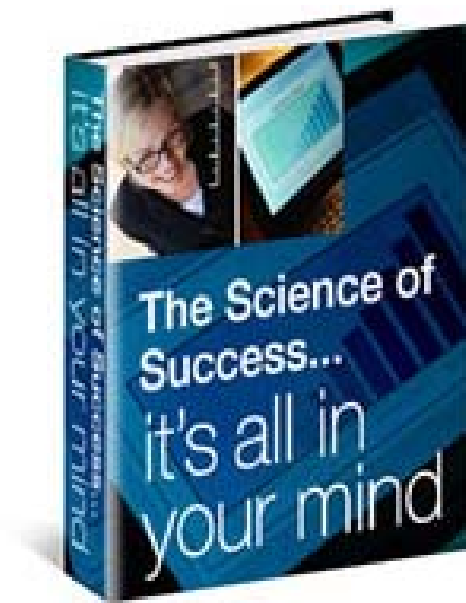


# The Science of Success



**By Gary Vurnum**

# Will Today be the Day... You Commit to Success?

**“Unless you know what you are doing wrong  
...you won’t be able to change it.”**

Get the FREE 4-part Special Report via email –

**“11 Reasons Why You Won’t Succeed...”**



For a limited time only...get a free subscription to the life-changing ezine “The Success Partnership” (worth \$79)

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# Foreword

What would you say if I told you that nobody is luckier than anybody else?

Or if I said that all self-made millionaires were bankrupt or almost bankrupt at least once during their careers?

Or that you have COMPLETE control over what happens to you?

Or that, in order to be successful, all you need to do is change your thoughts?

*Well, you would probably tell me that I am talking rubbish.*

On the other hand, though, I am living proof that, by applying certain principles and focusing on my goals, I am well on the way to the life I desire. It doesn't have to be all about money. Even my wife likes me now!

I have read hundreds of self-help books, and nothing seemed to work. One or two books stuck in my mind, and helped in little ways, but improvement seemed a long way off.

I have spent the last two years surfing the internet looking for answers. I started to read message boards, articles, and download e-books onto my PC. Over a period of time everything became clearer.

**A PATTERN BEGAN TO EMERGE.**

**The Science of Success**

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A central theme that was so basic, so simple, and so obvious, that I was amazed that nobody had thought of it before.

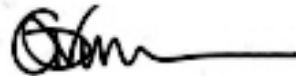
Well, they had thought of it before. As I delved deeper into the Web, I realised that, even as early as 1904, books were being written about this key to success.

This e-book has been written with the modern man (and woman) in mind. It is by no means comprehensive, but gives an understanding of what YOU can achieve if you really want to.

**If you apply only half of these principles, the quality of your life will improve dramatically.**

**“Only by working together can we become a success – together”**

**Good luck...to OUR SUCCESS!**

A handwritten signature in black ink, appearing to read 'Gary Vurnum', with a long horizontal line extending to the right.

**Gary Vurnum**

If you would like the opportunity to make money from “The Science of Success” please [click here](#).

# Abundance

*The property of a more than adequate quantity or supply*

**Everywhere around you is abundance. All you have to do to see it is appreciate how lucky you are.**

**Living in the western world, you have access to fresh water, food and shelter. Money is also available to most people, they just have to know where to find it. Do you buy a newspaper every day? Do you play the lottery every week? Do you pay for satellite TV every month? Are you paying too much for your mortgage? There are many ways to find money - you just have to look.**

# Acceptance

*The mental attitude that something is believable and should be accepted as true*

**Accept people for what they are.  
Everyone is alive for a reason.**

**Give someone the benefit of the doubt, and there will be no doubt that you will eventually benefit yourself.**

# Achievement

*The act of accomplishing something*

**Celebrate your achievements at the start of the race, not at the end. By the end of the race, you will have already started on the next one and won't have time.**

**Think about one thing that you achieved when you were younger. How did you feel? How did you celebrate? Think like a grown-up, but celebrate your achievements as a child would.**

# Action

*Something done (usually as opposed to something said)*

**Act as if you can't fail. You can only fail if you don't even act in the first place.**

**These words are useless and a waste of your time if you don't ACT upon them. The greatest failure of people who aspire to be somewhere else is their failure to act.**

# Activity

*The state of being active*

**Even when a car has stopped the engine still ticks over. Make sure that you are always ready for moving forward.**

**Always be alert for any opportunity, any situation, or thoughts that you have, that are consistent with where you want to be. The thought you had on the train the other morning will either be forgotten, or will be under investigation. If you want be successful, make sure that it is the latter.**

# Adaptability

*The ability to change or be changed to fit changed circumstances*

**Adapt as quickly as possible to change. How would you learn anything new if you had no new experiences?**

**Take on a task this week that you don't usually do, or find difficult. Think of how good you will feel when you achieve it!**

# Admiration

*A feeling of delighted approval and liking*

**There is something to admire in everyone. Find it.**

**Everyone has a trait that is admirable. The problem is, most people aren't aware of it, or don't use it. Everybody you meet has something special about them. Give them a chance to show it to you.**

# Affirmation

*A statement asserting the existence or the truth of something*

**Remember that by affirming your goals, you are persuading your own worst enemy inside your head to agree with you.**

**Everyday without fail, tell yourself (it doesn't have to be out loud) 'I am a successful person'.**

# Aid

*Give help or assistance; be of service*

**Help someone with something and expect nothing in return. Eventually, you will be rewarded in some other way.**

**Help someone that you know is too proud to ask for help. Clear your parents' garden; offer your seat to someone; help an elderly person with their shopping at the supermarket; anything that will help someone else.**

# Altruism

*The quality of unselfish concern for the welfare of others*

**Give a little money to charity and use the rest to become successful. When you are successful, that little would have grown into a lot.**

**If you support a charity, offer a Saturday morning or an evening to help. If you don't support a charity, or don't want to devote the same amount of time helping someone else, then long-term success will elude you.**

# Ambition

*A cherished desire*

**Be ambitious for success, but not at the expense of others.**

**Write down what your ambitions are. Look at them every day - carry them around with you. When you get a spare moment, think of what you could do to move towards your ambitions.**

# Appearance

*Outward or visible aspect of a person or thing*

**Always remember that you are judged by your initial appearance to a stranger. Changing their first impression will take longer than changing your appearance in the first place.**

**Even though it may hurt, ask a trusted friend or relative of their opinion in regard to your work wardrobe. If you don't work, think about what you wear when you meet other people. Always remember that first impressions count.**

# Appreciation

*Understanding of the nature or meaning or quality or magnitude of something*

**Appreciate what you've got rather than wishing for what you haven't got.**

**Appreciate that you are so much better off than most of the people in the world. Write down a list of things you should appreciate, but don't (such as your family, running water, electricity, TV etc). If you want other material things that you don't have, at least appreciate the things you do have first.**

# Asking

*The verbal act of requesting*

**You ask someone for something  
and they say no. So what?  
Eventually someone will say yes,  
but only if you keep asking.**

**Every day, ask someone for something, when perhaps you wouldn't normally. The benefits from the occasions when they say 'yes', will more than outweigh any uncomfortable feelings you may have when asking in the first place.**

# Attitude

*A complex mental orientation involving beliefs and feelings  
and values and dispositions to act in certain ways*

**The only attitude you should ever  
have is a positive, can-do attitude.**

**For one day, approach a task that you don't  
really enjoy (like going to work) with a positive  
attitude. Force yourself to focus on the positive  
things that can come out of any situation.**

# Thanks for Reading...

These are just 15 of the 142 steps to  
**The Science of Success.**

The full version of this ebook is available from

<http://www.scienceofsuccess.com/>

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**Gary Vurnum**

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