

## MOTIVATIONAL QUOTE OF THE DAY

FROM NIGHTINGALE.COM

**"The 80/20 Principle, like the truth, can make you free. You can work less. At the same time, you can earn more and enjoy more. The only price is that you need to do some serious 80/20 thinking."**

— **Richard Koch:** is a former management consultant, entrepreneur, and writer

*Scientific research and study reveal...*

# The *Myth* of Hard Work

How to get everything you've ever wanted, faster and easier - with a fraction of the effort:

Dear Friend,

Most people have been told all their lives that the only way to be successful in life is to work harder and longer than the next guy.

But the evidence tells us that that's simply not true.

Consider some of the most successful people of our time:

Warren Buffett has a tiny office and employs only a handful of people. He works about three hours a day, but he's one of the richest men in the world.

Bill Gates dropped out of college but went on to create one of most influential and successful companies in the world.

Ronald Reagan was not a fan of hard work, yet he got himself elected president of the United States twice and helped orchestrate the fall of the Soviet Union.

Today I'm going to reveal the secret these and other ultra-successful people know that you don't: a simple change in the way you approach any task that can be the difference between a life of struggle and personal hardship and a life of peace of mind and financial

abundance.

Just be forewarned...

What you're about to learn goes against everything you've been taught - from the day you were born until now.

You see, all our lives we've been told that the key to success is to keep our "nose to the grindstone" and work hard. That if we put in an eight-hour (or more) workday, five or six days a week, good things will happen to us.

But, all too often, it doesn't work out that way.

You do your part, you put in the hours, but you never seem to get ahead. Sure you get by, but not at the level of ease and comfort you'd like.

You never seem to be able to get "over the top" to where you're making the really BIG money.

We tend to put too much emphasis on the *quantity* of work we do, *not the quality*.

But ask any successful person, and they'll tell you *working smart* is much more important than *working hard*.

What you're about to learn today is counterintuitive to everything you've ever thought about hard work.

To help introduce you to this new way of thinking, I'd like you to meet Richard Koch.

Koch is a highly successful entrepreneur and business consultant who has made a fortune through numerous private equity investments.

In 1983, he co-founded LEK Consulting. A global strategy consulting firm that helps companies solve some of their toughest and most critical problems quickly, LEK now advises 20 percent of the world's largest companies, as well as many leading private equity firms and governments.

Koch attributes his success in business and in life to systems he's built around a principle you've most likely heard of before but never knew how to fully harness.

So what exactly is this principle I'm referring to?

It's called the 80/20 Principle. It's also been referred to as the Pareto Principle (after Vilfredo Pareto [1848-1923], the man who first identified its existence), the "law of the vital few," and the 80/20 Rule.

The core idea is that in order to find more success, you need to focus on the 20% of your activities that bring you the most reward - and all but eliminate (or delegate) the 80% that bring you little or no reward.

**'The cornerstone of  
results-based living'**

Now, if you've heard of the 80/20 Principle before, your first reaction might be to dismiss it - as we sometimes tend to do when we're familiar with something only on a surface level.

But to act too quickly - without fully considering its power and the potential impact it could have on your life - would be to deprive yourself of the most powerful keys to success the world has ever, *and will ever*, know.

Timothy Ferriss, the #1 *New York Times* bestselling author of *The 4-Hour Workweek*, says...

*"The 80/20 Principle is the cornerstone of results-based living."*

The late American entrepreneur, author, and motivational speaker Jim Rohn, who mentored Tony Robbins early in Robbins' career, was also a big believer in the power of the 80/20 Principle...

*"Like gravity, it always works... harmonize with the fact that this principle holds sway in every endeavor of human nature."*

Motivational expert Brian Tracy says...

*"The 80/20 Rule is one of the most helpful of all concepts of time and life management."*

Leadership expert, speaker, and author John C. Maxwell writes...

*"The greatest time management tool I ever learned came from the 19th-century economist Vilfredo Pareto."*

Koch himself states...

*"The 80/20 Principle can and should be used by every intelligent person in their daily life, by every organization, and by every social grouping and form of society."*

The reason it's so powerful is that its key theme is to generate the best results and the most money with the least expenditure of effort and assets.

It's something that can be profitably applied to any industry or organization, any function within an organization, and any individual job.

Some common 80/20 Principles are the following:

*20% of customers produce 80% of a company's profit.*

*20% of a company's staff generates 80% of its productivity.*

*20% of the time you spend at work accounts for 80% of what you achieve.*

*20% of any community's population utilizes 80% of its resources.*

*20% of your clothes are worn 80% of the time.*

*20% of your home's carpeting receives 80% of the wear.*

*20% of the people in your email address book receive 80% of your emails.*

As you can see from the above, the wisdom of the 80/20 Principle holds true well beyond the workplace, which means, not only can you use it to succeed in business, you can use it to add more happiness and satisfaction to your personal life.

[Yes, I want to get more done in less time and with less effort!](#)

[I can try it for 30 DAYS for JUST \\$1.00!](#)

**Scientifically proven strategies  
for the 'super-successful'**

But if you attempted to use it just knowing the basic principle, you'd be harnessing only a tiny fraction of its scope and power.

Because *just knowing* about the 80/20 Principle isn't enough to fuel and inspire change in your life.

You have to understand how and why it works and then break it down into small workable steps and strategies that you can apply to your everyday life.

Fortunately, Richard Koch has done that legwork for you.

He's turned years of studying the 80/20 Principle into step-by-step formulas and scientifically proven strategies for how to quickly and easily exploit the 80/20 Principle to your maximum advantage.

To bring you Koch's wealth of productivity-boosting ideas, we teamed up with him to create the program *The 80/20 Principle: The Secret to Success by Achieving More with Less*.

As the title indicates, this is about acquiring a skill that everyone wants in life - *the ability to achieve more with less effort* - it's a skill you *have* to master if your goal in life is to be "super-successful."

## **Not a time-management tool, it's a time revolution**

At this point, it's important to make clear that this isn't a time-management program. It's something much more powerful. It's more of a "time revolution" program.

Perhaps the best way I can convey to you how it differs is by comparing a typical day to the framework of a house being constructed. If the framework is faulty, time management would be like strengthening and making slight adjustments to the existing framework.

Koch's "time revolution" strategies are like smashing down the existing framework and building a new and better model from the ground up.

Once you incorporate Koch's strategies into your life and you start experiencing the results, you'll find something else happens...

You'll start to feel more relaxed and have a deeper sense of peace of mind at the end of every day.

You'll have a quiet confidence that comes with knowing you're finally focusing on exactly what you need to be doing every minute of every day that will bring you the greatest reward and happiness.

## **A better relationship with every second, minute, and hour of every day**

Here is a small sample of what you'll learn in *The 80/20 Principle: The Secret to Success by Achieving More with Less*:

- **How to stand head and shoulders above your co-workers and peers** - These days to keep yourself gainfully employed (let alone to get promoted), you need to produce better results. Discover the way to set yourself head and shoulders above your co-workers by using the same strategies multimillionaires and billionaires put into action every day of their lives.
- **How to avoid being a wage slave** - We've all been there at some point in our lives: stuck in a job we hate where we're barely paid enough to make ends meet. The key is not to get stuck there. And you won't, once you successfully apply Koch's step-by-step strategies to your life.
- **How to strike the right balance between work and play** -You'll learn how to put yourself firmly in control of your upward mobility and financial future while still having plenty of time for family, friends, relaxation, and doing the things you love to do.
- **Why time-management techniques are not enough** - Doing the "same old things" more efficiently will save you time, but to give yourself an insurmountable competitive advantage, you need to know the rules of super-productivity and how to change your entire mindset when it comes to where you should be spending your time.
- **Seven steps to detonate a time revolution** - Reinvent your relationship with time by following Koch's seven steps to a time revolution. You'll be amazed at just how much you're capable of doing... in a fraction of the time.
- **How to find and hire the best people** - If you're required to hire new employees, Koch gives you techniques you can use to quickly zero in on the best candidate for the job. And if you're interviewing for a new job, you'll know how to make the best possible impact on your prospective employer.
- **The top 10 low-value uses of time** - This isn't your standard list of activities such as "watching television," it's a description of time-wasting categories you can use to identify and eliminate activities that are often erroneously thought to be beneficial.
- **The top 10 high-value uses of time** - You'll want to keep this list close by. It helps you identify your top 20% of activities that bring you 80% of your income and enjoyment in life.
- **How to think like an 80/20 person** - It's unconventional and you'll be blazing down a path that only a fraction of the population ever travel, but when you start thinking a like an 80/20 person, you will quickly join the ranks of the super-achievers.
- **Koch's 10 commandments of investing** - An extremely successful investor in his own right, Koch gives you his 10-step process for getting the best returns on your money.
- **Seven habits of happiness** - Aristotle once said that the only goal of all human activity should be happiness. To be truly happy, it takes thought and planning. Koch gives you his seven-step system for living a life filled with bliss.

## You'll be in good company

All through history there have been very successful "80/20 Principle people" who exploded the myth that the only way to be successful was to work harder than the next guy.

Here are just a few names from the past that have been identified...

...explorer Christopher Columbus... inventor and businessman Henry Ford... physicist Isaac Newton... novelist George Orwell... humanitarian Mother Teresa... and Walmart founder Sam Walton.

Here are some more present-day people who subscribe to 80/20 Principle strategies:

- Richard Branson - English business magnate and CEO of the Virgin Group
- Bill Clinton - the 42nd president of the United States
- John Grisham - American novelist best known for his legal thrillers
- Tom Hanks - producer, director, and Oscar-winning actor
- Nelson Mandela - former president of South Africa
- Oprah Winfrey - American media mogul and businesswoman
- Steven Spielberg - Oscar-winning filmmaker and co-founder of Dream Works
- Jeff Bezos - Founder and CEO of Amazon.com
- Michael Jordan - basketball superstar and businessman

Each one of them has achieved amazing success in his or her field.

Are you ready to join them?

Are you ready to become an "80/20 Principle person"?

If yes, the fastest and easiest way to get there is by tapping into Richard's Koch's research and experience. With *The 80/20 Principle: The Secret to Success by Achieving More with Less* beside you:

- You'll have a *scientifically proven* formula to help you accomplish more in two hours than most people accomplish in eight or 10 hours.
- You'll have a system you can use to blast through previous income barriers, improve your finances, and solidify your financial future.
- You'll have more time to do the things you love to do, such as spending more time with your family and going on more vacations.
- You'll finally be in complete control of your time and your life.
- You'll no longer be running with the herd but charting your own career course and personal path.
- You'll experience less stress and less struggling knowing that at the end of every day you accomplished all you set out to do... and you did it in less time.

Here's what I recommend...

John N. Wood | Copywriter

Email: [john@johnwoodcopywriting.com](mailto:john@johnwoodcopywriting.com) -- Cell Phone: 289 894-0722

Try *The 80/20 Principle* out.

It will cost you only a dollar.

Soak in all of Koch's 80/20 Principle strategies, ideas, and techniques...

Start applying them to your life.

When you experience a massive improvement in your ability to get more accomplished in less time... you'll be well on your way to being a more successful and more productive person.

However, should you discover, for any reason at all, that *The 80/20 Principle* is not for you, simply let us know within the next 30 days. Send *The 80/20 Principle: The Secret to Success by Achieving More with Less* back, and we'll promptly give you your dollar back.

## Move yourself up the achievement scale

One of the 80/20 Principles that has been in the news a lot lately is...

*"20% of the people enjoy 80% of the wealth."*

And because their work tends to be more interesting and less repetitive, the top 20% also monopolize more than 80% of the enjoyment to be had from work.

If you're currently not where you want to be, this is your opportunity to start your journey to the uppermost 20%.

And if you're currently there, this is your chance to employ proven strategies and techniques that will help propel you even further up the wealth and happiness ladder.

It's time you became a member of the "80/20 Principle Club."

It's time you accomplished more by doing less... *every day of your life.*

Are you ready to join me?

Sincerely,



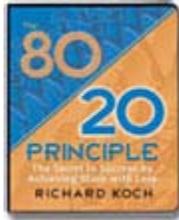
**Vic Conant**

Chairman, Nightingale-Conant

P.S. Getting maximum productivity from people is one of the biggest challenges businesses face today. This is your opportunity to carve a new path for yourself... to say goodbye once and for all to tasks and activities in your life that bring you little or no value. To impress your boss and put yourself in line for a promotion, or if you're a freelancer or an entrepreneur, to take your business to a whole new level of achievement. Accept my offer today and start accomplishing more by working smarter, not harder.

John N. Wood | Copywriter

Email: [john@johnwoodcopywriting.com](mailto:john@johnwoodcopywriting.com) -- Cell Phone: 289 894-0722



YES! I want to accomplish everything I need to by working LESS... so that I have MORE time to spend doing what I really *want* to do.

Please send me Richard Koch's 6-CD program [\*The 80/20 Principle: The Secret to Success by Achieving More with Less\*](#), to try for 30 days for **JUST \$1.00**.



If I don't find myself working better, working smarter, enjoying myself more, and getting more done in less time by applying these simple strategies, I will simply send the program back. **No questions asked.** Otherwise I will keep it and pay just \$69.95 - a **\$10 discount** off the regular price - at the end of my 30-day trial.

**Try it for 30 days for just \$1 >**