

Recommended Reading

Congratulations! If you bothered to download this list from my site, you must be serious about personal development. This alone puts you ahead of the pack. Of course, merely reading a checklist won't do much for your personal development. If you want to experience meaningful change, you have to take the next step; you have to actually read something that will move you to the next level.

When I began my Network-Marketing career, I was an avid reader, but—and a big but it was—I did not read personal development books. The truth is I didn't even know the genre existed. I kid you not.

Upon reading a book recommended by my first mentor, I saw dramatic changes almost overnight. I was hooked! Through that process (and lots of practice), eventually, I mastered the art and science of prospecting.

Today, I am passionate about imparting real-world know-how about the subject of “human connection” skills. While my content specializes in the area of prospecting, it transcends that subject to encompass every aspect of human connection. Judging from reader feedback, the content is making a real impact on people.

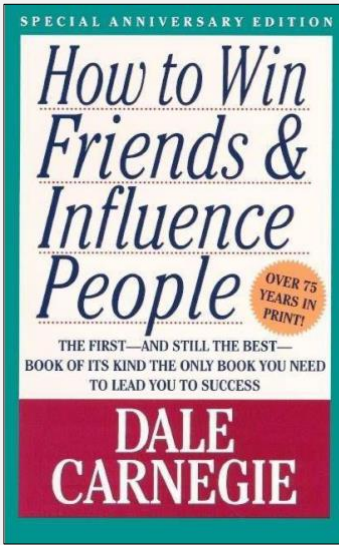
I handpicked every book in this list. Each one made a profound difference in my life and I believe they will do the same for you. Use their content as a foundation for my own content. The combination will propel you to extraordinary new levels.

The cover images link to online listings. Yes, they're affiliate links. If that bothers you, get the books through other channels. The important thing is reading them; not whose links you use.

Russ McNeil

Founder, AhaUniversity.com





Dale Carnegie (1888-1955) described himself as a "simple country boy" from Missouri but was also a pioneer of the self-improvement genre. Since the 1936 publication of his first book, *How to Win Friends and Influence People*, he has touched millions of readers and his classic works continue to impact lives to this day.

This book gives you time-tested advice and simple techniques on how to deal with people, understand them and get along with them. This book tells you how to:

- Improve your conversation skills • Avoid arguments
 - Win people over • Make friends easily
 - Become a people-person

A phenomenal success that has sold millions of copies worldwide, this book will change the way you approach relationships and better equip you to handle life's situations.

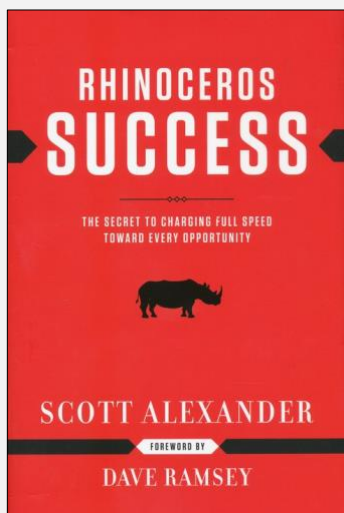
Russ says: You probably have a copy of this on your shelf. The question is: Have you actually read it? Perhaps you have. But how long ago was that? Read it again, this time, with prospecting in mind. Then practice what you read. Every single word of it applies to your prospecting efforts.



Les Giblin (1912-2005) was a pioneer in the personal development industry. He began a sales career with Sheaffer Pen Company in 1946. His successful career in door-to-door sales allowed him to become an ardent observer of human nature and eventually earned him two titles as national Salesman of the Year. Talking lessons from his sales career, Giblin penned his classic *Skill with People* in 1968 and began conducting thousands of seminars for companies and associations including Mobil, General Electric, Johnson & Johnson, Caterpillar.

Life lessons from the Master of basic people skills. Described as "the most wisdom in the least words", *Skill with People* has sold over 2 Million copies and has been translated into 20 languages. Credited with transforming the lives of its many readers, *Skill with People* is a must-have for everyone's personal library. Learn to communicate with impact; influence with certainty; and listen with sensitivity.

Russ says: You won't find fluff or wasted words in this book. I sometimes refer to it as the "Cliff Notes" for *How to Win Friends and Influence People*. It's an absolute must-read for anyone who wants to master the art and science of prospecting.



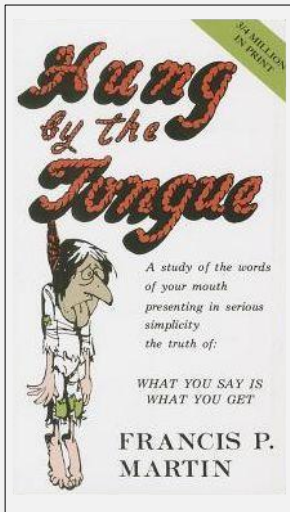
Scott Alexander has authored three books: *Rhinoceros Success*, *Advanced Rhinocerology* and *Rhinocerotic Relativity*. Written when Scott was 23, the rhino books have sold over 3 million copies. Today, Scott speaks worldwide, presenting his uniquely humorous philosophy of success and motivation.

Success is difficult but you could wake up in the morning a full-grown rhinoceros, and . . .

- Charge your way to success • Use audacity to reach your goals • Be happier than you've ever been before • Make your life an exciting adventure • Have the persistence and tenacity necessary for success • Never worry again • Succeed at the world's most profitable hobby • Achieve more and have a better balance in the six major areas of your life: financial, work, physical, family, social and spiritual

Scott Alexander has discovered the TRUE secret of success: becoming a rhinoceros. Read it and go rhino! That's all there is between you and everything you've ever wanted to do or become in your life. CHARGE!

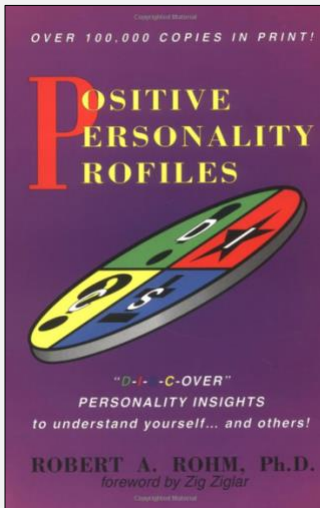
Russ says: This is one of my all-time favorite personal development books. It made such an impact on my life, when I began seeking endorsements for my first book, Scott Alexander was the first person I contacted. Eventually, I adopted the rhino as my personal mascot. Read the book and you'll understand why.



Francis P. Martin (1939-2019) was a protestant pastor in southern Louisiana.

Success is yours. Victory and defeat are born in the mind, "As a man thinks in his heart, so is he." (Proverbs 23:7) Humans speak what they believe and think, often causing defeat." Furthermore, our core beliefs are formed, reinforced, and nurtured by the words we speak.

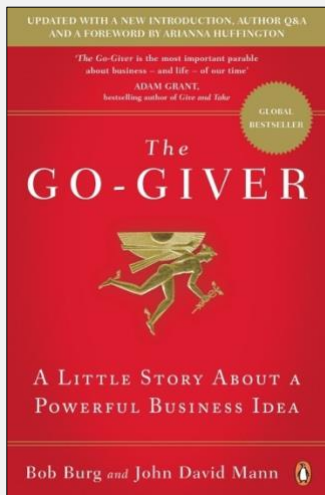
Russ says: This book was a game-changer for me. It's a small book, but man, does it ever pack a punch! This one book, all by itself, transformed the way I talk (out loud and to myself). In [Lessons from the Giraffe](#), I recount the conversation that introduced me to this book. Read Martin's book for yourself. Who knows—maybe this recommendation will play a part in your own journey of success.



Robert Rohm Ph.D. is a popular keynote speaker, author and corporate trainer recognized for his expertise in team building and human behavior. He uses a highly engaging combination of humor and illustrations to educate, motivate and train his audience.

Using the easily learned ""D-I-S-C"" system, Dr. Robert A. Rohm's *Positive Personality Profiles* helps readers understand themselves and others. Dr. Rohm's book clearly describes key differences in basic personality types, gives practical insights into how people respond, provides keys for understanding others, and explains methods for working with others.

Russ says: Except for the Bible, no other book has affected my life so profoundly. Like it or not, you're in a people business. This means you better get good at dealing with, and communicating with, a wide variety of people. The only way to do so, is by gaining at least a basic understanding of human behavior. This book is the key. Make sure you order the associated profile assessment or take the free online assessment, available [here](#).



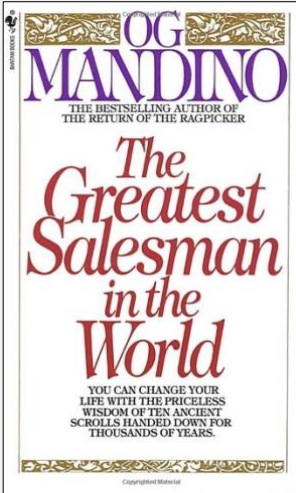
For 30 years **Bob Burg** has helped sales teams to more effectively communicate their value, sell at higher prices with less resistance, and grow their businesses based on Endless Referrals.

Concert cellist, journalist, award-winning author, and 7-figure earner in Network-Marketing—**John David Mann** is uniquely qualified to share life-changing principles via the written word.

Would you like your business — and your life — to be a lot more fun, a lot less stressful, and a lot more profitable? Do you want to sell more, lead better, be more influential, and live a life of significance? This book shares the Five Laws of Stratospheric Success. *The Go-Giver* explains how to create a life of joy and prosperity naturally.

Russ says: I don't read particularly fast, but I read this one in two sittings. The storyline is engaging, and the imagery is vivid. It's a wonderful little parable that will forever changes the way you think about and relate to your prospects. Don't miss it.

Note: John David Mann wrote the foreword to my first indie book. What a blessing! You can hear him read it in his own words [here](#).



After serving on a bomber in WWII, **Og Mandino** (1923-1996) turned to insurance sales, which kept him on the road. Largely due to alcoholism, Og became despondent and contemplated suicide. Providence led him the self-help section of a public library. Encouraged, he began visiting libraries and reading wherever his travels took him. Eventually he wrote books of his own, which have collectively, exceeded 50 million copies sold.

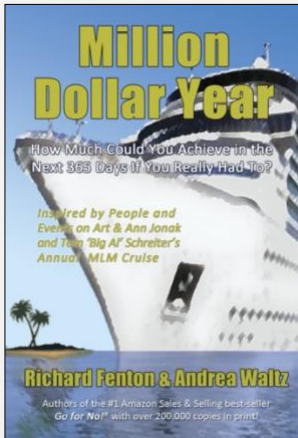
“I have read almost every book that has ever been written on salesmanship, but I think Og Mandino has captured all of them in *The Greatest Salesman in the World*. No one who follows these principles will ever fail as a salesman, and no one will ever be truly great without them; but, the author has done more than present the principles—he has woven them into the fabric of one of the most fascinating stories I have ever read.”

—Paul J. Meyer, President of Success Motivation Institute, Inc.

Note: Paul J. Meyer (1928-2009) was a pioneer in the personal development genre, owned a portfolio of 40+ enterprises, billionaire, and a genuine man of faith. His endorsement speaks volumes.

Russ says: I won’t even try to describe this one. If you haven’t yet experienced this classic, ask yourself this: why would a book sell 25 million copies? Curious about what you’ve been missing? You should be.

Note: Paul Meyer (quoted above) wrote the foreword and published my very first book. What an experience. Read more on my [blog](#).

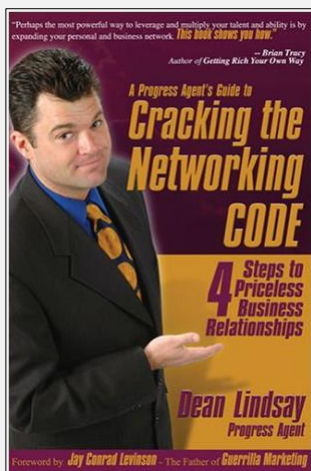


Richard Fenton & Andrea Waltz are the founders of Courage Crafters, Inc., and the authors of *Go for NO!* It is their mission to help people reprogram the way they feel about failure, rejection, and the word NO! As internationally recognized keynote speakers, Rich & Andrea have spoken to many of the largest and most successful organizations in the world.

Million Dollar Year is the story of the final year in the life of Peter Caswell, a fictional character in an all-too-real situation. Having just received the news that his days are numbered. Of course, for each of us, our days are numbered - but we don't know the number. Peter does. His number is 365, give or take a few. He decides to make the most of them by building financial security for his family. This is how he finds himself on a cruise ship with some of the most successful multi-level marketers in the world. What Peter learns can change your outlook, your business, and your life.

Russ says: This single-sitting book was a huge surprise. Like a lot of popular personal development books, it's told in story form. Every team-builder should read this this. You'll be amazed at the effect it will have on your business.

*Note: Having read my book, *The Most Expensive Cookies in the World*, Andrea wrote the foreword ([here](#)) and interviewed me ([here](#)).*



Dean Lindsay is a powerful keynote speaker with a humorously engaging approach. He's been hailed as:

- an 'Outstanding Thought Leader on Building Priceless Business Relationships' by Sales and Marketing Executives International
- 'America's Progress Agent' by The Strategic HR Forum
- 'Sales and Networking Guru' by the Dallas Business Journal

"You can't achieve your best without learning the all-important art of connecting. Let this lively guide inspire you to reach out to others."

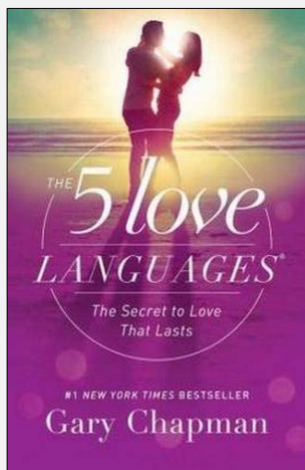
—Ken Blanchard, Co-author, *The One Minute Manager*®

"Perhaps the most powerful way to leverage and multiply your talent and ability is by expanding your personal and business network. This book shows you how."

—Brian Tracy, Legendary Sales Trainer & Author

Russ says: This book isn't about MLM in particular, but rather about networking in the general sense. It explains the "4 steps to priceless business relationships." When you think about it, isn't that the core of our profession?

Note: Dean Lindsay played a key (and unsuspecting) role in me getting started on my first book. It's a true "God story." If you're curious, you can read about it on my blog, [here](#).

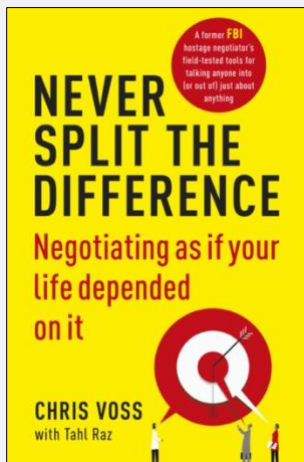


Gary Chapman—author, speaker, counselor—has a passion for people and for helping them form lasting relationships. He is the #1 bestselling author of the “5 Love Languages” series and director of Marriage and Family Life Consultants, Inc. He travels the world presenting seminars, and his radio programs air on more than 400 stations.

In this #1 New York Times international bestseller, you’ll discover the secret that has transformed millions of relationships worldwide. Whether your relationship is flourishing or failing, Dr. Gary Chapman’s proven approach to showing and receiving love will help you experience deeper and richer levels of intimacy with your partner—starting today.

Russ says: This book isn’t about MLM or prospecting, or business, but if you want to maximize your connections with the people you love, you need to know this stuff.

Like I said, this one isn’t really about business, not directly anyway, but as an expert in the area of human connection, I’d be remiss if I didn’t bring it to your attention.



Chris Voss—A 24-year veteran of the FBI, and top hostage negotiator, Chris Voss is one of the preeminent practitioners and professors of negotiating skills in the world. He is the founder and principal of The Black Swan Group, a consulting firm that provides training and advises Fortune 500 companies through complex negotiations.

“Chris Voss's NEVER SPLIT THE DIFFERENCE is a different kind of business book—one that emphasizes the importance of emotional intelligence without sacrificing deal-making power. It comes from the pen of a former hostage negotiator—someone who couldn't take no for an answer—which makes it fascinating reading. But it's also eminently practical. In these pages, you will find the techniques for getting the deal you want.”

—Daniel H. Pink, author of TO SELL IS HUMAN

Russ says: As an ardent student of communication & human connection skills, I'm always on the lookout for solid content. By “solid,” I mean real-world stuff that gets real-world results. This book is a treasure trove of **solid content**.

Whether we admit it or not, we all are in sales. Likewise, we all negotiate. Everyday. Life is a series of negotiations. Chris's book equips you for the journey. Furthermore, it compliments my Critter Lessons beautifully.

Outside of a dog, a book is man's best friend. Inside of a dog, it's too dark to read.

—Groucho Marx



Always read something that will make you look good if you die in the middle of it.

—Patrick Jake “PJ” O’Rourke

We lose ourselves in books; we find ourselves in them too.



Homes valued over \$1,000,000 have a library.

That ought to tell us something. —Jim Rohn

