

door of real opportunity to thousands of individuals. They think their age is wrong, so they don't even bother to try.

The "I'm too old" variety is the most common form of age excusitis. This disease is spread in subtle ways. TV fiction is produced about the big executive who lost his job because of a merger and can't find another because he's too old. Mr. Executive looks for months to find another job, but he can't, and in the end, after contemplating suicide for a while, he decides to rationalize that it's nice to be on the shelf.

Plays and magazine articles on the topic "Why You Are Washed Up at 40" are popular, not because they represent true facts, but because they appeal to many worried minds looking for an excuse.

How to Handle Age Excusitis

Age excusitis can be cured. A few years ago, while I was conducting a sales training program, I discovered a good serum that both cures this disease and vaccinates you so you won't get it in the first place.

In that training program there was a trainee named Cecil. Cecil, who was forty, wanted to shift over to set himself up as a manufacturer's representative, but he thought he was too old. "After all," he explained, "I'd have to start from scratch. And I'm too old for that now. I'm forty."

I talked with Cecil several times about his "old age" problem. I used the old medicine, "You're only as old as you feel," but I found I was getting nowhere. (Too often people retort with "But I *do* feel old!")

Finally, I discovered a method that worked. One day after