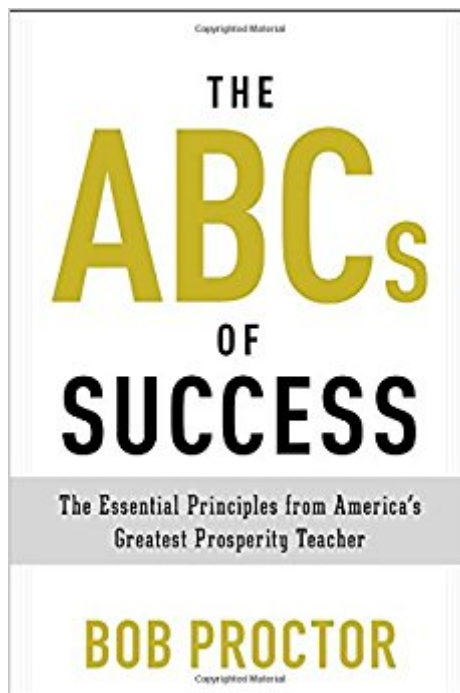




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# The ABCs Of Success: The Essential Principles From America's Greatest Prosperity Teacher



## Synopsis

An accessible guide to the principles of success by one of the most respected and sought-after motivational speakers of our time. In the tradition of Og Mandino and Zig Ziglar, this inspirational guide uses a wide variety of subjects, from "Achievement" to "Worry," to bring clarity, information, and motivation to readers. For millions of readers, Bob Proctor's name is synonymous with success. A former protégé of personal development pioneer Earl Nightingale, Proctor first built a wildly successful business career, and then an internationally successful speaking career, elaborating on the principles of Napoleon Hill's "Think and Grow Rich" and other classic success and prosperity texts. Proctor's position in the business motivation community equals that of Stephen Covey or Og Mandino. But as is not the case with those masters, his books have never been available to the general public until now! In "The ABCs of Success" the first trade book ever published by this master of motivation and prosperity Proctor goes beyond the simple laws of success and attraction, weighing in on sixty-seven different topics essential to all those who wish to make their dreams a reality, including persistence, winning, effectiveness, and vision. Organized in A-to-Z fashion and composed of brief essays that can be read over and over, "The ABCs of Success" is an essential resource for anyone who wants the combined wisdom of a century of success thinking in a single, accessible volume.

## Book Information

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## Customer Reviews

Praise for The ABCs of Success: "No one understands the power of thought better than Bob Proctor.

The ABCs of Success distills centuries of prosperity thinking into one simple volume...and it's written by the master of manifesting consciousness into success." •Larry King, television and radio host "A complete guide to exactly what we all want more success in our lives. This book has both simplicity and depth while covering every aspect of success and guiding us to achieve more." •Warren Moon, CEO of Sports 1 Marketing and author of Connected to Goodness "Not just the ABCs of Success this is the whole alphabet. Everyone who desires more success will be blessed big time by this book." •Dyan Cannon, American actress, director, screenwriter, editor, and producer "This is a simple, proven, time-tested roadmap for personal achievement. Great job, Bob!" •Greg S. Reid, author of Stickability and coauthor of Thoughts Are Things Praise for Bob Proctor: "Zig Ziglar may be the master motivator, Mark Victor Hansen and Jack Canfield of Chicken Soup for the Soul, the master story tellers; Anthony Robbins may be the guru of personal development, but Bob Proctor is the master thinker. When it comes to systemizing life, no one can touch him." •Doug Wead, presidential historian, philanthropist and public speaker "I was blessed to meet Bob Proctor at the beginning of my career as an author and speaker. Because of his wisdom and guidance, I was able to make more money my first full year of speaking than I did at the top of my career at Sprint Communications. Bob's insight enabled me to jumpstart my business in a way I would have never been able to do without his help. I wholeheartedly recommend Bob Proctor to everyone who is ready to transform their existing reality." •Cynthia Kersey, author of Unstoppable and Unstoppable Women "I have shared many hours with Bob Proctor in my home. I am fascinated by his depth of knowledge and understanding of the mind and why we do what we do. Listen to him. He communicates so clearly and effectively. If you want to make a major shift in your life, this man will definitely show you how." •Jay Abraham, Fortune 500 Consultant "This man has the ability to reduce the most complicated concepts in life to the simplest form. He can and does explain how to turn any idea you can think of into physical results. This man's name is Bob Proctor." •Vic Conant, president of Nightingale-Conant Corporation "I've listened to hundreds of speakers during the past 15 years and none can compare to Bob in teaching simple concepts that you will be able to immediately use to improve your life." •John Assaraf, president of Re/Max of Indiana "Bob Proctor is known to so many as someone to listen to, to watch, to learn from. The secret gift of Bob is that he gives you to yourself. A return to innocence, where a paradigm shift takes place, if you allow. From there, awake and aware, you can be anything you want." •Paul Gilman, musician, producer and composer, and owner of GilmanSound

A speaker, author, consultant, coach, and mentor, Bob Proctor was already a legendary figure in the world of personal development long before his appearance in the hit film *The Secret*. For more than forty years, Proctor has been one of the biggest names in prosperity and personal development, delivering talks around the world that motivate people to achieve success and prosperity. Through his work with the Proctor Gallagher Institute, which he cofounded, he has transformed countless lives with his message of prosperity.

I thought this was going to be another "Law of Attraction" kind of book, where you just magically think things into existence. Unfortunately, that kind of book seems to be the norm nowadays. And most of us know, that's not how life works. Life requires hard work, dedication, action, busting through fear barriers, overcoming emotional letdowns and obstacles, and so on. In *The ABC's of Success*, Bob Proctor lays out exactly what it takes to be successful in every area of your life. The way the book is laid out is unique. It's in alphabetical order, listed by subject, such as Achievement. Bob pulls no punches. Tells you exactly what is required of you to be successful in virtually every given area you can think of. Yes, it does have a Law of Attraction twist, but Bob says that The Law of Vibration is the primary law we are working with. The Law of Attraction is a secondary law. All in all, fantastic book. Short but sweet. One of the best out there as far as this writing goes.

I have read a lot of books, but I have to say that Bob Proctor's *THE ABCs of SUCCESS* will definitely go down as one of my favorite books this year, and probably one of the most important guides for any entrepreneur that I have ever read. It allows you to understand not just how he has become the force in the world that he is, but how the principles that he has applied are available to us all---if only we will do the work necessary to use them. This book is literally an ABC guide to the success that you want for yourself, whatever that might look like for you. He shares with us the importance of not settling, and not believing that just because something works for you doesn't mean it is the "right" way. He also encourages us to realize the potential given us within, in our mind and in our will---and to use them to the fullest of our ability. I found myself so inspired by this not just because of the mantras he shares but the quotes from others that are sure to make you smile. Like this one by Dorothea Brande: "Act as tho' it were impossible to fail." That quote really should motivate to look at every opportunity as a lesson to learn from and to improve with. There is also the quoting of one of my favorite scriptures: "Seest thou a person diligent in their business? They shall stand before kings. (Prov 22:29)" If you are looking to move forward in your life and wanted to find a

guide that could lead you where you want to go, it all begins with Bob Proctor's ABCs of SUCCESS.

Bob Proctor was a leader in the personal development field for decades before he starred in the viral movie *The Secret*. Although *The Secret* made him more widely known by the general public, Bob was a legend in the field and had years of experience dating all the way back to one of his earliest mentors, Earl Nightingale and Earl's *The Strangest Secret* which was a personal development program on a record. If you search Bob Proctor on YouTube, you will find literally hundreds of videos that he is made over the years. Bob is blunt. If you are a knucklehead, Bob will tell you you're a knucklehead, not to be mean, but because you need to know if you are to do anything about it. Then he'll give you a little story and a way to change what you're doing. *The ABCs of Success* is not a book with an overarching storyline. Rather it is more like a collection of Bob Proctor parables gathered from his decades of service to his fellow man. Each parable stretches for only a few pages and each may be consumed in a few minutes. There are a lot of them, and just like Aesop's fables, each can be amusing or sobering and each ends with several quotes that reinforce the story. I read Bob's book on the Paper White Kindle. The Kindle format makes it easier to enlarge the type for older eyes and it is simple to bookmark particular pages that I wanted to come back to and reread. I already have several stories bookmarked and annotated. One of them is the chapter *Worry* about which he writes "92% of what you worry about never happens." It includes the magical \$2000 check. Another is *Tough Decisions*, Lincoln's answer to critics. Still another is the *Quixote Attitude*. (You'll have to buy the book to find out what that is.) In one of Bob's seminars, he mentioned that he carried a Moroccan leather bound copy of Napoleon Hill's *Think and Grow Rich*. He said he read a little bit from it every day and after years of reading it, he still found new ideas. I believe that Bob Proctor's *ABCs of Success* may be such a gem.

Read it immediately upon downloading and finished it in just a few hours. It's a quick read with very short 'chapters' so you can easily read a few of the ABCs of Success and savor and think about each of the revelations and how they've applied in your own life. I found myself correlating most of

his points to my life or someone in my family. Some points are simple and obvious, but we don't tend to keep those in the front of our mind and we need to be reminded of them on a regular basis. Others are more esoteric and will need more contemplation and thought to get the most out of them. This is a definite multiple read to get the most out of it. I wholeheartedly endorse this book and all of Bob Proctor's works. He is a master of his art and has changed the lives of so many in his 50 year career. Thanks Bob. :)

i am so grateful that i have bought this ABCs OF SUCCESS book. And Bob Proctor is one of my best teacher in the world who really impacted on me when it comes to success and happiness! We cant live for success life without right people around you who can motivate you and teach you the way how to accomplish our goal. And it's really hard to get right information and confuse who we listen but here is the answer ABCs OF SUCCESS! Wherever we go, Whatever We do, take this book with you and read over and over until you understand of principle of achieving success. I believe that this book will change lot of people's life and no wonder i have had this book with me. Thanks Bob!

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