

another store, assuming, of course, it is substantially better than your present job.

"I don't believe your job will be insecure after you take some affirmative action to get those sales figures on the rise. But just in case, it's good to have an offer or two. Remember, it's ten times easier for a man with a job to get another job than it is for someone unemployed to connect."

Two days ago this once-troubled executive called me.

"After our talk I buckled down. I made a number of changes, but the most basic one was with my salespeople. I used to hold sales meetings once a week, but now I'm holding one every morning. I've got those people really enthusiastic. I guess once they saw some life in me they were ready to push harder too. They were just waiting for me to start things moving again.

"Things sure are working out okay. Last week my sales were well ahead of a year ago and much better than the store's average.

"Oh, by the way," he continued, "I want to tell you some other good news. I got two job offers since we talked. Naturally I'm glad, but I've turned them both down since everything is looking good here again."

When we face tough problems, we stay mired in the mud until we take action. Hope is a start. But hope needs action to win victories.

Put the action principle to work. Next time you experience big fear or little fear, steady yourself. Then search for an answer to this question: What kind of action can I take to conquer my fear?

Isolate your fear. Then take appropriate action.

Below are some examples of fear and some possible action cures.