

## WANT TO MAKE MONEY? THEN GET THE PUT-SERVICE-FIRST ATTITUDE

It's perfectly natural—in fact, it's highly desirable—to want to make money and accumulate wealth. Money is power to give your family and yourself the standard of living they deserve. Money is power to help the unfortunate. Money is one of the means to living life fully.

Once criticized for urging people to make money, the great minister Russel H. Conwell, author of *Acres of Diamonds*, said, "Money printed your Bible, money builds your churches, money sends your missionaries, and money pays your preachers, and you would not have many of them, either, if you did not pay them."

The person who says he wants to be poor usually suffers from a guilt complex or a feeling of inadequacy. He's like the youngster who feels he can't make As in school or make the football team, so he pretends he doesn't want to make As or play football.

Money, then, is a desirable objective. What's puzzling about money is the backward approach so many people use in trying to make it. Everywhere you see people with a "money-first" attitude. Yet these same people always have little money. Why? Simply this: People with a money-first attitude become so money conscious that they forget money can't be harvested unless they plant the seeds that grow the money.

And the seed of money is service. That's why "put service first" is an attitude that creates wealth. Put service first, and money takes care of itself.

One summer evening I was traveling by car through Cincinnati. It was time for a gas-up. I stopped at an ordinary-looking but surprisingly busy service station.