

have abandoned what has become my deepest source of professional pride. I tried to think only of the next paragraph, not the next page and certainly not the next chapter. Thus, for six solid months, I never did anything but set down one paragraph after another. The book 'wrote itself.'

"Years ago, I took on a daily writing and broadcasting chore that has totaled, now, more than 2000 scripts. Had I been asked at the time to sign a contract 'to write 2000 scripts' I would have refused in despair at the enormousness of such an undertaking. But I was only asked to write one, the next one, and that is all I have ever done."

The principle of the "next mile" works for Eric Sevareid, and it will work for you.

The step-by-step method is the only intelligent way to attain any objective. The best formula I have heard for quitting smoking, the one that has worked for more of my friends than any other, I call the hour-by-hour method. Instead of trying to reach the ultimate goal—freedom from the habit—just by resolving never to smoke again, the person resolves not to smoke for another hour. When the hour is up, the smoker simply renews his resolution not to smoke for *another* hour. Later, as desire diminishes, the period is extended to two hours, later to a day. Eventually, the goal is won. The person who wants freedom from the habit *all at once* fails because the psychological pain is more than he can stand. An hour is easy; forever is difficult.

Winning any objective requires a step-by-step method. To the junior executive, each assignment, however insignificant, it may appear, should be viewed as an opportunity to take one step forward. A salesman qualifies for management responsibilities one sale at a time.