

Dear Reader,

Personal development is a topic I deeply care about. Following great leaders of the past and brilliant minds of the present, I have studied the natural laws of success over the last two decades. Though the journey to optimum self-development is a personal one, it is also universal – remarkable results are available to those who invest their energy into bettering themselves. We all have the opportunity to become the most successful versions of ourselves if we simply examine the lessons before us and trust in our ability to follow them.

In preparation for this journey, let us first define *success* and really understand the *playbook* concept:

Success is the attainment of wealth, position, honors, or the like.

Playbook is a book containing the scripts of one or more plays or strategic moves.

The Success Playbook: Principles and Strategies to Help You Build a Rich and Happy Life! is your personal guide outlining strategic moves for the attainment of your success.

You will ultimately design your own success playbook. You will define your own success; you will be coached on how to achieve it. You will learn, and apply, the basic fundamentals of success through time-tested practices.

This book will allow you to master your habits, discover your genius zone, and learn how to make accurate decisions, manifesting in precise results. You will discover keys to happy living and getting exactly what you desire in life. You will learn to self-assess and expand your knowledge as you acquire new techniques and behaviors. Your foundation of knowledge is your most important asset as you reach for your dreams. *Building a STRONG foundation enables you to build HIGH.* I will teach you to master this concept and create the rock-solid base to your future.

Each chapter in this book is outlined to be simple and clear. You will learn to apply the four basic pillars that create the foundation for success. You will have the *Playbook* in your hands so you can quickly and easily master the rules of success before you even play the game. By following the rules of this game and combining them with appropriate actions and steadfast determination, you will achieve the success of your dreams.

It's time to build your own success journey. We all play this game of life - together we can all succeed, achieve, and accomplish.

Do what you love, turn faith into action and find the courage to try.

Sincerely,

Christopher Cumby

Getting Started:

***Building the Foundation:* Introducing the Pillars That Support Your Success**

"Hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand."

- Vince Lombardi

Success.

Success is much more than what you have. It's also how you respond when you no longer have it.

Success takes great resiliency, grit, and determination.

We all have it within reach.

Most people aspire to achieve some level of success. Of course what you may define as success may be completely insignificant to the person standing next to you. Be it a promotion, a new car, a larger house, a happy family - we all view success as something specific to our own lives.

The great thing about success—and what makes it so entirely special—is that we each have the exciting opportunity and responsibility to decide how we define it. We are the ones who determine how exactly it manifests in our lives.

Regardless of how you define it, the fundamentals are the same. To prepare yourself for the journey to your personal success, you must accept two essential points:

1. You must be willing to change.
2. You must be willing to open your mind and learn.

Your playbook is a contract, of sorts, propelling you forward in the direction of change. It is a place to write down your thoughts, your goals, your desires, even your shortcomings, as you track your personal growth. Documenting aspirations, setting goals and monitoring growth will hold you accountable.

Just as any building requires a solid foundation to be strong, success requires strong desires, positive thought, definitive purpose, and inspired action to create a life of abundance. Yet many people don't know what they want or don't make decisions that work in favor of their true self. You are what you think about, so think positively and with purpose.

How do you build a strong foundation for your life? First, identify what you *don't* want. Write in your journal and identify things in your life that are not positive or bring you down. Take an honest assessment of your current situation, accept it, and then shift your focus to what you *do* want.

Success is very much like a house: with a strong foundation, you can construct the home of your dreams. Lay the proper groundwork and anything is possible. The same is possible in your quest for success. The four pillars outlined in this book will serve as your foundation, giving you the necessary support as you build a life of abundance. You will use them every day. They will become an intuitive part of your thought process. They'll influence how you think, how you conduct yourself in the world and they'll guide you along your path to success.

Once mastered, these basics will provide you with an amazing skill set that differentiates you from so many others. Preparing yourself for this step requires the rewiring of your mind to accept only positive messages. Throughout the book, I have included MP3 meditations to help prepare you for this new chapter in positive thinking. I also recommend finding a journal where you can freely document your thoughts and focus your attention on the goals ahead. These two practices are essential in finding your success.

[CLICK HERE](#) to gain access to your Success Playbook Meditation System!

The Four Pillars

These are the basics, the support for everything else to come. This foundation is your most important asset as you go after your dreams. *Building a STRONG foundation enables you to build HIGHER.*

Pillar #1: Be Careful Whom You Listen to

Always seek facts, not just opinions. The number one reason people give up on their dreams: they listen to the wrong people. There are so many differing opinions in this world, but you have to make the conscious choice to listen to supportive and encouraging opinions. Ultimately, you will learn to trust yourself and your intuition.

Pillar #2: Keep Learning

You don't know what you don't know. A basic requirement of success is continuous learning. Being a student of life will fuel your growth because without growth, your dreams will lie stagnant and begin to fade.

Pillar #3: Accept Change

If you want change in your life, you must first be the change. Life *is* change, and your ability to adapt and accept that will allow you to enjoy life more. Be fluid, be flexible and let that “flow” lead you to exactly where you want to go. As Bruce Lee said:

“You must be shapeless, formless, like water. When you pour water in a cup, it becomes the cup. When you pour water in a bottle, it becomes the bottle. When you pour water in a teapot, it becomes the teapot. Water can drip and it can crash. Become like water, my friend.”

Pillar #4: Know Why You Want Something

Make sure you know *why* you want something in your life, and focus on it. Knowing your *why* is more powerful than knowing exactly how you will achieve it. When you believe in your desires and take logical steps toward them each day, the universal laws of attraction will provide the path that is required for you to get there.

Putting It Together

Years ago, as I was struggling with a particular business, I started learning and applying success basics to my own life. I was intrigued, and curious, looking inward because I felt it my responsibility to better my life. These simple, initial steps began my journey to a more meaningful, organized, and successful life.

With an honest eye, I acknowledged and accepted the things I didn’t like about my life. Then I turned my attention to my happiness factors—my family, my friends and my passions. And what do we all want at the end of the day? To do more of what makes us happy! I realized that to experience more of what makes me happy, I needed more time. Turning my attention to what I loved inspired my drive to create the life I wanted.

At that point I realized, I had no idea where to start! So I sought out people who were doing what I enjoyed doing and started asking questions. How were they doing it? What steps were they taking to reach their goals? Could I emulate them and achieve my own success?

These influential, inspiring people had several common strategies that contributed to their success. They embrace the four pillars and put them to use every day in every aspect of their lives. Another unifying trait? These leaders embraced positivity and realized what a powerful influencer it was on a person’s energy, outlook and determination. I learned that believing in yourself, your actions, your outcomes – it is the most powerful first step that anyone can take. As the old saying goes: whether you believe you can or you can’t, you’re right!

Finding the courage to take that first step in turning your passions into reality can be intimidating. However, I knew that if I could achieve my own success, if I could

finally live the life that I have dreamed of living, then I would help others do the same. The knowledge I acquired, the steps I took to reach my goals, I wanted to share this so I could give you the inspiration and motivation to go after what you really want, demolish the fears that keep you back, climb to a new level of accurate thinking.

This was the inspiration for my own success playbook. Yours may look substantially different from mine but the principles, foundation, and pillars may still be similar. Completing my own playbook was exciting, but that excitement pales in comparison to the gratitude I feel in playing a role in helping you create yours.

Remember, success is a journey, but it is one that we will take together. It is a journey that can be navigated with substantially less difficulty with a sound game plan and a set of resources to make the journey not only a prosperous one, but an exciting one.