

## **What makes someone successful?**

Why do some people achieve wealth, while others don't? How can we predict who will make it big, who will barely make ends meet, and who will fail? How do we quantify the characteristics of highly successful people?

It all started in 1905. French psychologist Alfred Binet developed one of the first IQ (intelligence quotient) tests. Throughout the years many scientists have tried to predict future educational achievement and life performance by using tests to measure intelligence. The hitch was that a high score on this type of measured intelligence was no guarantee of life success.

Intelligence is an important trait, but there are many types of intelligences. Howard Gardner found there were multiple types of intelligences, with each individual exhibiting varying levels of these different intelligences. What types of intelligences did the successful and ultraproperous have? Which ones were they born with and which ones were learned?

Eventually, the concept of emotional intelligence (EQ) was developed. Daniel Goleman's groundbreaking book, *Emotional Intelligence*, showed the world that success was determined not only by IQ, but also by EQ. Emotional Intelligence, often measured as an Emotional Intelligence Quotient (EQ), describes an ability to perceive, assess, and manage the emotions of one's self, of others, and of groups.

My research on what makes people successful has revealed that success depends on something beyond IQ and EQ. My studies show that those who enjoy greater happiness and wealth in life possess a high ability to persuade, influence, sell, negotiate, motivate, lead, and understand human nature. These are not abilities learned in school, yet they must be mastered to achieve major success in life. Some call this "street smarts," I call it your "Persuasion IQ" (PQ). Studies show that those who generate wealth and success always possess a high PQ.

Given that, increasing your PQ is critical for your success and this book will help you do just that. This book can change your income, your relationships, and even your entire life. Each chapter reveals the traits and characteristics of top producers in every aspect of life. This is based on over seventeen years of research. Not just theory or hearsay, but proven techniques that work in real life. In this book I've taken all the results of my research and made them easy to understand, easy to apply, and easy for you to use.

Deep down we want everyone to listen and do exactly what we want. Every day you either persuade others to your point of view or they persuade you to theirs. We have learned from society to use intimidation, coercion, control, force, or sometimes compromise to get what we want. Why settle for short-term compliance when you can have lasting long-term influence? Persuasion has changed and we must change our persuasion skills to adapt ourselves to the new world. Top persuaders persuade without detection and they persuade others the way they want to be persuaded. In today's skeptical world any old-school persuasion attempts will be resisted.

Lack of persuasion, lack of trust, old-style persuasion, and lack of people skills cost business billions of dollars a year in lost revenue. How much has lack of persuasion or a low PQ cost you? Now is the time to upgrade your skills instead of relying on techniques of the past.