

each weekend, and Mr. and Mrs. J. M. moved into their new home.

1. The resolution to take action ignited J. M.'s mind to think of ways to accomplish his goal.
2. J. M. gained tremendously in new confidence. It will be much easier for him to take action in other major situations.
3. J. M. provided his wife and child the living standard they deserved. Had he waited, postponed buying the house until conditions were perfect, there is a real possibility they never would have owned a home of their own.

CASE NO. 3: C. D. WANTED TO START HIS OWN BUSINESS, BUT . . .

Mr. C. D. represents another case of what happens to big ideas when one waits until conditions are perfect before taking action on those ideas.

Shortly after World War II, C. D. got a job with the Customs Division of the U.S. Post Office Department. He liked his work, but after five years he became dissatisfied with the confinement, regular hours, low pay, and the seniority system with its relatively narrow chances for advancement.

Then he got an idea. He had learned a great deal about what it takes to be a successful importer. Why not set himself up in the business of importing low-cost gift items and toys? C. D. knew many successful importers who didn't have his knowledge of the ins and outs of this business.