

Action must precede action. That's a law of nature. Nothing starts itself, not even the dozens of mechanical gadgets we use daily.

Your home is heated automatically, but you must select (take action) the temperature you want. Your car shifts gears automatically only after you have set the right lever. The same principle applies to mind action. You get your mind in gear to make it produce for you.

A young branch sales manager for a door-to-door sales organization explained how he trained his sales force the "mechanical way" to start each day earlier and more successfully.

"There's a tremendous resistance to the door-to-door salesman, as any one who has ever sold house to house knows," he commented. "And it's hard, even for the veteran salesman, to make that first call in the morning. He knows the odds are pretty good that he'll get some pretty rough treatment before the day is over. So it's natural for him to put off getting started in the morning. He'll drink a couple of extra cups of coffee, maybe cruise around the neighborhood awhile or do a dozen little things to postpone that first call.

"I train each new man this way. I explain to him that the only way to start is to start. Don't deliberate. Don't postpone getting started. Do this: Just park your car. Get your sample case. Walk to the door. Ring the bell. Smile. Say 'Good morning,' and make your presentation, all mechanically, without a lot of conscious thought. Start making calls this way and you break the ice. By the second or third call, your mind is sharp and your presentations become effective."

A humorist once said the most difficult problem in life was getting out of a warm bed into a cold room. And he had a point.