

working! The toys take little space and I make a nice profit on them. But, most important, the toys have increased store traffic.

"Believe me," she went on, "my weekly improvement plan works. Just by conscientiously asking myself, 'How can I do a better job?' I find the answers. It's a rare Monday night that I don't come up with some plan or technique that makes that profit and loss statement look better.

"And I've learned something else too about successful merchandising, something that I think every person going into business for himself should know."

"What's that?" I asked.

"Just this: It isn't so much what you know when you start that matters. It's what you learn and put to use after you open your doors that counts most."

Big success calls for persons who continually set higher standards for themselves and others, persons who are searching for ways to increase efficiency, to get more output at lower cost, do more with less effort. Top success is reserved for the I-can-do-it-better kind of person.

General Electric uses the slogan "Progress is our most important product."

Why not make progress your most important product?

The I-can-do-better philosophy works magic. When you ask yourself, "How can I do better?" your creative power is switched on and ways for doing things better suggest themselves.

Here is a daily exercise that will help you discover and develop the power of the I-can-do-better attitude.

Each day before you begin work, devote ten minutes to thinking "How can I do a better job today?" Ask, "What can I do today to encourage my employees?" "What special favor