

craves praise. Have a special good word for your wife or husband every day. Notice and compliment the people who work with you. Praise, sincerely administered, is a success tool. Use it! Use it again and again and again. Compliment people on their appearance, their work, their achievements, their families.

4. Use positive words to outline plans to others. When people hear something like this: "Here is some *good* news. We face a genuine opportunity . . ." their minds start to sparkle. But when they hear something like "Whether we like it or not, we've got a job to do," the mind movie is dull and boring, and they react accordingly. Promise victory and watch eyes light up. Promise victory and win support. Build castles, don't dig graves!

SEE WHAT CAN BE, NOT JUST WHAT IS

Big thinkers train themselves to see not just what is but what can be. Here are four examples to illustrate this point.

1. *What gives real estate value?* A highly successful Realtor who specializes in rural property shows what can be done if we train ourselves to see something where little or nothing presently exists.

"Most of the rural property around here," my friend began, "is run-down and not very attractive. I'm successful because I don't try to sell my prospects a farm as it is.

"I develop my entire sales plan around what the farm *can* be. Simply telling the prospect, 'The farm has XX acres of bottom land and XX acres of woods and is XX miles from town,'