



**Darn Easy: Work Half as Hard, Earn Twice as Much, While Living the Life of Your Dreams:  
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Living the Life of Your Dreams**

*Peggy McColl, Brian Proctor*

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*From the New York Times bestselling author of **Your Destiny Switch** and the successor to motivational legend **Bob Proctor** comes a step-by-step guide that makes running a business as easy as 1-2-3?based on the Proctor Gallagher Institute program*

*What if someone told you that . . . ?*

You don't have to work hard to make a lot of money.

You can set any goal you want and make it happen.

You can change your whole life in less than 24 hours.

You can cut your work time in half and double your income.

You can achieve more success than you ever dreamed—and enjoy every single minute of it.

*It's not impossible. In fact, it's DARN EASY.*

If you think it takes long hours of stress-inducing, brain-numbing, back-breaking work to build a successful career or business, this book will change your mind. The simple truth is: once you put your mind to it, you can do just about anything. You can build a business that is not only profitable but sustainable, too. You can take your career to higher and higher levels, grow your profits quarter by quarter, increase your income year after year. And the best part is: you can do it with ease!

The secret—according to bestselling author Peggy McColl and motivational expert Brian Proctor—is to find the joy in the work that you do. To be truly successful in business, you need to make an emotional investment in your dream as well as a financial one.

This book is a wake-up call that will open your mind, fill your heart, and transform your life with a simple but powerful message:

It's not hard to become rich, successful, and happy. It's a choice. And once you make that choice, it's easy.

Whether you're growing a business, building a career, or simply trying to make more money, *Darn Easy* offers a proven formula for success. Learn how to:

- Work half as hard and profit twice as much
- Set goals that are achievable, sustainable, and downright enjoyable

- Build a network of good people you like doing business with
- Aim high and be specific—the sky’s the limit!
- Let go of negative thoughts and watch positive things begin to happen
- Give yourself time to live your life and embrace your success

You’ll discover step-by-step techniques for growing your business, healthier strategies for handling your money, and easier ways to increase your chances for success—along with a few reality checks you might need to cash. You’ll also find invaluable tools to put in your personal toolbox, including a goal card, power life script, gratitude journal, accomplishment list, and so much more.

There’s no reason you can’t be rich, successful, and happy. With the right attitude and the right tools, it’s not hard at all. It’s *Darn Easy*.

**Peggy McColl** is the president and founder of Dynamic Destinies, Inc., and the author of the *New York Times* bestseller *Your Destiny Switch*.

**Brian Proctor** is the VP of Business Development at the Proctor Gallagher Institute.

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#### **Keith Reese:**

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