



The Payoff Principle: Discover the 3 Secrets for Getting What You Want Out of Life and Work

Dr. Alan Zimmerman

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Where do you hope to go with your life, your career, and your relationships? How will you muster the energy to keep on keeping on, in the good times and the bad? What skills do you have to learn--and then use--to make sure you get the payoffs you really want in your professional life and your personal life?

The problem with so many positive-thinking books and self-help routines is that they don't give you the whole formula. *The Payoff Principle* gives you that formula--**Purpose + Passion + Process = Payoff**--and then works as your guidebook, teaching you how to apply the formula to achieve success at work, at home, and everywhere you go.

When you find **purpose** in what you do, exhibit **passion** for the outcome, and master the **process** to make it happen, you produce the **payoffs** you want, need, and deserve.

Plenty of people have done exactly that, whether consciously and deliberately or accidentally and luckily. But, you don't have to depend on luck anymore. You have a formula for getting what you want. You have a practical set of strategies guaranteed to deliver greater happiness and success than you've ever experienced. All you have to do now is read *The Payoff Principle* to learn how to implement the formula to experience the new-and-complete you.

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