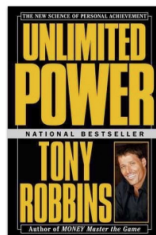


# Unlimited Power by Anthony Robbins

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## The Book in Three Sentences

1. Unlimited power is the ability to produce the results you desire most and create value for others in the process.
1. Action is what unites every great success.
1. Nothing has any meaning except the meaning we give it.

## The Five Big Ideas

1. "How you feel is not the result of what is happening in your life—it is your interpretation of what is happening."
1. "The way we communicate with others and the way we communicate with ourselves ultimately determine the quality of our lives."
1. In order to achieve an extraordinary quality of life, you need to consistently put yourself in a state that supports you and your achievements.
1. When handled effectively, beliefs can be the most powerful forces for creating good in your life.
1. Ask yourself, "What would I attempt to do if I knew I could not fail?"

## Unlimited Power Summary

- For Tony, unlimited power is the ability to produce the results you desire most and create value for others in the process.
- "Action is what unites every great success. Action is what produces results. Knowledge is only potential power until it comes into the hands of someone who knows how to get himself to take effective action. In fact, the literal definition of the word 'power' is 'the ability to act.'"
- "How you feel is not the result of what is happening in your life—it is your interpretation of what is happening."
- "You are the one who decides how to feel and act based upon the ways you choose to perceive your life. Nothing has any meaning except the meaning we give it."
- Tony believes that there are seven fundamental character traits that they have all cultivated within themselves, seven characteristics that give them the fire to do whatever it takes to succeed.
  1. Passion!
  1. Belief!
  1. Strategy!
  1. Clarity of Values!
  1. Bonding Power!
  1. Mastery of Communication!

- “The way we communicate with others and the way we communicate with ourselves ultimately determine the quality of our lives.”
- “The difference between those who fail to achieve their goals in life and those who succeed is the difference between those who cannot put themselves in a supportive state and those who can consistently put themselves in a state that supports them in their achievements.”
- Beliefs are preformed, preorganized approaches to perception that filter our communication to ourselves in a consistent manner.

## Where Beliefs Come From

- 1. Environment
- 1. Events, small or large
- 1. Knowledge
- 1. Experience
- 1. Visualization

## The Seven Lies of Success

1. **Belief #1:** Everything happens for a reason and a purpose, and it serves us.
  2. **Belief #2:** There is no such thing as failure. There are only results.
  3. **Belief #3:** Whatever happens, take responsibility.
  4. **Belief #4:** It's not necessary to understand everything to be able to use everything.
  5. **Belief #5:** People are your greatest resource.
  6. **Belief #6:** Work is play.
  7. **Belief #7:** There's no abiding success without commitment.
- “Dr. Robert Schuller, who teaches the concept of possibility thinking, asks a great question: ‘What would you attempt to do if you knew you could not fail?’”
  - “Great leaders and achievers have in common is that they operate from the belief that they create their world. The phrase you'll hear time and again is, ‘I am responsible. I'll take care of it.’”
  - “Nothing has any power over me other than that which I give it through my conscious thoughts.”—Anthony Robbins
  - “Reframing in its simplest form is changing a negative statement into a positive one by changing the frame of reference used to perceive the experience.”
  - “There are two major types of re-frames, or ways to alter our perception about something: context reframing and content reframing.”
  - “Context reframing involves taking an experience that seems to be bad, upsetting, or undesirable and showing how the same behavior or experience is actually a great advantage in another context.”
  - “Content reframing involves taking the exact same situation and changing what it means.”

## Other Books by Anthony Robbins

- [Awaken The Giant Within: How to Take Immediate Control of Your Mental, Emotional, Physical and Financial Destiny by Anthony Robbins](#)
- [Notes From a Friend by Anthony Robbins](#)

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