

Again, put service first, and money takes care of itself.

The waitress who concentrates on giving the best possible service needn't worry about tips; they'll be there. But her counterpart who overlooks the empty coffee cups ("Why refill them? They don't look like tipppers.") won't find any gratuities.

The secretary who resolves to make those letters look better than the boss expects will do all right on future paychecks. But the secretary who thinks, "Why worry about a few smudges? What do they expect for \$65 a week?"—she is stuck at \$65 a week.

The salesman who gives full service to an account need harbor no fears he'll lose the account.

Here is a simple but powerful rule that will help you to develop the put-service-first attitude: *Always give people more than they expect to get.* Each little extra something you do for others is a money seed. Volunteering to work late and get the department out of a tight spot is a money seed; giving customers *extra* service is a money seed because it brings customers back; advancing a new idea that will increase efficiency is a money seed.

Money seeds, of course, grow money. Plant service and harvest money.

Spend some time each day answering this question: "How can I give more than is expected of me?" Then apply the answers.

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In quick recap, grow attitudes that will carry you forward to success.

1. Grow the "I'm activated" attitude. Results come in proportion to the enthusiasm invested. Three things to do to activate yourself are: