

If You Become What You Read (and You Do!)... You Are Bound for Greatness!



I am sure you have heard the adage, “You become what you think about.” But what are most people thinking about? Most often it is whatever they are watching, reading or listening to. Turn on the TV or radio and you will be bombarded with the latest sensational headlines of war, crime and uncertainty about the future. Gaze at a billboard or peruse a magazine (other than this one!) and you will be thinking about what you lack—what you don’t have or how you don’t look.

What you see and hear becomes what you continue to ponder and process all day. These become your dominant thoughts, the focus of your creative capacity and thus your continuing reality. Unfortunately, your friends and family are tuned into the same channels, so your conversations propagate and reinforce these attitudes. Our featured legend in this issue, Charlie “Tremendous” Jones, says, “The person you will be in five years is determined by the people you meet and the books you read.”

By holding this magazine in your hands you have separated yourself from the general, the average—most everyone else. Your decision to seek resources that will inform, inspire and enlighten you with ideas of possibility, abundance and unlimited potential gives you an incredible advantage in the world.

This magazine is designed for those who want to be achievers; to do more, grow, learn, be better and live richer, fuller lives. If you have ever felt alone in this pursuit, like no one fully understood your desires, ambitions and mindset—you now have an ally and a reliable resource for continued support in your pursuit to invigorate the best within you.

In this edition of *SUCCESS* we take a look at the essential tools and resources to help you accomplish more and succeed faster (see *27 Resources for Your Success*, page 51). One of the most important resources for your greater success is seeking the wisdom and guidance of a mentor. So we went out and found a

By holding this magazine in your hands you have separated yourself from the general, the average—most everyone else.

few of the greatest coaches and mentors of all time to feature in this issue (see *Mentor to Greatness* with John Wooden, page 92, *Winning for Life* with Pete Carroll, page 42, and *Finding Your Purpose* with John Maxwell, page 78). Additionally, this issue is packed full of other articles I’m sure you’ll find fascinating (see the original *Incredible Hulk* Lou Ferrigno, page 22), inspiring (see *Model of Success* with Kathy Ireland, page 74) and informative (see *Silent Epidemic*, page 84).

Flip the page and become what you read—a SUCCESS!

Darren Hardy,
SUCCESS Publisher and Editorial Director

P.S. Hope to see you at our next *SUCCESS* Symposium:
SUCCESS.com/Symposium