

A young credit executive explained to me how this technique worked for him.

"When I was brought into this store [a medium-sized clothing store] as assistant credit manager, I was assigned the job of handling all collection correspondence. The collection letters the store had been using greatly disappointed me. They were strong, insulting, and threatening. I read them and thought, 'Brother, I'd be mad as hell if somebody sent me letters like these. I never would pay.' So I just got to work and started writing the kind of letter that would move me to pay an overdue bill if I received it. It worked. By putting myself in the shoes of the overdue customer, so to speak, collections climbed to a record high."

Numerous political candidates lose elections because they fail to look at themselves through the minds of the typical voters. One political candidate for a national office, apparently fully as qualified as his opponent, lost by a tremendous margin for one single reason. He used a vocabulary that only a small percentage of the voters could understand.

His opponent, on the other hand, thought in terms of the voters' interests. When he talked to farmers, he used their language. When he spoke to factory workers, he used words they were easily familiar with. When he spoke on TV, he addressed himself to Mr. Typical Voter, not to Dr. College Professor.

Keep this question in mind: "What would I think of this if I exchanged places with the other person?" It paves the way to more successful action.

Thinking of the interests of the people we want to influence is an excellent thought rule in every situation. A few years ago a small electronics manufacturer developed a fuse that would