:

### **INTELLECT:**

- replacing negative self-talk with positive self-talk
- re-deciding self-defeating negative beliefs
- creating and using positive affirmations
- focusing on the positive and on your successes

### **IMAGINATION:**

- creating positive mental images of yourself
- using imagery for "mental rehearsal"
- using imagery to activate the Law of Attraction
- using imagery to raise your vibration level

### **EMOTIONS:**

- accepting that emotions are a natural part of you
- learning to express your emotions in nondestructive ways
- learning how to talk about your emotions

- learning how to stop creating some of your self-created negative emotions such as resentment, guilt and fear

**BODY:**

- meeting your human needs for touch & nurturance
- using stress reduction techniques to relax yourself
- knowing how to energize yourself when necessary
- learning how to love and appreciate your bodies
- nurturing yourself in ways that are not self-destructive (overeating, substance abuse, & sexual addiction)

**INTUITION:**

- learning to access and trust your intuition

**THE WILL:**

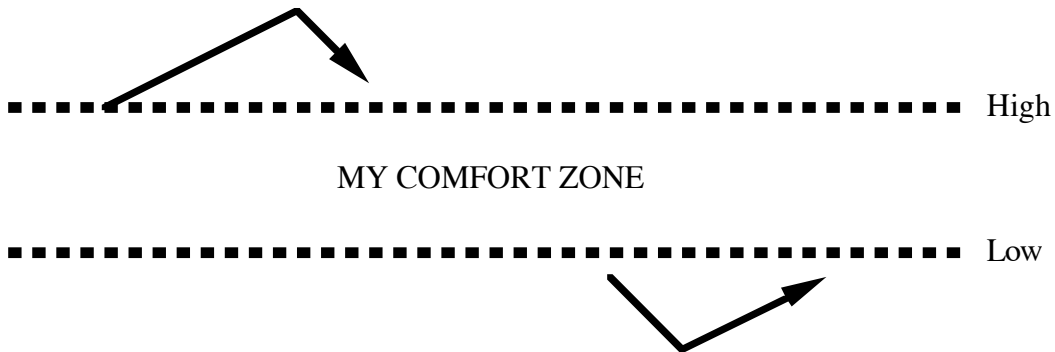
- taking full responsibility for your life and your results
- learning to make responsible choices
- exercising self-discipline
- setting goals
- acting with integrity

**The four basic needs for building and maintaining high self-esteem:**

1. To be attended to
2. To be listened to
3. To be touched
4. To be communicated to in a mutually respectful manner

**You are the average of the five people you spend the most time with.** Therefore, it is important to avoid toxic people and spend time with people that are positive, nurturing and supportive. Always strive to make friends with people that are at least one level above you. Step out of your comfort zone.

*Winners are those people who make a habit out of doing the things losers are uncomfortable doing.*  
— Ed Foreman



The things which determine my comfort zone are my **B** \_\_\_\_\_, my **S** \_\_\_\_\_, and my **S** \_\_\_\_\_.

To change my comfort zone, I need to change my **B** \_\_\_\_\_, my **S** \_\_\_\_\_, and my **S** \_\_\_\_\_ and I need to **S** \_\_\_\_\_, and use **A** \_\_\_\_\_ and **V** \_\_\_\_\_.

**If it's meant to be, it's up to me!**

**Prerequisite: Take 100% responsibility for your life and your results.**

**You must give up blaming, complaining, justifying, defending and excuse making.**

**Complaining means I have a reference point for something better that I prefer and that I am not willing to risk creating.**

Something I want that I am not willing to risk creating is \_\_\_\_\_.

Instead of complaining about \_\_\_\_\_, I could possibly create it by \_\_\_\_\_.

**Replace "I have to..." with "I choose to..."**

**E+R=O (Event + Response = Outcome)**

**You must change your responses to change your outcomes.**

### **Step 1: Acknowledge the Positive Past**

**Do the Mirror Exercise every day for a minimum of 30 days.**

**1. \_ Start with your name.**

**2. \_ Acknowledge yourself for:**

- All of your achievements that day
- Any disciplines you kept
- Any temptations you resisted

3. **\_ Say “I love you,” to yourself, and hold eye contact with yourself for at least 15 seconds.**

**Make a List of 100 Successes you have had over the course of your life.**

**Keep a Victory Log in which you write down your successes each day.**

**Do the Positive Focus Process for at least 30 days in a row.**

1. **\_ What did you accomplish today?**
2. **\_ Why is that important to you?**
3. **\_ What is further progress you could make in that arena of your life?**
4. **\_ What specific action can you take to further your progress?**

**Complete the Daily Gratitude Process every day.**

1. **\_ What are you grateful for?**
2. **\_ Why are you grateful for it?**
3. **\_ How can you express your gratitude?**
4. **\_ What specific action can you take to express your gratitude?**

**Do the Group Success Sharing Exercise with your family, staff and colleagues.**

**Variation: What is new and good in your life?**

**Proudly display your success symbols (awards, plaques, pictures, trophies, etc.)**

## **Step 2: Use only positive self-talk.**

**The Endless Loop:**

**Your self-talk influences your self-image, which affects your performance, which influences your self-talk, which influences your self-image, and so on, in a self-fulfilling and never-ending cycle—until you intervene to stop it. You can intervene at any level: change your self-talk, change your self-image, or change your behavior.**

**You must learn to harness the power of your thoughts.**

**Tell the truth. Live with integrity.**

**Speak with impeccability about yourself. No self-criticism is allowed.**

**Replace self-judgment with self-acceptance, self-approval and self-love.**

**Focus on your successes rather than your failures.**

**Replace “I can’t...” with “I can...” or “I choose not to...”**

**Use the phrase “Cancel! Cancel!” when you catch yourself thinking a negative thought.**

**Use the internal phrase “No matter what you say or do to me, I am still a worthwhile person” when someone criticizes you, judges you, or puts you down.**

**Keep your agreements. All agreements are ultimately with yourself.**

**Eliminate the word “try” from your vocabulary. Just do it!**

**Use the phrase “Up until now...” when talking about old patterns of behavior.**

### **Step 3: Acknowledge and affirm your strengths.**

**Make a list of at least 25 core strengths that you have.**

**Focus on your core genius and your unique abilities.**

### **Step 4: Clarify your purpose and your vision.**

**Let your joy or lack of joy be your internal guidance system.**

**Make a list of 20 things you love to do, and do at least one every day.**

**Do what you love; the money will follow. Follow your bliss. Follow your passion.**

**Clarify what you want. Trust your preferences and desires.**

**Clarify your life purpose:**

- 1. List two of your unique personal qualities, such as enthusiasm and creativity, or love and joy.**
- 2. List one or two ways you enjoy expressing those qualities when interacting with others.**
- 3. Describe the world as you would like to see it if it were perfect right now. How is everyone interacting with everyone else? What does it feel like? Remember, a perfect world is a fun place to be.**
- 4. Combine the three prior statements into a single statement.**

**Example: “My purpose is to empower inspire and empower people to live their highest vision in a context of love and joy.”**

**Clarify your vision:**

- 1. Financial (profit, cash flow, income, net worth, investments)**
- 2. Business, Job and Career**
- 3. Relationships**
- 4. Health and Fitness**

5. Fun and Recreation (including vacations, travel, hobbies)
6. Personal (possessions, education, spiritual, experiences you want to have)
7. Contribution and Legacy (philanthropy, volunteering, community)

### **Step 5: Set goals and objectives.**

**Make a list of 101 goals you want to achieve before you die.**

**Remember to think big. Have a big vision.**

**Make your goals specific and measurable. (How much...by when.)**

**Notice that when you make your goals specific and measurable, the following come up:**

**Considerations, Fears and Roadblocks**

**Replace either/or thinking with both/and thinking.**

**You want to set goals that are big enough so that in the process of achieving them you become someone worth becoming.**

**Don't ask "Am I worthy of my goals?" Ask "Are my goals worthy of me? Are they worthy of trading my life for?"**

**Remember, the ultimate goal is mastery.**

### **Step 6: Visualize and Affirm Your Desired Results.**

**Remember the seagull and the jackhammer demonstration. You can't perform outside of your self-image. To change your behavior, it is best to first change your self-image.**

**You do not act in accordance with reality. You act in accordance with reality as you perceive it.**

**Remember the 30-day principle. You must visualize your new self-image for a minimum of 30 *uninterrupted* days. If you skip a day, start over. This is critical to your success.**

### **Step 7: Take action!**

**Ask! Ask! Ask! Ask! Ask! Ask! Ask! for what you want!**

**What stops us from asking and acting is FEAR (Fantasized Experiences Appearing Real)**

**Experience your fear, and go for it anyway! "Oh what the heck...go for it anyway!"**

**Rejection is a myth. If there is nothing to lose, by all means ask. If you don't ask, you are rejecting yourself.**

**Remember SWSWSWSW: Some will. Some won't. So what! Someone's waiting!**

**When they say no, you say NEXT!**

**Read the book or listen to the audio album *The Aladdin Factor: How to Ask For And Get Everything You Want* by Jack Canfield and Mark Victor Hansen. Both are available at [www. Jack Canfield.com](http://www.JackCanfield.com).**

**Practice the Rule of Five. Do five things every single day for you top priority goal.**

**The journey of a thousand miles begins with one step.**

**You don't need to get it perfect; you just need to get it going.**

### **Step 8: Solicit and respond to feedback,**

**On Course – Off Course**

**Happy – Not Happy**

**Wealthy – Poor**

**Healthy – Not Healthy**

**On a scale of 1 to 10, how would you rate the quality of (my service, our product, our relationship, me as a manager, me as a parent, etc.).**

**Anything less than a 10 gets a follow-up question: What would it take to make it a 10?**

### **Step 9: Practice Perseverance.**

**Never give up on your dream.**

**Failure is just a step toward success.**

**You can't learn less; you can only learn more.**

### **Step 10: Celebrate your successes and appreciate all who have assisted.**

**Reward yourself when you have a success. Take time to enjoy it.**

**Have an attitude of gratitude.**

**Acknowledge everyone who assisted – verbally, in writing, or with a gift.**

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