

men who have developed career trouble because their companies want to move them to another location but they don't want to go. "I just can't see moving to Chicago (or San Francisco or Atlanta or New York or Miami)" is a remark spoken many times a day.

There's one way to build enthusiasm toward a new location. Simply resolve to dig into the new community. Learn all you can about it. Mix with the people. Make yourself feel and think like a community citizen from the very first day. Do this, and you'll be enthusiastic about your new environment.

Today millions of Americans invest in corporate securities. But there are many millions more who have no interest at all in the stock market. That's because they are people who have not familiarized themselves with what the securities market is, how it operates, the day-to-day romance of American business.

To get enthusiasm about anything—people, places, things—dig into it deeper.

Dig into it deeper, and you'll develop enthusiasm. Put this principle to work next time you must do something you don't want to do. Put this principle to work next time you find yourself becoming bored. Just dig in deeper and you dig up interest.

2. *In everything you do, life it up.* Enthusiasm, or lack of it, shows through in everything you do and say. Life up your handshaking. When you shake hands, *shake*. Make your handclasp say, "I'm glad to know you." "I am glad to see you again." A conservative, mouse-like handshake is worse than no handshake at all. It makes people think, "This guy is more dead than alive." Try to find a highly successful person with a conservative handshake. You'll have to look a long, long time.