

TONY ROBBINS



Personal Power[®] Plus

30-Day Program to Create an Extraordinary Quality of Life

Welcome to Personal Power® Plus

30-Day Program to Create an Extraordinary Quality of Life

I want to congratulate you for taking action—you're already on your way to shaping your new destiny!

The fact that you're here tells me something important: you're not willing to settle. You've decided it's time to take control and design the life you truly want. I don't know your specific circumstances—maybe you're frustrated with where you are, maybe you've tried to change before, maybe you're already successful but know there's another level waiting. Whatever brought you here, you're ready, and that's what matters.

Over 30 years ago, I created *Personal Power* because real change doesn't come from learning more—it comes from making decisions and taking action. That's why this program has helped millions of people transform their lives.

Now, with Personal Power Plus, you'll experience the original audio sessions exactly as they were created, combined with this Success Journal and AI support to help you apply what you learn.

Here's How the Program Works:

Step 1: Listen to the Audio

Each day, begin by listening to that day's Personal Power audio session. These are the original recordings, designed to be followed in order so momentum builds naturally.

Step 2: Complete Your Assignment

After listening, use this Success Journal to complete the daily assignment.

Step 3: Reinforce What You've Learned

After you listen to the audio and complete your journal work, tap **Call** or **Chat** in the app and talk it through with me. Through Tony AI, I'll help you turn what you're learning into action.

You can also listen to your subliminal audio sessions anytime to reinforce everything at a deeper level.

Whether you want career success, unshakable confidence, vibrant health, rewarding relationships, or financial freedom – this program is designed to give you the specific tools and daily support to make it happen.

Let's Get Started: Go to the app and listen to Day 1—"The Key to Personal Power," and let's take the first step together. Complete your journal assignment, then we'll continue the process together inside the AI coaching experience.

Remember: the past does not equal the future. These next 30 days will change your life if you commit to showing up each day and doing the work.

I'm honored to be your coach on this journey.

With love and respect,

A stylized, handwritten signature in black ink, appearing to read "Tony Robbins". The signature is fluid and expressive, with long, sweeping strokes. It is positioned below the text "With love and respect,".

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Table of Contents

DAY 1	The Key to Personal Power.....	5
DAY 2	The Controlling Forces That Direct Your Life	9
DAY 3	Taking Control: The First Step	15
DAY 4	The Science of Success Conditioning.....	19
DAY 5	What Everyone Wants and How You Can Get It.....	23
DAY 6	Integration: Strengthen Your Foundation.....	29
DAY 7	Integration: Lock It In: Building Momentum.....	31
DAY 8	The Power of Focus	33
DAY 9	Values and Beliefs: The Source of Success or Failure	37
DAY 10	How to Take Complete Control of Your Life	49
DAY 11	The Power of “Why”	53
DAY 12	Creating Your Future: The Goal-Setting Workshop	57
DAY 13	Bonus: The Driving Force: The Six Human Needs (Part 1).....	65
DAY 14	Bonus: The Driving Force: The Six Human Needs (Part 2).....	69
DAY 15	Success Conditioning: The Power of Rituals.....	71
DAY 16	Anchoring Yourself to Success	75
DAY 17	How to Condition Yourself for Wealth	79
DAY 18	Ending Financial Self-Sabotage	85
DAY 19	Overcoming Fears of Failure, Success, and Rejection	89
DAY 20	Integration: Eliminating Your Fear of Success.....	93
DAY 21	Integration: Eliminating Your Fear of Failure	95
DAY 22	From Self-Sabotage to Unstoppable Confidence	97
DAY 23	How to Increase Your Energy.....	103
DAY 24	The Power of Successful Relationships	107
DAY 25	How to Solve Problems Quickly and Effectively	111
DAY 26	The Path to Mastery: Constant And Never-ending Improvement	115
DAY 27	Integration: Make Your Goals Unstoppable.....	117
DAY 28	Integration: Master Your Tools	117
DAY 29	Integration: Commit to Your Daily Practice	117
DAY 30	Integration: My Personal Challenge to You.....	117
SUBLIMINAL	Success Conditioning Audio: Total Self-Confidence.....	121
SUBLIMINAL	Success Conditioning Audio: Vibrant Health and Energy	121
SUBLIMINAL	Success Conditioning Audio: Unlimited Financial Success.....	122
SUBLIMINAL	Success Conditioning Audio: Getting into Action!.....	122

JOURNAL NOTES

“The path to success is to take massive, determined action.”

—TONY ROBBINS

Day 1—The Key to Personal Power

DEFINITION: Personal Power

The ability to act.

What changes your life is using your Personal Power to make better decisions. The difference in the results that people produce comes down to what they've done differently from others in the same situation. Different actions produce different results.

Successful people may not always possess outstanding knowledge or talent, but they have the habit of taking action using the resources they have at their disposal. They don't major in minor things.

Everything that happens in your life—the things that thrill you as well as those that challenge you—begins with a decision. It's in your moments of decision that your destiny is shaped. The decisions that you are making today will not only shape how you feel, but also who you are going to become in the future.

Demand more from yourself than anyone else could ever expect.

The Ultimate Success Formula

It's not important initially to know how you are going to create a result; what's important is to decide that you will find a way, no matter what. The Ultimate Success Formula is a process that helps to get you where you want to go:

1. Know your outcome.
2. Get yourself to take action by deciding to do so.
3. Notice what you're getting from your actions.
4. If what you're doing is not working, change your approach.

Role Models

To save time and energy, use role models to accelerate the pace of your success:

1. Find someone who is already getting the results you want.
2. Find out what that person is doing.
3. Do the same things, and you'll get the same results.

Remember, it's impossible to fail as long as you learn something from what you do!

Your Assignment

Never leave the site of setting a goal or making a decision without taking some action toward its attainment! That's how you create momentum and start to tap into the Driving Force within you.

- 1. Two decisions I've been putting off that, when I make them now, will change my life:**

2. Once you make a real decision, you must follow it up by taking immediate action.

To do that, write down the first few steps. *What are three simple things you could do immediately – right now—that would be consistent with your new decisions? (For example, if you decided to stop smoking, what could you do with the cigarettes that are in the house right now?) Who could you call? What could you commit to? What letter could you write? What could you do instead of your old behavior?*

Three simple things I can do immediately that will be consistent with my two new decisions:

3. **Take action on your new decisions right now, at this moment.**



Put It Into Action with AI Coaching

Once you've completed the audio and assignment, talk to Tony AI inside the app to review your two decisions and help you turn what you just wrote into real action—whether your focus is on your body, your relationships, your finances, your career, or breaking through whatever's been holding you back. The coaching adapts to wherever you are and whatever matters most to you right now.

Here's what we'll do together:

- Get BOTH decisions explicitly clear and specific—vague decisions get vague results.
- Dig into what's stopped you from making these decisions until now.
- Connect to the compelling reasons: What will making this decision RIGHT NOW do for your life? How will it enhance your life? What will you gain?
- Make your three immediate actions concrete and specific so you take them TODAY.



REMEMBER:

A "decision" only counts if it results in an immediate change in behavior. The AI coaching will ensure you don't just write things down—you actually DO them. This is how you shape your destiny.

“There’s always a way—if you’re committed.”

—TONY ROBBINS

Day 2—The Controlling Forces That Direct Your Life

Ultimately, everything we do in our lives is driven by our fundamental need to avoid pain and our desire to gain pleasure; both are biologically based and constitute twin controlling forces in our lives. Understanding and harnessing the forces of pain and pleasure will allow you to create the lasting changes you desire for yourself and for those you care about.

Your brain is always weighing: *If I take this action, what's it going to mean? More pleasure and less pain? Or more pain and less pleasure?*

We will do far more to avoid pain than we will to gain pleasure.

Pain is the greater motivator in the short term. If you link pain to the behaviors you want to stop with such high emotional intensity that you won't even consider those behaviors any longer, and link pleasure to the new behavior you desire for yourself, you can instantly change your behavior.

At any moment, whatever you focus your attention on is what is most real to you. Therefore, if you want to change your behavior, you must focus your attention on the following questions:

1. How will *not* changing your behavior be more painful than changing it?
2. How will changing it bring you measurable and immediate pleasure?

We can condition our minds, bodies and emotions to link pain and pleasure to whatever we choose. **Use pain and pleasure instead of letting pain and pleasure use you!**

Your Assignment

To take control of your life, you must take control of the force of decision. The power to change anything in your life is born the moment you make a real decision—which by definition is something you take immediate action upon. Take the following steps now:

1. List four new actions you know you should take now.

Four new actions I know I should take now:

2. *What is the pain you've associated with these actions that has kept you from following through?*
Write it down.

The pain I've associated with these actions in the past:

3. List any pleasure or payoffs you got from not following through on these four actions.

The pleasure I took from not following through in the past:

4. For each of these actions, describe in a paragraph what it will cost you if you don't follow through.
What will you miss out on? What will you lose?

What it will cost me if I don't follow through now:

Action 1

Action 2

Action 3

Action 4

5. Now begin to associate pleasure with taking action by asking yourself these questions: *What are all the benefits you'll gain by taking action in each of these areas now? How will it enhance your life? How will it create greater joy, happiness, success, freedom or pride?* Write your answers below.

The benefits I'll gain by taking action in each of these areas now:

Action 1

Action 2

Action 3

Action 4



Put It Into Action with AI Coaching

Once you've completed the audio and assignment, talk to Tony AI inside the app to review the actions you've been avoiding and help you see them in a completely new way. The coaching meets you where you are and helps you break through what's been holding you back.

Here's what we'll work through together:

- Identify a behavior connected to what matters most that you haven't changed yet.
- Explore the pain you've been linking to taking action—what makes it feel uncomfortable or difficult?
- Uncover the hidden rewards of staying stuck—what comfort or payoff are you getting from NOT doing it?
- Connect to the real cost—what will it cost you long-term if you don't change?
- Link massive pleasure to changing NOW—what will you gain?



REMEMBER:

We will do far more to avoid pain than we will to gain pleasure. The AI coaching will help you shift how you see this—when you realize you've been avoiding the wrong pain, lasting change happens automatically. This is how you create breakthroughs.

JOURNAL NOTES

***“Use pain and pleasure instead of having pain and
pleasure use you. That's the secret to success.”***

—TONY ROBBINS

Day 3—Taking Control: The First Step

Specifically, what drives our lives is our neuro-associations. This is a fancy way of saying whatever pleasure or pain we associate or “link” to a situation in our nervous system is going to determine our behavior. Neuro-associations are created and reinforced in our nervous systems when we link intense feelings or emotions to a given situation, event, thing or person.

Neuro-Associations

If we want to change our lives, we must change our neuro-associations.

1. The science you’re going to learn in this program is *Neuro-Associative Conditioning* (NAC).

This technique will allow you to link massive pleasure to tasks you’ve been putting off, but need to take action on today, and to link pain to behaviors you’re currently indulging in but need to stop—both of which are made possible by tapping into the natural principles of your nervous system. NAC gives you a way to take direct control of all your behaviors and emotions but in a way that simply requires the power of reinforcement not discipline.

2. Ask yourself, “*What are some of the negative associations I’ve made in the past that have kept me from taking the actions I need to take to achieve my ultimate desires?*”
3. Your neuro-associations control your level of motivation and willingness to change.

Four Parts of Destiny

Every single action you take has an effect on your destiny. If we study destiny, we find everything in life has four parts:

1. Everything we think or do is a cause set in motion.
2. Every one of our thoughts and actions is going to have an effect or result in our lives.
3. Our results begin to “stack up” to take our lives in a particular direction.
4. For every direction, there is an ultimate destination or destiny.

It’s important for you now to begin to answer two questions:

- What is your ultimate destiny?
- What do you want your life to be about?

While few people know precisely how their lives will turn out, we can certainly decide in advance the kind of person we want to become and how we want to live our lives.

Having this “bigger picture” can pull us through some of the short-term tough times and keep things in perspective, allowing us to remain happy, fulfilled and driven to achieve our dreams.

Remember: nothing in life has any meaning except the meaning you give it.

Your Assignment

Simple awareness can be curative. It can break the pattern of allowing our unconscious conditioning to control us.

1. Write down three neuro-associations you've made in the past that have shaped your destiny positively.

Three neuro-associations I've made in the past that have shaped my destiny positively:

1.

2.

3.

2. List three neuro-associations that have been disempowering you until now. Decide that you will change these today.

Three neuro-associations that have disempowered me until now:

1.

2.

3.

***“A mind out of control will play interesting tricks on you.
Directed, it's your greatest friend.” —TONY ROBBINS***



Put It Into Action with AI Coaching

Once you've completed the audio and assignment, talk to Tony AI inside the app to review the associations you just identified and help you understand the patterns that have been running your life. The coaching works with whatever area matters most to you right now.

Here's what we'll work through together:

- Identify three positive associations you've created that are serving you—times when you linked something to pleasure that now drives empowering behavior.
- Uncover 3 negative associations that have been disempowering you—the automatic links between experiences and pain that keep you stuck.
- Understand how these associations formed and why they've been controlling your behavior without you realizing it.
- Begin to see how changing these associations will change your direction and ultimately your destiny.



REMEMBER:

Every action you take is a cause set in motion that creates results, and those results stack up to take your life in a direction that leads to your ultimate destiny. The AI coaching helps you become aware of the patterns driving you—because awareness is the first step to taking control. This is how you shift your direction.

“For every disciplined effort there is a multiple reward.”

—JIM ROHN

Day 4—The Science of Success Conditioning

To change your life, you must change your neuro-associations.

Our destiny is based upon the neuro-associations of pain and pleasure linked in our nervous system to certain situations, people, ideas, emotions or contexts. By changing these neuro-associations, we change the way we evaluate, the way we feel and, therefore, the way we behave.

Three things must be in place for you to make these changes and count on them to last.

The Three Fundamentals of Neuro-Associative Conditioning (NAC)

If we want to change our lives, we must change our neuro-associations.

1. **Get leverage on yourself.** To do this, three levels of responsibility are necessary – you must decide the following:
 1. It must change.
 2. I must change it.
 3. I can change it.
2. **Interrupt your current pattern of association.** You must scramble the old pattern of thinking and feeling; this is best done by using something unusual, such as making a radical change in what you say or how you move your body.

Here is an outrageous and effective way to get leverage and break your pattern:

Get a weight-loss buddy and promise him or her and a group of other friends that you will begin a strict regimen of healthy foods and enjoyable exercise. Further commit to them that if you break your promise, you will eat a whole can of dog food.

The woman who shared this with me told me that she and her friend kept their cans in plain view at all times (no pun intended!) to remind them of their commitments. When they started to feel hunger pangs or considered skipping exercise, they'd pick up the can and read the label. Such appetizing ingredients as "horsemeat chunks" helped them achieve their goals without a hitch!

(From *Giant Steps*, ©1994, by Tony Robbins)

3. **Condition a new empowering association.** Install a new choice, and reinforce it until it is conditioned.

Any thought, emotion or behavior that is consistently reinforced will become a habit (a conditioned pattern). Link pleasure to your new choice. Reward yourself emotionally for even small progress, and find yourself developing new patterns quickly.

Your Assignment

For each of the four actions you listed on Day 2, do the following:

1. **Get leverage:** Write down 10 reasons why you must take these actions; then list all the reasons why you know you can do it.

10 reasons why I *must* change now and why I know I can do it:

“The great end of life is not knowledge but action.”

—THOMAS HENRY HUXLEY

2. ***Interrupt your own pattern:*** Design four or five ways to get yourself out of the limiting association—and do them!

Four or five ways to get myself out of the limiting associations:

1.

2.

3.

4.

5.

- 3. Condition yourself by rehearsing your new behavior.** Give yourself a sense of accomplishment and exhilaration, pride or joy each time you do this.

Do it consistently and rapidly until each time you think of this new pattern you feel good automatically!



Put It Into Action with AI Coaching

Once you've completed the audio and assignment, talk to Tony AI inside the app to work with the negative association you identified and use the three-step NAC process to change it right now. The coaching adapts to your specific pattern and helps you break through it permanently.

Here's what we'll work through together:

- Get massive leverage on yourself—connect to why you **MUST** change this pattern and why you **CAN** change it.
- Interrupt the old pattern using something outrageous and unusual that scrambles the connection.
- Condition the new empowering association by rehearsing it with emotional intensity until it becomes automatic.
- Lock in the new pattern through repetition and celebration.



REMEMBER:

The key to lasting change is not discipline—it's changing your neuro-associations by getting leverage, interrupting the pattern, and conditioning a new one. The AI coaching will guide you through all three steps so the change happens fast and sticks. This is how you rewire your brain for success.

***“The successful person makes a habit of doing
what the failing person doesn’t like to do.”***

—THOMAS EDISON

Day 5—What Everyone Wants and How You Can Get It

People really want to change one of two things:

1. **The way they feel about something** (e.g., to move from being frustrated to confident, from sad to happy, from depressed to emotionally strong).
2. **A behavior** (e.g., to stop smoking or drinking, to start taking massive action, to exercise and enjoy it, to follow through on their commitments).

The only reason we want to change our behaviors, however, is we're hoping that if we lose that weight, stop procrastinating, take that action, we'll *feel* good.

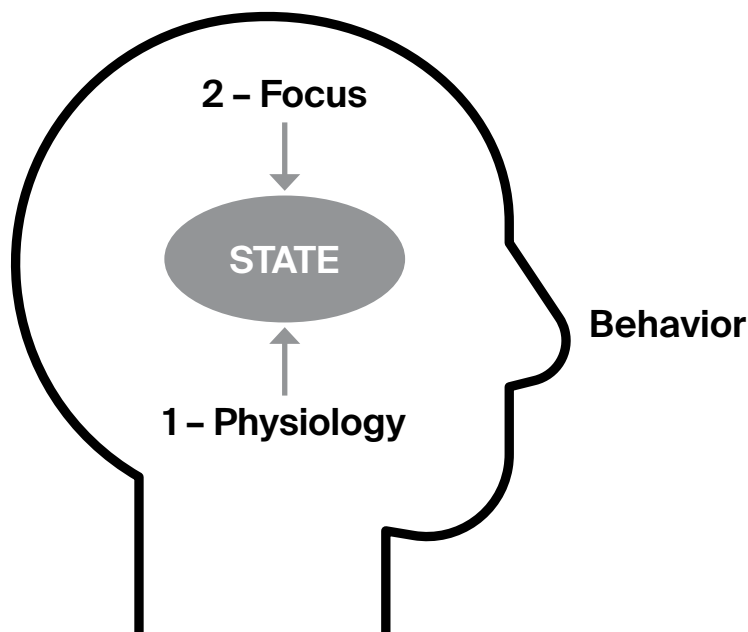
Everything human beings do is merely an attempt to change the way they feel – to “change state.”

Emotional States

Moment to moment, what we do is powerfully shaped by the state we're in. When we're in a frustrated state, we tend to behave very differently than when we're feeling confident or excited or determined.

One of the most important things we can do to create the power, joy and passion we really want in our lives is to learn to manage our states of mind.

You can do this immediately through two primary vehicles*:



*The focus of this session is physiology. Focus is the subject of the next session.

Physiology and State

1. You can change how you feel instantly by changing the way you move, breathe, use your facial expressions or make any new demand on your body.
2. The state you're in determines your behavior and also your performance. If you want to change your performance in anything—business, sports, relationships, etc. – the first thing to do is to change your state. In any situation, if you put yourself in a peak state, you will be able to utilize more of your true capabilities.
3. Remember, you're always responsible for your own states. After the next few days of learning, you won't just be responsible, you'll know how to quickly and easily change how you feel about virtually anything and move yourself into peak performance at will.

Here's how to use your physiology to manage your state:

1. **Move your body differently and develop some “power moves:”** deliberate, strong, unhesitating movements that give you an immediate sense of certainty. You can also use your voice to put yourself in a peak state. Speak stronger, more rapidly, with a bit more volume from deeper in your chest than you usually do.
2. **Change your breathing.** Deep, diaphragmatic breaths create radically different emotional states than shallow breathing that begins in the upper chest.
3. **Radical changes in facial expressions** will immediately change the way you feel.
4. **Changing elements of your diet** to eat primarily natural, energy-giving foods can maximize your health and energy.

All of these put together can make significant changes in the patterns of the emotional states you experience day to day.

***“Our goal is not to ignore the problems of life but
to put ourselves in better mental emotional states
to not only come up with solutions but really
meet the challenge and take action.”***

—TONY ROBBINS

Your Assignment

Here's how to develop the ability to put yourself in a passionate state instantly.

1. Invite a friend or business associate to participate in an “experiment.” Sit down together, and ask your partner to notice what you do with your physiology – face, voice, body, gestures, posture, etc. – throughout the experiment
2. Begin to talk about a subject you're normally passionate about in an exaggeratedly dispassionate way, as if you don't really believe in it, you don't feel strongly about it. Pick something that normally does inspire you, but talk about it in an uninspiring way, and have your partner notice what you do with your face, your voice, your body and your gestures.
3. Change your state radically. Get up, if necessary, and move around for a moment.
4. Now talk to your partner about the same subject with all the passion, joy, energy and conviction you can muster.
5. Ask your partner to share with you some of the specific differences in how you moved, breathed, used your face and used your voice, and record this in your journal. These are your biomarkers, the “triggers” that can cause you to feel passionate in the future.
6. Experiment today: At some moment when you're calm or feeling negative, snap yourself immediately into a passionate state using what you learned from Step 5 above.

The difference my partner noticed between my dispassionate versus passionate state:



REMINDER:

Be sure to take time this weekend to listen to your subliminal audios.



Put It Into Action with AI Coaching

Once you've completed the audio and assignment, talk to Tony AI inside the app to help discover your personal biomarkers—the exact physical triggers that put you in a passionate, powerful state instantly. This is experiential, so be ready to move and engage fully.

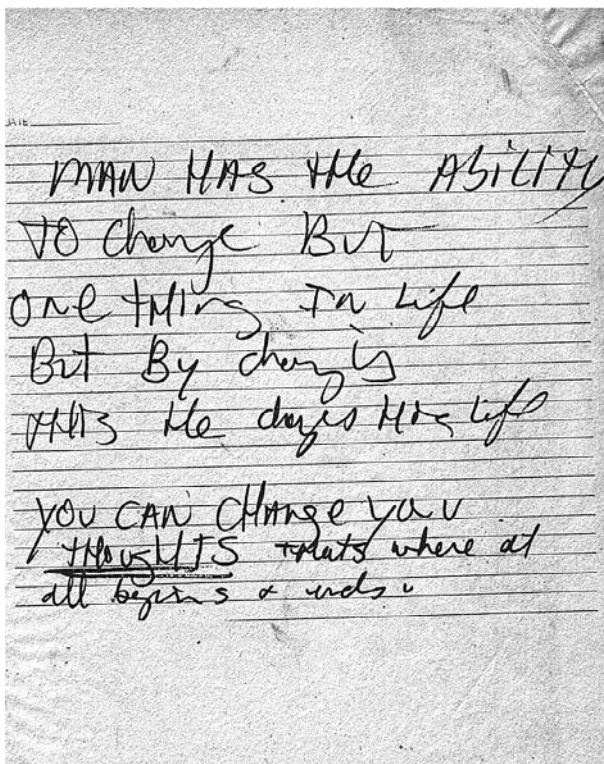
Here's what we'll work through together:

- Talk about something you're passionate about in two completely different ways—first flat and dispassionate, then with full passion and energy.
- Identify the specific differences in how you moved, breathed, used your face, and used your voice between the two states.
- Capture your personal biomarkers—these are YOUR unique triggers for accessing passion on command.
- Practice snapping into a passionate state using what you just discovered.



REMEMBER:

Emotion is created by motion. When you change how you move, breathe, and use your body, you instantly change how you feel. The AI coaching will help you discover and practice your specific physical triggers so you can access peak states whenever you need them. This is how you take control of your emotional state through physiology.



EXCERPT FROM TONY ROBBINS JOURNAL, 1978

"Man has the ability to change but one thing in life; but by changing this he changes his life."

You can change your thoughts. That's where it all begins and ends."

Day 6—Strengthen Your Foundation

Over the past five days, you've been introduced to some of the most important principles of Personal Power. You've explored how decisions shape your life, how pain and pleasure drive behavior, how associations are formed, and how to take control of your emotional state through your body.

Today is not about learning new ideas. Today is about reinforcing what you've already begun.

Personal Power is built through application. When you use these tools repeatedly, they stop being techniques and start becoming part of who you are. This day exists to help you strengthen momentum, lock this work in, and condition these distinctions into daily life.

Your Assignment

1. Review Days 1–5

Today is a great time to go back and complete any assignments or to strengthen something that deserves a little more attention. You don't need to do everything—just focus on what will create the most momentum for you right now.

As you think back over Days 1–5, ask yourself:

- Is there anything I haven't completed yet?
- Was there an exercise I moved through quickly that would benefit from more use?
- Is there a tool I understand but haven't really applied in my day-to-day life?

And if you're current, take a moment to recognize that. Then keep using the tools. That's how personal power becomes real.

2. Practice Your State Triggers (Physiology)

You now understand a core principle of Personal Power: **Emotion is created by motion.**

At least twice today, do the following:

1. Notice your current emotional state (neutral, low energy, stressed, distracted).
2. Without waiting to “feel ready,” change your physiology:
 - Stand or sit the way you do when you feel powerful.
 - Breathe the way you breathe when you feel energized.
 - Move the way you move when you’re passionate or confident.
3. Hold that physiology (posture, breathing, and movement) for at least **30–60 seconds**.

Afterward, simply notice:

- ☐ What state you shifted into
- ☐ How quickly your emotions changed
- ☐ Anything you didn’t expect

Use this anytime you want to change how you feel.

3. Begin Noticing Your States Throughout the Day

As you move through the day, pay attention to how you’re feeling and how quickly that can change.

Throughout today, start observing:

- What emotional states do I spend most of my time in?
- When my state drops, what usually triggers it?
- When my state rises, what am I doing differently with my body or focus?

If it helps, jot down a quick line at the end of the day, such as:

“When I _____, my state _____.”

Support Your Conditioning

Today and tomorrow are ideal times to support your work with subliminal audios.

These audios work beneath conscious awareness to reinforce empowering patterns and emotional conditioning—especially effective during rest, relaxation, or low-focus activities.

Put It Into Action with AI Coaching

You've just reviewed your progress, practiced shifting your emotional state, and identified where to reinforce or complete your work. When you're ready, talk to Tony AI inside the app. The coaching adapts based on whether you're fully caught up or still integrating—meeting you exactly where you are today.

Here's what we'll work through together:

- Check which assignments from Days 1–5 are complete and identify what matters most to reinforce or finish.
- Practice using your physiological triggers to deliberately shift into a powerful emotional state.
- Strengthen your ability to recognize and change your state in real time.
- Reinforce momentum by focusing on execution, not perfection.



REMEMBER:

Progress beats perfection. Conditioning happens through repetition, not intensity. The AI coaching will help you lock in what you've learned through practice and confidence-building. This is how you turn short-term effort into lasting change.

JOURNAL NOTES

***“Your identity is shaped by what you do repeatedly.
You don’t get what you want — you get what you practice.”***
—TONY ROBBINS

Day 7—Lock It In: Building Momentum

You've just completed your first week of Personal Power! Over the last several days, you've worked with some of the most important principles that shape human behavior—decisions, leverage, conditioning, and emotional state.

What matters now is how consistently you've begun to use what you've learned.

This day exists to help you lock in and strengthen your momentum as you move forward.

Personal Power is built through consistent application. This is where that consistency begins.

Your Assignment

1. **Take a moment to look back at your progress.** On a scale of **1–10**, ask yourself: **How consistently have I been using the tools from the first week?**

If your number is high, notice what you've been doing that's working and commit to continuing it. If it's lower than you'd like, decide **what would make the biggest difference if you used it more consistently going forward?**

2. Take a moment now to recommit to applying what you are learning **every day**, even when it feels simple, even when it feels familiar, even when motivation fluctuates.

How do you want to show up this coming week? What emotional state do you want to live in more often?

3. **Be sure to listen to your subliminal audios in the Breakthrough app to reinforce your conditioning.**



Put It Into Action with AI Coaching

You've just reviewed how you've applied the first week, chosen what matters most to carry forward, and clarified your direction for Week 2. When you're ready, talk to Tony AI inside the app. The coaching adapts to where you are and helps you lock in momentum moving ahead.

Here's what we'll work through together:

- Assess how consistently you've been using the tools from the first week.
- Identify one or two practices to commit to using consistently.
- Reinforce your daily use of state control and conditioning tools.
- Clarify your focus and commitment for the coming week.



REMEMBER:

Progress comes from application, not information. The AI coaching will help you turn what you've learned into habits you actually use. This is how momentum is locked in and carried forward.

***"It's not what we do once in a while that shapes our lives.
It's what we do consistently."***

—TONY ROBBINS

Day 8—The Power of Focus

In addition to using your physiology, the other way to manage your emotional state is to control and direct the focus of your mind.

1. The way you feel and what you experience in your body comes from what you focus your attention upon during a given moment.
2. At any moment, you are “deleting” most of what is going on around you.

To feel bad, you have to delete (not focus on, not think about) everything that’s great in your life.

To feel good, you have to delete the things you could feel bad about.

This process of deleting is an important part of how the mind maintains the balance in one’s emotional state. Undirected, however, it can wreak havoc in your day-to-day experience.

Two Ways to Control Focus

To manage your states, there are two things you can control with respect to focus. When you change either of these, you immediately change how you feel.

1. *What* you’re picturing in your mind.
2. *How* you’re picturing it (e.g., dimension, brightness of mental pictures).

Our Questions Determine Our Thoughts

How you evaluate things determines what you focus on:

1. Evaluations are nothing but questions you ask yourself.
2. Your state—and ultimately, your life—are the result of the questions you ask.
3. Therefore, the most powerful way to control your focus is through the use of questions.

To manage your states via focus, you must control the questions you ask yourself.

1. Eliminate limiting “endless loop” questions such as “Why can’t I ever succeed?” “What’s the use?” or “Why me?”
2. Continually ask yourself questions that empower you. Ask questions that will uplift your spirit and push you along the path of human excellence.

“Questions are the laser of human consciousness. They concentrate our focus and determine what we feel and do.”

—TONY ROBBINS



Morning Power Questions

1. What am I happy about in my life now?

What about that makes me happy?

How does that make me feel?

2. What am I excited about in my life now?

What about that makes me excited?

How does that make me feel?

3. What am I proud about in my life now?

What about that makes me proud?

How does that make me feel?

4. What am I grateful about in my life now?

What about that makes me grateful?

How does that make me feel?

5. What am I enjoying most in my life right now?

What about that do I enjoy? How does that make me feel good?

6. What am I committed to in my life now?

What about that makes me committed?

How does that make me feel?

7. Who do I love? Who loves me?

What about that makes me loving?

How does that make me feel?



Evening Power Questions

1. What have I given today?

In what ways have I been a giver today?

2. What did I learn today?

3. How has today added to the quality of my life?

How can I use today as an investment in my future?

Your Assignment

1. Develop five questions you're going to ask yourself every morning for the rest of this 30-day program—questions that will cause you to go into positive and powerful states. Write them down and put them next to your bed or on your bathroom mirror.

Five questions I'm going to ask myself every morning:



2. Every morning ask yourself these five questions and come up with at least two answers for each of them.

***“Successful people ask better questions and,
as a result, get better answers.”***

—TONY ROBBINS

✦✦ Put It Into Action with AI Coaching

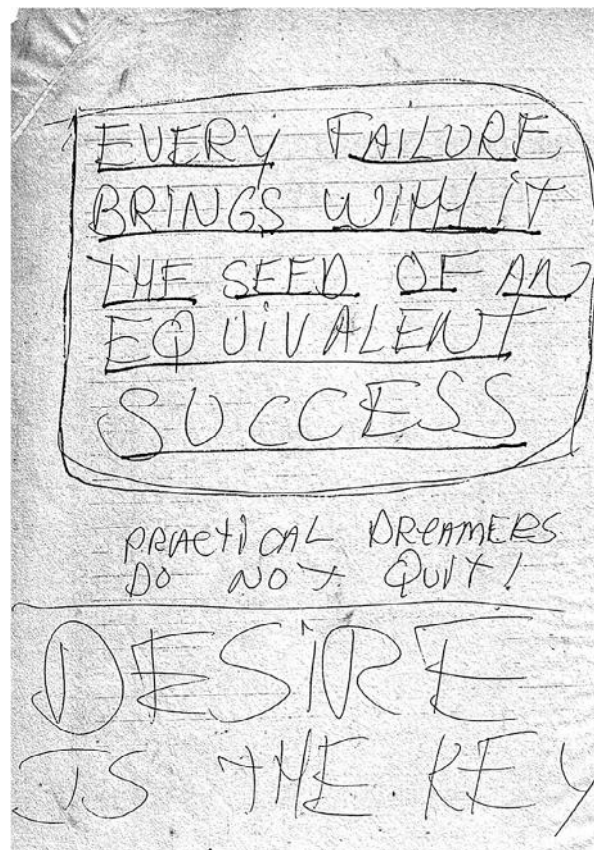
Once you've completed the audio and assignment, talk to Tony AI inside the app to review how questions direct your focus and how focus determines your feelings. The coaching will help you create your personal Morning Power Questions and make them a daily habit that transforms how you start each day.

Here's what we'll work through together:

- Develop five Morning Power Questions specifically designed to put you in a powerful, grateful state every single morning (feel free to use the questions Tony shared!)
- Make each question deeply personal to what matters most in your life right now.
- Practice answering them with emotional intensity so you feel the shift immediately.
- Create a commitment to ask these questions every morning for the rest of the program.

💡 REMEMBER:

Questions are the laser of human consciousness. They direct your focus and determine what you feel and do. The AI coaching will help you create questions that automatically put you in peak states. This is how you take control of your emotional life.



EXCERPT FROM TONY ROBBINS JOURNAL, 1978

"Every failure brings with it the seed of an equivalent success."

Practical dreamers do not quit!

Desire is the key."

Day 9—Values and Beliefs: The Source of Success or Failure

Each of us has learned to take emotions we feel and give them different levels of importance. In other words, we've learned to value different emotions at different levels of intensity.

DEFINITION: Values

Emotional states based on our life experience that we believe are most important for us to experience or avoid.

How We Value Emotions

1. **“Moving-Toward” Values:** These values tell us what states we should pay attention to because they're going to lead to pleasure. These are called *Moving-Toward Values* because these are the emotional states we'll do the most to attain.

Examples of Moving-Toward Values include feeling: successful, outrageous, adventurous, love, secure or comfortable.

2. **“Moving-Away-From” Values:** These are values we pay attention to because experiencing these emotions is going to lead to pain. *Moving-Away-From* are those values that we would do almost anything to avoid having to feel.

Examples of Moving-Away-From Values include: frustration, anger, physical pain or depression.

Hierarchy of Values

The key to using this understanding to positively affect our lives is to realize that we do not value these states equally.

For example, which of these emotional states would you do the most to avoid: frustration, anger, physical pain, humiliation, embarrassment or depression?

Not only do each of us have emotional states – or values – that we'd do the most to avoid, we'd also put those in an order, or a “ladder of importance.”

If you know a person's values, you can predict the overall direction of their life.

What would be the differences between someone whose top value in life is freedom and someone whose top value is security? What would happen if you swapped the top values in each of these people? It literally changes the priorities of their entire life.

Step 1: Determine Your Moving-Toward Values

To determine your values, ask the question: “What’s most important to me in life?” Keep asking, “What else is important to me in life?” until you have a list of your Moving-Toward Values.

As you brainstorm your values, be sure to focus on “Ends” Values vs. “Means” Values:

1. **“Ends” Values** are what you truly value; the ends that you are after are emotions like love, happiness, success, security or adventure.
2. **“Means” Values** are simply “vehicles” or “instruments” that help you achieve a deeper set of values or emotions that you desire to experience on a consistent basis. Have you ever fallen into the trap of pursuing the means as if they were the end you were after?

Some people may say that what they value most in life are their cars. Well, it’s true they may value a car (i.e., it’s important to them), but they value it as a means, a way to get what they’re really after. The end a person who values a car might be seeking is a sense of convenience or a sense of freedom or, depending upon the type of car, maybe a sense of power or fun.

Likewise, many people say they want money. But money is merely a means to an end. They don’t want pieces of paper with pictures of “deceased notables” on them. They want what they think money will give them. For some people, they believe that’s security or the ability to take control of their lives, a feeling of choice.

The secret in life is to know what you’re *really* after: the ends values.

Step 2: Determine Your Moving-Away-From Values

To determine your Away-From Values, ask the question: “What are the feelings or states I’d do almost anything to avoid?”

Values are being affected constantly. Once you are aware of your values, you can find conflicts so that you can make a change. For example, can you really be successful without health? What if “success” is your number one value, but “health” isn’t even on your list?

If you change your values, you change your destiny.

***“We must get clear about what is most important in our lives
and decide we will live by these values, no matter what.”***

—TONY ROBBINS

The Power of Beliefs

Once you know your values, you must also understand the power of beliefs to impact the quality of your life. Beliefs and values work together to determine how you feel.

DEFINITION: Beliefs

A belief is a feeling of certainty about what things mean. For example, if you believe you're intelligent, all you're really saying is, "I feel certain that I'm intelligent."

Your beliefs determine whether or not you feel like you're meeting your values. They can either limit or liberate you.

For example, think about the CEO of a Fortune 500 company who valued "success" but who didn't feel successful because he believed that in order to feel successful, he had to make \$4.5 million a year and he was "only" earning \$2 million at the time.

Contrast this with the person who believes "every day above ground is a great day."

Every state you want to feel—any value you want to get—you can have right now through a change in beliefs.

Two Types of Beliefs

1. **Global beliefs** are generalizations you've made about life, people or things: These beliefs are so all-encompassing, they dominate virtually every aspect of our lives.

Global beliefs are usually preceded by phrases like these:

"Life is..."

"People are..."

"I am..."

What are some of the beliefs you have about who you are? Do they govern how much of your ability or skill you really use?

2. **Rules** are conditional ideas: Beliefs about what has to happen in order to feel an emotion.

Global beliefs are usually phrased as follows:

"If this, then that."

For example, "If he really liked me, he'd call me." Or, "If I lost 15 lbs, then I'd feel attractive."

To make it easier to win the game of life, examine your rules... and then make them easier to experience.

Your Assignment

Complete the first two of the six steps below today and divide the rest of these tasks over the course of the next week. Remember, there are few things in the world more rewarding than being absolutely clear about what’s important to you. So set yourself up to win!

1. Determine your Moving-Toward Values by asking yourself, “What’s most important to me in my life?”

Make sure you write down the feelings you’re after, the states you value most, such as love, passion or happiness, as opposed to means values like money or business success. If you think you want money or business success, ask yourself, If I had that additional money, if I had that business success, what would it ultimately give me? How would it make me feel? Those feelings are the true Driving Force in your life.

Example of Moving-Toward Values	
<i>Happiness</i>	<i>Power</i>
<i>Love</i>	<i>Growth</i>
<i>Success</i>	<i>Contribution</i>
<i>Health</i>	<i>Affection</i>
<i>Intelligence</i>	<i>Humor</i>

2. Rewrite your Moving-Toward Values in the order of their importance. (How many values you have is up to you! We've given you room to list up to 12.)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

“The only way we can ever feel happy and fulfilled in the long term is to live in accordance with our true values.”

—TONY ROBBINS

3. Determine your Moving-Away-From Values by asking yourself, “What negative feelings or states would I do almost anything to avoid?”

Example of Moving-Away-From Values		
<i>Rejection</i>	<i>Loneliness</i>	<i>Boredom</i>
<i>Frustration</i>	<i>Anger</i>	<i>Self-Pity</i>
<i>Resentment</i>	<i>Worry</i>	<i>Jealousy</i>
<i>Overwhelm or Stress</i>	<i>Sadness</i>	

- 4. Rewrite your Moving-Away-From Values in the order of their importance, starting at the top of the list with the one you would do the most to avoid feeling.** (How many values you have is up to you! We've given you room to list up to 12.)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

5. Determine the rules you have about what has to happen for you to feel each of your **Moving-Toward Values**. Ask yourself, “What has to happen for me to feel this emotion?”

Moving-Toward Values	Rules

Examples of Rules for Moving-Toward and Moving-Away-From Values

“I feel healthy whenever I walk at least 15 minutes a day.”

“I feel healthy when I take care of myself by getting massages.”

“Whenever I eat fruit, I feel healthy.”

“I feel boredom if and only if all the world’s problems have been solved.”

*“I would feel boredom if I cut off all contact with humanity
and set up residence in Antarctica.”*

To determine your Away-From Rules, ask yourself “What would need to happen in order for me to feel this emotion?”

For some people, if they don’t achieve a goal one time, they feel like a failure. For others, it’s impossible to fail. Their rule might be, “I would fail only if I were to give up. As long as I keep trying, I’m successful.” It’s important to understand the rules you have for feeling bad, because **often we make it too hard to feel good and too easy to feel bad.**

Moving-Away-From Values	Rules

6. Have you discovered any rules that limit the quality of your life? If so, which rules are you willing to change now to improve your life forever?

Rules I'm willing to change now to improve the quality of my life:

TAKE THE NEXT STEP!

Tony Robbins Date with Destiny® live event is an extraordinary opportunity for you to be guided through the process of discovering your core beliefs and values. Call 1-858-290-4113 to learn more! Or, go to: <https://www.tonyrobbins.com/events/date-with-destiny>

✦✦ Put It Into Action with AI Coaching

Once you've completed the audio and assignment, talk to Tony AI inside the app to help you identify your Moving-Toward and Moving-Away-From Values—the emotional states that drive everything you do. The coaching will guide you through this powerful work at your own pace, helping you get absolutely clear on what matters most and the rules you've been living by.

Here's what we'll do together:

- Identify and rank your Moving-Toward Values—the emotional states you pursue above all else.
- Uncover your Moving-Away-From Values—the feelings you'll do almost anything to avoid.
- Discover the rules you have for feeling your top values—what has to happen for you to feel love, success, or happiness.
- Begin to see which rules empower you and which ones have been limiting the quality of your life.



REMEMBER:

If you know a person's values, you can predict the overall direction of their life. If you change your values, you change your destiny. The AI coaching will help you become crystal clear about what's driving you—because you can't change what you can't see. This is how you take conscious control of your life's direction.

“We must get clear about what is most important in our lives and decide we will live by these values, no matter what.”

—TONY ROBBINS

Day 10—How to Take Complete Control of Your Life

To gain full control of your life, you must discover your core beliefs, change those that are limiting you and resolve any conflicting beliefs.

How to Change a Belief

To change a belief you must do the following:

1. Identify the belief you want to change.
2. Link enough pain to your current belief so you automatically move away from it.
3. Identify a new empowering belief.
4. Link massive pleasure to the new belief.
5. Condition the new belief by “rehearsing” (mentally picturing and feeling the effect) over and over again how your life will be better with this new belief and how painful it would be to keep the old belief.

Two Simple Core Beliefs to Adopt

1. “The past does not equal the future.”
2. “There is always a way if I’m committed.”

Use the “Dickens Pattern” to Change Your Beliefs

DEFINITION: The Dickens Pattern

The “Dickens Pattern” is based on the Charles Dickens classic story *A Christmas Carol*. It is a technique that associates a person in the past, present and future to the consequences of their limiting beliefs or inaction by asking pain-associating questions.

Here's how the Dickens Pattern works:

1. Identify two beliefs you want to change that have limited your life.

Examples

"I'm too young." Or, "I'm too old."

"I don't have enough energy." "I'm not healthy enough."

"People are mean."

"I can't do it because I'm a man." Or, "I can't do it because I'm a woman."

"I can't do it because I'm a Martian!"

2. Close your eyes. Think about and feel the consequences—past and present—you've experienced because of these beliefs. Feel the emotional costs these beliefs have had on your life. What have they cost you in your relationships, your finances, your physical body, your level of happiness and fulfillment? What do you regret most as a result of these beliefs?
3. Step five years into the future and drag these limiting beliefs with you. What is the cost?
4. Step into the future 10 years. What is the cost?
5. Step into the future 20 years. What is the cost?
6. Come back to now and recognize none of this has happened yet. You have a chance to change it. What happened was a painful gift to move you to change your entire destiny right now!
7. Change your body radically. Move as if you felt totally energized, excited and passionate (e.g., breathe, talk more rapidly).
8. Decide what your new beliefs should be and write them down, stated in the positive. Close your eyes and think about how these beliefs will transform the quality of your life. What will you gain by these new beliefs? How will you be more happy? How will you be more successful financially and in your relationships? How will your physical body be transformed when these beliefs begin to guide your daily actions? Again, engage your emotions. How is your life greater now, more fulfilling and richer emotionally, physically, financially?
9. Step into the future five years with your new beliefs. Where are you now in your life?
10. Step into the future 10 years. Where are you now?
11. Step into the future 20 years. Where are you now?
12. Look at both destinies and decide which one you're committed to living; then return to the present.

Your Assignment

1. Write down what your old beliefs were and what the consequences have been or would have been all your life in order to remind yourself of the leverage that will guide you in maintaining your new beliefs.

Old Beliefs	Consequences
1.	
2.	

2. Write down your two new beliefs and how they will enhance the quality of your life now.

Old Beliefs	Consequences
1.	
2.	

Put It Into Action with AI Coaching

Yesterday you identified your values and rules. Today we change the beliefs that have been limiting you using the Dickens Pattern—a powerful technique that helps you feel the true cost of keeping limiting beliefs and the incredible benefits of replacing them with empowering ones. When you're ready, talk to Tony AI inside the app as you uncover and identify these beliefs.

Here's what we'll work through together:

- Identify one or two limiting beliefs that have been holding you back—beliefs about yourself, your capabilities, or what's possible.
- Experience the Dickens Pattern—feeling the consequences of these beliefs across your past, present, and future so you create massive leverage to change.
- Create new empowering beliefs to replace the old ones—beliefs that will drive you forward instead of holding you back.
- Install these new beliefs through emotional rehearsal until they become part of who you are.



REMEMBER:

The past does not equal the future. The AI coaching will guide you through a process that can change beliefs you've held for years—in minutes. This is how you break free from limitations and step into who you're truly capable of becoming.

“Beliefs have the power to create and the power to destroy.”

—TONY ROBBINS

Day 11–The Power of “Why”

Commit to the Fundamentals

Commit yourself to mastering the fundamentals. Get excited about practicing fundamentals every day to create the ongoing level of happiness and joy you want.

Avoid getting caught up in the law of familiarity.

Break through the bonds of your past and look at the world in a whole new way, where you understand fundamentals must be practiced daily and you'll do whatever it takes. You're not bored by fundamentals; you get excited about doing the daily things that create the ongoing level of happiness and joy you want for a lifetime.

“I believe in the basics: attention to, and perfection of, tiny details that might be commonly overlooked. They may seem trivial, perhaps even laughable to those who don't understand, but they aren't. They are fundamental to your progress in basketball, business and life. They are the difference between champions and near champions.”

– Coach John Wooden

Why Do Goals Work?

With goals, we create our destiny!

We must have a big enough “why” to succeed – we must have *enough compelling reasons* to drive us forward to do whatever it takes to achieve our goals. “Purpose is stronger than outcome.”

Who you become in the process of achieving your goals is the real purpose.

1. “As you think, so you become.” If you develop a consistent and impassioned focus on something, you'll experience it.
2. Setting a goal sends a signal to your conscious and subconscious mind that where you are is not where you want to be. Having a goal creates positive pressure, which is necessary to move you forward. *You must learn to manage pressure.*

Create a Big Enough Why

Here's how to create a big enough “why” for each of your goals:

1. *Write down all you will gain from achieving your goal—why you're committed to making it a reality (linking pleasure to achieving).*
2. *Write down what it will cost you not to achieve the goal (linking pain to not achieving).*

Your Assignment

Part of what drives us in life is our desire, our hunger. Seeing and admitting that things are not as good as we want them to be creates a drive to make our lives the way we believe they should and must be. Take action on the following assignment:

1. “As you think, so you become.” If you develop a consistent and impassioned focus on something, you’ll experience it.
2. Setting a goal sends a signal to your conscious and subconscious mind that where you are is not where you want to be. Having a goal creates positive pressure, which is necessary to move you forward.

Create a Big Enough Why

Here’s how to create a big enough “why” for each of your goals:

1. List the specific areas of your life that are not what you want them to be.

The specific areas of my life that are not what I want them to be:

2. Write down what you would have to believe to consistently follow through on the transformation of your life.

What I would have to believe to consistently follow through on the transformation of my life:

3. List the set of beliefs you’d have to hold to achieve your ultimate goals. *What would you have to believe in order to not only set your goals but really achieve them? What would you have to believe to make your life the masterpiece it deserves to be?*

What I would have to believe to not only set my goals but really achieve them:

4. Write down why you must change these situations now and why you know you can. You’ve probably already handled much more difficult situations at some point in your life. If you haven’t, now is the time to do so.

Why I must change these situations now, and why I know I can:

“People are not lazy. They simply have impotent goals – that is, goals that do not inspire them.”

—TONY ROBBINS

✦✦ Put It Into Action with AI Coaching

You've just explored the power of compelling reasons—the WHY that drives everything. When you're ready, talk to Tony AI inside the app to help you identify where you're genuinely dissatisfied in your life and create reasons so powerful that change becomes inevitable.

Here's what we'll work through together:

- Identify the specific areas of your life where you're truly dissatisfied—where you know you're not showing up as who you could be.
- Uncover the beliefs you'd need to hold to actually follow through on transformation in these areas.
- Connect to your compelling reasons—both why you **MUST** change (the cost of staying stuck) and why you **CAN** change (the resources and past successes you have).
- Discover who you'll **BECOME** in the process—because that's the real purpose of any goal.



REMEMBER:

Reasons come first, answers come second. Purpose is stronger than outcome. The AI coaching will help you create a WHY so compelling that the HOW becomes unstoppable. This is how you tap into the driving force that makes change inevitable.

MAJOR QUESTION :

How Big would you dream IF
you knew you couldn't fail?

Are you dreaming that big now? IF not, you're wasting talents

IF you can conceive it
& Believe it you can achieve it

WORK ON your Belief

NEVER leave the ~~site~~ site of setting
A GOAL without taking some ACTION.

EXCERPT FROM TONY ROBBINS JOURNAL, 1978

"How big would you dream if you knew you couldn't fail? Are you dreaming that big now? If not, you're wasting talents. If you can conceive it and believe it, you can achieve it. Work on your belief. Never leave the site of setting a goal without taking some action."

Day 12—Creating Your Future: The Goal-Setting Workshop

Setting goals is the first step in turning the invisible into the visible.

Goal-setting is an important process to help you design the life you envision to live and to help you create energy and momentum. The process of writing your goals is just as important as immediately following through with the development of a plan and taking action toward its fulfillment to keep the momentum going.

Categories of Goals

Every single action you take has an effect on your destiny. If we study destiny, we find everything in life has four parts:

1. List your goals for *personal development*.

- Next to each of these goals, write down the time within which you're committed to accomplishing it, e.g., within one, three, five, 10 or 20 years.
- Select your top three *personal development* goals, and under each one, write a paragraph describing why you're committed to achieving this goal within the next year.

2. List your *things* goals.

- Next to each of these goals, write down the time within which you're committed to acquiring it, e.g., within one, three, five, 10 or 20 years.
- Select your top three things goals, and under each one, write a paragraph describing why you're committed to acquiring it within the next year.

3. List your *economic or financial* goals.

- Next to each of these goals, write down the time within which you're committed to achieving it, e.g., within one, three, five, 10 or 20 years.
- Select your top three financial goals, and under each one, write a paragraph describing why you're committed to achieving it within the next year.

4. Think about any other important areas of your life such as your *body / health, relationships, career / mission, contribution, and spirituality*. List any goals you have in these areas as well.

- Next to each of these goals, write down the time within which you're committed to acquiring it, e.g., within one, three, five, 10 or 20 years.
- Select your top three goals in these areas, and under each one, write a paragraph describing why you're committed to acquiring it within the next year.

Remember: It's not just achieving a goal that matters but the quality of life you experience along the way.

Achieving goals by themselves will never make us happy in the long term. It's who you become as you overcome the obstacles to achieve your goals that gives you the deepest and most long-lasting sense of fulfillment.

Your Assignment

1. **Brainstorm your goals for each of the areas of life that are important to you.** When you're done, capture the timeline (one, three, five, 10 or 20 years) within which you're committed to achieving each one. Take out a piece of paper or journal if you need more space.

Personal Development Goals	Timeline

What are your top three goals in this area? Why are you committed to achieving each of them within the next year?

Write down one action you can take right away to make initial progress toward achieving each. Take that action toward each goal today?

Things Goals	Timeline

What are your top three goals in this area? Why are you committed to achieving each of them within the next year?

Write down one action you can take right away to make initial progress toward achieving each. Take that action toward each goal today.

Economic or Financial Goals	Timeline

What are your top three goals in this area? Why are you committed to achieving each of them within the next year?

Write down one action you can take right away to make initial progress toward achieving each. Take that action toward each goal today.

Other Goals (Body / Health, Relationships, Career / Mission, Contribution, Spirituality)	Timeline

What are your top three additional goals? Why are you committed to achieving each of them within the next year?

Write down one action you can take right away to make initial progress toward achieving each. Take that action toward each goal today.

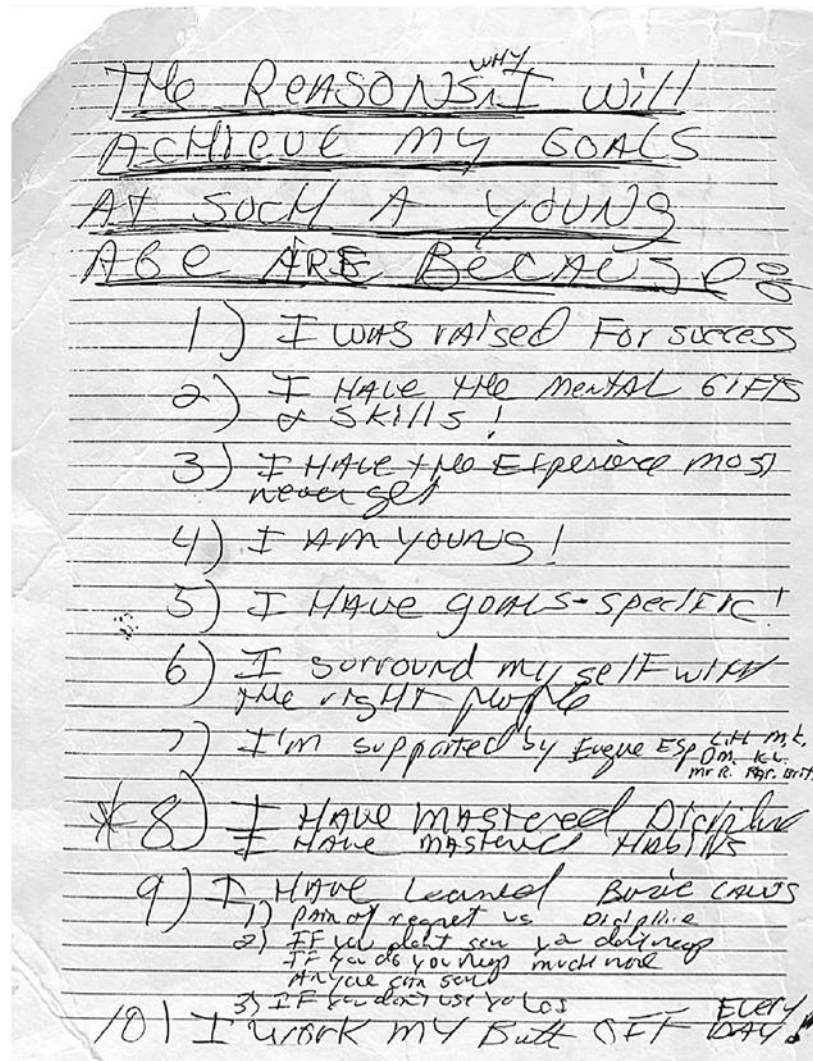
2. For each of your top goals, did you write down one action you can take right away to make initial progress toward achieving it?
3. Take the actions toward your top goals today.
4. **Do the Rocking Chair Test to help you commit to accomplishing each of your goals:**
Imagine yourself much older, sitting in your rocking chair and looking back on your life, first, as if you had *not* achieved your goal, and then, imagine yourself having achieved it. (Experience the pain that would follow *not* doing it along with the pleasure that would come from accomplishing your goal.)



REMINDER:

*Be sure to take time this weekend to listen to your bonus session,
“Your Driving Force: The 6 Human Needs.”*

EXCERPT FROM TONY ROBBINS JOURNAL, 1978



The reasons why I will achieve my goals at such a young age are because:

1. I was raised for success.
2. I have the mental gifts and skills!
3. I have the experience most never get.
4. I am young!
5. I have goals - specific!
6. I surround myself with the right people.
7. I'm supported by...
8. I have mastered discipline. I have mastered habits.
9. I have learned basic laws:
 - a. Pain of regret versus discipline.
 - b. If you don't sow, you don't reap. If you do, you reap much more. Anyone can sow.
 - c. If you don't use, you lose.
10. I work my butt off every day!

Put It Into Action with AI Coaching

You've just completed the goal-setting workshop and identified what you want to create in your life. When you're ready, talk to Tony AI inside the app to guide you through selecting your most important goals and taking action—whether you want to focus on all three areas or dive deep into what matters most to you right now.

Here's what we'll work through together:

- Review your goals across all areas and select your top three one-year goals—the ones that would create the most meaningful impact in your life.
- Dig deep into your WHY for each goal—making your reasons so compelling that you're pulled forward rather than having to push yourself.
- Identify immediate action steps you can take TODAY toward each goal—because momentum starts with action, not planning.



REMEMBER:

Never leave the site of setting a goal without taking action. The AI coaching will ensure you don't just write goals down—you immediately take steps toward making them real. This is how you turn vision into momentum and momentum into results.

Day 13 Bonus—Your Driving Force: The 6 Human Needs

We all have different desires, but we are all driven by the exact same needs.

So many people in life achieve their goals only to think, “Is this all there is?” It’s because they never analyzed their true needs or how to meet them. They’ve only pursued the goals that the culture has conditioned them to pursue.

An understanding of the 6 Human Needs allows you not only to turn on your Driving Force and discover all you’re capable of, but also to be truly fulfilled on a consistent basis.

The Four Classes of Experience

Before we walk through the needs, it’s important to understand that each of us develops “vehicles,” or strategies to meet our needs. Some of these vehicles are empowering to our lives whereas others may be fulfilling for the moment but in the long term don’t fulfill us.

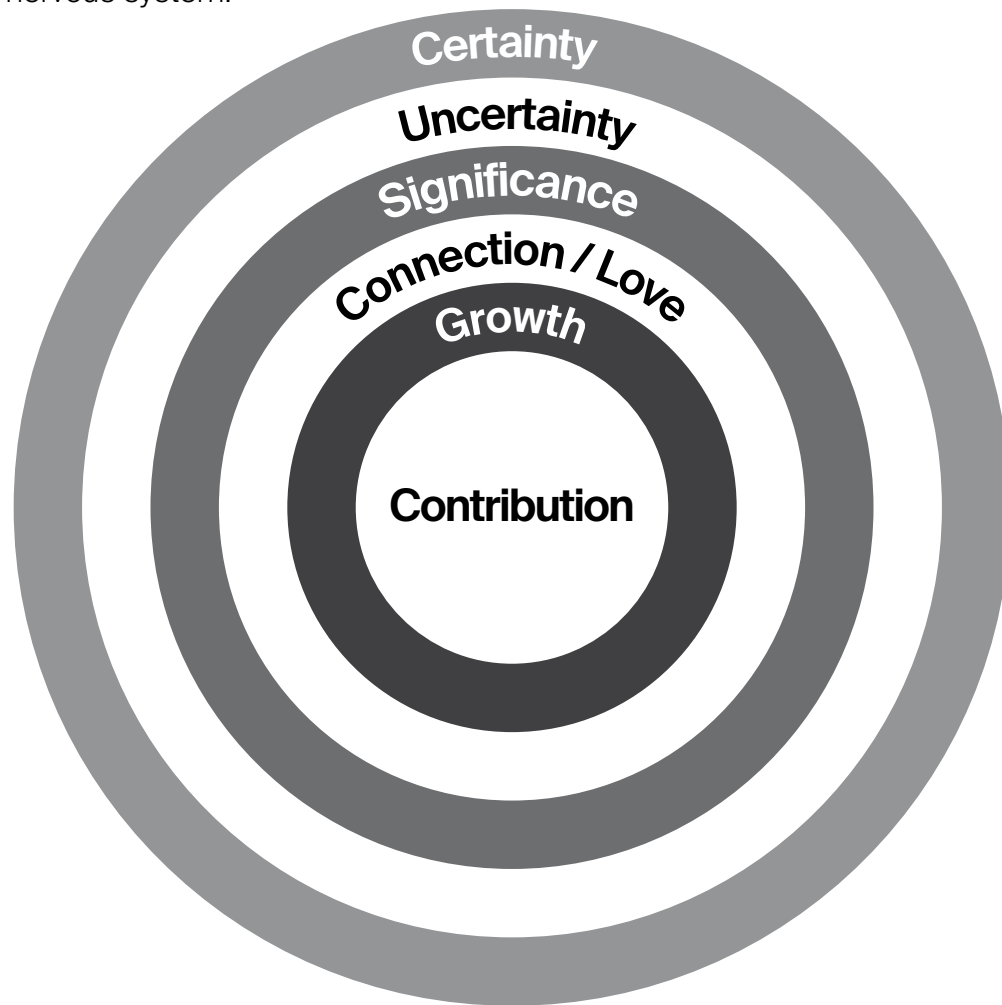
For example, to feel significant, some people tear others down, some “collect the most toys” and some contribute in unique and meaningful ways. The vehicles you select will determine not only your fulfillment in the moment, but also your long-term fulfillment and whether you will truly grow and contribute in a significant way.

Here’s how to measure how effective your current vehicles are:

Class I	Class II	Class III	Class IV
<p>It feels good.</p> <p>It is good for you.</p> <p>It is good for others.</p> <p>It serves the greater good.</p>	<p>It does not feel good.</p> <p>It is good for you.</p> <p>It is good for others.</p> <p>It serves the greater good.</p>	<p>It feels good.</p> <p>It is not good for you.</p> <p>It is not good for others.</p> <p>It does not serve the greater good.</p>	<p>It does not feel good.</p> <p>It is not good for you.</p> <p>It is not good for others.</p> <p>It does not serve the greater good.</p>
<p>When we find these four criteria in an experience, we usually call it a “peak life experience.”</p>	<p>These are experiences we often want to avoid but that ultimately give us the most joy because they cause us to grow, and as we master them, we become much more fulfilled.</p> <p>The secret to fulfillment is to learn how to convert Class II experiences into Class I experiences. When you learn to do the things that improve your life and the lives of others, you develop the pride, strength, confidence, and joy most people never experience.</p>	<p>These are those nonproductive experiences that we all too often allow ourselves to indulge in. Drinking excess alcohol, for example, could fit into this category. Class III experiences deliver the immediate pleasure that, in the long term, destroys people’s quality of life and gives them ultimate pain.</p>	<p>Why would someone continually indulge in a Class IV experience? Smoking cigarettes the first time, for example, was not a pleasurable feeling. But people often will indulge in Class IV experiences simply because of peer pressure or because of conditioning and old belief systems.</p> <p>You must free yourself of Class IV experiences to be fulfilled.</p>

The 6 Human Needs

There are six fundamental needs that every person has in common, and all behavior—positive or negative—is simply an attempt to meet those six needs. This drive to fulfill our 6 Human Needs is encoded in our nervous system.



The means or vehicles by which people meet these 6 Human Needs are unlimited. For example, we all desire *certainty* that we can have comfort (avoid pain and gain pleasure). Some people pursue this need by continuously striving to control all aspects of their lives—their environment, the individuals around them, etc. Other people may obtain certainty by giving up control and adopting a philosophy of faith. Another of the 6 Human Needs is the desire for *significance*—a belief that one's life has meaning and importance. Some individuals will pursue this need by competing with others or by destroying and tearing down those around them. Others may strive to fulfill this need by way of contributing to others in a meaningful way.

Each of us can meet any or all of these 6 Human Needs by changing either our perception (focus and beliefs or what we notice, appreciate or believe) or procedure (vehicles we use to meet our needs).

Unhappiness, emotional distress and all dysfunctional behavior arise when we are unable to find a consistent, positive way meet our 6 Human Needs. When our attempts to reach fulfillment fail, we will settle for comfort – or for meeting our needs on a small scale. Every person finds a way to meet his or her needs; the only question is whether they will act in a way that is destructive or empowering to themselves and others.

The goal of understanding the 6 Human Needs is to help you create additional consistent choices – new patterns that allow you to be fulfilled long-term. Ideally, you will achieve these patterns in a way that feels good; that is good for you; that is good for others and that ultimately serves the greater good.

Your Assignment

- 1. What's something you love to do?** Something you feel compelled to do? Something that's effortless and totally fulfilling? Something you could do 24 hours a day? Describe it in the space below, and then complete the chart to see why you feel that way about it.

"What is something I love to do?"	
NAME	ACTIVITY / BEHAVIOR
Does _____ (the activity / behavior)	
How would I rate (0-10) the level of fulfillment this offers me for this need?	
<ol style="list-style-type: none"> 1. Certainty Ability to Avoid Pain (e.g., Decrease Stress and Gain Pleasure, Security, Survival) 2. Uncertainty / Variety Surprise, Diversity, Difference, Challenge, Excitement. 3. Significance Importance, Uniqueness, Being Needed, Having Purpose or Meaning. 4. Connection / Love Bonding, Oneness, Sharing Intimacy, Feeling a Part of, Unity. 5. Growth Learning, Changing, Expanding, Stretching, Improving. 6. Contribution Giving, Helping, Serving, Nurturing, Making a Difference. 	
How specifically does this meet or fail to meet my need?	

NOTE:

The Day 13 audio covers all 6 Human Needs, but we're breaking the assignment into two days so you can work through this powerful material thoroughly. Today you'll analyze something you love. Tomorrow (Day 14) you'll work with something you don't enjoy and learn how to redesign it.



Put It Into Action with AI Coaching

You've just explored the 6 Human Needs—the invisible forces driving every decision you make. Once you've completed the audio and assignment, talk to Tony AI inside the app to help you understand why activities you love feel effortless while others drain you.

Here's what we'll work through together:

- Identify something you absolutely love doing—an activity that lights you up and feels effortless.
- Analyze how it meets each of the 6 needs on a scale of 0-10: Certainty, Uncertainty/Variety, Significance, Connection/Love, Growth, and Contribution.
- Discover the pattern—activities you love typically meet 4-6 of these needs at high levels.
- Understand why you're naturally driven toward certain behaviors without needing discipline.



REMEMBER:

When an activity meets multiple core needs at high levels, you don't need willpower—you're pulled by fulfillment itself. The AI coaching will help you see which needs are driving you most powerfully right now. This is how you understand what truly motivates you.

Day 14 Bonus—Your Driving Force: The 6 Human Needs

Yesterday you discovered why activities you love feel effortless—they meet multiple core needs at high levels. Today you'll flip it: take something you hate doing and learn how to redesign it so it becomes more fulfilling.

Here's the key insight: "You can meet these first four needs in destructive ways and thereby feel a little fulfilled. Just enough that you're really not happy, but you're not dissatisfied enough to change. And you will not be fulfilled because you won't grow and contribute, which are the ultimate, primary, essential needs."

The good news? You can redesign any activity by changing your perception (what you notice, appreciate, or believe about it) or your procedure (how you do it or what you add to it). When you make an activity meet more of your 6 needs, you transform dread into drive.

Your Assignment

- 1. What's something you hate to do, but that's good for you?** Something that you should do? Something that you never get done because you hate it so much? Describe it in the space below, and then use the chart to see why you feel that way about it.

"What is something I know I should do but dislike or put off?"

NAME	ACTIVITY / BEHAVIOR
Does _____	(the activity / behavior)

How would I rate (0-10) the level of fulfillment this offers me for this need?

- 1. Certainty**
Ability to Avoid Pain (e.g., Decrease Stress and Gain Pleasure, Security, Survival)
- 2. Uncertainty / Variety**
Surprise, Diversity, Difference, Challenge, Excitement.
- 3. Significance**
Importance, Uniqueness, Being Needed, Having Purpose or Meaning.
- 4. Connection / Love**
Bonding, Oneness, Sharing Intimacy, Feeling a Part of, Unity.
- 5. Growth**
Learning, Changing, Expanding, Stretching, Improving.
- 6. Contribution**
Giving, Helping, Serving, Nurturing, Making a Difference.

How specifically does this meet or fail to meet my need?

2. For the thing that you hate to do, turn this Class II experience into a Class I experience by asking yourself, “What could I choose to believe about this that will make it fulfill each of my 6 Human Needs at the highest possible level?” Write down your answers as they come to you. Then go out and apply them *immediately!*

Put It Into Action with AI Coaching

Yesterday you analyzed what you love—today we're taking what you've been avoiding and making it work for you. When you're ready, talk to Tony AI inside the app. The coaching adapts to your specific situation and helps you find creative ways to transform obligations into opportunities.

Here's what we'll work through together:

- Identify something you hate doing but have to do anyway—the thing you avoid or dread.
- Rate how well it currently meets each of the 6 needs on a 0-10 scale and see why you resist it.
- Discover the pattern—when activities meet almost none of your needs, resistance is inevitable.
- Redesign the activity by changing your perception or procedure to meet more of your needs—add music, do it with someone, connect it to a bigger purpose, find the growth opportunity, or make it serve others.



REMEMBER:

You can't always change WHAT you have to do, but you can always change HOW you perceive it or HOW you do it. That changes everything. The AI coaching will help you transform at least one dreaded activity into something more fulfilling. This is how you take control of your experience.

Day 15—Success Conditioning: The Power of Rituals

Procrastination is a silent killer. It keeps us from achieving what we want.

This session is not only about how to handle procrastination, but it's also about how to create the habit of taking absolute consistent action toward the goals you've now set.

***“Sow a thought, reap an action; Sow an action, reap a habit;
Sow a habit, reap a character; Sow a character, reap a destiny.”***

—SAMUEL SMILES

Once we identify our habits, we can condition ourselves to create new habits that will automatically pull us toward the goals we desire most.

Exercise: Our Habits of Emotion

Our consistent emotions shape character and destiny.

If you're feeling any emotion, positive or negative, on a regular basis, it's the result of an internal *ritual*. Your rituals consist of your habitual ways of looking at the world, talking to yourself and moving your body.

- 1. Five negative emotions that I experience on a regular basis
(e.g., depression, discouragement, sadness):**

- 2. My rituals for each of these emotions, i.e., what I must do in my mind in order to feel them – the “recipes” I have for creating each of these emotional states:**

3. Five positive emotions that I experience regularly:

4. Five rituals I have for experiencing each of these emotions:

If we want lifelong success—more happiness, joy, passion and fun as well as more money, closer friendships and a chance to make a difference—we need to get clear on the rituals we've developed that don't support us and discard them. Then, we need to put new empowering rituals in place in order to create new results.

The Ritual of Procrastination

Procrastination is nothing but a ritual. In order to procrastinate, you have to look at the world a certain way. You have to think about how taking action will be more painful than not taking action.

Here's how to overcome it:

- 1.** Find out how you create the ritual of procrastination.
- 2.** Ask yourself, *"If I don't do this, what will be the ultimate price I'll have to pay?"*
- 3.** Ask yourself, *"If I'd already gotten this done, how would my life be better? How much more joy would I have?"*
- 4.** Develop the habit of saying, "I want to..." instead of "I have to..."
- 5.** Develop the habit of moving your body to interrupt the pattern of procrastination.

Your Assignment

1. Review your five negative emotions and how you create them. Then develop a *pattern interrupt* for each one. Write down what you did so you can repeat it in the future.

A pattern interrupt for each of my five negative emotions would be:

2. Review your positive emotions and determine how you can trigger them more often and when in your life you'd be willing to put yourself in a great state on an ongoing basis.

A trigger for my positive emotions would be:

3. Write down what you do to get yourself into the ritual of procrastination and how to break out of it.

What I do to get into a ritual of procrastination, and how I can break out of it:

Put It Into Action with AI Coaching

You've just learned about rituals—the habitual patterns of emotion and behavior that run automatically in your life. When you're ready, talk to Tony AI inside the app to help you identify the specific "recipes" you use to create both empowering and disempowering states.

Here's what we'll work through together:

- Identify one negative emotional pattern you experience regularly—frustration, overwhelm, procrastination, or avoidance.
- Map out the specific recipe for that emotion—what you focus on, how you stand and breathe, what you tell yourself, and what you do.
- Explore one positive emotion you experience regularly and discover its recipe as well.
- Begin to see how awareness of these patterns gives you the power to interrupt and change them.

REMEMBER:

Procrastination is just another ritual—a habit of putting things off. Once you identify your rituals, you can interrupt the patterns that don't serve you and install new ones that do. The AI coaching will help you see your emotional and behavioral patterns as repeatable recipes you've created. This is how you gain control of your consistent emotions—and ultimately, your character and destiny.

Day 16—Anchoring Yourself to Success

DEFINITION: Anchoring

Whenever you're in an intense emotional state, anything that consistently happens around you while you're in the peak of that state gets associated to it. This process is called "anchoring."

For example, is there a particular song that whenever you hear it, you remember a person you were once in a relationship with? It's because while you were in a peak emotional state, the unique sound of this music was playing in the background. This was linked in your mind and in your body so that any time you hear the music, you relive the feeling of that same moment. The song is now an anchor.

We're always creating anchors, whether we're aware of it or not. We're constantly learning to associate and create meanings out of things that are happening around us and this is usually happening on an unconscious level.

The secret is to understand anchoring so we can take conscious control of the process and use it to condition ourselves to feel the way we want and need to in given situations. Wouldn't it be useful to anchor yourself to feel good about exercise? Or get rid of the negative anchors you may have to it currently?

Mastering this skill can change virtually any area of your life. Listed below are a few reminders about anchoring that are described in detail in this session.

How to Create Positive Anchors

1. The secret to anchoring yourself is to get yourself into a **highly emotional state**. For example, to anchor excitement, breathe the way you breathe when you're excited, stand the way you stand, smile the way you smile, gesture or make the statements or sounds you make when you're really celebrating. Literally put yourself in the peak of that state.
2. **While you're in the peak of the desired state, do something unique over and over again** until it's conditioned and you've created a consistent "trigger." This could be the snapping of your fingers and saying the word excellent each time you feel you're at the peak of this state, repeating it dozens of times with more and more emotional intensity.
3. Then **change your state**. Relax. Change your focus for the moment.
4. Use the trigger; e.g., snap your fingers and say "excellent!" and you should **feel your body snapping right back into that peak feeling**.

How to Collapse Negative Anchors

Just as you create a positive anchor, you can get rid of negative anchors.

1. **Create a series of positive anchors.** Do them over and over again so that the positive anchors are very strong.
2. **Fire off the positive and negative anchors simultaneously.** This will collapse the negative association. It may feel a little weird at first because you're triggering two completely different emotions in your brain at the same time. When you do this, however, the strongest emotional anchor collapses the other one.

Review: Two Keys to Effective Anchors

How you evaluate things determines what you focus on:

1. Make sure you're "in" a desired emotional state, i.e., make sure you're breathing the way you're breathing when you feel that way, that you have the same look on your face and you're saying the same things to yourself. You're truly in the state that you want to anchor.
2. Consistently link a trigger to that state. A unique touch, a facial expression, a gesture, a snap of the fingers, a word or something that you will use in the future as the trigger for your anchor.

Using Swish Patterns

A "Swish Pattern" is a way to anchor yourself so that you move in a new direction in your life.

To learn how to do a Swish Pattern, think of a negative ritual you partake in (i.e. procrastinating, biting your nails). What's a behavior or something that you do and you don't want to do it anymore?

Then, complete these four steps:

1. **Identify the behavior you want to change; then imagine the behavior in your mind.** Picture yourself doing this behavior.
2. **Create a new picture of yourself as you would be if you made the desired change.** Push aside the other image and in its place, imagine a big picture of how you'd ultimately like it to be.
3. Now we want to condition your brain so that just when you start to do the old behavior, instead you'll be triggered with a new behavior that empowers you. To do this, you'll use a "picture-in-picture" technique – you'll **"swish" the two pictures so that the unresourceful behavior automatically triggers the resourceful one.**

Make a big, bright picture of the behavior you want to change; then in the bottom right-hand corner of that picture, make a small dark picture of the way you want to be. Now take that small picture, and in less than a second, have it grow in size and brightness and literally burst through the picture of the behavior you no longer desire. As you do this, say the word whoosh! with all the excitement and enthusiasm you can master.

- 4. The key to this pattern is speed and repetition.** Do this five or six times, as fast as you can – and have fun doing it! What you are telling your brain is, “See this. *Whoosh!* Do this; see this. *Whoosh!* Do this...” until the old picture automatically triggers the new picture, the new states and thus the new behavior.

Your Assignment

- 1. Create a positive anchor.**
 1. Choose an emotion you would like to have “at your fingertips.”
 2. Take yourself back to a time when you really felt that way.
 3. Link that feeling to a gesture (e.g., making a fist and saying “yes!”), and do it over and over until you can trigger the feeling with this anchor.
- 2. Do at least 15 Swish Patterns as described above.**
- 3. Capture any notes** about how you feel about the old behavior and the new one you’ve replaced it with.

Put It Into Action with AI Coaching

You've just learned two powerful techniques for instant transformation: anchoring and the Swish Pattern. When you're ready, talk to Tony AI inside the app to master these tools so they work for you on command. Here's what we'll work through together:

- Choose an emotion you want at your fingertips—confidence, motivation, calm, or energy.
- Recall a peak moment when you felt that emotion vividly and intensely, then link it to a unique physical gesture at the height of that feeling.
- Strengthen the anchor through repetition until you can trigger the emotion instantly with your gesture.
- Apply the Swish Pattern to replace an unwanted behavior—picturing your ideal self bursting through and replacing the old pattern 15 times fast.

REMEMBER:

Anchors give you access to peak states on demand. When you're in a strong emotional state and something unique happens simultaneously, your brain links them. The AI coaching will help you create at least one working anchor and complete the Swish Pattern in this session. This is how you condition yourself to access the states you need, exactly when you need them.

***“The secret of change is to focus all of your energy
not on fighting the old, but on building the new.”***

—SOCRATES

Day 17—How to Condition Yourself for Wealth

If you don't have enough money in your life, there's one primary reason: You haven't conditioned yourself for wealth.

Money is nothing but a means to measure the exchange of value between people.

Seven Reasons Why Most People Never Make It Financially

1. They associate negative things to making and/or having money.
2. They never make having an abundance of money an absolute must.
3. They never develop an effective strategy for building wealth.
4. They fail to follow through consistently on their financial plan.
5. They rely too much on “experts.”
6. They become financially complacent.
7. They allow financial crisis to turn into financial ruin.

Condition Yourself for Wealth

The time to handle a problem is before it ever comes up. To condition yourself to wealth, you must develop strategies for the following:

1. *Attracting* money into your life.
2. *Managing* your money.
3. *Sharing* your money, which will give you tremendous joy.

Go do something where you give, even if you feel like you have nothing to give. Give your time and your energy. When you do that, you teach your brain that there's more than enough.

To master these strategies, use modeling.

1. Find people who are getting these results, and study what they do.
2. Do the same things consistently, and get the same results.



The Essence of Real Wealth

When asked “What does it take to be wealthy?” Sir John Templeton, one of the greatest investors of all time, answered, “Gratitude.” No matter how much money you have, when you're grateful, you're rich.

Your Assignment

Give yourself a financial checkup to find out your “wealth wounds” so you can transform these wounds into your financial advantage.

- ☐ 1. What are your most limiting beliefs about having absolute financial abundance? (You can ask yourself another question: What do you associate to financial excess? Most people associate negative emotions to this, and wonder why they never maintain a financial position of “excess dollars.”)

My most limiting beliefs about having absolute financial abundance:

- ☐ 2. Now consider whether you have a specific amount of money that represents financial abundance. Have you made this number a “must” for your life? Or is your current “must” the ability to live comfortably by paying your current bills? If you’ve not established a specific number, do so now and commit to having it.

What specific amount of money represents financial abundance to me?

- ☐ 3. Remember the axiom: Never leave the site of setting a goal or making a decision without taking some action toward its attainment. Today, do something toward developing a financial plan. Contact a financial planner, pick up a book on creating financial plans, or call us and enroll in our Wealth Mastery live event.

What I will do today toward developing a financial plan:

TAKE THE NEXT STEP!

Tony Robbins Date with Destiny[®] live event is an extraordinary opportunity for you to be guided through the process of discovering your core beliefs and values. Call 1-858-290-4113 to learn more! Or, go to: <https://www.tonyrobbins.com/events/date-with-destiny>

- ☐ 4. Use something you learned from today's session – some simple distinction – to start feeling like you're making financial progress. Maybe it's simply a financial decision you're going to make about what you're no longer going to spend or what you are going to invest in. Maybe it's a decision you're going to make about what to believe about financial excess. **Remember, tiny actions lead to a pattern of habits that ultimately can be used to create the financial freedom you deserve.**

What I learned today that I can use to make progress:

- ☐ 5. Make a list of any financial terms or aspects of financial management that you currently don't fully understand, and make a commitment to find the people who can give you the answers you need. **There's nothing wrong with not knowing an answer;** there's something incredibly wrong with not taking action to get that answer immediately.

Financial terms and aspects of personal finance I don't currently understand fully:

- ☐ 6. Remember the power of “why.” **Write a paragraph about why you’re going to continue to follow through and avoid complacency.** What were the excuses you used in the past? This is an area of your life that must be mastered. Come up with enough reasons that will help you continue to follow through. Make a list of them now.

Why I’m committed to following through:

- ☐ 7. **Ultimately, what frees you from fear is the belief that you are much more than anything that could ever happen to you financially.** Write down one or two situations that have occurred in your life that seemed difficult or impossible, but you have pulled yourself through. Use these to remind yourself of the capacity you have to turn challenges into opportunities.

One or two situations from the past when I pulled through despite difficulty:

Put It Into Action with AI Coaching

You've just completed a financial checkup using the seven wealth wounds—the patterns that can limit your financial potential. When you're ready, talk to Tony AI inside the app. The coaching meets you wherever you are financially and helps you break through to the next level.

Here's what we'll work through together:

- Explore your most limiting beliefs about having absolute financial abundance and bring them into the light.
- Determine whether financial abundance is truly a "must" for you or just a "should"—and define the specific amount that represents abundance to you.
- Take one action today toward developing a financial plan, no matter how small.
- Understand the financial terms or aspects of personal finance you don't fully grasp yet.
- Connect to your compelling reasons—why you must change and why you know you can.



REMEMBER:

If you don't have the money you want, it's because you haven't conditioned yourself for wealth yet. The AI coaching will help you identify which of the seven wealth wounds are affecting you most right now. This is how you transform your relationship with money and open yourself to true abundance.

JOURNAL NOTES

***“If you don't have the money you want, it's because
you haven't conditioned yourself for wealth yet.”***

—TONY ROBBINS

Day 18—Ending Financial Self-Sabotage

If you are sabotaging yourself financially, it's because you believe on some level that the accumulation of money is going to lead to more pain than pleasure.

Our brains don't work logically; they work based on what we associate to things. If we're going to eliminate financial self-sabotage, we must change our neuro-associations about money.

To begin attracting wealth you must do the following:

1. Recognize you're already wealthy.
2. Believe that you're also creating a way for others to fulfill their dreams.

Money is nothing but a means to measure the exchange of value between people.

Your beliefs about money are like a rubber band: you push and stretch yourself and just when start to make some progress, the rubber band snaps you right back to where you were. The only way to break through is get rid of the rubber bands. Enlarge your picture of your financial life, so that you're always building and expanding.

Exercise: Eliminate Financial Self-Sabotage

Answer these questions to eliminate financial self-sabotage forever.

1. **Write a description of all of the pain you experience because you don't have the financial abundance you deserve.**

2. **List words that you associate to money.** When you're done, look at your list. Is it mostly positive or mostly negative?

3. Write down what you remember hearing about money when you were growing up.
Do you notice any conflicts?

4. Associate to how your life would be greater if lack of money were no longer an issue. Write down all the benefits you would have and all the ways your life would be enhanced if money was no longer an issue.

5. Remove your limiting beliefs by ridiculing them and creating massive pain to having them. Then, replace them with positive beliefs that will drive you forward financially. Go through each negative phrase or belief about money and counteract them with beliefs that empower you.

Disempowering Beliefs	Empowering Beliefs

Examples: Empowering Beliefs That
Lead to Financial Freedom

1.

“The more I give to others, the more money I receive on an ongoing, consistent basis.”
2.

“I must live in an attitude of gratitude, and I must give much more to others than I expect back.”

6. Add additional empowering beliefs that you want to add to your repertoire to not only move beyond financial self-sabotage but to also move toward financial freedom.

Financial abundance comes from doing what you love doing and making sure it creates tremendous value for other people.

To find the appropriate vehicle for building wealth, answer the following questions:

1. What do you love to do most?
2. How could you do this to benefit others so that they would be willing to invest in it?
3. How could you do it to reach a multitude of people?
4. How could you do it intelligently so that it remains profitable?

Above all, make sure you're a giver!

Your Assignment

Every day, for the next 10 days, write down three ideas for increasing your income or ways in which you could earn more from the income you already have.

Doing this for 10 days will begin to train your mind to look for economic opportunities. They're all around you – but you must develop a habitual mindset that notices them and then causes you to act upon them.

“The secret to wealth is simple: Find a way to do more for others than anyone else does. Become more valuable. Do more. Give more. Be more. Serve more.”

—TONY ROBBINS

Put It Into Action with AI Coaching

You've just explored where money has been linked to pain—through old beliefs, emotional conflicts, and early conditioning that trigger financial self-sabotage. When you're ready, talk to Tony AI inside the app. The coaching adapts to the specific associations you uncovered, so we'll dismantle the internal patterns that have been quietly undoing your financial progress.

Here's what we'll work through together:

- Link **massive pain** to not having the financial abundance you want—making the real cost of staying where you are undeniable.
- Surface the words, memories, and messages you've associated with money—and identify where internal conflict began.
- Link **massive pleasure** to financial abundance by connecting it to what matters most in your life.
- Eliminate limiting money beliefs and install empowering beliefs that support freedom, contribution, and growth.



REMEMBER:

Trying to work harder without changing your beliefs will never create lasting wealth. The AI coaching will help you create at least one working anchor and complete the Swish Pattern in this session. This is how you condition yourself to access the states you need, exactly when you need them.

“Money is usually attracted, not pursued.”

—JIM ROHN

Day 19—Overcoming Fear of Failure

To eliminate fears, we must change our mental rules.

DEFINITION: Fear

An emotional state where our brains are activated to avoid pain.

Fear is not always something to be avoided. Fear is a useful emotion in the appropriate context. The goal is to eliminate fear where it's limiting us and not supporting us.

How to Eliminate Fear

First, define what must happen currently for you to feel the fear. Then, create new definitions for what must happen for you to feel fear so that it is hard to experience.

Then, *decide* you're going to be free of this fear, *get leverage*, then *interrupt your pattern* using the "erasure technique."

1. Get yourself into a strong, positive state, and create a positive anchor.
2. Picture a big failure from your past, and watch it happen as if it were on a movie screen.
3. With a big smile, run the entire memory in reverse at high speed.
4. Now run it forward twice as fast to the end and stop.
5. Run it backward and forward repeatedly as fast as you can, each time making it more bizarre.
6. Now think about the painful memory. You should be smiling!

Finally, *imagine having the success you want* (as a result of overcoming your fear) over and over again until it's absolutely real for you and becomes a sense of certainty that is emotionally conditioned.

Exercise: Change Your Patterns Around Success & Failure

1. Define what has to happen in order for you to feel successful.

What has to happen for me to feel successful?

2. Define what has to happen in order for you to feel like a failure. What kinds of things trigger this feeling?

What has to happen for me to feel like a failure?

3. Create a new definition of success. In order to feel empowered, what has to happen for you to feel successful?

What has to happen for me to feel successful now?

4. Create a new definition for failure so it's hard to feel. Now, what has to happen in order for you to feel like a failure?

What I do to get into a ritual of procrastination, and how I can break out of it:

5. Use the “erasure technique” to free yourself from the fear of failure once and for all.

Put It Into Action with AI Coaching

You've just learned how fear is created through mental rules and conditioned meaning—and how those rules can be changed. When you're ready, talk to Tony AI inside the app. The coaching adapts to the specific fears influencing your decisions, so we'll work directly with the patterns that have been limiting your momentum.

Here's what we'll work through together:

- Identify where fear of failure, success, or rejection has been shaping your behavior.
- Redefine what must happen for you to feel fear—making it difficult to experience.
- Apply the erasure technique to dissolve emotionally charged fear memories.
- Condition certainty and empowerment so your nervous system responds differently.



REMEMBER:

Fear disappears when its meaning changes. The AI coaching will help you interrupt fear at the pattern level. This is how you regain emotional control and forward momentum.

JOURNAL NOTES

***“Fear is not something you eliminate by force.
Fear disappears when you change what it means.”***

—TONY ROBBINS

Day 20—Overcoming Fear of Success

The fear of success is often more limiting than the fear of failure.

Many people associate success with pressure, responsibility, loss of connection, or judgment. As a result, they unconsciously pull back just as results begin to appear. To eliminate this fear, you must turn the fear of pain on itself—by making the cost of not succeeding greater than the cost of stepping forward.

Today, your focus is singular: **removing the fear of success so you no longer limit your own growth.**

Exercise: Overcome the Fear of Success

1. To eliminate the fear of success, turn the fear of pain on itself. Take a moment right now and write down all that you'll lose if you don't remove the fear of success. What will it cost you if you keep indulging in this emotion?

What will the fear of success cost me?

2. List all that you'll gain by using your inner courage and faith right now. What will you gain by overcoming this fear of success? What level of confidence would you have? How much action would you take? What kind of results could you create?

What will I gain by eliminating the fear of success forever?

3. Use the “erasure technique” to free yourself from the fear of success once and for all.



Put It Into Action with AI Coaching

You've just uncovered what success has been costing you emotionally—and what staying where you are is really costing you instead. When you're ready, talk to Tony AI inside the app. The coaching adapts to the meanings you've attached to success, so we'll dismantle the fear that's been quietly holding you back.

Here's what we'll work through together:

- Surface where success has been linked to pain, pressure, or loss.
- Make the cost of not overcoming the fear of success emotionally compelling.
- Link massive pleasure to stepping fully into your potential.
- Condition a new internal response so success feels safe and empowering.



REMEMBER:

Your brain avoids what it believes will cause pain—even success. The AI coaching will help you reverse that conditioning. This is how you stop pulling back and allow yourself to move fully forward.

Day 21—Overcoming Fear of Rejection

The truth is, rejection—like all emotions—is something you create internally. No person or event can make you feel rejected without your participation. When the fear of rejection controls your behavior, it limits connection, leadership, self-expression, and contribution.

Today is about removing that fear so confidence becomes natural.

Exercise: Overcome the Fear of Rejection

One of the feelings that most people will do anything to avoid is the feeling of rejection.

The truth is the only way that you can feel rejected, just like any other emotion, is *if you make yourself feel rejected*. There is nothing and no one outside of you that can ever generate that painful emotion except you.

Handle the fear of rejection the same way you handled eliminating the fears of failure and success.

1. **Decide that you're not going to allow it to control your life.**
2. Get enough leverage to follow through. **Write down the cost of not overcoming this fear and the benefits of being free of it.**

3. **Create a new set of rules for what must happen for you to allow yourself to feel rejected.** Set a high standard and make it difficult to feel rejected. Remember, anyone who's succeeded has gone through massive rejection at some point!

4. **Use the “erasure technique” to interrupt your old pattern.** Create a strong, positive anchor. Then, fire it off as you imagine yourself being rejected.
5. **Continue to condition yourself so that when someone rejects you, it actually makes you feel stronger.**

Your Assignment

1. Write down two experiences when you felt you failed, two when you felt rejected, and a benefit you gained from each of them.

2. Use the “erasure technique” to interrupt your pattern with these four experiences.

Put It Into Action with AI Coaching

You’ve just examined how rejection has been defined in your mind—and how those definitions have been shaping your behavior. When you’re ready, talk to Tony AI inside the app. The coaching adapts to your current rules for rejection, so we’ll eliminate the fear at its source and condition strength in its place.

Here’s what we’ll work through together:

- Create **tough new rules** for what actually qualifies as rejection—making it difficult to feel.
- **Identify past experiences** you’ve labeled as rejection and uncover the benefit or lesson in them.
- Use the **Erasure Technique** to release the emotional charge from those memories.
- **Anchor strength and certainty** so future rejection automatically triggers power instead of withdrawal.

REMEMBER:

Rejection is not something that happens to you—it’s something you create by the meaning you give it. The AI coaching will help you dissolve that meaning and condition strength in its place. This is how confidence becomes automatic and self-expression becomes free.

REMINDER:

Be sure to take time to listen to your subliminal audios.

Day 22—From Self-Sabotage to Unstoppable Confidence

Anything we do, including “self-sabotage,” we do with positive intent.

Our brain, consciously or unconsciously, is always trying to benefit us in some way. An example of this might be if you consistently pull back right before you’re about to have your greatest success – yet this is not your brain trying to hurt you. It may simply be trying to protect you from succeeding and putting yourself in the position of needing to continue to do so, i.e., your fear of success may actually be protecting you from a situation where you may ultimately feel rejected. It’s important to realize that intent is good. Your brain is “on your side.” You must simply condition it to be more effective.

What’s happening when we begin to sabotage ourselves is we have mixed neuro-associations. We associate both pain and pleasure to the same outcome.

For example, some individuals have been in intimate relationships that were quite painful. Now they find themselves moving toward relationships out of the desire to have intimacy, love and connection, but at certain points pulling back because they associate the pain of the past and the fear of rejection to relationships.

You must take control back by changing your associations to the thing you’re sabotaging.

Two Keys to Eliminating Self-Sabotage

1. Don’t jump to conclusions and assume because you did something, maybe even a few times, and it didn’t work out, that self-sabotage is coming to get you! Just refocus, decide what you want to accomplish and try another approach.
2. If it clearly is a pattern of self-sabotage, use the techniques you’ve learned in this program to create a better pattern.

Exercise: Eliminate Self-Sabotage

1. **Identify any tendency you may have to sabotage yourself.** Is there a behavior that’s keeping you from getting your goals?

2. **Ask yourself, “what’s the positive intent?”** Feel good because your brain is trying to help you avoid pain and gain pleasure.

3. **Get leverage on yourself to make a change.** What’s all the pain you’re going to get if you don’t change this pattern? What’s the pleasure you will get when you do change the pattern forever?

4. **Interrupt the old pattern using the “erasure technique.”** See yourself going into a situation when you might sabotage yourself and interrupt the pattern over and over again until the pattern is eliminated.
5. **Install a new empowering pattern.** Rehearse achieving the success you want and feeling the pleasure of succeeding until the new pattern is conditioned.

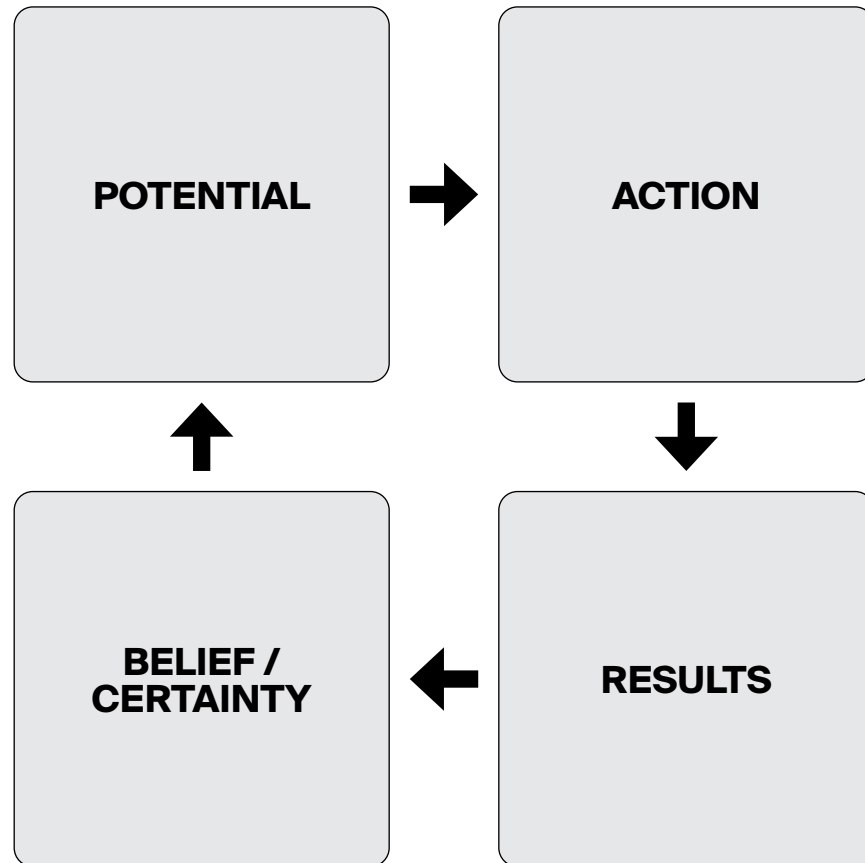
Create Unstoppable Self-Confidence

There are three primary ways you can create self-confidence at any moment:

1. The quickest way is to **make a radical change in your physiology:** intense, radical changes in breathing, gestures, movement, facial expressions.
2. **Control your mental focus.** The fastest way to change what you’re focusing on is to change the questions you’re asking yourself. Change from, “What happens if I fail at this?” or “Why do I always screw these things up?” to “What’s the best way to get this done now?” or better yet, “What’s the best way to get this done and enjoy the process?”
3. **Change your core beliefs.** Change from, “I’ve never done it before so I don’t see how I could do it today,” to “If I can imagine it, I can achieve it.”

The Success Cycle

There are four elements that affect the quality of our lives. Our potential as human beings is unlimited. How much of your potential you tap into, however, is affected by your beliefs and attitudes, which then affects how much action you take and then the results you get.



Change your beliefs about what's possible by getting "Results in Advance."

If you want to succeed, rehearse succeeding until it's so real for you, your brain begins to believe it.

Two Keys to Confidence

1. Stop focusing too much on yourself and focus on how you can contribute to others.
2. Remember, no matter your background, there are things in this world that you are really good at that you've accomplished. Pull out some of your memories of tough situations in your life, where you didn't think you could pull it off but you turned it around.

Your Assignment

1. Manage your memories. Recall five of your greatest successes, and write a paragraph describing each one. Use these examples to remind yourself that you can always find a way!

My five greatest successes:

1.

2.

3.

4.

5.

Put It Into Action with AI Coaching

You've identified patterns of self-sabotage and explored what drives unstoppable confidence. When you're ready, talk to Tony AI inside the app. The coaching will help you eliminate behaviors that undermine you and install the confidence you need to follow through powerfully—whether you're breaking through in your career, relationships, health, or any area where you've been holding back.

Here's what we'll work through together:

- Pinpoint a self-sabotage pattern and uncover its positive intent—what it's protecting you from.
- Get leverage by connecting to the real cost of this pattern and the freedom of changing it.
- Interrupt the old pattern using techniques you've mastered, scrambling the automatic connection.
- Build unstoppable confidence through physiology, focus, and stacking memories of times you've shown up powerfully.



REMEMBER:

Every sabotage behavior has a positive intent—your brain is trying to protect you from something. The AI coaching will help you meet that need differently while building the confidence to act decisively. This is how you become unstoppable.

EXCERPT FROM TONY ROBBINS JOURNAL, 1978

I will persist until I succeed
I was not born into this world in defeat,
nor does failure course through my veins.
I am not a sheep waiting to be prodded
by my shepherd. I am a lion.
And I refuse to walk, to talk, to sleep
with sheep. The slaughter house of
failure is not my destiny.

I will persist until I succeed!

I will become rich and successful.
I am achieving everything I desire in life
with God's help.
I am gifted and I release my special
talents to the world.

I will persist until I succeed. I was not born into this world in defeat, nor does failure course through my veins. I am not a sheep waiting to be prodded by my shepherd. I am a lion. And I refuse to walk, to talk, to sleep with sheep. The slaughter house of failure is not my destiny. I will persist until I succeed! I will become rich and successful. I am achieving everything I desire in life with God's help. I am gifted and I release my special talents to the world.

**"Confidence is not something you have, it's something
you create. And you can create it at any moment in time."**

—TONY ROBBINS

Day 23—How to Increase Your Energy

Everything you want in your life—that we’ve talked about in this program—presupposes that you have the energy to follow through.

Many people in life fail not because they don’t have the ability or the intelligence or the skill, but because they run out of emotional gas while they’re climbing the mountain of success.

Four Keys to Energy & Vitality

KEY #1 The first key to vibrant health and energy is to understand and apply the *power of breath*.

1. Breathing controls the condition of your bloodstream; it controls the flow of lymph and thereby stimulates the body’s immune system.
2. The most effective way to breathe in order to cleanse your system is to do it in a ratio of 1:4:2.
 1. Inhale through your nose for **one count**.
 2. Hold for **four counts**.
 3. Exhale through your mouth for two counts.

(For example, inhale 7; hold 28; exhale 14. Remember to start your breathing from deep in the abdomen.)

KEY #2 Another essential component of healthy breathing is to **exercise daily**. Our bodies are designed to move!

KEY #3 **Drink plenty of water.** Hydration changes the biochemical functioning of your body and has a huge effect on your emotional state. Instead of reaching for food, reach for a glass of water first.

How much water should you drink?



Drink half your body weight daily in ounces.

For example, if you weigh 160 pounds, drink 80 ounces of water per day.

***“The higher your energy level, the more efficient your body.
The more efficient your body, the better you feel and the more
you will use your talent to produce outstanding results.”***

—TONY ROBBINS

KEY #4 **Make sure that at least 70% of your diet is made up of foods that are closest to their natural source.**

1. Write down everything that has passed your lips in the last 24 hours along with the amounts.

2. Circle the healthy, natural, high-value foods on this list.
3. Determine what percentage of your diet is made up of healthy foods.

The quality of your life depends on the quality of the life of your cells.

Your Assignment

For the next 10 days, work on creating this new results ritual.

1. Three times a day, practice 10 repetitions of deep breathing as instructed above in a ratio of 1:4:2.
2. Make sure your diet consists of 70 percent healthy, natural foods and notice what a huge difference this makes in your energy level. You'll be addicted to consistently living in this way that massively improves the quality of your life.

Put It Into Action with AI Coaching

You've just learned the foundation of energy—how breathing and water-rich, non-inflammatory foods can transform your physical vitality. When you're ready, talk to Tony AI inside the app. The coaching will help you commit to the 10-Day Challenge and make these principles part of your daily life so you can transform how you feel every single day.

Here's what we'll work through together:

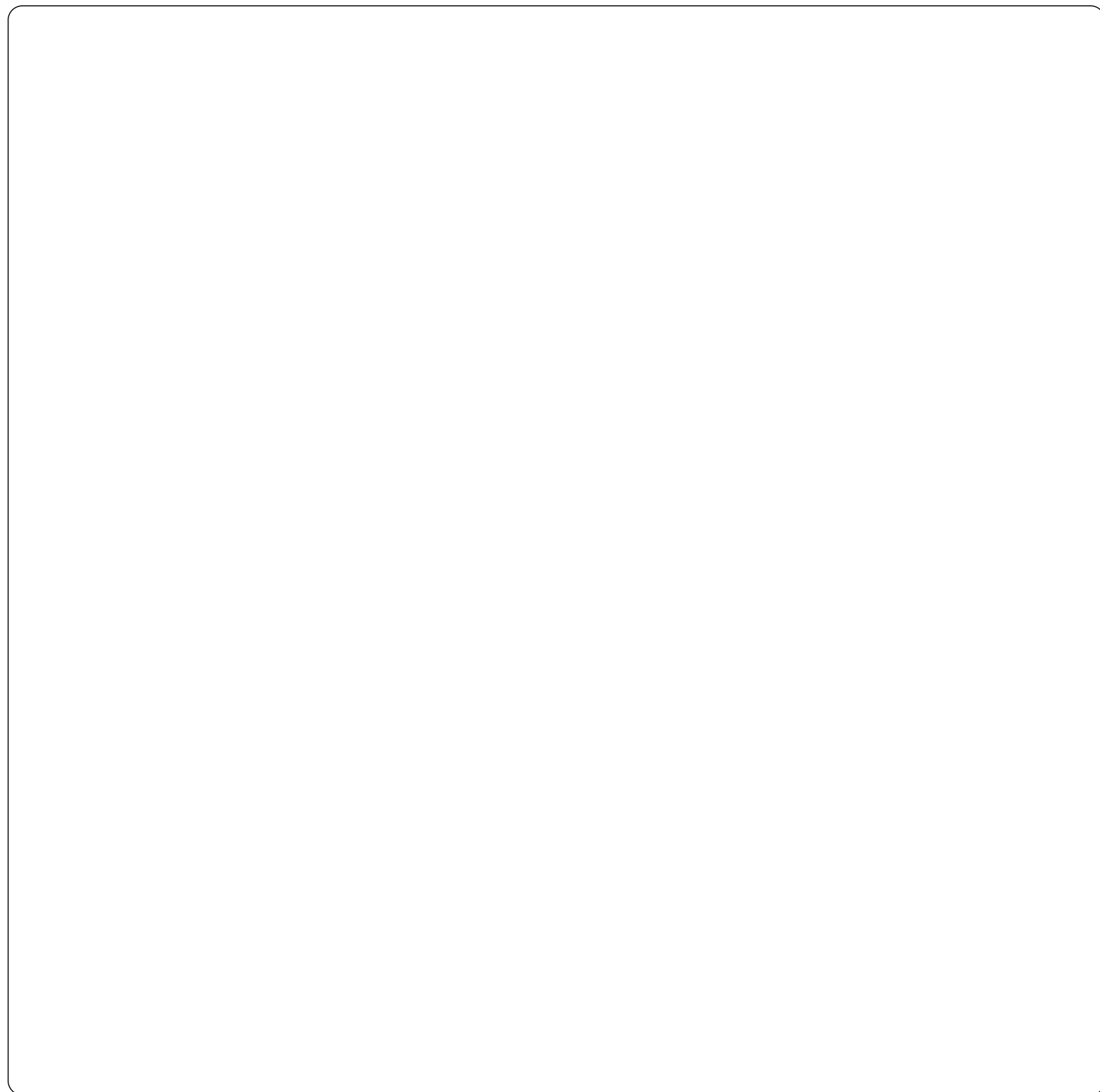
- Practice the power breathing technique right now—experience how the 1-4-2 ratio instantly shifts your energy.
- Review your last 24 hours of eating and calculate your water-rich food percentage.
- Commit to the 10-Day Challenge: power breathing three times daily and eating 70% water-rich foods.
- Create your action plan for when and how you'll practice these fundamentals consistently.



REMEMBER:

Energy is the foundation of everything you do. Without physical vitality, even the best strategies won't move you forward. The AI coaching will help you lock in these two fundamentals that fuel everything else. This is how you fuel everything else you're building.

JOURNAL NOTES



***“Energy is the foundation of everything you do. Without physical vitality,
even the best strategies won’t move you forward.”***

—TONY ROBBINS

Day 24—The Power of Successful Relationships

Every state you want to feel—any value you want to get—you can have right now through a change in beliefs.

Cardinal Rules of Successful Relationships

1. The quality of your relationship comes down to the quality of your commitment to making it work.
Nothing of lasting and measurable value in life can be created without absolute commitment.
2. **You must think of a relationship as a place to give rather than a place to get.**
3. **Avoid the Law of Familiarity** where enthusiasm decreases and then negative “anchors” are formed, which are the primary killers of relationships. To prevent negative anchors, make sure you’re not focusing on the other person when you’re in negative states.
4. **Don’t let arguments get out of control.** Use pattern interrupts with each other. Be playful!
5. **Learn to consistently meet the strategies of love and attraction of your partner.** We all have unique triggers or anchors that cause us to feel love and attraction:
 - Some of us need to be *visually* shown that we are loved; e.g., we want someone to look at us with that loving look, to take us places to show they love us or maybe even to buy us things.
 - Some people need to *hear* they’re loved in a specific way with a certain tone of voice.
 - Some people need to be *touched* in a certain way. Some need a gentle touch; some need to be held tightly so they know that you passionately care. Everyone is different. Everyone is unique. You must know the strategy of your partner. Be sure to review the process of how to do this on the audio.

Find out what the person’s love strategy is, and meet it consistently.

Give what you most want to receive, but don’t get trapped by “You do it first, and then I will.”

1. Use your enthusiasm to enhance the quality of your relationship.
2. Ask questions that encourage love to be expressed.
3. Be spontaneous. Work at creating special moments.

Your Assignment

1. Identify and write down exactly what you want in a relationship. Then, write down what you don't want.

What I want in a relationship:

What I don't want in a relationship:

2. Identify what the relationship needs to be for you to be happy and contribute to it in an effective way.

Description of what my relationship needs to be:

3. Develop a list of unique things you can do together to enhance your relationship on an ongoing basis.

Unique things we can do together to enhance our relationship:

Put It Into Action with AI Coaching

You've explored what makes relationships thrive or die—from the law of familiarity to discovering your partner's love strategy. When you're ready, talk to Tony AI inside the app. The coaching adapts to where you are: whether you're single and clarifying what you want, or in a relationship and ready to deepen your connection.

Here's what we'll work through together:

- Clarify what you want in a relationship (if single) or what you want your current relationship to be about.
- Uncover your partner's love strategy—the specific trigger that makes them feel deeply loved.
- Create your list of unique ways to surprise each other and stay out of the familiarity trap.
- Design pattern interrupts for arguments and spontaneous moments that build positive anchors.



REMEMBER:

The quality of your life is the quality of your relationships. The AI coaching will help you create the depth, passion, and lasting connection you desire and deserve.

JOURNAL NOTES

***“The quality of your life is the quality of your relationships.
Everything great in life comes from the connections
you build with people you care about.”***

—TONY ROBBINS

Day 25—How to Solve Problems Quickly and Effectively

A problem is a question you haven't yet answered to a level that has fulfilled you. Your brain can answer any challenge, any problem if you just ask an effective question of yourself.

Our goal is not to ignore the problems of life but to put ourselves in better mental emotional states to not only come up with solutions but to also really meet the challenge and take action.

Seven Keys to Solve Problems Effectively

1. **Manage your emotional state.** Avoid letting yourself feel “overwhelmed.” Learn to associate massive pain to the state of being overwhelmed and to associate pleasure to solving the problem.
2. **Write the problem on paper.** Spend no more than 20% of your time defining it.
80% of your time should be spent on the solution.
3. **Come up with your best plan for handling the challenge and act upon it as quickly as possible.**
4. **Notice what you're getting from your current actions.**
5. **If what you're doing isn't working, change your approach.** Develop more flexibility by asking yourself, “*What would happen if...?*”
6. **Find role models** and discover how they've solved similar problems to yours.
7. **Change your beliefs about what problems are.** Call them “*challenges*”. They are opportunities for you to *grow*.

DEFINITION: Problem

The root of the word “problem” means “to throw forth.” This implies that we throw forth the very problems that we experience in our lives. Is it really possible that we throw those things out there so we'll continually expand and grow?

Use the Five Problem-Solving Questions

Use the five problem-solving questions to put yourself in a positive, resourceful state for finding effective solutions.

1. What is great about this problem?
2. What is not perfect yet?
3. What am I willing to do to make it the way I want it?
4. What am I willing to no longer do in order to make it the way I want it?
5. How can I enjoy the process while I do what is necessary to make it the way I want it?

Your Assignment

Using a problem you now have, go through the five questions and write down your answers to them. How can you solve your “challenge” using these questions?

Identify the problem:

1. What is great about this problem?

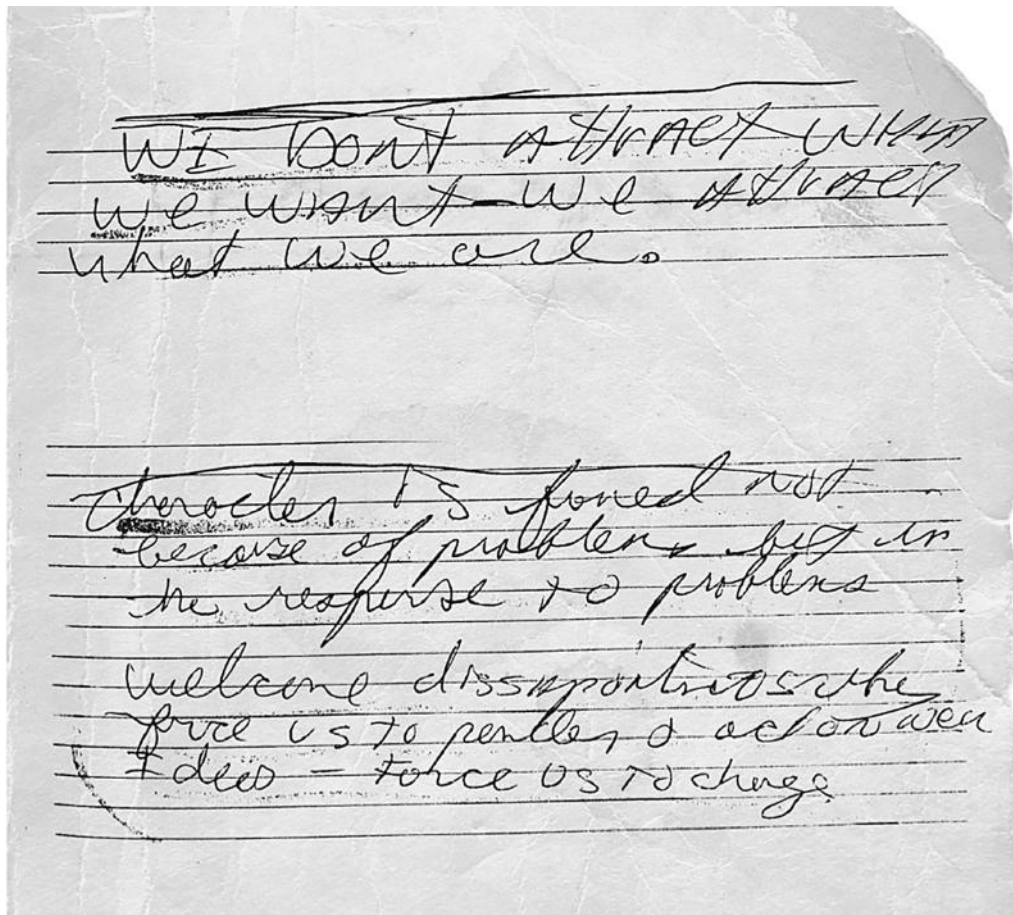
2. Come up with your best plan for handling the challenge and act upon it as quickly as possible.

3. What am I willing to do to make it the way I want it?

4. What am I willing to no longer do in order to make it the way I want it?

5. How can I enjoy the process while I do what is necessary to make it the way I want it?

EXCERPT FROM TONY ROBBINS JOURNAL, 1978



We don't attract what we want; we attract what we are. Character is found not because of problems, but in the response to problems. Welcome disappointments, as they force us to ponder and act on new ideas – force us to change.

Put It Into Action with AI Coaching

You've learned the foundation of problem-solving—spending 80% of your time on solutions and only 20% on the problem itself. When you're ready, talk to Tony AI inside the app. The coaching will guide you through the five Problem-Solving Questions with a real challenge you're facing right now.

Here's what we'll work through together:

- Apply the five Problem-Solving Questions to a current challenge in your life.
- Shift from overwhelm to opportunity by reframing what this problem really means.
- Discover what you're willing to do (and no longer do) to create the solution you want.
- Find ways to enjoy the process while solving the problem—turning obligation into opportunity.



REMEMBER:

Problems are opportunities for growth—they cause you to expand beyond your current limits. The AI coaching will help you solve this challenge while actually enjoying the process. This is how you transform obstacles into breakthroughs.

***“Identify your problems but give your power
and energy to solutions.”***

—TONY ROBBINS

Day 26-30—The Path to Mastery: Constant And Never-ending Improvement (CANI)

Challenge yourself to make sure this is not the end but the beginning.

Three Paths in Life

It's not important initially to know how you are going to create a result; what's important is to decide that you will find a way, no matter what. The Ultimate Success Formula is a process that helps to get you where you want to go:

1. The "Dabbler"
2. The "Stressor"
3. The *Master*

The Path to Mastery

To save time and energy, use role models to accelerate the pace of your success:

1. **Decide what you really want.**
2. **Develop a plan and find someone to model.**
3. **Take action immediately on your goals and plans.**
4. **Be flexible in your approach.**
5. **Keep a journal:**

If your life is worth living, it's worth recording.

Capture your thoughts, your ideas and your emotions on paper so you can use your insights and life experience to constantly improve. Remember, we're only happy in life if we're growing and contributing. Your journal becomes your own personal textbook for better living.

6. Master your mental and emotional states:

1. Develop compelling reasons to continue to manage your life.
2. Anticipate the challenges of life, and use role models to help you determine how you will deal with them.
3. Re-evaluate your life on a regular basis.
4. Become a "team player." This is the greatest joy! Surround yourself with a team of people you deeply care for, to whom you're inspired to contribute more and more, which causes you to demand more from yourself. This is true wealth!

7. Commit your life to something bigger than yourself.

Your Assignment

1. Today and during the next four days, review the past 25 days and do any assignments or other work that you have not yet completed.
2. Take some kind of action today to continue your momentum. Make a phone call, commit to a friend, sign up for a live event or ongoing coaching. You've got to re-enter the gym and commit to a life of Constant And Never-ending Improvement (CAN!!).
3. Review the goals you wrote down in the goal-setting workshop. Pick your top four goals, and write a paragraph for each one, describing why you're committed to achieving it and what you'll lose by not achieving it.
4. Develop a plan for achieving these four goals, which includes something you can do in the next four days toward accomplishing each of them.
5. For at least the next 10 days, continue to do your Morning and Evening Questions.
6. Keep a journal. Write down what happened, what you learned, what you discovered, what you create, what you contributed and any lessons you want to remember. Be sure to keep track of your magic moments as well!
7. Please consider allowing me and my team the privilege of coaching you personally.

Every state you want to feel—any value you want to get—you can have right now through a change in beliefs.



Put It Into Action with AI Coaching

Over these final five days, we'll work together to ensure this isn't the end but the beginning of your journey toward mastery. You've invested 25 days—now we make it last. When you're ready, talk to Tony AI inside the app. The coaching will guide you through a different focus each day, helping you integrate everything you've learned and commit to a life of Constant And Never-ending Improvement (CANI!).

Here's what we'll work through together over Days 26-30:

Day 26 - The Path to Mastery:

1. Review your progress from Days 1-25 and identify what's shifted in you.
2. Complete any incomplete assignments that matter most.
3. Take one specific action today to continue your momentum.
4. Understand the three paths (Dabbler, Stresser, Master) and commit to mastery.

Day 27 - Make Your Goals Unstoppable:

1. Revisit your top four one-year goals from Day 12.
2. Enhance your WHY for each goal—make it so compelling nothing can stop you.
3. Identify the next action steps you'll take in the next four days.
4. Connect these goals back to your core focus from Day 1.

Day 28 - Master Your Tools:

1. Review all the tools you've learned over the past 28 days.
2. Identify your top three most powerful tools—the ones that created real shifts for you.
3. Pick one specific situation this week where you'll use one of these tools.

Day 29 - Commit to Your Daily Practice:

1. Establish your daily fundamentals—what will you do EVERY DAY to keep this alive?
2. Commit to continuing your Morning and Evening Questions.
3. Set up your journal practice as your textbook for better living.
4. Get specific about when you'll do each practice.

Day 30 - My Personal Challenge to You:

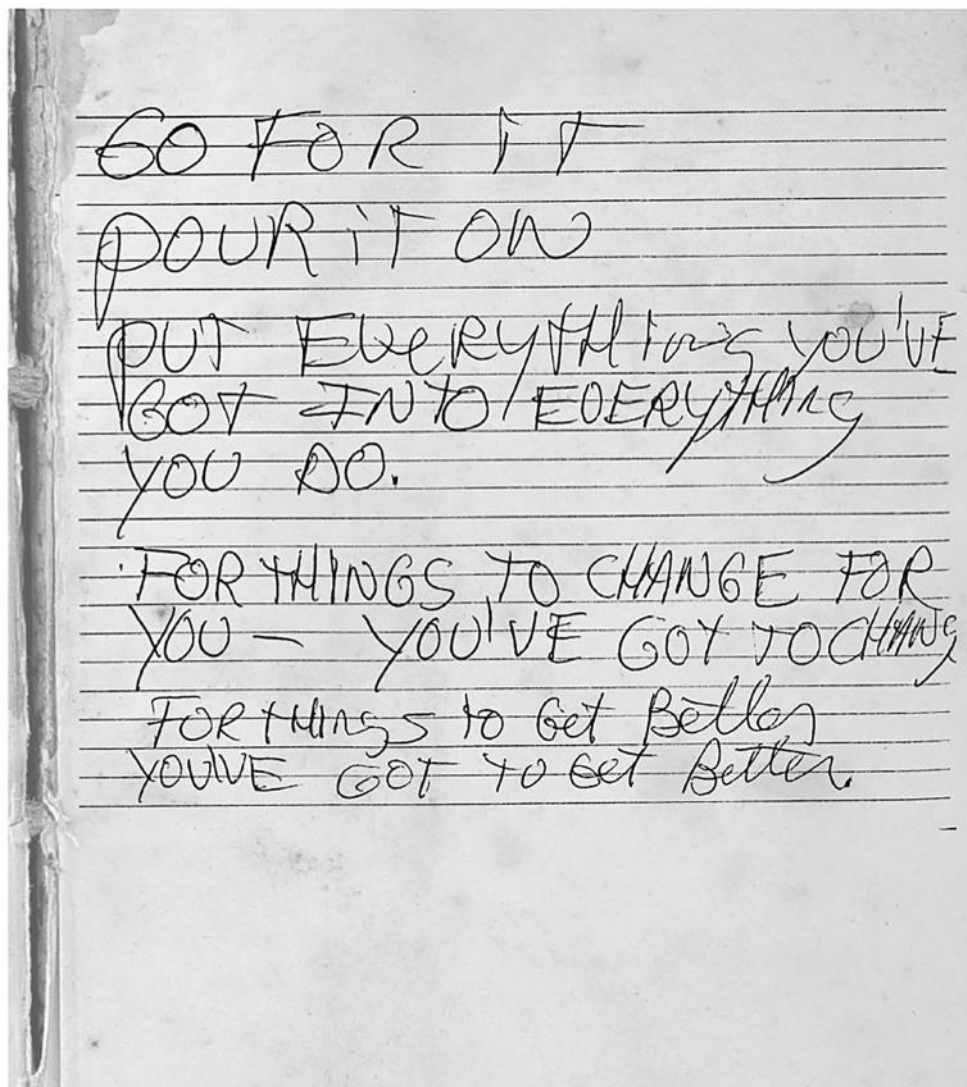
1. Reflect on who you've BECOME through this journey (not just what you've learned).
2. Lock in your identity, standards, and commitment to CANI.
3. Identify what standards or practices you refuse to let slip.



REMEMBER:

This is not the end—this is the BEGINNING of who you're becoming. The AI coaching will help you transition from a 30-day program to a lifetime of mastery. Mastery isn't built in 30 days—it's built through daily practice. This is how you make your life not just livable, but memorable.

EXCERPT FROM TONY ROBBINS JOURNAL, 1978



Go for it. Pour it on. Put everything you've got into everything you do. For things to change for you - you've got to change for things to get better. You've got to get better.

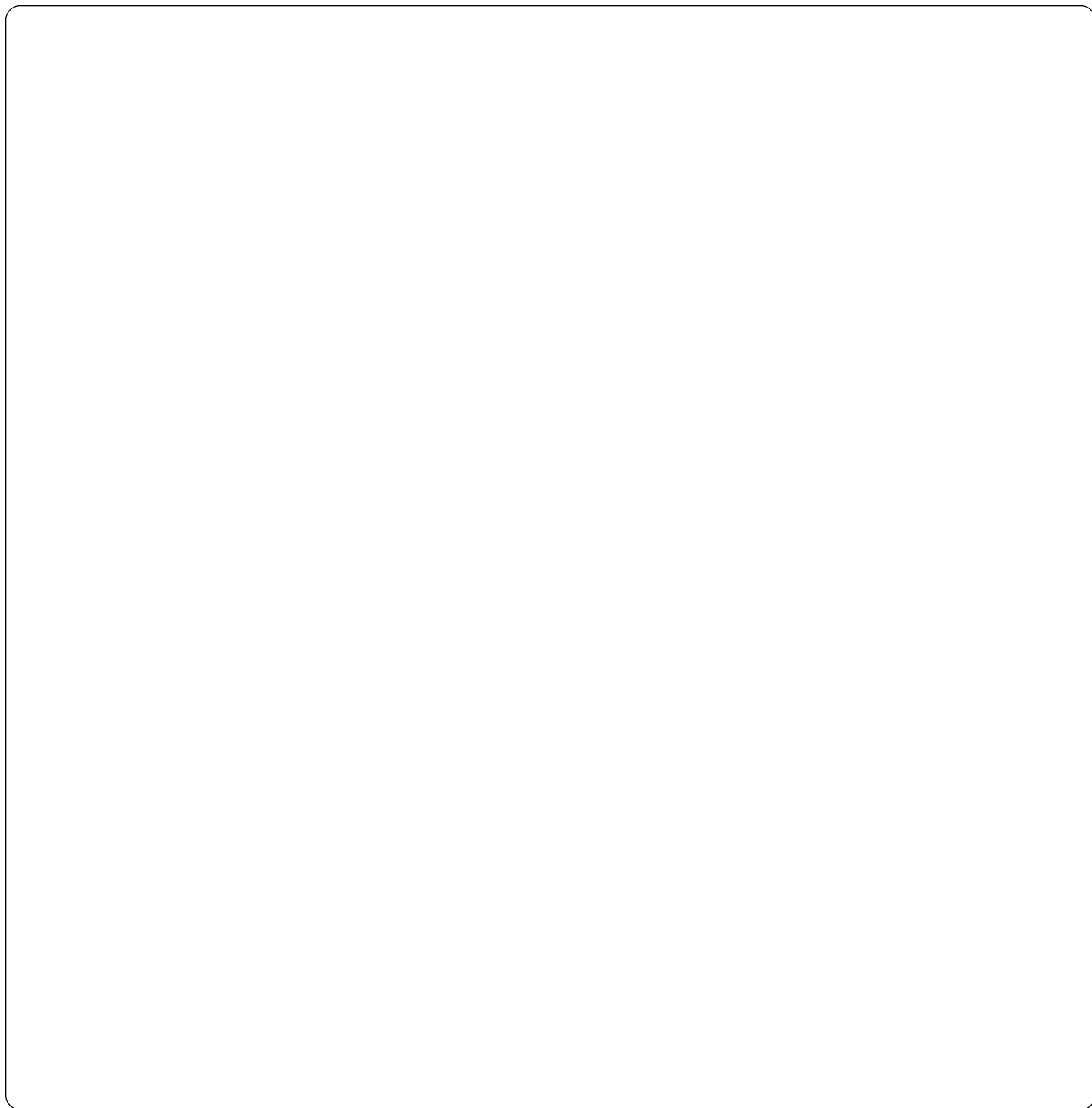
Congratulations on the new momentum you've created in your life. It's not how long you live, it's about how you live. Make sure you do something every day to make your life the masterpiece it deserves to be.

As always, continue to Live with Passion!

***“I challenge you to make your life a masterpiece.
I challenge you to join the ranks of those people
who live what they teach, who walk their talk.”***

—TONY ROBBINS

JOURNAL NOTES



“The only impossible journey is the one you never begin.”

—TONY ROBBINS

SUBLIMINAL—Success Conditioning Audio: Total Self-Confidence / Vibrant Health and Energy

Here is the text of the word-for-word messages contained in the subliminal audios designed to help direct your other-than-conscious mind. Listen to these audios on the weekend or anytime you want to give yourself a mental and emotional boost!

Total Self-Confidence

1. I am resourceful. I have the ability to do whatever it takes to succeed and to support all those whom I love.
2. I enjoy life's challenges, and I learn from everything that happens in my life.
3. I live each day with passion and power!
4. I feel strong and powerful, happy and excited.
5. I have tremendous confidence in my talents and my abilities.
6. I meet every situation knowing I am its master.
7. I have deep respect for myself and for everyone I meet each day.
8. I am committed to perform with excellence in all that I do.
9. I forgive myself and others easily.
10. I am aware of the priceless value of my life and the lives of everyone I meet.
11. My confidence is unshakable because I live with integrity.
12. I am always at peace because I trust and follow my internal guidance.

Vibrant Health and Energy

1. I deeply respect my body and take excellent care of it each day.
2. I consistently think healthy thoughts.
3. I have mastered the habit of proper breathing, and it gives me great energy.
4. I feel great pleasure from the health and strength of my physical body.
5. I eat and drink only wholesome foods and beverages.
6. I wake up each day feeling vibrant and healthy.
7. I start each day with an abundance of energy.
8. I have a deep sense of health and well-being.
9. I respect my body's healing wisdom and its energy.
10. I will always feel and look young and healthy.
11. I have an abundance of energy available for all that I must do.
12. I retire each night feeling grateful for my vibrant health and energy.

SUBLIMINAL—Success Conditioning Audio: Unlimited Financial Success / Getting into *Action!*

Unlimited Financial Success

1. I was born to share freely in the abundance of my life.
2. I have much to give, and I share it freely with others each and every day.
3. My work is a great contribution to others, and I am richly rewarded for it.
4. I attract and enjoy greater financial abundance each day.
5. I am a giver, and what I give comes back to me multiplied many-fold.
6. I am deeply grateful for every day and for all the great abundance in my life.
7. My gratitude opens me up to unlimited financial success.
8. I am aware of, and I experience, all the wealth that surrounds me every day.
9. The wealth of my Creator circulates throughout my life. His wealth flows to me in avalanches of abundance.
10. I feel prosperous and I think prosperous thoughts.
11. I share in the unlimited resources of my life.
12. I handle and invest my money wisely, and I profit daily.

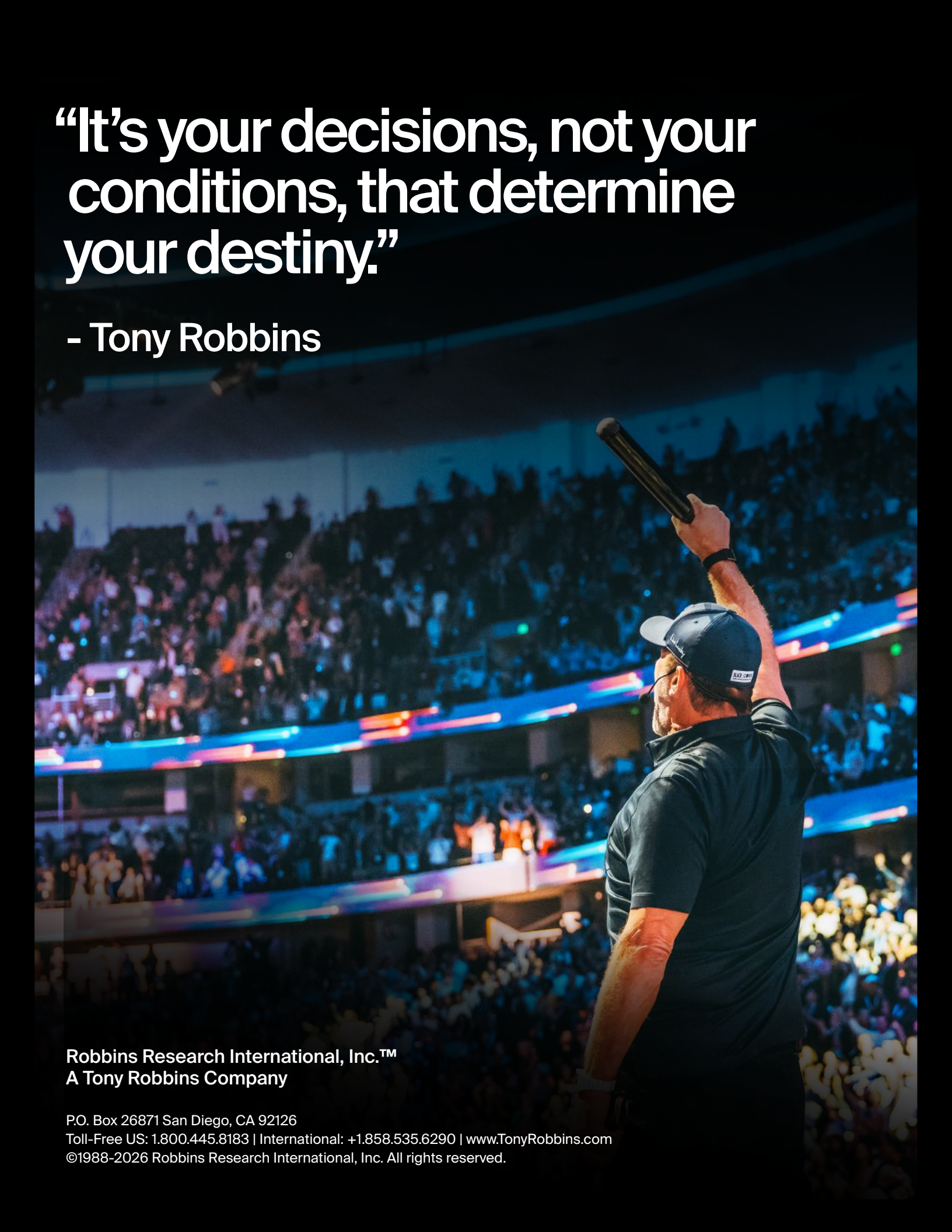
Getting into *Action!*

1. I enjoy the pleasure of using my personal power to benefit myself and others.
2. I feel great pleasure as I take massive action to accomplish my goals.
3. I am in the habit of taking action, so it's effortless for me.
4. I make the most of my time each and every day.
5. I feel the joyful pulse of life as I take consistent action to shape and achieve my destiny.
6. I am a "do-it-now!" person, and I make my time serve me.
7. I'm eager to get into action as I wake up each day.
8. I am deeply fulfilled as I use my personal power wisely.
9. I feel strong and powerful as I take consistent action to accomplish my purpose.
10. I feel grateful for my personal power and the abundance I enjoy.
11. I enjoy greater and greater success because I take consistent action to achieve my goals.
12. I feel great freedom and pleasure as I get into action each day.

JOURNAL NOTES

***“Remember: It's in your moments of decision
that your destiny is shaped. Choose well.”***

—TONY ROBBINS

A photograph of Tony Robbins on a stage, seen from behind, wearing a dark polo shirt and a baseball cap. He is holding a microphone aloft in his right hand, addressing a large, seated audience in a stadium-like setting. The scene is lit with blue and purple stage lights, creating a vibrant atmosphere.

**“It’s your decisions, not your
conditions, that determine
your destiny.”**

- Tony Robbins

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