

3. Think progress, believe in progress, push for progress.
4. Take time out to confer with yourself and develop your supreme thinking power.

Practicing these rules produces results. Putting them to use in everyday situations takes the mystery out of that gold-plated word, *leadership*.

Let's see how.

LEADERSHIP RULE NUMBER 1: TRADE MINDS WITH THE PEOPLE YOU WANT TO INFLUENCE.

Trading minds with the people you want to influence is a magic way to get others—friends, associates, customers, employees—to act the way you want them to act. Study these two case histories and see why.

Ted B. worked as a television copywriter and director for a large advertising agency. When the agency obtained a new account, a children's shoe manufacturer, Ted was assigned responsibility for developing several TV commercials.

A month or so after the campaign had been launched, it became clear that the advertising was doing little or nothing to increase "product movement" in retail outlets. Attention was focused on the TV commercials, because in most cities only television advertising was used.

Through research of television viewers, they found that about 4 percent of the people thought it was simply a great commercial, "one of the best," these 4 percent said.

The remaining 96 percent were either indifferent to the commercials or, in plain language, thought they "smelled."