

Just one thing more. A lot of people, maybe even a majority, may “ho ho” at this success-rewarding technique. That’s because they refuse to believe that success comes from managed thinking. But please! Don’t accept the judgment of average people. You are *not* average. If you have any doubts as to the basic soundness of the “sell-yourself-to-yourself” principle, ask the most successful person you know what he thinks about it. Ask him, and then start selling yourself to yourself.

UPGRADE YOUR THINKING. THINK LIKE IMPORTANT PEOPLE THINK

Upgrading your thinking upgrades your actions, and this produces success. Here is an easy way to help you make more of yourself by thinking like important people think. Use the form below as a guide.

HOW AM I THINKING? CHECKLIST

SITUATION	ASK YOURSELF
1. When I worry	Would an important person worry about this? Would the most successful person I know be disturbed about this?
2. An idea	What would an important person do if he had this idea?
3. My appearance	Do I look like someone who has maximum self-respect?
4. My language	Am I using the language of successful people?
5. What I read	Would an important person read this?
6. Conversation	Is this something successful people would discuss?