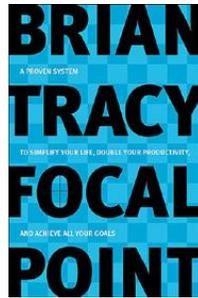


CHRIS SWENSON'S  
**MASTER NOTES**  
MASTER PRIVATE PRACTICE IN LESS TIME

## Focal Point

A Proven System to Simplify Your Life, Double Your Productivity, and Achieve All Your Goals



BY BRIAN TRACY

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224 PAGES

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*“You can dramatically improve the overall quality of your life far faster than you might think possible. All you need is the desire to change, the decision to take action, the discipline to practice the new behaviors you have chosen, and the determination to persist until you get the results you want.” ~ Brian Tracy from Focal Point*

### BOOK DESCRIPTION (from Amazon)

*The true secret of high achievers is that they know how to find their focal point, the one thing they should do, at any given moment to get the best possible results in each area of their lives. In Focal Point, Tracy brings together the very best ideas on personal management into a simple, easy-to-use plan. Focal Point tells listeners how to develop absolute clarity about what they want and how they can achieve supreme satisfaction, both personally and professionally.*

### NOTE INTRODUCTION

Building and sustaining a thriving practice depends largely on what you focus on daily. This book is absolutely filled with amazing tidbits on how to stay focused and get the job done consistently. If you really struggle with this, start with the ideas in this note and then move on to reading the entire book! You may want to take one idea from this note each day and begin to install in your mind. Reflect on them and then apply!! Let's get started!!!

### PERSONAL RESPONSIBILITY IS KEY

*“Among the most important personal choices you can make is to accept complete responsibility for everything you are and everything you will ever be. This is the great turning point in life. The acceptance of personal*

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*responsibility is what separates the superior person from the average person. Personal responsibility is the preeminent trait of leadership and the wellspring of high performance in every person in every situation. Accepting complete responsibility for your life means that you refuse to make excuses or blame others for anything in your life that you're not happy about. You refuse, from this moment forward, to criticize others for any reason. You refuse to complain about your situation or about what has happened in the past. You eliminate all your if-onlys and what-ifs and focus instead on what you really want and where you are going. This decision to accept complete responsibility for yourself, your life, and your results, with no excuses, is absolutely essential if you want to double your income and double your time off. From now on, no matter what happens, say to yourself, 'I am responsible.'*" ~ Brian Tracy from *FOCAL POINT*

There you go...In the highlight above, Brian spells it out with absolute clarity the importance of taking personal responsibility!

Not just taking it...but taking it to an extreme level!

Say to yourself now, "I am responsible!"

## NOTHING COMES EASY

*"German philosopher Goethe once wrote, 'Everything is hard before it is easy.' You may need to exert tremendous discipline to develop new habits of thought and behavior. But once you have them firmly locked in, they enable you to accomplish vastly more, with less."* ~ Brian Tracy from *FOCAL POINT*

We ask our clients to develop new habits of thought and behavior all the time! I think it is time we take our own advice!

It's not going to be easy; at least at first LOL! But as Goethe wrote, "Everything is hard before it is easy"

## YOU HAVE TO BE FLEXIBLE

*"According to reports generated from the Menninger Institute in Kansas City, flexibility is the most important single quality you can develop to survive and thrive in the twenty-first century. Flexibility entails openness, receptivity, and the willingness to try new methods and techniques."* ~ Brian Tracy from *FOCAL POINT*

Not only is flexibility the single most important quality for the world today, it is also the single most important quality successful practice owners must adopt!

Having a plan is good! But having the flexibility to remain open, receptive, and the willingness to try something new is **ABSOLUTELY ESSENTIAL!**

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## START IT AND STAY WITH IT

*“Once you have thought through your work and decided on your most valuable task, you must discipline yourself to start it immediately and stay with it until it is complete. When you concentrate single-mindedly on a single task, without diversion or distraction, you get it done far faster than if you start and stop and then come back to the task and pick it up again. You can reduce the amount of time you spend on a major task by as much as 80 percent simply by refusing to do anything else until that task is complete.” ~ Brian Tracy from FOCAL POINT*

Distractions can be cancerous to your productivity! Take Brian’s advice by deciding on the task, then discipline yourself to start immediately and stay with it!

Sometimes it is important to break larger tasks into smaller chunks. Then work those chunks with laser focus until complete. You may need to set aside your phone and other distractions!

Do this and you can see a great jump in your productivity!!!

## THE PROCESS OF IDEALIZATION

*“In this respect, clarity is terribly important. Successful people have tremendous clarity about who they are, what they want, and how they are going to get it. Unsuccessful people usually are unsure and confused about who they are, what they want, and where they are going. One powerful exercise you can practice to supercharge your thinking and accelerate your results is called idealization. In idealization you continually imagine the perfect outcome or solution for any situation in your life. You project forward three to five years, or even further, and then create a mental picture of the kind of life and career that would be ideal for you in every respect.” ~ Brian Tracy from FOCAL POINT*

Darkness will always seek to enter your mind getting you to feel unsure and confused about who you are, what you want, and where you are going!

To navigate through this turbulence on your road to success, you need to use IDEALIZATION!

Continually imagining or visualizing the perfect outcome to your practice and life. Now project that image into the future. Hold that mental picture near and dear to your heart not letting Darkness dim or frazzle that picture!!

## BE VERY MINDFUL OF YOUR TIME

*“Time management is really life management, personal management, management of yourself. People who value themselves highly allocate their time carefully. They give their time usage a lot of thought. When you love your life, you love every minute of it. You are very careful about misusing or wasting any of the precious minutes and hours of each day.” ~ Brian Tracy from FOCAL POINT*

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The one thing we all share that is the same with everybody...is TIME. We all have the same 24 hours in a day. However, how you use those hours can be quite different.

If you love your life, then you need to love your time! No need to waste it! Where are you unnecessarily wasting your time? What impact is that having on your practice?

## WHAT DO YOU THINK ABOUT MOST OF THE TIME?

*“Over the years, thousands of successful people have been asked, ‘What do you think about most of the time?’ Their answers tend to be the same worldwide. Successful people think about what they want and how to get it most of the time. As a result of this mental focus, they accomplish much more than the average person, even though they may have started with no particular advantages. Unsuccessful people, on the other hand, tend to think and talk about what they don’t want most of the time. They think and talk about who they are mad at and who is to blame for their problems most of the time. They don’t understand why their lives don’t improve even though they have been working as long as others. They slip into the habit of thinking and talking even more about their problems and who is to blame, thereby making the situation worse.” ~ Brian Tracy from FOCAL POINT*

Spends some time understanding the difference between unsuccessful and successful. The same applies to unsuccessful practice owners vs successful ones!

What do you think about most of the time?

## ARE YOU OPTIMISTIC ABOUT YOUR PRACTICE?

*“Your level of optimism is the very best predictor of how happy, healthy, wealthy, and long-lived you will be. The more optimistic and positive you are, the more energy and enthusiasm you will have. Your immune system will be stronger and more resistant to disease and infection. You will seldom be sick. You will get along with less sleep, and you will have more mental and physical energy throughout the day.” ~ Brian Tracy from FOCAL POINT*

Let’s reframe this towards your practice...Your level of optimism is the best predictor of successful your practice will be.

The positive effects on your health and well being are very important to. Especially since our profession fails miserably in the self-care part!

These added health benefits will only make you a better therapist. More available for your clients! They will be better served too!

## WHY AM I NOT THERE YET?

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“Ask yourself, ‘Why aren’t I at my goal already?’ If you want to double your income, why aren’t you earning twice as much already? If you want to spend more time with your family or friends, why aren’t you doing it already? Often, forcing yourself to develop the answers to these questions will enable you to see the critical constraint that is holding you back.” ~ Brian Tracy from *FOCAL POINT*

Wow! Some very hard introspective questions we must all face! Don’t just ask them. Demand answers and be very truthful with yourself.

Course correct what you need to. Your fulfillment in life depends on being honest about this!!!

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## ABOUT THE AUTHOR OF “FOCAL POINT!”



BRIAN TRACY

Brian Tracy is one of the top professional speakers in the world. He addresses more than 450,000 people each year throughout the United States, Canada, Europe, Australia and Asia. To learn more about Brian, visit his web site: [BrianTracy.com!](http://BrianTracy.com)

## ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](http://imchrisswenson.com) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>