

polish. Then, too, ideas have to be "sold" to someone: customers, employees, the boss, friends, fellow club members, investors. Somebody must "buy" the idea; else it has no value.

One summer I was contacted by two life insurance salesmen. Both wanted to work on my insurance program. Both promised to return with a plan for making the needed changes. The first salesman gave me strictly an oral presentation. He told me in words what I needed. But I soon was confused. He brought in taxes, options, Social Security, all the technical details of insurance programming. Frankly, he lost me and I had to say no.

The second salesman used a different approach. He had charted his recommendations. All the details were shown in diagram form. I could grasp his proposal easily and quickly because I could literally see it. He sold me.

Resolve to put your ideas in salable form. An idea written or in some sort of picture or diagram form has many times more selling power than the idea presented only in oral form.

USE THESE TOOLS AND THINK CREATIVELY

1. Believe it can be done. When you believe something can be done, your mind will find the ways to do it. Believing a solution paves the way to solution.

Eliminate "impossible," "won't work," "can't do," "no use trying" from your thinking and speaking vocabularies.

2. Don't let tradition paralyze your mind. Be receptive to new ideas. Be experimental. Try new approaches. Be progressive in everything you do.