

ant to solve. Instead say, "We face a challenge," and you create a mind picture of fun, sport, something pleasant to do.

Or tell a group, "We incurred a big expense," and people see money spent that will never return. Indeed, this is unpleasant. Instead say, "We made a big investment," and people see a picture of something that will return profits later on, a very pleasant sight.

The point is this: Big thinkers are specialists in creating positive, forward-looking, optimistic pictures in their own minds and in the minds of others. *To think big, we must use words and phrases that produce big, positive mental images.*

In the left-hand column below are examples of phrases that create small, negative, depressing thoughts. In the right-hand column the same situation is discussed but in a big, positive way.

As you read these, ask yourself: "What mind pictures do I see?"

PHRASES THAT CREATE SMALL, NEGATIVE MIND IMAGES

1. It's no use, we're whipped.
2. I was in that business once and failed. Never again.
3. I've tried but the product won't sell. People don't want it.

PHRASES THAT CREATE BIG, POSITIVE MIND IMAGES

- We're not whipped yet. Let's keep trying. Here's a new angle.
- I went broke but it was my own fault. I'm going to try again.
- So far I've not been able to sell this product. But I know it is good and I'm going to find the formula that will put it over.