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# Born To Win: Find Your Success Code



## Synopsis

Zig Ziglar's *Born to Win*, compresses four decades of life-changing tools and practices into one inspiring, concise, easy-to-use format for people who want to grow and improve the whole spectrum of their lives now! Zig has always taught that "You were born to win, but to be the winner you were born to be, you must plan to win and prepare to win. Then and only then can you legitimately expect to win." *Born to Win* guides listeners through this plan-prepare-expect strategy. You will learn that when you have the hope that things can change, and a plan to make that change possible, you can take action. Zig Ziglar's whole-person, balanced-living approach to life has inspired millions to enjoy good health, a new depth of love and gratitude for family and friends, financial security and independence, and spiritual peace of mind. His instruction on how to live a life that leaves no room for regret or worry is the starting point for a joyful, exciting, vibrant life. It is true that when you have prepared yourself to be the right kind of person, you can do what you need to do to expect success. When you truly understand that you were born to win, you can change the world!

## Book Information

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## Customer Reviews

"Born to Win" is basically an updated combination of much of Zig Ziglar's previously published (though groundbreaking) material. The book guides the reader through his well-known "plan, prepare and expect" strategy. Much of the material in this book is already contained in "See You at the Top" and the "Born to Win" audio seminar, so there isn't a ton of new material. The book is an excellent introduction for individuals new to Ziglar's world of self-improvement and it provides a

great summary of Ziglar's philosophies. The chapter entitled "Don't Worry About the Results" will really change your perspective. Another neat feature is that each chapter has a QR code at the beginning. If you scan these with your phone will be taken to some great bonus materials. Filled with life changing processes and information "Born to Win" definitely should be read by those needing a dose of hope and motivation. Also works as a great refresher for those that are already Ziglar zealots.

I know this review will be colored by recent news. I was reading this when I heard that Zig Ziglar had passed away. At the beginning he mentions this is his swan song, as he doubted his health would allow him to have the opportunity to write more. Unfortunately, this was the case. Zig introduced me to personal development and motivation and has always been a great source of charm, wit, quotability mixed with good old fashioned down home wisdom. This book is more or less a "best of" and someone looking for something new and radical will be disappointed, but if you have not read Zig before, or are in the mood for the latest (and sadly last) flavor, then you will find some of your favorite stories, analogies, acronyms from Zig updated and polished in a short but eminently readable volume. We will miss you, and may your legacy live on in the recorded and written word, Zig. We know you are in a better place now.

It's nice that the born to win seminar is now in the book form. This is a good read, I consumed this book in several days.

When I seen this book come out I almost skipped it as I have several from Zig Ziglar. I am glad I pulled the trigger on this one. Different then some of his other books, he does not do the reading. However he does lay out every single business tip he has. His purpose in writing this book was to get every single wisdom detail and tip from his 80 years to the reader. He suggest this is his last book due to his age so that is the urgency of getting every tip he an give into the book.

This is an incredible book. Zig Ziglar and Tom Ziglar Rock. Born To Win is not only inspiring...it gives you the action steps you can take immediately to change your life. The success code on the front and throughout the book is cutting edge and cool. Bottom line, "Born To Win" How to Find Your Success Code will take you to places you've never been...that's a good thing! Born to Win (Made for Success Collection)

I'm old school and ordered the hard copy from Zig's website. What a great bookend to Zig Ziglar's illustrious career. "Born to Win" is a fantastic snapshot of this icon's philosophy and beliefs that are more relevant today than ever. Buy this book, read it, and live it because you truly were "Born to Win!" God Bless You, Zig!!

Classic Zig! Expect encouragement from the man who literally wrote the book(s) on living a positive life. It's not a false sense of prosperity but a way of thinking directing actions to produce great results.

This book is well written and puts concepts like helping others in your personal life and professional life is the path to prosperity. Zig states that he became prosperous after finding God at 45 and that is not surprising. The bible, whether you believe or not has a lot of hints in it about how to lead your life, deal with tough situations, and gives examples of those who appear to have become successful through less than honorable acts. Napoleon Hill said his philosophy has been around for thousands of years, he just put it down in his terms in a more modern way. Another thing that was stated in this book that I appreciated was that you are not going to think positive for a week or two and change your life no different than going to the gym for a week or two will give you all the physical fitness you will need for the rest of your life. It is a continual effort to be better as you develop, just like physical exercise. This is why a seminar is a great way to kick start your better life but you must make it a habit...why a habit...because positive thinking is out the door as soon as someone cuts you off, or yells at you, etc. If you make it a habit, you don't have to worry about doing it consciously. Good luck to you all and happy hunting finding everything that makes you have genuine happiness and success.

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