

recently had this maxim neatly framed on his desk facing the visitor's chair: "Give me a Good Word or none at all." I complimented him, saying that I thought the maxim was a clever way to encourage people to be optimistic.

He smiled and said, "It is an effective reminder. But from where I sit this is even more important." He turned the frame around so I could see it from his side of the desk. It said, "Give them a Good Word or none at all."

Broadcasting good news activates you, makes you feel better. Broadcasting good news makes other people feel better too.

### GROW THE "YOU-ARE-IMPORTANT" ATTITUDE

This is a fact of paramount significance: Each human being, whether he lives in India or Indianapolis, whether he's ignorant or brilliant, civilized or uncivilized, young or old, has this desire: *He wants to feel important.*

Ponder on that. Everyone, yes, everyone—your neighbor, you, your wife, your boss—has a natural desire to feel he is "somebody." The desire to be important is man's strongest, most compelling nonbiological hunger.

Successful advertisers know that people crave prestige, distinction, recognition. Headlines that produce sales read like this: "For Smart, Young Homemakers"; "Persons with Distinctive Tastes Use —"; "You Want Only the Best"; "Be the Envy of Everyone"; "For Women Who Want to Be Envied by Women and Admired by Men." These headlines in effect tell people, "Buy this product, and you put yourself in the important class."

Satisfying the craving, the hunger, to be important carries you forward to success. It is basic equipment in your success tool chest. Yet (and read this sentence again before you go on) even