

Think of it. Everything we have in this world, from satellites to skyscrapers to baby food, is just *an idea acted upon*.

As you study people—both the successful and the just average—you find they fall into two classes. The successful are active; we'll call them activationists. The just average, the mediocre, the unsuccessful are passive. We'll call them passivationists.

We can discover a success principle by studying both groups. Mr. Activationist is a doer. He takes action, gets things done, follows through on ideas and plans. Mr. Passivationist is a "don'ter." He postpones doing things until he has proved he shouldn't or can't do them or until it's too late.

The difference between Mr. Activationist and Mr. Passivationist shows through in countless little ways. Mr. Activationist plans a vacation. He takes it. Mr. Passivationist plans a vacation. But he postpones it until "next" year. Mr. A. decides he should attend church regularly. He does. Mr. P. thinks it's a good idea to go to church regularly too, but he finds ways to postpone acquiring this new habit. Mr. A. feels that he should drop a note to someone he knows to congratulate him on some achievement. He writes the note. Under the same circumstances, Mr. P. finds a good reason to put off writing the note and it never gets written.

The difference shows up in big things too. Mr. A. wants to go into business for himself. He does. Mr. P. also wants to go into business for himself, but he discovers just in the nick of time a "good" reason why he had better not. Mr. A., age forty, decides he wants to take up a new line of work. He does. The same idea occurs to Mr. P., but he debates himself out of doing anything about it.