

SITUATION	FOR BEST RESULTS, ASK YOURSELF
2. Writing an advertisement	"If I were a typical prospective buyer, how would I react to this ad?"
3. Telephone manners	"If I were the other person, what would I think of my telephone voice and manners?"
4. Gift	"Is this gift something I would like, or is it something he will like?" (often there is an enormous difference)
5. The way I give orders	"Would I like to carry out orders if they were given to me the way I give them to others?"
6. Child discipline	"If I were the child—considering his age, experience, and emotions—how would I react to this discipline?"
7. My appearance	"What would I think of my superior if he were dressed like me?"
8. Preparing a speech	"Considering the background and interests of the audience, what would I think of this remark?"
9. Entertainment	"If I were my guests, what kinds of food, music, and entertainment would I like best?"

*Put the trading minds principle to work for you*