

YOU CAN BE SURE OF YOUR SUCCESS

# 3 steps to

# SUCCESS

Objective

Plan

Action!

by  
JAMES M. CARROLL

IF YOU KNOW WHAT YOU WANT AND HAVE A BURNING DESIRE TO GET IT, BY THE TIME YOU FINISH READING THIS BOOK—YOU'LL KNOW HOW.



## *What Is Success?*

*Success is the ability to reach  
your objective—no matter  
what the objective is.*

*The question is:  
What do you want?*

*If you know, all you need to  
do is follow the  
Three Steps  
To Your Success.*

## Acknowledgments

The invaluable help of the following  
people is very much appreciated:

Bill Byrd	Tim Carroll
Joyce Coble	Steve Condry
Hope Jackson	Darlene Neuhaus
Barbara Overton	Betsy Taylor

**3** steps  
to  
**SUCCESS**

JAMES M. CARROLL

National Paperback Books  
A Division of Video Publishing & Printing, Inc  
3102 Schaad Rd., Knoxville, TN 37921

COPYRIGHT 1984, 1996

by

JAMES M. CARROLL

This book may not be reproduced in  
whole or in part by any means, without  
permission

For information address;  
National Paperback Books  
A Division of Video Publishing & Printing, Inc  
3102 Schaad Rd., Knoxville, TN 37921

ISBN 0-89826-011-6

REPRINTED, MARCH 1996

Printed in the United States of America

# TABLE OF CONTENTS

Objective .....	1
Plan .....	5
Action.....	10
Idea.....	13
Desire .....	17
Confidence .....	19
Courage .....	22
Decision .....	25
Self-discipline .....	27
Motivation.....	30
Imagination .....	32
Brain.....	34
Conscious Mind .....	37
Subconscious Mind.....	39
Five Senses.....	41
Sixth Sense.....	42
Think .....	44
Knowledge .....	46
Experiment .....	48
Persistence.....	50
Salesmanship.....	51

Rejection Syndrome.....	55
Inhibitors of Success .....	57
Economic Base.....	59
Effort .....	62
Time .....	64
Patience .....	67
Love .....	69
Hope .....	71
Happiness .....	72
Optimism.....	74
People.....	77
“If” .....	79
Twenty Commandments for Planet Earth.....	80

National Paperback Books  
A Division of Video Publishing & Printing, Inc  
3102 Schaad Rd., Knoxville, TN 37921

Other book titles published  
by James M. Carroll

- \* Words Every Good Reader Knows
- \* Mixturism
- \* 1100 Powerful Words
- \* Nature's Basic Law of Economics
- \* Three Steps To Success
- \* Problems Of Public Education Is  
Administrative
- \* 17 Commandments Not From  
Heaven But From Earth
- \* Born Out Of The Sun



## **PREFACE**

Before we talk about how to be successful, we must first answer the question: **WHAT IS SUCCESS?** Success is being able to accomplish your objective—no matter what the aim, aspiration, design, endeavor, goal, intent or purpose.

Since everything begins with just an idea, the key to success is the ability to convert an idea from the abstract to the concrete. This conversion can easily be made by following the **THREE STEPS TO SUCCESS: Objective, Plan, Action**—when these “steps” are blended with twenty-five ingredients.

The **THREE STEPS TO SUCCESS** and the twenty-five ingredients which make them work, will be fully discussed in this book.

If you know what it is you want and have a burning desire to get it, you will know how by the time you finish reading **THREE STEPS TO SUCCESS**.

## **STEP 1: OBJECTIVE**

There is nothing on earth that can stop you from reaching your objective if you know what you want and have a burning desire to accomplish it. Knowing what you want is imperative to success. As a mountain climber sees that his objective is to reach the summit, it is vital that you see your goal just as clearly.

You may not be aware of it, but the many routine successes that you have every day do not just happen. You reach these objectives because you know where you are going and how you are going to get there before you start. For example, when you go to work, to school, to church, to the grocery store, on a vacation, or to the various other places you go—you have these objectives clearly in mind before you make one move in their direction. Your conscious mind may be diverted from one subject to another, but you can be assured

that your subconscious mind is directing you toward your destination.

It is just as important that you have as clearly in mind your short range, long range and lifetime objectives as you have your daily goals—whether you are going to the mail box or to the moon. There is no way to develop a plan for reaching your objective until you first know where you want to go.

You need to inculcate your goal into your mind to the point that you can see yourself already in possession of it. You need not only to see your goal, but feel it, taste it, smell it, and hear it; you need to sense it with your total being. Your goal must be so visible to your conscious mind that your subconscious mind begins to formulate a plan, even while you sleep, for reaching it.

## YOUR OBJECTIVE

Write out your objective here. Do not leave out any details. Be specific. Write and rewrite your objective until it states clearly what you want.

Read it every night before going to sleep. Place it on the mirror so you can read it while you comb your hair every morning. Repeat your objective until you can say it from memory. This way your subconscious mind will get the message. It will develop a plan, a plan that will get you from where you are to where you want to go.

---

---

---

---

---

## ***Remember:***

*If you know what it is  
you want and have a burning  
desire to get it—there is  
nothing on earth  
that can stop you.*

*Begin now to develop  
a plan that you can follow  
from where you are  
to where you want to go.*

## **STEP 2: PLAN**

Now that you have your objective clearly in mind. The next logical step is to develop a plan which will convert your idea from the intangible to the tangible, just as an architect draws plans which will convert a “dream house” to a real house. You must have a definite plan to follow to reach your objective.

In order to develop a definite plan, focus your goal in your conscious mind many times a day. Your subconscious mind will begin to draw a mental set of plans for you to follow. Don't worry if your subconscious mind does not have all the information it needs to develop a plan fully at once. Your subconscious mind will tell your conscious mind where to look or the necessary questions to ask in order to acquire the additional information. Supply your subconscious mind with whatever information it desires, and it will produce

a plan which you can follow directly to your destination.

Unless you have a plan, you will be like a ship without a captain on the high seas. You will drift aimlessly, first in one direction and then in another. You will never reach your goal. You will drown in a sea of frustration and indecision.

Work on your plan until you can see the objective being reached as you follow the plan in your mind from the beginning to the end. Perfect your plan to the point that the only thing left to do is follow it directly to your goal.

Your mind is a goal-striving mechanism. It will follow a negative plan just as it will follow a positive plan. Keep all negative thoughts out of your mind. Fill your mind with positive ideas and your mind will formulate a plan which will lead you to your goal.

When your mind gives you a plan, begin at once to follow that plan. If the plan has rough spots in it, you will be able to see more clearly how to perfect it as you put the plan into action. It is not necessary that

you have a perfect plan at this point. The perfection will come as you act upon the ideas that your mind produces.

The action must come from you. Nothing will ever happen until you make it happen. Get off your backside and begin now to follow the plan your mind is giving you.

## YOUR PLAN

Begin now to develop a definite plan for reaching your objective. Write down any ideas you have which will get you from where you are to where you want to go.

## THINK!

**To thine own  
mind put the  
question.**



**“THERE IS  
NO SUCH  
THING AS  
SOMETHING  
FOR NOTHING”**

## STEP 3: ACTION

The difference between failure and success is this: to be a failure no action is required. Failure is automatic. Success, on the other hand, means knowing what you want, having a plan to follow, and following that plan until you reach your goal. Success is not automatic. You must work at it. All plans and ideas are worthless until you give them value through action.

Now that you know precisely what you want and have a plan to follow, you will never find a better day than today for putting that plan into action; procrastination is the killer of success. Tomorrow will only be a better day for doing anything—if you do what you should do today.

It is easy to want something and also easy to know how to get it, but the real task is doing what must be done.

You must do without fail that which is required for reaching your goal. You must do it today and every day.

There is no such thing as something for nothing. If you believe you are going to get what you want without effort, you will only be disappointed, the laws of nature will not permit you to get something for nothing. You must work with the laws of nature—not against them, if you want to reach your goal.

You have all the mental and physical energy necessary to trade for what you want. You are not without a single thing that is needed for getting something for “something.”

Ben Franklin devised a plan for self-improvement consisting of thirteen principles. He tried to concentrate on one principle each week so that he could repeat his system four times a year. Here is one of those principles you must obey without fail in order to reach your goal:

**RESOLVE**  
to perform  
what you  
ought!

**PERFORM**  
without fail  
what you  
resolve!

## **IDEA**

Since everything begins with just an idea, and all ideas come from a brain which you have, you have everything you need to be a success. Remember this important fact: Any idea only has value when you give it meaning through action. You must act on the ideas that are produced in your brain in order to convert them from the abstract to the concrete.

Look around you and take inventory of everything you see, then realize that it all began as an idea in a brain similar to yours. By understanding this, you will know that all you need is one good idea to be successful. Remember that success is not necessarily making a million dollars; rather, success is the ability to transmute an idea from the intangible to the tangible.

The only way to get a good idea is to start looking for one in your own mind. By doing this, you will start a reaction in

your brain which will produce a number of ideas from which you can select.

If you have never had a good idea, it is only because you have never searched for one. Your mind is a creator. It can create a good idea. Start your search and look for a good idea today, right now in your own mind!

To conduct a search for a good idea, set aside at least thirty minutes everyday to think about ideas. Write down every idea you get. Do not try to determine if it is a good idea or a bad idea—just write it down. You can evaluate it later. If you are critical during the time you are searching for an idea, your mind will not produce for you. Save all of your ideas; you can take them apart even months later. But remember this; Your mind may only produce the same idea one time. Keep pencil and paper handy so you can write down every idea your brain creates, and be prepared to accept a good idea that will prove to have great value as a result of your actions.



**Remember  
that success  
is not necessarily  
making a million dollars;  
rather,  
success is the  
ability to  
transmute an idea  
from the intangible to  
the tangible.**

## **DESIRE**

Having a desire for a goal is the beginning point for any accomplishment. Without desire there is nothing to motivate you to do that which is necessary to convert your idea from the abstract to the concrete.

Cultivate your desire. Think about what you want. Want it so much that you will be willing to do anything that is honest and legal to get it. Fan the flames of your desire until the fire is white hot. Do not be afraid to want what you want. With a burning desire there is nothing to stop you from reaching your objectives.

There is only one important thing to remember about desire; you will not have a burning desire for something unless you possess the ability to transform that desire from the intangible to the tangible. Nature will not implant a desire in infertile soil. There is no poverty of mind where there is burning desire.

Since everything starts with just an idea in the mind. Everything must be accomplished in the mind first. When your idea is seen clearly from start to finish and is then supported by an intense desire, transmuting that idea from the abstract to the concrete will be as simple as following the three steps to success.

**With a  
burning desire  
there is nothing  
to stop you from  
getting what you  
want!**

## CONFIDENCE

There is something that you should always keep clearly in your mind. If you did not have the ability to make your burning desire come true, you would not have the desire in the first place. As stated in the last chapter on Desire, nature only plants desire in fertile soil. You should never doubt for one moment your ability to reach whatever objective you desire.

It is extremely important that you believe in yourself. There is no way for others to believe in you unless you believe in yourself. Belief is like a contagious disease. You cannot give it to another unless you have it.

Faith can really move mountains. Anytime you believe in something strongly enough, your mind will find the solution to any problems you may encounter. If it is a mountain that needs to be moved, your mind will tell you to employ a mountain mover.

There is magic in believing. Through belief, new windows will open in your mind so that you can see that which was only darkness before.

Cultivate the power of belief. Remove negative words from your vocabulary. Substitute the words, “I can,” for the words, “I can’t.” You will see a new person in yourself, and others will see and believe in you. However, the most important thing of all is that you believe in yourself, no matter how long it may take for others to believe in you. Keep your objective on the front burner of your mind and keep believing that you will reach it. You will.

Let every diversity, obstacle, or temporary failure increase your faith. Remember that in obstacles there is always a seed for new growth. See all obstacles as opportunities. With a solid belief in yourself, any kind of failure will only be temporary. There is no way to defeat belief because there is always a way to overcome

whatever gets into your path and always a way that will lift you to new heights.

**Faith  
in your own mind  
accompanied  
by action  
can truly move  
mountains.**

## **COURAGE**

The heroes of history were often cruel, violent, ruthless, unjust, and self-seeking, but they were never cowards. They did not falter, despair, or give way when confronted with seemingly hopeless odds. They had the strength and stamina to achieve whatever objectives they set their minds and wills to reach.

Since courage is one of those ingredients which you will need to order to reach your objective, let's start our discussion by asking the question: What is courage? Courage is that quality of mind which will enable you to meet danger, difficulties, or fear with firmness. It will give you fortitude and the resilience to rebound if you should be compressed, bent, or stretched. It will give you tenacity and the persistence to go on in spite of difficulties. Courage will give you the resolution, determination, and perseverance needed to achieve your objective.

Every undertaking, whether it be small or large, takes courage. You will need courage to overcome the fear of failing. You will need courage to go on when things you try don't work. Most of all you will need courage to overcome the discouragement you will get from those who tell you that your ideas are no good and those who can give you a thousand reasons why something won't work. But, in order for you to reach your objective, you must have self-confidence and the courage to follow the gleam in your own mind, rather than succumb to the wishes and fears that others try to instill in you.

Fear of failing is the number-one enemy of success. You can overcome fear by doing what you fear to try. Courageous action will lay low the enemy of success and help you overcome any obstacle that stands between you and your objectives.

**Nothing  
will ever happen  
until you  
make it happen.  
The only thing  
you have to fear  
is fear  
itself.**

## DECISION

One ingredient that is absolutely necessary before your success can ever get off the ground is decision. Until you make up your mind as to what it is you want to do, you will get nowhere fast. You must crowd everything else out of your mind in order to see your objective clearly. As long as you think the grass is greener on the other side of the fence, your goal will be so blurred that you will never be able to zero in on it.

Make up your mind now! Look at all your choices; choose the best one, and forget the rest until you have conquered your choice. Be single-minded Focus all of your mind and energy in one direction.

Once you make a decision to do something, let nothing stand in your way Look straight ahead at your target. Settle for nothing short of your desired destination. Do not be half-hearted in the pursuit of your objective.

Procrastination is the killer of success. Tomorrow will only be a better day for doing anything, when you do what you know should be done today. Make no excuses for yourself. Let only a family death, sickness, or personal injury keep you from working toward your objective everyday. Keep yourself on the track and let nothing “derail” you.

**Procrastination  
is the killer  
of success!**

## **SELF-DISCIPLINE**

Self-discipline is something you must develop before you can be successful at anything. Unless you have the ability to follow a well-organized schedule, it will be impossible for you to reach your objective. And whether you realize it or not, you are already on a schedule; it may be organized or disorganized, but in order to accomplish something of value, you must have self-discipline to make sure your schedule is highly planned and that you follow it with vigor.

Self-discipline is a matter of habit. Good habits and bad habits are formed exactly the same way—through practice. If you practice following an organized plan, you will find it just as easy to follow as a disorganized plan—and far more profitable. You may find it painful in the beginning to break yourself of old disorganized habits, but if you will start today following an organized schedule,

the pain will soon vanish. Bad habits will turn into good habits.

To be successful, you must possess the self-discipline to be your own boss. You must demand and get more from yourself than you would ever let anyone else demand or get. You must not only be able to give yourself orders, but follow them. You cannot wait for someone else to tell you what to do, much less wait to be made to do it. You must have the self-discipline to be your own maker.

If you want to obtain self-discipline, you must resolve to do what you ought and to do without fail what you resolve. You must start today with a new resolution:

1. Make out your plan for the next day before going to bed.
2. Organize each item in order of importance. This way you can start every day knowing exactly what you need to do.

3. Go to bed at a reasonable hour every night
4. Get up at the same time everyday.
5. To eliminate frustration and save time, work on item number one before going to number two. Any item that is not finished today you can put on your list for tomorrow— if the item is still important.

By putting some order and organization in your everyday life, you will acquire self-discipline, and nothing can stop you from reaching your goal.

**PERFORM  
WITHOUT FAIL  
WHAT YOU  
RESOLVE!**

## MOTIVATION

The only thing that will motivate you to do what you need to do is a burning desire. Do not be afraid to really want something. Find something you want so badly that you will do anything that is honest and legal to get it. This kind of desire will be all the motivation you will need.

The job you now have may be the vehicle that will get you what you want. It may be the means to an end. Remember, it is nice if you really love to do whatever it is that must be done to get what you want. But do not get hung up on the idea that you must be “head over heels in love” with the task. This is not necessary.

A job is exactly what it says it is, a job. That is the reason a person pays someone else to do it.

There are good jobs, and there are better jobs. If you think you can get a better job, go after it. However, the best way to get a better job is by doing the very best you

can with the job you have while searching for a better job. Never quit a job until you have a better one, and never fail to do your best at the job you are given, even if you do not like it.

**Let your  
burning desire  
be your  
motivator.**

## IMAGINATION

Imagination is that one thing which separates the human species from all other species on earth. Imagination is what rules the world. Imagination is the creative force which shapes all things. Imagination is the workshop where is formulated a plan that will transmute your idea from the abstract to the concrete. Your imagination is the place you seek a new idea, when an old idea does not work any longer. Imagination is the place where all dreams are created. The imagination is the place where Edison went for the 10,000 ideas he tried before finding the substance that would make the electric light bulb work.

The imagination, of course, is the creative part of your brain. Imagination will give you a prolific mind. If you will use it, it will work for you.

Here is how you learn to use your imagination. Ask questions. Get a clean sheet of paper and something to write

with. Sit down somewhere in a quiet place. Write down the questions you want answered. Write the answer down. A part of your brain gives you the answer. Force your brain to answer your question. Write the answer down fast. Do not find fault with any of the answers until after you have gotten all the answers you want.

If you have a friend who is sympathetic toward your idea, work with that person. Remember, two heads are better than one. See which one of you can come up with the most answers. Do not criticize any answer or try to evaluate them until your brainstorm session is over. You will be surprised at how many good ideas you can come up with.

## **BRAIN**

The most important thing you need to know about the brain is that you have one and that it is the most valuable thing that you have. It is so valuable because it is the place where all of your successful ideas will be born.

Since everything begins with only an idea, and since all ideas are hatched in the brain, and since the key to success is from the abstract to the concrete, you have everything you need in order to be a success—you have a brain.

Your brain is the best friend you have. It can solve all of your problems and can give you the ideas that will get you the things you desire most. Trust your own brain; it is just as good as the next person's. And one thing you can be sure of, it has your total interest up front at all times, twenty-four hours per day.

Your brain is the impulse for your every heartbeat. It is the thermostat for your

body temperature. It is the controller of both your voluntary and involuntary muscles. Your brain is you, and everything you have is a mere extension of your brain. Your brain will let you be what ever you want to be. It all depends on your thinking.

You are indeed the reflection of what you think. If you want to know who you are and what you are, all you need to do is examine your thoughts. By doing so, you will truly discover who you are. And if for some reason you do not like what you find, you can change it by changing your thoughts.

To change your thoughts from failure to success, you must change the negative mind food you are now feeding yourself. Your new mind diet must consist of the following ingredients:

1. Positive Thinking
2. Desire
3. Decision
4. Self-discipline
5. Courage
6. Hope
7. Love

8. Patience
9. Persistence
10. Enthusiasm
11. Confidence
12. Imagination
13. Happiness
14. Ideas
15. Motivation
16. Knowledge
17. Optimism
18. People
19. Experiment
20. Thinking
21. Time
22. Effort
23. Objectives
24. Planning
25. Action

These ingredients will produce a successful you, success meaning the ability to accomplish your objectives no matter what the objectives are.

## CONSCIOUS MIND

Your conscious mind, which is just another component of the brain, is your thoughts, your desires, your aspirations, your intent and purpose in life. Your conscious mind is the programmer of your computer—the brain.

The main thing you need to remember about the conscious mind is that it is the minds by which you give directions to the powerful subconscious mind. By verbalizing the direction, your subconscious mind will find a path for you to follow to your goals, your purpose in life.

Your conscious mind is not only the method by which your ideas are fed to your subconscious mind, but it also the reflection of the development of those ideas by the subconscious mind. Your state of being is totally dependent upon your selection of detail from outside sources and the inner sources of the subconscious

mind. To have the state of a successful being, you must select the successful ingredients of life.

**You are  
truly  
what you  
think!**

## **SUBCONSCIOUS MIND**

What is your subconscious mind? Of course, it is a component of the brain. Most psychologists refer to the mind as though there were two separate minds: conscious and subconscious. We will use that division for the sake of this discussion since we are only concerned with the successful use of the subconscious mind.

The subconscious mind is the back burner of the brain that works on the solutions to your problems even while you are sleeping. Once your subconscious mind gets its order straight from the conscious mind, it does not cease looking for a solution until one is found. Your subconscious mind is those components of the mind which control the normal function of the organism and the chemical electro process for the synthesis of all information that is brought to the brain through your five senses.

Your subconscious mind can take the positive thought you hold in your conscious mind and develop a plan for you that will lead you to your objective.

You must remember that you will have to hold your objective in your conscious mind long enough for your subconscious mind to get the order it is to follow. Do not be discouraged if it takes a little longer than you think it should to get your subconscious mind to act. If it acted upon every idea you gave it in haste, you would have it so frustrated that it would not even be able to control your heartbeat. So be patient and hold your objectives in your conscious mind until your subconscious mind gives you the plan to your goal.

## **FIVE SENSE**

You have five natural senses: seeing, hearing, feeling, tasting, and smelling. These are the antennae or collectors and conduits that bring many things to your brain for evaluation. Your whole body and its organs are there for just one purpose—to serve your mind. Your five natural senses, along with your sixth sense, are always by which your mind extends itself to all reaches of the universe.

Your five senses can collect for your mind everything it needs in order to reach your goal. Put all your antennae out to collect for your mind all the information it will need to develop a plan which will lead you to your goal. Bring into the presence of these senses whatever your mind desires. Feed your mind through its five senses and watch the sixth sense synthesize all of the information.

## **SIXTH SENSE**

Your sixth sense is like a Polymer Chemist. A Polymer Chemist is a person that take different chemical compounds through a process called synthesis, take parts of one compound and merges it with parts from other compounds, forming a new and different compound. Thousand of new compounds are produces this way. They are called synthetic products.

Your sixth sense, like a Polymer Chemist, takes all the ideas that are fed to it through the natural senses and synthesizes these ideas into new ideas. This sixth sense is the creative genius in you. By taking the ideas of others, and new ideas which you create by remolding these ideas, there is no limit to what the sixth sense can do. It is infinite. Whatever stumbling block you may encounter, your sixth sense can devise a way around it when there seems to be no way. Trust your brain and let it tell you the road to follow to reach your goal.

**You  
have everything  
you need to be  
successful;  
you have  
a brain!**

## THINK

How often have you heard someone say “Why don’t you think?” However, no one ever told you how you might know how to think—not what to think, but the process that you use in order to think. People think they think, but they really do not think because they do not know how.

Most people go through life and never think. They go through all the formal processes of school from kindergarten to college, and even advanced college degrees but never learn to think, even though it is a very simple process. The process was introduced by Socrates.

The question method is the method you use in order to think. The key is to whom to ask the question. You are the one who must learn to answer your own questions. You must first put every question to yourself and leave no stones unturned to find the answer. And, in the final analysis,

the answer to the question must come from  
you.

**To think, ask not the  
questions to others—  
but to thine own mind,  
and be sure the final  
answer is your own.**

## **KNOWLEDGE**

You must have knowledge about the goals you are pursuing, and this knowledge you can get on any subject you wish at any good library.

The most important thing that you must remember about knowledge is this: Knowledge is worthless until you apply it in an organized fashion toward the accomplishment of your objective. You could quote from cover to cover all the encyclopedias that have ever been written, but it would not be worth as much as just one page of knowledge applied toward your goal. Learn all you can about your subject, apply every bit of it to an organized plan, and follow that plan to your destination.

All you need to have in order to acquire knowledge on any subject is the ability to read. It does not matter whether you have had any formal training in the subject or not. Just find a good library and find the

first book on your subject. That book will lead you to all the knowledge available on your subject. That book will refer you to an endless number of books. Librarians will help you find the information you need. Do not be afraid to ask.

## **Remember this:**

**All the knowledge  
in the world  
isn't worth one penny  
until you organize it  
to a definite purpose.**

## EXPERIMENT

You should never be afraid to experiment. After you have done your research to find out what is already known about your subject, experiment. But, a word of caution: Do not try to re-invent the wheel. Learn from those who have gone before you, and remember, everything you try will not work. All you are looking for is that which does work.

When something you try does not work, return to your imagination for another idea. Each new thing you try will have a better chance of working than the one before and will move you closer to the thing that will work.

Thomas Edison tried 10,000 different things before he found the one thing that worked for the electric light. Chances are you will not have to try 10,000 things to make your idea work. However, nothing will ever work until you make it work.

**Never  
Give Up.**

**There is  
an answer  
to all questions.**

## PERSISTENCE

Do you remember when you were a child? Remember how you used to ask your parents for something you wanted, and the first answer you got was “NO”? Remember how you never heard that “no,” but how you kept on trying first one idea and then another until your parents said, “Yes”? That was persistence.

Persistence is a must if you are to be successful. Everything you try will not work, but if you are to win, you must try and try again until you find that which works.

**“No”**  
**is never a “No”**  
**until you accept it**  
**as such!**

## **SALESMANSHIP**

Nothing ever happens until something is sold. The best products and services known have to be sold. You will have to sell yourself to others if you are to reach your goal. You will also have to sell your product or service even if they are the best the world has ever known.

Salespeople are made, not born. You cannot only learn to sell yourself to others, but you can also learn to sell your goods and services by following three simple Concepts of Selling:

1. ATTENTION
2. CONVINCENCE
3. CLOSE

Attention is the most important step of the three. Attention is merely getting the prospect to agree to let you tell him about the idea you want to sell him. It is just

that simple. However, unless the prospect agrees to give you time to tell your story, you will not sell him or her on your idea. So, do not get into your sales message until you get the attention of your prospect.

Here is an example of how to get the attention of your prospect. When you meet your prospect, introduce yourself. Tell your prospect who you are and who or what you represent. Then you say, “Mr. or Mrs. Smith, I have an idea about which I would like to talk with you which I am sure will be beneficial to you. Do you have a minute to talk with me now?” If the answer is yes, you go to step two. If the answer is no, ask the prospect when it would be convenient to explain your idea. If he will not agree to give you his attention, find another time when his frame of mind may be different.

Remember this: You cannot get everyone’s attention. You might like to, but the key to success in selling, lies in the many calls you will have to make. Always be enthusiastic and optimistic. There is always a winning number.

**Convince:** You should never ask a person to buy something that you are not sold on yourself. You promised your prospect that you had an idea that would be beneficial to him or her if you might tell him or her about it. Now tell your prospect why you believe in what you are selling. Tell why you bought it. If the reason you bought it was good enough for you, it will be good enough for enough of your prospects to make you a success.

Remember that the only way you can give anyone else the measles is to have the disease. So catch the disease of your product or service, and then give it to your prospect. Belief in what you are selling is essential to convincing another person that your product will also benefit him.

**Close:** Your prospect will rarely ever tell you that he wants to buy, no matter how much he may like your goods or service. You must ask him to buy. For example: If you were selling shoes and had just finished telling your prospect how good they were, about the guarantee, how much they cost, and all the other details about

the shoes, the next thing you would need to do is ask him how many pairs he would like to buy of each size. Do not be afraid to ask for the order.

You too can sell by following three simple rules, if you will just put them into the right order:

1. Attention
2. Convince
3. Close

And see enough prospects.

## **REJECTION SYNDROME**

In order to avoid falling into the rejection syndrome, keep in mind when a prospect says no, he is not saying no to you. For many reasons not every person you call on can buy.

Selling is somewhat like putting money in a slot machine. If you put in enough coins and keep pulling the lever, you will hit the jackpot. If you will keep making the calls on potential prospects, you will hit the jackpot more often with fewer coins. Selling is a prospecting business. Find a good prospect who will listen, tell how your product will benefit him, and then ask him to buy.

Show me a person of average ability who will go out and tell his story to four or five people everyday, and I will show you a person who will sell his goods or services.

The greatest salespeople in the world do not sell everyone. Your sales will increase

when you increase the number of calls you make and improve the kind of prospects you call one.

After you make a few sales, if you will be perceptive of the people who buy, you will be able to improve your prospecting.

**DON'T  
take the NO  
personally.  
Find another  
who will say  
YES.**

## **INHIBITORS OF SUCCESS**

The words below are inhibitors of success. If any of these words are part of your being, rid yourself of them and replace them with practices of love, charity, and self-discipline.

1. **FEAR:** an unpleasant emotion caused by expectation or awareness of danger.
2. **JEALOUSY:** disposed to suspect rivalry or unfaithfulness.
3. **HATE:** intense hostility and aversion.
4. **REVENGE:** a desire to return evil for evil.
5. **GREED:** extreme selfishness.

6. SUPERSTITION: beliefs or practices resulting from ignorance, fear of the unknown, or trust in magic or chance.
7. ANGER: an emotional reaction of extreme displeasure; rage, fury, wrath.
8. WORRY: a mental distress or agitation resulting from concern.
9. ANIMOSITY: ill will or resentment tending toward active hostility.
10. PROCRASTINATION: putting off action intentionally and habitually.

**If any of these birds ever try to land on the roost of your mind, never let one come to rest, even for a split second.**

## **ECONOMIC BASE**

You will need an economic base in order to be successful at any type of business venture. You will need approximately eighteen months' salary and other operational expenses if you are going into business on a full time basis. A business must have time to grow; you cannot force it.

The best time to build a business is while you are working another job, unless you have the necessary capital. Most jobs only take about one third of your time. If you use another third for sleeping, you still have a third of five days of the week left. This is the same amount of time you spend on a regular job, plus forty-eight hours on the weekend, which is eight hours more than you spend on a regular job.

If you are a clock-watcher, you had better stick with a regular job. But if you would rather work at something constructive, rather than waste your time watching the

“one-eyed monster” or lying on the couch, smoking cigarettes, and drinking beer, you will have the time necessary to be a success. Your regular job will provide the economic base you need as you make mistakes and correct them. Get things going well before you quit what you have.

**The quickest  
way to get  
nowhere fast  
is to get in too  
big of a hurry!**

**“THERE IS NO SUCH THING  
AS SOMETHING FOR NOTHING”**

As long as you think you are going to  
get something without effort, you will  
never be successful!

**EFFORT = SUCCESS**

## **EFFORT**

You must put forth the very best you have. You must leave no stone unturned. You must put forth 100%. You must not settle for 90%. The extra 10% is the needed percentage that make the difference in making it.

Do not waste your time on irrelevant things. You must focus all your efforts on your target and spend your waking hours in pursuit of your objective. You cannot put off until tomorrow what must be done today. Sometimes the only thing that will stand between you and success is that little extra effort that must be expended today. You can do all things well, but if you fail to do just one part you do not particularly like, the small part will stand between you and success. Every part of the job must be done and done well. Keep in mind that there will always be aspect of any job you probably will not like, but you must not fail to do the things you dislike. Nine parts of

the job is not enough. It takes all ten parts, 100%, to make it click. Do all of a job.

**EFFORT**  
equals  
**SUCCESS**

## TIME

How you use your time is a key factor in being able to reach your goal. There is plenty of time if you use it wisely.

Let's take a look at just how much time there is in a week and how to get the most out of it. There are 168 hours in a week ( $7 \times 24 = 168$ ). If you work 40 hours per week, that still leaves 128 hours ( $168 - 40 = 128$ ). If you sleep eight hours per day, seven days a week, that is 56 hours, leaving you 72 hours per week ( $128 - 56 = 72$ ) after work and sleep. If you allow another three hours per day for eating ( $3 \times 7 = 21$ ), you will still have 51 hours left in the week ( $72 - 21 = 51$ ) to do with whatever you please. Part of this 51 hours per week you can devote to reaching your goal.

The big mistake most people make is falling into the 40-hour per week syndrome. If you think 40 hours is supposed to tire you out and you are supposed to spend the rest of the week

on worthless causes instead of working toward your objective, you have been trapped in the 40-hour syndrome. If you will use wisely the extra time you have after all necessary work, sleep, and eating have taken place, you will still have time for some leisure and also time to work toward your objective.

A 40-hour week will just about pay you whatever it generally takes to make a living but never enough to get ahead. This is the way you are kept down on the farm by only being allowed enough to pay the bills. To get ahead, you need more than just enough to pay the bills. Remember, a job is a job, and that is why someone pays you to do it. In order to keep you on the job, you are only paid enough to keep you on the job.

Since there is no such thing as something for nothing, you must decide what it is you have available for trade. The only thing you have for trade is time, 51 extra hours per week. How much of this time you devote to reaching your objective will be

the determining factor as to how fast you reach it.

The person who can fill the unforgiving minute with 60 seconds of distance run cannot be kept from reaching his or her goal.

What you do with the extra hours is what counts!

**There are  
168  
hours  
in a week.**

## PATIENCE

The fastest way to get nowhere quickly is to get in too big of a hurry. It takes time for anything to grow. Do not become impatient. Let your idea have time to mature. You will need time to develop a plan that will get you from where you are to where you want to go. You will have to experiment, and that takes time. Rome was not built in a day, and neither was it destroyed in a day. Keep your eyes and your mind on your goal and steadily work toward that goal. Do all you can, but do not hurry too much.

It is not being suggested that you should waste time, but, instead, that you should not become impatient when things do not go as fast as you would like. It takes time for nature to grow a stalk of corn. Like corn, you must plant your kernel of thought and cultivate the idea, but you must give it time to grow.

Plant your kernel of success. Cultivate it! Give it time to grow. Remain cool and calm. Keep your equanimity of mind.

Remember the joy is in climbing the mountain, not just reaching the top. If it were only the top that gave pleasure and joy, the top could be reached by helicopter. You will find the real pleasure is in the thinking, the planning, and the action. Take your time and enjoy every minute of the climb to the top of your own chosen mountain.

## LOVE

What is love? Love is a genuine respect for one's fellow person. Love is being perceptive of how your fellow person wishes to be treated and then treating that person accordingly. Love is the ability to recognize that we all live in an interdependent world where all of us make a worthy contribution to each other's lives.

Love is something that can not be purchased with money. Love is more important than money. Do not give up both. Never be too busy for love. The loss of love in order to make money is pure nonsense.

The best way to get love is by giving love. Money people are so foolish that they believe that to be successful they must always put those they love last, when those should be first. To gain the whole world and lose those you love is silly when you can have both by giving each part of your

business its proper amount of time, Love  
is the most important part of business.

**The greatest  
purpose  
on earth is  
meaningless  
without love.**

## **HOPE**

You must always have a goal before you. You must have something for which to hope, and to look forward to.

Set lifetime goals and short-range goals for yourself and always be busy working toward those goals. Enjoy life every minute.

Never tell yourself that you are going to be happy when you reach a goal. You must be happy while you are reaching it, or you will be disappointed when you do reach it.

Just before you reach a goal, begin setting a new goal to replace the one you will reach.

Something for which to hope and to look forward to makes life nice and worth living.

Love and hope are the foundation from which all purpose emanates.

## **HAPPINESS**

Happiness and unhappiness are both states of mind. They are both a matter of choice. A choosing of positive ideas and the setting of worthwhile goals make for a happy state of mind. Letting the mind feed upon negative ideas with no goals in mind makes for an unhappy state of mind.

The mind is a goal-striving mechanism which strives to reach to goals you set for it. It is always in a happy state when you are seeking for ways to reach a worthwhile goal. Never let your mind be without a goal to seek, and you will never be unhappy.

If you have worthy goals to seek, you will be happy to see the dawn of every new day because you will be working towards achieving or obtaining something you want. This is essential to happiness. You will not be like those who want just to get through another day. You will relish every

minute of each day and anxiously look forward to tomorrow.

Happiness and success go hand in hand. In order to be successful, you must know what it is you want and have a plan that you can follow everyday until you reach your objective.

Your mind will act on negative thoughts as well as positive thoughts. For happiness, feed your mind positive thoughts.

## OPTIMISM

Today is the best day of your life. Tomorrow is going to be even better, because you are going to do today what you can toward reaching your objective.

Resolve now that you will think only of the best, work only for the best, and expect only the best. With this kind of philosophy, you cannot keep from being successful.

The world you live in is the best it has ever been and is many steps closer to the ideal world than it was when man first crawled out of the cave. You can help move it at least some fraction of a step closer to that ideal by always being optimistic and never allowing any kind of pessimism to take one ounce of nourishment from your mind.

Optimism brings a happy state of mind. Give it plenty of good food by concentrating on the positive, and you will find out just how wonderful life can be, and you will reach your goal much faster.

Not only will you be happy while reaching your goal, but you will also be happy after you reach it.

Learn the "Optimist's Creed" on the next page. Recite it before you go to bed. Repeat it in the morning. Repeat it until you know it by memory. Practice what it says each day of your life. It will bring you peace of mind.

## *Promise Yourself*

To be so strong that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look at the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best and expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

To give so much time to the improvement of yourself that you have no time to criticize others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

Optimist Creed

## **PEOPLE**

In order for you to become successful at anything, you must have the help and cooperation of other people. The best way to enlist the help of others is to be just as enthusiastic about their success as you are about your own. Their objective may not be the same as yours, but it is just as important to them as yours is to you.

Due to the limited ability of one person, you will need the help and expertise of many other talented people in order to convert your idea from the abstract to the concrete.

The thing most people want in return for their help, in addition to money, is a genuine and sincere appreciation for their contribution.

There are three important “C’s” you should always remember in dealing with other people: Never Criticize, Condemn, or Complain. If it becomes absolutely necessary to violate one of these important

“C’s,” be sure to sandwich it between two compliments.

No one ever accomplished a great deal with his own two hands. However, with the use of your mind and the help of many other hands and minds, you can accomplish a great deal. Remember that money is the medium of exchange; goods and services are the real things which only people can produce.

If you will take time to memorize the poem "IF," understand *NATURE'S BASIC LAW of ECONOMICS*, understand *TWENTY COMMANDMENTS FOR PLANET EARTH*, memorize the "OPTIMIST'S CREED", and follow Jesus' second commandment to "Love thy neighbor as thy self," you will never have any problems enlisting from other people the support which is necessary to accomplish your objective.

## If

If you can keep your head when all about you  
Are losing theirs and blaming it on you,  
If you can trust yourself when all men doubt you,  
But make allowance for their doubting too;

If you can wait and not be tired by waiting,  
Or being lied about, don't deal in lies.  
Or being hated, don't give way to hating,  
And yet don't look too good, nor talk too wise;

If you can dream—and not make dreams your master;  
If you can think—and not make thoughts your aim;  
If you can meet with Triumph and Disaster  
And treat those two impostors just the same.

If you can make one heap of all your winnings  
And risk it on one turn of pitch-and-toss,  
And lose, and start again at your beginning  
And never breathe a word about your loss.

If you can talk with crowds and keep your virtue,  
Or walk with Kings—nor lose the common touch,  
If neither foes nor loving friends can hurt you,  
If all men count with you, but none too much;

If you can fill the unforgiving minute  
With sixty seconds' worth of distance run,  
Yours is the Earth and everything that's in it,  
And—which is more—you'll be a Man, my son!

Rudyard Kipling

## **TWENTY COMMANDMENTS FOR PLANET EARTH**

These commandments were not given to me by any gods; they are my own opinions and perceptions of business, economics, education, evolution, hate, history, health care, love, life, morals, philosophy, politics, religions, social customs, and science. I promise you no heaven if you follow these commandments or no hell if you don't.

1. Take thought not only for yourself of what you shall eat or what you shall drink or wherewith you shall be clothed and sheltered; but take thought also of how your fellow person shall eat, drink, be clothed and sheltered. By demanding the economic, social, and intellectual well-being of your fellow person, you guarantee your own.

2. Be your fellow people's keeper. In an interdependent world where even the buttons on your clothing and the soles

on your shoes were probably not made by you, remember that the hundreds of items you enjoy every day were made by the labors of others the world over. Your happiness and well-being depend on the happiness and well-being of all people on planet Earth.

3. Have peace on Earth by making certain there is a free path that leads from your door to anywhere on planet Earth you choose to go.

4. Thou shalt not assault your fellow person with hand or weapon, except in self-defense.

5. Thou shalt not kill; neither shalt thou antagonize other people to kill you.

6. Be perceptive of how your fellow people wish to be treated; then treat them accordingly.

7. Be not deceived about money. It is a medium of exchange, not a commodity.

It is a fact: All goods and services are provided by the sweat of someone's brow.

8. Be not deceived about death. Death is inevitable, and life is precarious. Do what you can. Think of other ways to do what you cannot, but do not worry about what you cannot do.

9. Be not narrow-minded about labels, isms, slogans or clichés. Use your mind to select the best mixture from the good in all things.

10. Do not overlook the two normal yet beautiful aspects of life: (1) Life is a process which has a natural beginning and a natural ending. (2) Your purpose in life is to write your own script, including your fellow people as co-stars. You alone play the starring role.

11. Thou shalt not steal; neither shall you make it necessary for your fellow person to steal by collectively denying him or her the right to a job.

12. Thou shalt not lie; language must be for communication, not for deception.

13. Be not completely opposed to new ideas. The inability to adapt to change is certain to bring a person's downfall, since all things are continually evolving and dissolving. An idea can be sufficient for reaching a plateau, but it may not sustain forever that plateau.

14. Children, obey your parents; they have your best interest in mind. Parents, be sure you always have your children's best interest in mind. Love, protect, educate, and provide for whom you are responsible and care about all children of planet earth as you do your own. Make sure your government does what you can't do by yourself.

15. Blessed are they who are in the position of giving, rather than having to receive.

16. Be ye, therefore, an optimist. Rid your mind of fear, jealousy, hate, revenge, greed, superstition, anger, worry, animosity, pessimism and violence.

17. Thou shalt strive for natural immortality of the species. Use your mind to find a way to leave this planet and travel to another one when this planet becomes uninhabitable.

18. Be not deceived by devils and gods, they are merely creations of people; people are the measure of all things both good and bad. You don't have to be godly, or Godly to be good. Seek wisdom, justice, courage, and moderation.

19. Thou shalt not rape or violate the age of consent.

20. Thou shalt not pollute the air, land, water or space of Planet Earth or any other part of the Solar System.

**An idea  
can be great  
for reaching  
a plateau,  
but it may not  
sustain forever  
that plateau.**

# **NATURE'S BASIC LAW OF ECONOMICS**

**There are two kinds of resources from which all goods and services flow: people resources and natural resources. Money is the medium of exchange, not the commodity!**

It is a fact that all goods and services flow from the sweat of someone's brow. If you are going to be successful, you will need the help of other people.

PERHAPS, THE BOTTOM LINE  
OF SUCCESS IS THE ABILITY  
TO SATISFY ONE'S INHERENT  
DESIRES AND STAY WITHIN  
THE BOUNDS OF THE SOCIETY  
IN WHICH HE OR SHE LIVE.

IN THE LONG RUN,  
IT IS EASIER TO BE  
A SUCCESS THAN A  
FAILURE.





**THESE  
ARE THE INGREDIENTS  
WHICH MAKE THE  
THREE STEPS TO SUCCESS  
WORK**

*Action*

*Desire*

*Positive Thinking*

*Decision*

*People*

*Hope*

*Self-discipline*

*Effort*

*Courage*

*Optimism*

*Patience*

*Persistence*

*Love*

*Enthusiasm*

*Confidence*

*Time*

*Imagination*

*Happiness*

*Ideas*

*Motivation*

*Experiment*

*Objective*

*Planning*

*Thinking*

*Knowledge*