

Elements of Success Consulting Group
PPAI Summary

“We are what we repeatedly do. Excellence, then, is not an act but a habit.”

--Plato

The successful individual practices The Elements of Success.

- **Read (Local newspaper, *The Wall Street Journal*, Business Publications, Self-Improvement Books, business books, novels, history, biographies...)**
- **Work on your Attitude—Tigger not Eeyore.**
- **Embrace the Hard. Difficult challenges make life worthwhile.**
- **Have a System. Do not simply go to the office, turn on your computer and react to what life throws at you. Most importantly: SCHEDULE TIME WITH YOURSELF.**
- **Have Written Goals.**
- **REALLY LISTEN to your family, customers, peers, friends.**
- **Dress appropriately.**
- **Remember:
The World Owes You Nothing and...REJOICE! You’ve won the lottery.**

Today, we covered one-third of the 29 Elements of Success. Interested to learn about the other Elements? Please go to www.EOSCG.com for additional information.

For additional information, and/or to engage Conrad Franey to speak at your organization please email: cfraney247@gmail.com.

Elements of Success Consulting Group
Cfraney247@gmail.com
(314) 308-9658

**Elements of Success Consulting Group
Presents
Books to Read**

To: Individuals Who Wish to Achieve Greater Success
From: Elements of Success Consulting Group

Friends:

Quite simply: If you wish to attain success you need to read books. Below, please find a list of helpful books.

As an aside, read these books with a pen in hand and mark-up the parts that you find germane. Later, when you review the book, you save time by only reading the important passages.

1. *The Elements of Success by Conrad Franey*. The path to an enlightened life. See www.EOSCG.com.
2. *The Last Lecture* by Randy Pausch. Some people who read this find Dr. Pausch to be a bit arrogant. We don't know that we agree with that opinion, but we do find him to be focused on life. As you read this book, ask yourself: Why would Elements of Success ask me to read a book like this? What in the world does this book have to do with business success?
3. *Eat That Frog* by Brian Tracy. This short, easy book provides a wide variety of tips to help us utilize the most valuable thing we possess: time. If you wish to accomplish more in your business and personal life, this is a must-read book..
4. *How to Win Friends and Influence People* by Dale Carnegie. Some 40 million people have read this book. You will find some of the examples and people he refers to as dated. That doesn't make the message he delivers less impactful. An extraordinarily important book.

If you are in sales:

5. *The Little Red Book of Selling* by Jeffrey Gitomer. This book spells it all out for the true sales person. If we wish to be successful, you need to execute Gitomer's advice.