



Kiss That Frog!



**12 Great Ways to
Turn Negatives into Positives
in Your Life and Work**

Brian Tracy

Bestselling author of *Eat That Frog!*
& **Christina Tracy Stein**

More Praise for *Kiss That Frog!*

“Brian Tracy gives us a road map of how we can turn negatives into positives and live a healthy, rewarding, and contributing life.”

—**Patricia Fripp, Past President, National Speakers Association, and author of *Get What You Want***

“This book shows you how to let go of negatives, find the positive in every situation, and become an optimistic, high-performance person.”

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“Brian Tracy has done it again! *Kiss That Frog!* is a classic about turning negatives into positives. Get ready for a life-changing read.”

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—**Denis Waitley, author of *Seeds of Greatness***

**Kiss
That
Frog!**

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Kiss That Frog!

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Brian Tracy
Christina Tracy Stein



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To my wife, Barbara, the light of my life, and to my wonderful children—Christina, Michael, David, and Catherine—all of whom are living proof of the high self-esteem, high self-confidence adults that people become when they receive an unbroken flow of unconditional love throughout their lives.

BRIAN TRACY

To my husband, Damon, who encourages me with his unconditional love and support, and my three children, Julia, Will, and Scarlett, who make every day an adventure full of lessons, laughter, and love.

CHRISTINA TRACY STEIN

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INTRODUCTION

The Frog and the Princess

You are here on this earth to do something wonderful with your life, to experience happiness and joy, wonderful relationships, excellent health, complete prosperity, and total fulfillment. So, why aren't you living the life of your dreams already?

If you want to know the reasons for your happiness or unhappiness, success or lack of success, wins or losses, look in the nearest mirror. The quality of your thinking about whom you see in the mirror largely determines the quality of your life. If you change your thinking about yourself, you change your life—almost immediately.



There is nothing either good or bad, but thinking makes it so.

WILLIAM SHAKESPEARE

A Fairy Tale

Once upon a time, according to the fairy tale, a handsome prince was turned into an ugly frog by a spiteful witch. Her curse could be broken only if he was kissed by a princess, something the witch was sure would never happen.

Once upon that same time, a beautiful princess longed for a handsome prince she could marry, but he hadn't appeared in her life. One day, while walking alone in the woods by a small lake, she saw an ugly frog who was living in the woods. As the princess sat quietly by the water, thinking about her situation and longing for a handsome prince to come along, the frog hopped up to her and spoke.

He told her that he was actually a handsome prince, and if she would just kiss him, he would turn into the prince that he had been before and he would marry her and love her forever after.

The idea seemed absurd, but with great reluctance, she summoned up her courage and character and kissed the frog right on the lips.

As he had promised, he immediately turned into a handsome prince. He kept his word and married her, and they lived happily ever after.

The Moral of the Story

It seems that almost everyone has a block, or more than one, that holds him or her back from becoming a truly happy, healthy, joyful person, looking forward to each new day with excitement and anticipation.

What is the “frog” in your life that you need to “kiss” before you can achieve all that is possible for you? What are the negative experiences in your life that you need to embrace, deal with, and use to transform yourself into the amazing person you are capable of becoming?

What We All Want

The great aim of human life is to enjoy happiness and peace of mind. Every normal person wants to enjoy and experience the positive emotions of love, pleasure, satisfaction, and fulfillment.

Perhaps the greatest discovery in psychology and individual fulfillment is that the biggest obstacles that stand between you and an extraordinary life are usually negative mental attitudes toward yourself and others. Only when you learn to “kiss that frog,” continually making it a habit to seek and find something positive and worthwhile in every person and experience, will you unlock your full potential for success.

In this book, based on five thousand talks and seminars with more than five million people in fifty-eight countries (Brian), and many thousands of hours of work in counseling and psychology (Christina), you will learn a series of simple but powerful methods and techniques that you can use immediately to change from negative thinking to positive thinking and turn every problem in your life into a benefit of some kind. You will learn how

to become a completely confident person and release your full potential to live an extraordinary life.

These tools and strategies have worked for millions of people all over the world, and they will work for you. Let's begin.

1

Seven Truths About You



Your natural state is to be happy, peaceful, joyous, and full of excitement at being alive. In this natural state you wake up each morning eager to start the day. You feel wonderful about yourself and your relationships with the people in your life. You enjoy your work and derive a great sense of satisfaction from making a contribution that makes a difference. Your primary goal should be to organize your life in such a way that this is how you feel most of the time.

As a fully functioning, fully mature adult, you should be doing things every day that move you toward the fulfillment of your potential. You should feel grateful for all your blessings in every area. If you are unhappy or dissatisfied in any part of your life, something is not right in your thoughts, feelings, or actions, and it needs to be corrected.

The starting point in unlocking your full potential is to realize that you *already* are a prince or princess, deep down inside.



Most folks are about as happy as they make up their minds to be.

ABRAHAM LINCOLN

No matter where you are today, or what you have done or not done in the past, you need to accept seven essential truths about you as a person:

1. You are a thoroughly *good and excellent person*; valuable and worthwhile beyond measure. No one is better than you or more gifted than you.

Only when you *doubt* your essential goodness and value do you begin to question yourself. The inability to accept that you are a good person lies at the root of much of your discontent.

2. *You are important*, in many, many ways. To start with, you are important to yourself. Your personal universe revolves around you as an individual. You give meaning to everything that you see or hear. Nothing in your world has any significance except for the significance that *you* attribute to it.

You are also important to your parents. Your birth was a significant moment in their lives, and as you grew up, almost everything you did was meaningful to them.

You are important to your own family, to your partner or spouse, your children, and the other members of your social circle. Some of the things you do or say have an enormous impact on them.

You are important to your company, your customers, your coworkers, and your community. The things you do or don't do can have a tremendous effect on the lives and work of others.

How important you feel largely determines the quality of your life. Happy, successful people feel important and valuable. Because they feel and act this way, it becomes true for them.

Unhappy, frustrated people feel unimportant and of little value. They feel frustrated and unworthy. They feel "I'm not good enough," and as a result they lash out at the world and engage in behaviors that hurt themselves and others.

They don't realize that they could be a prince or princess inside.

3. *You have unlimited potential* and the ability to create your life and your world as you desire. You could not use your entire potential if you lived one hundred lifetimes.

No matter what you have accomplished up to now, it is merely a hint of what is truly possible for you. And the more of your natural talents and abilities you develop in the present, the more of your potential you can develop in the future.

Your belief in your almost unlimited potential is the key to becoming everything you are truly capable of becoming.

4. *You create your world* in every respect by the way you think and the depth of your convictions. Your beliefs actually create your realities, and every belief you have about yourself you *learned*, starting in infancy. The amazing thing is that most of the negative or self-limiting beliefs and doubts that interfere with your happiness and success are not based on fact or reality at all.

When you begin to question your self-limiting beliefs and develop beliefs consistent with the incredible person you really are, your life will begin to change almost immediately.

5. *You are always free to choose* the content of your thoughts and the direction of your life. The one thing over which you have complete control is your inner life and your thinking. You can decide to think happy, fulfilling, uplifting thoughts that lead to positive actions and results. Or you can, by default, end up choosing negative, self-limiting thoughts that trip you up and hold you back.

Your mind is like a garden: if you do not deliberately cultivate flowers, weeds will grow automatically without any effort on your part. If you do not deliberately plant and cultivate positive thoughts, negative thoughts will grow in their place.

This simple metaphor about the garden explains why so many people are unhappy and don't know why.

6. You are put on this earth with a *great destiny*: you are meant to do something wonderful with your life. You have a unique combination of talents, abilities, ideas, insights, and experiences that make you different from anyone who has ever lived. You are designed for success and engineered for greatness.

Your acceptance or nonacceptance of this point largely determines the size of the goals you set, your power of persistence in the face of adversity, the height of your achievements, and the whole direction of your life.

7. *There are no limits* to what you can do, be, or have except the limits you place on your own thinking and your own imagination. The biggest enemies you will ever face are your own doubts and fears. These are

usually negative beliefs, not necessarily based on fact, that you have accepted over the years until you no longer question them.

As Shakespeare wrote in *The Tempest*, “What’s past is prologue.” Everything that has happened to you in the past has been a preparation for the wonderful life that lies ahead of you in the future.

Remember the rule: *It doesn’t matter where you’re coming from; all that really matters is where you’re going.*

Michelangelo’s *David*

In the Gallery of the Academy in Florence, Italy, stands the *David*, by Michelangelo, considered by many to be the most beautiful piece of sculpture in the world.

It is said that later in his life, Michelangelo was once asked how he was able to sculpt something so beautiful. He explained that he was walking to his studio one morning and he happened to glance down a side street to where a huge block of marble, brought down from the mountains some years ago, was lying, overgrown with grass and bushes.

He had walked this way many times, but this time, he stopped and examined the huge block of marble, walking around it several times. Suddenly, he realized that this was exactly what he had been seeking to create the statue that had been commissioned. He had the block brought to his studio, where he worked on it for almost four years to create the *David*.

As legend has it, he said later, “I saw the *David* in the block of marble at the very beginning. My sole job from then on was to remove everything that was *not* the *David*, until only perfection was left.”

This Is Your Story

In the same sense, you may be like the *David* imprisoned in the marble. The great goal of your life is to remove all those fears, doubts, insecurities, negative emotions, and false beliefs that hold you back until what remains is only the very best person you could possibly be.

Your job is to “kiss that frog” and find the positive elements that exist within every situation, to deliberately turn every negative into a positive, and to unleash the “handsome prince” in your own life.

Make a decision, right now, that you are going to unlock your full potential for success and happiness and become the extraordinary person that lies deep within you. You are going to accomplish all the wonderful things that you were put in this world to achieve. In the pages ahead, you will learn how.



NOW DO THIS

Identify the negative or self-limiting beliefs about your personal abilities or your situation that might be holding you back. Then ask yourself, “What if they weren’t true?”

What if you had all the talent and ability that you could ever need to achieve almost anything in life? What if you had no limitations? What goals would you set for yourself if you were guaranteed of success, and what would you do differently starting today?