

Simple Steps to Impossible Dreams by Steven K. Scott

Six Heavy Chains That Threaten Your Future

If you're shackled by any of them, you could be in jeopardy . . . But if you break free, you can do anything - have anything - attract anything you want!

Dear Achiever,

Less than one tenth of one percent of people fulfill their impossible dreams. What does it take to become part of that small, select group? It doesn't take intelligence, education, money, experience, or luck.

It does take knowledge. Knowledge of how to take a concept, vision, or dream and turn it into reality. And knowledge of the chains that hold you down and keep you from getting what you want.

There are six heavy chains that threaten everyone's career when they start out. And it's only that rare, select individual who breaks free from the chains. It's only that rare person who goes on to realize their impossible dreams.

If you're not part of that special group yet, it's because you haven't severed all six of the chains yet. And unless you cut every last one, your future could be in serious trouble.

The six chains will keep you from getting ahead. They'll sabotage your best efforts. They'll suffocate your good ideas. They'll break your spirit. They'll make you give up on your dreams.

You must cut all the chains and break free. You must find the weak links and snap them apart, so you can blast ahead rapidly to the kind of life you've always wanted.

I was able to do exactly that, but for years the six chains tied me down.

My name is Steven Scott. Fortunately, I figured out how to break free of the six chains. I also learned the 15 simple steps of the art I call Dream Conversion. And the results have been so astounding; I've been able to fulfill all my impossible dreams. In the process, I've also become a multimillionaire.

I'll expand on that in a minute, but first I want to tell you more about the six chains. Because knowing about them is the first step to overcoming them.

The Power of Negative Programming

CHAIN # 1: You've been programmed for mediocrity!

When I first heard Zig Ziglar speak twenty years ago, he told two stories. The first was about fleas; the second was about elephants.

He said if you put fleas in a shallow container, they'll quickly jump out. If you put a lid on that container, they'll jump like crazy at first, but soon they'll give up. When you remove the lid, the fleas will stay put . . . and they'll never try to leave the container again.

They become programmed to accept past limitations, even when the limitations no longer exist.

Fleas are tiny, dumb animals. But elephants have much greater intelligence. However, they act in much the same way.

In fact, circuses used to train baby elephants by tying them to a pole firmly planted in the ground. The elephants quickly learned that a tug on the rope meant they had to stop.

By the time the elephants grew up, they could be tied to a small pole they could easily rip out of the ground. But they wouldn't even try, because they had been programmed to stop when they felt that tug on the rope.

Now as bad as I feel for the fleas and elephants, it doesn't begin to compare to what has happened in our educational system since the 1940's. Like the fleas and elephants, most of us were programmed by our teachers, coaches, fellow students, and even our parents to believe we were average, ordinary kids. That's how I was programmed, at least.

And even though the programming wasn't intentional, the effects were still devastating. How many

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people do you know who accept mediocrity as the best they can do in almost every area of their lives?

How many people do you know who accept marriages and relationships that are just 'okay', not great? Or who do just what's expected of them in their jobs, rather than pursue excellence? Or who refuse to take risks because they don't believe they're capable of extraordinary success?

More than half the students who start college never graduate. Surveys show 85% of the workforce has a job or career they wish they could change. But like fleas and elephants, they give up on their dreams and stay locked in place by negative past programming.

I hope you're beginning to see how devastating this chain really is. Unless you break free from it, you won't get your goals, and your dreams will remain unfulfilled.

The good news is, you can break free. And I'm going to show you exactly how. But first, I want to tell you about chain #2.

The Strongest, Hardest Chain To Cut

CHAIN # 2: Fear of failure

Fear of failure does more than prevent you from achieving your dreams - it can be so oppressive and destructive that it causes you to set your dreams aside before you even try to go after them.

In fact, it often trains you to stop dreaming altogether.

Fear of failure stunts your emotional growth. It convinces you to accept the status quo in almost every part of your life. When it grips you, your vision disappears. Your hopes stagnate. Your ideas choke. Your achievements dwindle.

If you've had it for long enough, fear of failure can invade your subconscious, to the point where you're not even aware of its presence. Yet it's still there. Like a parasite, it drains the energy out of your personality and it keeps you from making effective decisions.

There are many instances of this heavy, burdensome chain. For example, not long ago, one of my former bosses was playing tennis with a good friend of his. In the middle of the game, he collapsed with a heart attack. The paramedics came and tried to revive him in the ambulance, but they were too late.

My boss died just after he reached the hospital.

An angry emergency room doctor asked my friend why he didn't administer CPR on the tennis court. The friend replied, "I was afraid I'd break his ribs." The doctor snapped, "People can live with broken ribs!"

Even though fear of failure may not ever cost you your life or the life of someone you love, it can rob you and your family of many wonderful things you would otherwise accomplish and enjoy.

It's critical you get rid of it. I'm going to give you specific techniques that will allow you to cancel its hold on you. And I'll give them to you after you learn about the other chains. Here's the next one:

If You Can't Take Criticism, You Can't Grow

CHAIN # 3: Avoidance of criticism

Criticism can come in many forms. It can be a statement. A sarcastic question. Even a condescending look or sigh.

No one wants it, but everyone gets it. That's because it's much easier to dish out than it is to take.

Can you remember anything you were criticized for when you were growing up? Think about it for a minute.

I was told I had a big nose. I was told I was stupid. That I had terrible handwriting. That I was sloppy. Too possessive. And these were just a few criticisms from my youth.

Can you think of any yet?

Criticism hurts. In fact, it's so painful and disheartening, you do everything you can to avoid it by the time you get out of grade school.

And the more you care about or respect someone, the more devastating and painful their criticism feels.

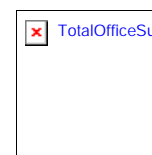


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The pain of criticism causes people to stop doing and saying things that could help them and others. For example, a person may not begin an exercise program because if they quit, someone would say, "I knew you wouldn't stick with it."

Or, someone else may not share their opinion on how to improve a relationship or project because someone might say, "Don't be ridiculous" or "That will never work."

Criticism is one of the most destructive forces in your personal and professional life, and in society as a whole. And there's only one right way to deal with it:

Turning Criticism Into An Ally

Ask anyone who has ever been involved in a war or in intelligence work. They'll tell you it's a lot easier to kill an enemy soldier or foreign spy than it is to turn them to your side.

But they'll also tell you that when you can turn the enemy into an ally or double agent, the positive consequences are infinitely greater.

Killing a soldier or spy only reduces his negative impact on you. Turning him into an ally not only does the same thing, but it also gives you a huge advantage in the overall battle with your enemy.

The same is true with criticism. Avoiding it, defending yourself against it, and ignoring it only limit its negative impact on you. But such actions do nothing to advance you, your personal growth or your achievement level.

On the other hand, turning criticism into your ally will advance you tremendously. Instead of hurting you, criticism will give you a stronger foundation for your personal growth and professional advancement.

I'll tell you exactly how to do it after I've exposed the other chains. Here's the next one:

If You Don't Know Where You're Going, You Won't Get Anywhere

CHAIN # 4: Lack of clear and precise vision

Imagine you live in New York City, and you receive a certified letter from Dick Clark. He tells you he wants you and a guest to come to Hollywood to be his guests for one week.

He'll put you in the finest hotel in Beverly Hills. He'll give you \$5,000 a day for spending money while you are there. You'll have a personal limousine at your disposal 24 hours a day at no extra charge.

You'll be Dick's personal guest at the Academy Awards, and you'll dine with your favorite movie star one night, and your favorite recording star the next.

After the week in Hollywood, you and your guest will fly to Hawaii for a ten-day, all expenses paid vacation of a lifetime.

As you finish the letter, you're bursting with excitement. Until you read the catch, that is.

You find out you have to drive from New York to his house in L.A. without using any map at any time. Neither are you allowed to ask anyone for directions. Ed McMahon will go with you on the drive, to make sure you follow the rules.

Without even so much as his address, you have only one week to reach his house and claim your prize.

How would you react to an offer like that? Would you even try to start the trip?

Of course not! It would be a total waste of time. There would be virtually no chance of seeing your dream fulfilled.

But what if you were allowed one phone call to Dick's office to get his specific address, along with complete driving directions from your door to his? Would you write down every detail? Or would you just listen and trust your memory?

If you wanted to claim your prize, you would write down every turn and every instruction.

The point is this: it's impossible to reach a new destination, no matter how great the reward, without first getting an address, writing directions, creating a map, and following that map every step of the way.

And if you'd be willing to take these simple steps just to claim your dream vacation, how much more

should you be willing to do the same thing to achieve your dreams in all important areas of your life?

I promise you:

If you don't define your dreams in writing and chart a map to reach them, you will never achieve them.

I'm going to show you how to get a clear vision of your dreams, and I'll give you a mapmaking strategy that will vastly improve your chances of fulfilling each and every one of them.

And once I've shown you how to do this, you'll have only two more chains to worry about:

The Greatest Perceived Obstacles To Extraordinary Achievement

CHAIN # 5: Lack of know-how

CHAIN # 6: Lack of resources

No one knows how to do everything. We all have a limited number of strengths, talents, and abilities. We also have limited amounts of money, time, and other resources.

Yet we have an unlimited number of weaknesses, inabilities, and things we want to do.

In other words, what we do know and can do is much less than what we don't know and can't do.

It's a roadblock everyone faces, and it affects every area of your personal and professional life.

How many men and women give up on relationships because they don't know how to figure out what their partner needs or wants?

How often do salespeople lose sales because they don't know what to do to overcome a client's objection?

How often do parents give up on a rebellious teenager because they don't know how to handle the child?

How often do people forget about their dreams because they don't think they have the money, talent, or time to get started?

Most people give up or retreat when they're faced with situations that reveal their lack of know-how or lack of resources. But the fact is, they're not really obstacles. They're only perceived as such.

And this perception is what causes people to give up. If you change your perception, you can change the outcome.

People who reach their impossible dreams view their lack of know-how and resources as only temporary inconveniences. Do you think Thomas Edison knew what he was doing and had everything he needed when he started after his dream of creating electric light? Absolutely not! That's why it took him over 10,000 attempts before he reached his dream.

The fact is, lack of know-how and resources in any situation can become a springboard to unimaginable success and achievement. In truth, I usually experience the most success in areas where I have absolutely no know-how. And I don't always have the resources I need when I start a new project.

But yet today I've sold over a billion dollars worth of goods. Along with my six partners, I've created numerous multimillion-dollar companies from scratch, creating more than forty millionaires in the process.

It wasn't always easy for me, though. I've just spent so much time talking about the chains that threaten your future because my own career was in serious trouble for over six years when I started it.

And the six chains were responsible.

How The Six Chains Threatened My Own Career

My first child was born on December 22, 1971. As I looked into the beautiful blue eyes of my new baby girl, I was overcome by a wave of love unlike anything I had ever felt before.

I wanted to tell her how much Daddy loved her. I wanted to tell her I would always take care of her, that whatever she needed, Daddy would provide.

But as I drove home from the hospital that night, reality set in.

How could I even begin to think I could meet any of my daughter's material needs. I had only been out of college for just over a year, and I was already on my third job. In fact, I had just lost my second job only four days earlier.

Even though I had graduated with a degree in marketing, my income was less than half the national average. I was failing miserably in my chosen field.

About nine months later I was driving to work from our tiny little apartment. As I passed a neighborhood of small homes and saw the backyards with their swing sets and sandboxes, I felt a lump in my throat and tears began to well up in my eyes.

I realized my little girl would never have her own backyard. She would never play on her own swing set. She would grow up in apartment courtyards because no matter how hard I worked, I could never "get ahead".

I walked into work that morning more discouraged than ever. But the day was about to get much worse.

From Bad to Worse

After lunch my boss called me into his office. He was the senior vice-president and the number-two man in the company. Because he was head of marketing, I had tremendous respect for him.

As I entered his office, he looked at me very gravely and I knew I was in trouble. "Steve, you are the single greatest disappointment in my career," he said. "You will never succeed in marketing and I've decided to let you go. You have twenty minutes to clean out your desk."

When I walked back to my desk I saw that everyone around was pretending not to notice me. My boss had told the whole department he was going to fire me after lunch.

As I cleaned out my desk, I began to cry. Everyone was sneaking peaks but saying nothing. The last item on my desk was the one that hit me the hardest. It was the picture of my precious little newborn with those great big blue eyes wide open and looking up at me. Daddy had failed again, failed his company, failed himself, and failed his little girl.

Little did I know I had six more jobs to lose in the next four years. And every failure I went through was gut-wrenching.

My income between my second and my eighth jobs rose from only \$1,000 per month to \$1,100 per month. This was less than half the average income per married household in America in the first half of the 70's. My average length of employment was six months per job.

Put together, I wasn't even "ordinary". I was "subordinary" - way below average!

A Complete Turnaround

But my tenth job has lasted over 20 years now, and I've already told you some of what I've accomplished. In fact, I now earn over \$500,000 per month!

As I said earlier, I figured out how to cut the six chains. More than that, I CRUSHED them, wouldn't you say?

I used the art of Dream Conversion to not only succeed in business and make millions of dollars - I also used it to fulfill my other dreams:

* My high school dream of getting my pilot's license came true even though I had no money for flying lessons at the time. Lessons cost \$40 an hour, and I didn't have a dime of savings. But Dream Conversion skills enabled me to get those lessons and a private license without spending a single penny.

* My college dream of creating two successful music groups came true, even though I knew nothing about music. My dream of directing the "William Tell Overture" with a great symphony came true in the summer of 1994, even though I still knew nothing about music.

* And most important, my dream of a loving and fulfilling marriage came true, even though I used to be an insensitive husband who was totally ignorant when it came to knowing how to meet the deepest emotional needs of my wife.

If you don't think you can do the same things I've done, I'm here to tell you it's easier than you think. Even though you are different than me, it's likely you are in a better position to make your dreams come true than I was not long ago.

But if you still think people who achieve their impossible dreams are in a different league from you, I have to tell you again - it's simply not true. I've worked with billionaires, Academy Award-winning actors and actresses and superachievers from all walks of life and I can tell you:

They don't have higher IQ's, they have not been better educated and they don't have better backgrounds than you. They simply learned and utilized specific techniques that allowed them to break the six chains, dream big, and then achieve those dreams.

Another "Steven" I Knew

For example, when I was in high school, I was part of the color guard. I raised the American flag at every home football game. My reward was a free ticket to each game and a reserved seat with the school's marching band.

At many of the games, I sat next to a clarinet player who was a lot like me. I didn't know his last name, but his first name was Steven, too. He was skinny, shy, and totally unknown to me and to most of the other students at our high school.

We were both small - about 120 lbs - and neither of us dated anyone in high school. Also like me, the other Steven was not a great student. In fact, he was a C-minus student in a good semester.

No one knew this other Steven in high school, but we all know him now, because he has been involved with five of the top ten grossing films of all time. Yes, I'm talking about none other than Steven Spielberg.

Here Are Some Other People Who Have Broken The Six Chains Using The Art Of Dream Conversion:

* Thomas Edison had only three months of formal education. By the time he was twelve, he was working full-time on the railroad. He never had a class in calculus or physics, and yet we all enjoy electric lights, movies, and recorded sound because he learned the art of Dream Conversion.

* Bill Lear dropped out of school in sixth grade, and yet he gave us car radios when high school physics books said "small radios were physically impossible." He also gave us the first airplane "autopilot" and the first business jet, even though the greatest aircraft companies at the time said such advances were impossible due to economic constraints.

* Oprah Winfrey not only had poverty going against her, she also grew up in an area of the country where her skin color created almost impossible odds for any achievement. But yet she rose up against these odds to become the most popular talk show host in the country.

All of these people used the art of Dream Conversion to convert their dreams into reality. They broke free of the chains that threatened them, and they rose to great heights.

And not only can I tell you about people who've used the art of Dream Conversion successfully; I also have personally been involved in "converting" the "impossible" dreams of a number of people you may have heard of.

A Few People Who Brought Me Their "Impossible" Dreams

By using the art of Dream Conversion, my partners and I were able to make all of the following people's dreams come true, almost overnight:

* Makeup artist Victoria Jackson was struggling when she came to me. She desperately wanted her own line of cosmetics, and she didn't know how to make it happen. We helped her create a cosmetic line with over a hundred products, one million customers, and over \$300 million in sales.

* Marriage counselor Gary Smalley dreamed of helping millions of marriages instead of only hundreds. By working with us, he was able to write two best-selling books and create the best-selling video series ever distributed, helping millions of couples achieve their dreams of a more fulfilling relationship.

* College instructor Dr. Claude Olney dreamed of teaching students of all ages how to learn more effectively. We helped him turn his little learning seminar into a video series, "Where There's A Will, There's An 'A'," that helped millions of students learn far more effectively than they ever imagined was possible.

* Hair stylist Lori Davis dreamed of seeing her hair care products in stores all over America. We took her from selling her products only in her own salon, to selling a national hair care line represented by Cher. Now her products are sold in nearly every retail drug, grocery, and discount store in America.

* Weight-loss expert Richard Simmons dreamed of helping discouraged overweight people lose their excess weight and regain their health and self-esteem. We helped him turn his "Deal-a-Meal" dream into

reality, and he has helped millions of men and women lose weight and get more fit.

I helped make these and many more people's impossible dreams come true. Considering I was a complete failure in marketing only a few years earlier, it's an amazing accomplishment.

And I did it because I was able to cut the six chains, and use the 15 steps of Dream Conversion to make my impossible dreams a reality.

The Unlimited Power of Dream Conversion

That's how powerful Dream Conversion is. I guarantee you can use it to accomplish anything you want, even things you think are impossible.

How can I guarantee this? Because rather than giving you a generic set of "success principles", Dream Conversion gives you specific, practical exercises that empower you directly. Rather than saying, "if you do x, you'll be successful", Dream Conversion says "do x, and here's exactly how".

Dream Conversion never leaves you hanging. It never tells you what you need to do without first empowering you to do it. That's why the first steps use specific, proven, practical techniques to help you break free of the chains that hold you back.

Then, once you're free of the chains, Dream Conversion gives you simple, powerful, proven strategies that ignite the engines of your "rocket". You'll blast off your launching pad and reach your impossible dreams faster than you ever thought possible.

It's unlike anything I've ever seen. By using the art of Dream Conversion, you'll make huge leaps forward in less time than it takes most people to inch ahead. I've done it myself, I've witnessed it in others, and I've personally helped thousands of people reach goals they used to think were completely out of reach.

I'll give you a sampler of what you can expect from this amazing system. By using the art of Dream Conversion, you will:

- * Program yourself for excellence - it's vital you do these five simple exercises to keep mediocrity from ruling your life;
- * Defeat fear of failure - Four questions and simple follow-up exercises give you powerful weapons you must use immediately against this devastating chain;
- * Make past failures your strongest allies - When you do these six things, the negative impact of past failures will disappear completely;
- * Turn criticism into your friend - These eight exercises will take the sting out of others' criticism almost immediately.
- * Develop a clear and precise game plan - These three important exercises are critical for getting your goals.
- * Overcome your lack of know-how and resources - If you don't use these six strategies right away, opportunities could slip away from you. This power-packed information will allow you to crush these chains permanently.
- * Get twice as much work done in a fraction of the time - Henry Ford revolutionized auto production by producing more cars at less cost than anyone thought was possible. By doing these two exercises, you'll learn how to make similar productivity breakthroughs in your own life.
- * Follow 5 simple steps to reach any goal - Once you have your game plan, these five steps will make any dream a reality - guaranteed.
- * Change average dreams into extraordinary ones - People set too many realistic, achievable goals. Although this is okay in low-priority tasks, you must learn to shoot for the moon when something's important to you. I'll give you three proven exercises that will transform your goals, and you'll still be able to reach them. Even if they're "impossible"!
- * Learn to find partners and mentors who will help you - Steven Spielberg is a master at effective partnering, and it's taken him beyond his impossible dreams; I'll teach you how to master the same skills. You'll get seven strategies for finding and recruiting the right partners, and ten strategies for finding and recruiting effective mentors. This section alone is worth thousands of dollars!

These are just a few of the ways the art of Dream Conversion will help you. I've spent more than 20 years learning these secrets and techniques, and they've taken me from \$1,100 a month to over \$500,000

a month, from a struggling marriage to a happy one, and from failure to success in almost every other area of my life.

The problem was, I started getting letters from people. In fact, I got over 1,000 of them in less than a year! Everyone wanted me to be their mentor, and there was no way I could spend time with them all.

So I've done the next best thing - I've created a new audio program called Simple Steps to Impossible Dreams. It gives you everything you need to break free of the six chains, and it fully explains the secrets of the art of Dream Conversion. Clearly and concisely, the program gives you everything you need to make your impossible dreams a reality.

Using Dream Conversion skills, you'll also be able to:

* Supercharge your attitude - Helen Keller couldn't see, hear, or talk, yet she was one of the most fulfilled, positive people of the 20th century. Using seven proven techniques, you'll be able to match her winning attitude.

* Build more enjoyable relationships - Small rudders turn giant ships; these seven keys are little things you can do to make a big difference in the relationships you want to strengthen.

* Use "earthquake persuasion" techniques to become a more effective and persuasive communicator - I've sold a billion dollars worth of products through my television marketing company, American Telecast Corporation. I've discovered three persuasion techniques that are more effective than any other. Master them, and more doors will open for you than with anything else.

* Develop "pit-bull persistence" - Persistence is the key to winning 90% of the time. With these six exercises, you'll have the power to stick with your goals until you surpass them.

* Take complete control of your time, and your life - If you don't master these eight power techniques of laser-accurate priority planning, you'll risk losing control. I'll give you a dream-achieving routine that guarantees you'll have time for the things that matter most to you.

* Get the passion you need to make it all happen - When you follow these two important exercises, you'll harness enough passion to drive yourself to the heights of accomplishment.

Most people succeed with **Simple Steps to Impossible Dreams** because of the truly unlimited power of the Dream Conversion skills you can easily put to good use in your life. With it, you'll quickly shatter the six chains that threaten your future.

How many of the chains are holding you back?

Regardless of how many, they don't have to hold you back anymore.

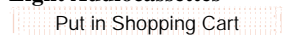
I encourage you to dream big - you're about to convert your "pipe dreams" into real, tangible accomplishments - and no one will be able to take them away from you. Ever.

Prepare to join the rare, select group of people who realize their impossible dreams.
Warmly, Steven Scott

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