

*So put that drive to work. Nothing can stop you, Tom,
nothing.*

*Tom, you're enthusiastic. Let your enthusiasm show
through.*

You look good, Tom, and you feel good. Stay that way.

*Tom Staley, you were a great fellow yesterday and you're
going to be an even greater fellow today. Now go to it,
Tom. Go forward.*

Tom credits his commercial with helping him become a more successful, dynamic person. "Before I started selling myself to myself," says Tom, "I thought I was inferior to just about anybody and everybody. Now I realize that I've got what it takes to win and I'm winning. And I'm always going to win."

Here's how to build your "sell-yourself-to-yourself" commercial. First, select your assets, your points of superiority. Ask yourself, "What are my best qualities?" Don't be shy in describing yourself.

Next, put these points down on paper in your own words. Write your commercial to you. Reread Tom Staley's commercial. Notice how he talks to Tom. Talk to yourself. Be very direct. Don't think of anyone but *you* as you say your commercial.

Third, practice your commercial *out loud* in private at least once a day. It helps a lot to do this before a mirror. Put your body into it. Repeat your commercial forcefully with determination. Make your blood travel faster through your body. Get yourself warmed up.

Fourth, read your commercial silently several times every day. Read it before you tackle anything that demands courage. Read it every time you feel let down. Keep your commercial handy at all times—then use it.