

改变命运的**28**个通用**秘诀**

# *From Success to Significance*

28 Universal Secrets to  
Create Your Destiny **【英文版】**



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# 从成功 到卓越

理查德·阿兰·卡斯威尔

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藏书章

## *From Success to Significance*

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## 出版者的话

中文版《从成功到卓越——改变命运的 28 个通用秘诀》自 2006 年初上市以来,深受广大读者的广泛关注和赞誉,长期雄踞各大书店畅销书排行榜前列,不到一年时间总销量几万册,其热销势头有力地证明了此书是“成功”类图书中的“卓越”精品!

也许您会问,有了中文版,还有必要去读英文版吗?——答案是肯定的。英语是作者的母语,任何人用母语来表达其思想无疑是最完整的。英文版里的事例更加丰富,情节更加感人,内容更加真实,语言更加生动,理解更加深刻!广大高层次企业管理家认为,阅读英文版,可直接走进作者的内心,与作者产生共鸣,从而真正理解书中的内核和真谛。

本书语言地道简单,把深奥繁复的哲学、管理学原理用朗朗上口浅显易懂的语言表达出来。您只要有 3000 单词的英语词汇量,便可无障碍阅读这本成功学、高级管理学原著。

理查德·阿兰·卡斯威尔是当今最著名的励志演说家之一,成功学大师,个人发展培训师、职业规划师以及畅销书作家。他创办的“百万富翁才智”研讨会,每年为成千上万的人举办关于领导才能、谈判策略、销售技巧、个人价值

和商务成功的专题演说，帮助芸芸众生成就他们的梦想。该研讨会正在全国展开，您若有机会亲临现场，本书无疑是您最好的教材和讲义！当然，本书也是学习地道英语的上佳读物！当每一位渴望成功、期待卓越的您拥有这本英文版，并将这 28 个通用法则与天道酬勤融会贯通时，那么，在理查德·阿兰·卡斯威尔——您的忠实向导的全程陪伴下，您就开始了一次由成功通向卓越之旅的真切体验！

# In Gratitude

I would like to thank and express my heartfelt gratitude to the many people who have influenced the direction of my life! Thank **Mark Victor Hansen** for encouraging me to go into the speaking and seminar business. Your unyielding enthusiasm for inspiring others is unmatched. I would like to thank **Nido Qubain** for his generous gift of friendship, inspiration and the example of a life that has truly transcended mere Success to Significance. I'm grateful to **Bob Stevens** for teaching me how to wield awesome power by being vulnerable. You are the yardstick I compare all the great trainers to. You are the Master of Masters. And **Deepak Chopra** for your spiritual bounty of extraordinary wisdom and insights.

Specifically with regards to the birth of this book there is only 1 person besides myself that needs to be mentioned. She assisted greatly with the Chinese edition and handled much of the details of getting this manuscript completed and out the door. I am grateful for her emotional and business support, authentic friendship and beautiful spirit. Her name is Rany Zhang(张瑞) and she is my personal assistant.

*This book is dedicated to my father James Carswell (1910–1987).*

*My mother Gladys Carswell (1918–2001).*

A handwritten signature in black ink, reading "Richard Carson". The signature is written in a cursive, flowing style with a large, stylized "C" at the end.

# Introduction

## 引言

*“It’s not just a good idea. It’s the law!”*

*—Albert Einstein*

**A**s we rush into the new millennium, we are experiencing the busiest, most spiritual, and prosperous time in our history, and the fact is, that you have too much to do, and too little time in which to do it. The rate of change and complexity in your life is increasing daily. We are living in a time of sensory overload called the era of the Information Explosion. Future forecasters now say the amount of knowledge is now doubling every 3 years. Every one of us is suffering from information overload combined with the apprehensive feeling that among all this information there are some key ideas that we should know about. At the same time technology is expanding exponentially. We are seeing technological advances happen faster today than ever-dreamed possible in all of human history. Fully 90% of all the scientists, researchers, and technical support who have ever lived on the planet are alive and working today.

Humans are the only species who kill off other species and who has successfully caused the extinction of other species. We are the only species that desecrates and pollutes our own environment—the earth and even space. Yet we’re a paradox species that writes poetry and creates music, art and architecture. We’re the only species who ponders the meaning of existence and as Deepak Chopra suggests, asks the question *“Is there a God and if she exists does she care about me?”* We are at a crossroads in human evolution. We are a collective as well as individuals have a choice. We are living in the most

exciting time in human history and we can either participate in the extinction of our species and the destruction of the planet or in its healing and transformation.

Going from Success to Significance is absolutely predictable. You can be far more, have more, and do more, if you will only do just one thing. Be more. Do what other successful men and women have done before you. Out of one hundred people who live to age sixty-five, only one will be wealthy, only four will be financially independent, and only fifteen will have some savings put aside. The other eighty will be flat broke, busted, with no savings, and totally dependent upon the government for the rest of their lives. Only five percent will make it. The odds are 19:1 against you making it out of life, with your financial world in order. That's one chance in twenty. And this in the richest country on earth.

I am delighted to be able to share with you my new book From Success to Significance (28 universal secrets to create your destiny). Each of these secrets is indispensable for success. If you adopt these characteristics, qualities, and universal laws, and practice them over and over again, there's nothing in this world that can stop you from going beyond success to a life of significance.

The greatest secret of success is that there really are no secrets of success. From the beginning of recorded history, the strategies for success have been discovered and re-discovered, over and over again.

The future belongs to those who believe in the beauty of their dreams. The late movie director and actor Michael Landon shortly before he died of cancer said, *"Somebody should tell us, right at the start of our lives that we are dying. Then we might*



*live life to the limit, every minute of every day. Do it now! I say. Whatever you want to do, do it now! There are only so many tomorrows."*

The desire to fulfill your dreams is present in everyone. Most people walking on the street, if you stop, and talk to them, if you scratch a bit below the surface, will tell you that they have a dream that's unrealized. I believe it was Socrates who said, "*A life unexamined is not worth living.*" Fulfilling your dreams is the journey. The only real journey. No matter how rich or successful you think you are, unless you manifest your dreams, and continue to grow and develop, a boring, sedentary life will set in. Similarly, those who think they are at the bottom of the barrel, feeling apathetic and paralyzed, or that their lives have no chance, they too can turn it around and change for the better. Whether you're the seemingly successful person, the bottom of the barrel person, or somewhere in-between, it's time to shake yourself into action and onto the road of your dreams. Have you heard this saying? "*Your dreams are waiting for you to wake up.*" This book is for those who genuinely desire to reach for beyond the mundane to discover and exploit their personal gifts, talents, and genius to go beyond mere Success to a life of Significance. The German philosopher Goethe talked a lot about the sleeping man which was a term he used to describe the consciousness of one living an unfulfilled, mundane, boring and passionless life, stuck in mediocrity. Goethe said that one is required to exercise the force of will and take enthusiastic action with commitment in order to wake one's self up in this lifetime. Otherwise, one drifts through life unconscious, more or less, in a sleep state. They will exist within a societal hypnosis, missing most of the opportunities and delicacies this life has to offer.

The following 28 secrets to manifesting success are the strategies for living that have been the guiding principles to man's success since the dawn of civilization. These are the great ideas that have consistently shaped the success of all great achievers the world over. Implementing this knowledge and information will transform your life, ultimately giving it meaning and direction. All great leaders have used these timeless formulas for centuries and the omission of even one of them can be the straw that will break the proverbial camel's back. Any short cuts will sabotage your own successful endeavors and happiness. It is very important to note this carefully. It is worth repeating! The omission of one of these principles for successful living will in all likelihood destroy your achievement of what *Og Mandino* Calls, "*those two illusive butterflies, success and happiness.*" You may be applying and living congruently with some, or most of all these secrets. That's good. However, watch out and listen for any of them that sound foreign to you. Also watch for any that may resonate eerily. They could be the ones or one that is missing in your personal success and happiness formula. Any one of these Secrets could be the "*missing piece of the puzzle or the missing link.*" Also watch especially for any feelings of opposition, or aversion to any of the Secrets. What you are about to experience can dramatically change your life for the better. These lessons have been proven by legions of successful people who discovered these Secrets long before you and I made them work. Those legions made them work in their own lives. How would your life change if you had a guaranteed formula for success? Imagine where and who you would become. What positive changes can you see happening in your life and in the lives of your family members?

Perhaps you've already achieved a level of success and are

still not happy. Perhaps it's time to find out who you really are. Time to find out: "*Why you are really here?*"

The strategies we're about to discuss, will give you the necessary tools and when implemented the conviction to manifest your wishes and dreams.

A couple of years ago, I attended a men's gathering in North Carolina with Michael Mead, the great mythologist and storyteller. One of the attendees wore a cool tee shirt, which caught my attention. On the front was a photograph of Albert Einstein. On the back was written, "*It's not just a good idea; It's the law!*" The same applies to these 28 Secrets. They are not just good ideas or pleasant sounding philosophy, they are universal laws.

I promise you that when you begin to apply these Secrets to your life, they will start manifesting exceptional achievement within your own life. You will surge ahead of the people around you. You will achieve the most extraordinary success that you have ever imagined, and you will discover it will be a result of universal law and not by accident or luck.

When you practice and incorporate these 28 Secrets, you will create higher self-esteem, gain greater self-confidence, and develop greater character. You will get along better with others and you'll get along better with yourself as well. These Secrets are in no particular order, however, the omission of one of these principle strategies, laws or Secrets in your life could be enough to sabotage your success in life. As we go through them, mentally note which ones apply to you, which you have mastered, and which ones you resist.

Do yourself a favor, give yourself a score from 1 to 10 on each of the Secrets. Should you score low on any one of these universal laws, it will be an indication of an area where you are being held back. If you find yourself resisting a certain law, you

may have a “charge” around this idea. It may be the very area you will most benefit from “playing” with to develop to your full potential.

Manifesting prosperity, achieving your goals and having a fulfilling, joyful life does not respond to wishes. They respond to intense, burning desire and definite action plans and goals, backed by persistence. We live in a divinely ordered universe, and what you wish to manifest, will not happen by just pure luck, accident, or chance. It happens by law. As a universal citizen, we would do well to understand and practice these laws to produce the manifestation of your desired destiny.

The journey through this life is the longest and most important trip you will ever take. Therefore, it deserves the clearest and most accurate road map available. The road map is your own personal philosophy and plan, which, when wisely implemented, will comprise detailed strategies for realizing your goals and vision. The future has a persistent habit of becoming the present rather quickly, which never ceases to amaze people.

Life is an ongoing discovery of learning and growth. The most precious gift you can ever give someone you love is the manifestation of your own personal growth. Time is a great teacher, however it has a bad habit of killing all its pupils. To say that this type of work is difficult is a vast understatement. As tough as it is to create a flawless diamond from a rough stone, it is a piece of cake compared to changing ourselves, our habits, and transforming our lives. One of India's remarkable teachers *Krishna Viri* once said, “*transformation and real change can happen in an instant*”. It doesn't have to take 30 days.

Read the principles and savor the stories and poems I've gathered over the last 30 years that accentuate these secrets. Some of these stories are of famous celebrities and star athletes,

some of these stories are about me and some of these stories are about people just like you who went far beyond success to significance to contribute the most extraordinary things. Poetry is the language of the heart and if these stories and poems don't touch yours, immediately consult a cardiologist because you may not have one. As the poet Cynthia Pearl Maus wrote, *"You may have tangible wealth untold, caskets of jewels and coffers of gold. Richer than I you could never be. I know someone who told stories to me."*

With what you are about to be exposed to, you will have the essential tools to either earn tremendous wealth, travel the world, find and create a meaningful and fulfilling career, or accomplish any goal your heart-aligned with, or you can make excuses. However, you will not be able to do both.

So, as I share these ideas with you through the messages in this program, I invite you on a fantastic journey. Your personal journey of lifelong success, significance, wealth, and achievement.

The world is in need of your contribution. Give it your magnificence. These 28 Secrets are your winning combination to a phenomenal life. I urge you to use them well. Now, let's get started.

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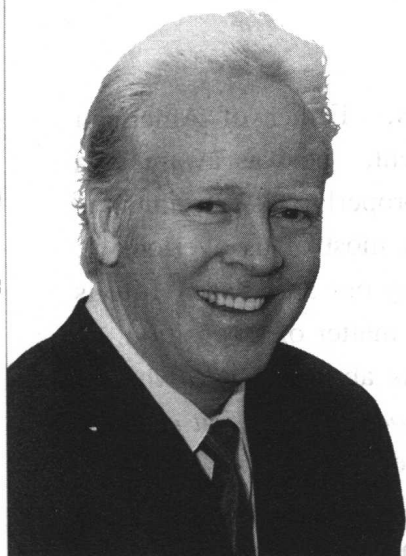
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*"Human beings can alter their lives by altering their attitudes of mind."*

*—Dr. William James*

# 1. Attitude: The Most Important Word

## 第一章

## 态度：最重要的词语