



EXECUTIVE SUMMARY

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Paul Hoffman

www.SuccessSongs.com

Highlights:

- Got into the music industry by quitting college & becoming the tour manager for famous bands like Emerson, Lake & Palmer, Pink Floyd, and Blood Sweat & Tears.
- On returning home from tours, he visited his brother in New York, who was in the commercial music business, and began to work for him after he was done with touring.
- He had a deep passion for writing music, and realized then that music was going to be his life.
- Now sober for 20 years and in the 'second stage,' he writes songs that inspire and empower people to take action in their life, and to awaken their true authentic self.
- His crowning achievement was creating his company, Success Songs, because it gave him a platform that allowed him to live into his passion of inspiring others to live their dream – an opportunity to give back, while at the same time to live his dream – and to be a speaker, an author, and a transformational trainer.
- Success Songs are songs that empower people to take action in their lives, as the songs change people's mindsets, behaviors, and beliefs. There are divisions for adults, teens, and kids.
- His biggest mistake was the time in his life when he lost sight of his authentic self, which caused him to doubt the gift of who he was, and he remembers it to the day as the lowest day in his life.
- All the riches, beauty, fruit, and grace that is available to you will come to you naturally when you stop worrying about pleasing everybody else.
- His ideal target audience is people who are trying to make their dreams happen in life by being on a constant learning line so that they're open and exposed to new kinds of resources that will help them create the opportunities that are before them.
- Songs are powerful emotional anchors as part of various times in our lives. Success songs help anchor a thought or feeling, to put people in a peak state or higher state.
- Daily rituals: Up at 5 am, start hydrating with water and fresh juice. Writes in his gratitude journal and Good Morning Great Day for himself and to send to his email list, which gets him centered, then some meditation and gets outside for a time, then to the gym. His fuel for the day is fresh juice and protein shakes with almond milk, and a healthy meal at night.



- Always ask, “What can I do for you?” when in conversation with someone. Being in the mode of giving, you will be receiving as well.
- Giving won’t always be in money – it could be resources, time, good will, etc.
- Some natural givers have an opposite problem – receiving. You need to be able to receive graciously too. Don’t clog up the circulation between giver and receiver. Both sides of the equation need to be open.
- What he would have done differently is listened better to his intuitive sense that told him that he had the ability to change lives. He had to get over a perfectionist tendency before he believed he had something to teach.
- What’s important is to take action, be willing to fall down and make mistakes, and learn from your mistakes. Live in the truth of who you are and things will fall into order.
- You’re the only one who can create your dream, so go out and create the most awesome dream that you have in you. Think big, be bold, and be a big giver so others can live their dreams.

Top 3 Takeaways:

- PAUL:**
1. We often have to go through very low points or periods to get to the time and place where we are fully achieving our greatness.
 2. Don’t live for the appreciation of others without appreciating yourself.
 3. Expressing gratitude opens us up to receiving the blessings that are ours.

- ALEX:**
1. In creating a vision for your life, ask yourself what you DON’T want. It helps you to define and clarify what you DO want.
 2. Mistakes can be seen as pruning out what isn’t wanted or needed, to open up light for new growth.
 3. Anyone who approaches life with a beginner’s mind is typically the best teacher that there is.