

Coca-Cola. Every day your eyes or ears come in contact many times with the good news about Coke. The people who make Coca-Cola are continually reselling you on Coke, and for a good reason. If they stopped reselling you, chances are you'd grow lukewarm and eventually cold to Coke. Then sales would drop.

But the Coca-Cola Company isn't going to let this happen. They resell you and resell you and resell you on Coke.

Every day you and I see half-alive people who are no longer sold on themselves. They lack self-respect for their most important product—theirself. These folks are indifferent. They feel small. They feel like nobodies, and because they feel that way, that's what they are.

The half-alive person needs to be resold on himself. He needs to realize that he's a first-class person. He needs honest, sincere belief in himself.

Tom Staley is a young fellow who is going places—and fast. Tom regularly resells himself on himself three times every day with what he calls "Tom Staley's 60-Second Commercial." He carries his personalized commercial in his billfold at all times. Here is exactly what it says:

*Tom Staley, meet Tom Staley—an important, a really important person. Tom, you're a big thinker, so think big. Think Big about Everything. You've got plenty of ability to do a first-class job, so do a first-class job.*

*Tom, you believe in Happiness, Progress, and Prosperity.*

*So: talk only Happiness,*

*talk only Progress,*

*talk only Prosperity.*

*You have lots of drive, Tom, lots of drive.*