

For thinking regulates actions. If a man feels inferior, he acts that way, and no veneer of cover-up or bluff will hide this basic feeling for long. The person who feels he isn't important, *isn't*.

On the other side, a fellow who really thinks he is equal to the task, *is*.

To be important, we must *think* we are important, *really* think so; then others will think so too. Here again is the logic:

How you think determines how you act.

How you act in turn determines:

*How others react to you.*

Like other phases of your personal program for success, winning respect is fundamentally simple. To gain the respect of others, you must first think you deserve respect. And the more respect you have for yourself, the more respect others will have for you. Test this principle. Do you have much respect for the fellow on skid row? Of course not. Why? Because the poor fellow doesn't respect himself. He's letting himself rot away from lack of self-respect.

Self-respect shows through in everything we do. Let's focus our attention now on some of the specific ways we can increase self-respect and thereby earn more respect from others.

## LOOK IMPORTANT—IT HELPS YOU THINK IMPORTANT

Rule: Remember, your appearance "talks." Be sure it says positive things about you. Never leave home without feeling certain you look like the kind of person you want to be.

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