

**Elements of Success Consulting
Presents
Books to Read**

To: Individuals Who Wish to Lead Better Lives
From: Elements of Success

Re: Easy steps to improve your life, increase efficiency and attain success

Friends:

If you wish to attain success you need to read books. Below, find a list of helpful books.

(As an aside, read these books with a pen in hand and mark-up the parts that you find germane. Later, when you review the book, you save time by only reading the important passages.)

1. *The Elements of Success* by Conrad Franey. The path to an enlightened life. Purchase at www.eoscg.com
2. *The Last Lecture* by Randy Pausch. Some people find Dr. Pausch arrogant. We don't know that we agree with that opinion, but we do find him to be focused on life. As we read this book, ask ourselves the following question: why would Elements of Success ask us to read a book like this? What in the world does this book have to do with business success?
3. *Eat That Frog* by Brian Tracy. This short, easy book provides a wide variety of tips to help us utilize the most valuable thing we possess: time. If we wish to accomplish more in our business and personal life, this is the book we need.
4. *How to Win Friends and Influence People* by Dale Carnegie. Some 40 million people have read this book in many languages. We will find some of the examples and people he refers to as dated. That doesn't make the message he delivers less impactful. An extraordinarily important book.

If you are in sales:

5. *The Little Red Book of Selling* by Jeffrey Gitomer. This book spells it all out for the true sales person. If we wish to be successful, we need to execute Gitomer's advice.

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