

## The magic of thinking big summary

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Preface: It starts with Harry, who is a salesman who used to earn around 60000, where the average was around 12000. which is five times bigger than the average, upon analysis they found Harry got nothing phenomenal than the average salesman, the same smartness, the same range of territory of the clients, around the same time off, and around the same working hard. but the only thing that stood him away from the crowd is this man is thinking 5 times bigger.

Chapter 1: Believe you can succeed and you will.

Success means wonderful positive things. Success means personal prosperity, a fine home, vacation, travel, new things, financial security, giving your children maximum advantages, leadership, being looked up to people in your business and social life. Success means freedom, freedom from worries, fears, frustrations and failure. Success means self respect, continually finding more real happiness and satisfaction from life, being able to do more those who depend on you!

Success means winning

success - achievement- goal of life

Belief works this way. Belief, the “I am positive- I can” attitude, generates the power, skill, and energy needed to do. When you believe I can do it , the how to do it develops

How to do it always comes to the person who believes he can do it.

Belief, strong belief. triggers the mind to figure ways and means and how to. And believing you can succeed make others place confidence in you.

Disbelief is a negative power, when the mind disbelieves or doubts the mind attracts reasons to support the disbelief.

## How to develop the power of belief

1. Think of success and don't think of failure. At work, in your home, substitute success thinking for failure thinking. When you face a difficult situation, think, "I will win" not "I will probably lose"
2. When you compete with someone else, think, I am equal to the best, not I am outclassed. When opportunity appears. think. I can do it, never I can't.
3. Remind yourself regularly that you are better than you think you are. Successful people are not supermen. Success doesn't require a superintellect.
4. Believe BIG: The size of your success is determined by the size of your belief. Think of little goals and expect little achievements. Think big goals and win big success. Remember this too! Big Ideas and big plans are often easier. Certainly no more difficult - than small ideas and small plans.

## Chapter 2:

1. Cure yourself of the exquisites, the failure disease.
2. Excusitis: The tendency to make excuses as a way to avoid responsibility and solve problems.
3. Author explains a case of a person who is severely diabetic and takes insulin as much as 30 times more than a person who just got diabetic, but he is joyful, willing to work and enjoy. One day he said to the author, Sure it is an inconvenience, but so is shaving. From the fellow " But I am not going to think myself to bed. When I take those shots. I Just praise the guys who discovered insulin.
4. A man with one single hand playing golf mentioned that : " The right attitude and one arm will beat the wrong attitude and two arms every time" It holds true not only on the golf course, but in every facet of life.

## Four things you can do to Lick Health Excusitis

1. Refuse to talk about your health:

1. The more you talk about an ailment, even the common cold, the worse it seems to get.
2. Refuse to worry about your health”:
  1. Instead of complaining about “not feeling good” it’s far better to be glad as you are healthy as you are.
  2. Just being grateful for the health you have is a powerful vaccination against developing new aches and pains and real illness.

#### On Brain:

1. Thinking that guides your intelligence is much more important than how much intelligence you may have.
2. Remember the thinking that guides your intelligence, is much more important than how much intelligence you have. Not even a phd degree can override the basic success principle.
3. Be like phil”
  1. Phil was a human engineer, Phil was 100 percent positive.
  2. Phil could inspire others when they felt low.
  3. Phil was enthusiastic, he generated enthusiasm.
  4. Phil understood people, and, because he could really see what made them tick, he liked them.
4. Remind yourself several times daily, “my attitudes are more important than my intelligence” At work and at home, practice positive attitudes. See the reasons why you can do it, not the reasons why you can’t. Develop an I am winning attitude, put your intelligence to create positive use. Use it to find ways to win, not to prove you will lose.

#### Age:

1. You age is determined on how you think a 70 year old can do far better job than 20 year old, if he is in the right frame of thinking and vice-versa, do remember age is just a number and move forward with optimism.
2. And remember your age wont be a handicap unless you make it one.
3. Jerry’s uncertainty of managing people elder to him in his team.

1. Get used to having older people working for you.
2. Leaders in all the fields soon find they are younger than many of the people they supervise, so get used to having older men work for you.

### Chapter 3:

1. Chapter 3 takes about fear and how it doesn't help you grow and instead which suppress you!
2. He takes about an example where an executive is feared of losing his job, because his number way below from the company, and he feels he lost of the grip and everybody sense it, then author asked him to take actions on where the RCA, may be his salesman are not motivated, he is not clearing out the old stock..etc
3. And also as an insurance he also asked the executive to have 2-3 close contacts know he is looking for a job, as it is 10 times easier to find a job for a man with employment than without.
4. Eventually the executive got things under control, and apparently he also got job offers which he wanted as well.
5. When we face tough problems, we stay mired in the mud until we take action. Hope is a start, but hope needs action with victories.,
6. Isolate your fear, then take appropriate action.
7. Your brain is a memory bank, comes to the rescue when you need it the most, Deposit positive thoughts and he will help with confidence, do the other, get ready to face the repercussions.
8. Don't build mental monsters, Refuse to withdraw the unpleasant thoughts from your memory bank. When you remember situations of any kind, concentrate on the good part of the experience, forget the bad. Bury it. If you find yourself thinking about the negative side, turn your mind off completely.
9. To think confidently, act confidently, intentionally never participate in any activities which make you feel guilt.
10. Remember the motions are precursors of emotions, you can't control the latter directly but only through your choice of motions or actions.
  1. Just be sure you and your mate go through the motions of dates and kisses, the phrasing of sincere daily compliments, plus the many other courtesies,
11. Few ways to build your confidence

1. Be a front seater, where ever you get a chance, be it in auditorium, presentation, seminar..etc
2. Practice making eye contact
3. Walk 25 percent faster.
4. Practice speaking up.
5. Smile BIG

#### Chapter 4:

1. Use the replacements and be create big positive mind images
  1. It's no use, we are whipped
    1. We are not whipped, let's keep trying. Here's a new angle.
  2. I was in that business once and failed. Never again.
    1. I went broke but it was my own fault. I am going to try again.
  3. The market is saturated. Imagine, 75 percent of the potential has already been sold. Better get out
    1. Imagine, 25 percent of the market is still not sold. Count me in, this looks BIG.
2. Four ways to develop a big thinker's vocabulary.
  1. Use big positive cheerful words and phrases to describe how you feel.
  2. Use bright, cheerful, favorable words and phrases to describe other people.
  3. Be extremely careful to avoid the petty cut him down language, sooner or later third parties hear what's been said, and then such talk only cuts you down.
  4. Use positive language to encourage others. Compliment people personally at every opportunity.

3. Always what it can be, not just what is. Look forward to it.

1. what gives real estate value?

1. Real estate broker, on how he is successful outlying the plans of how the 43 acres of land can be used and how money can be made out of it.

4. Here is how you can develop your power to see what can be, not just what is, I call these the practice adding value exercises

1. Practice adding value to things:

1. Remember the real estate example: Ask yourself, “what can I do to add value to this room or this house or this business”

2. Practice adding value to people: As you move higher and higher in the world of success, more and more of your job becomes “people development”.

3. Practice adding value to yourself. Conduct a daily interview with yourself. Ask, “What can I do to make myself more valuable today” visualize yourself not as you are but as you can be.

5. Keep your eyes focused on the big objectives.

1. In sales, big objective is winning sales, not arguments

2. In marriage the big objective is peace, happiness, tranquility, not winning quarrels.

3. In working with employees, the big objective is developing their full potential, not making issues out of their minor errors.

4. In living with neighbors, the big objective is mutual respect and friendship not seeing if you can have their dog impounded because once in a while it barks at night.

5. Paraphrasing military lingo, It is much better to lose a battle and win the war than to win a battle and lose the war.

6. Resolve to keep your eyes on the big ball.

6. Don't sell yourself short, conquer the crime of self depreciation, concentrate on your assets. You are better than you think you are.

7. Use the big thinkers vocabulary. Use big, bright, cheerful words.

8. Stretch your vision, see what can be, not just what is. Practice adding value to things, to people and yourself.

9. Get the big view of your Job. Think really think your present job is important. That next promotion depends mostly on how you think about your present Job.

10. Think above Trivial:

1. Before getting involved in a petty matter, ask yourself, "Is it really important?"

11. Grow big by thinking BIG.

## How to Think and Dream Creatively

1. Step 1: Believe it can be done

1. Eliminate the word impossible from your thinking, and speaking vocabularies.

2. Impossible is a failure word.

3. Your mind will create a way if you let it.

2. Traditional thinking is the personal enemy number one for the person who is interested in a creative personal success program.

1. Be an experimental person, break up fixed routines, Expose yourself to new restaurants, new books, new theatres, new friends, take a different route to work someday, take a different vacation this year, do something new and different this weekend.

3. Capacity is a state of mind, how much we can do depends on how much we think we can do, when you really believe you can do more, your mind thinks creatively and shows you the way.

1. Big people monopolize the listening

2. Small people monopolize the talking.

4. write your ideas

1. Review them

2. Cultivate and Fertilize

## Chapter 6: You are what you think you are

1. To be important, you must think how important, you really think so, then others will think too.

2. To gain the respect of others, you must first think you deserve respect and the more respect you have for yourself the more respect others will have for you!

3. Dress right, you can't afford, not to!

1. Your physical exterior affects your mental interior.

4. Soldier thinks like a soldier when he is in a uniform.

5. Respect your appearance.

6. Your work is important.

1. A person who thinks his job is important, receives mental signals on how to do his job better.

2. A better job means more promotions, more money, more prestige and more happiness.

7. Think enthusiastically, you are what you think, think enthusiasm, you will be enthusiastic.

8. Give pep talks to yourself when you need the most

9. Here is a pep talk from Tom Staley who is a young fellow and who is going places - and fast.

1. Tom Staley, meet Tom Staley - an important, a really important person.

2. Tom, you are a big thinker, so think big. Think big about everything. You have got plenty of ability to do a first class job, so do a first class job.

3. Tom, you believe in happiness, progress and prosperity.

1. So:

1. Talk only happiness

2. Talk only progress

3. Talk only prosperity



2. YOU have lots of drive, tons of drive.,
4. So put that drive to work. Nothing can stop you, tom nothing.
5. Tom you are enthusiastic, let your enthusiasm show through.
6. You look good, tom, you feel good, stay that way.
7. Tom staley, you were a great fellow yesterday and you are going to be an even great fellow today.
8. Now go to it, tom, go forward.
10. Feel free to write your own commercial by taking your strongest points into consideration.
11. How am I thinking checklist

1. When I worry

1. Would an important person worry about this?

2. An idea

1. What would an important person do if he had this idea?

3. My appearance

1. Do I look like someone who had max self respect

4. My language:

1. Am I using the language of successful people

5. What I read

1. Would an important person read this?

6. Conversation

1. Is this something successful people would discuss

7. When I lose my temper?

1. Would an important person get mad at what I am mad at?

8. My Jokes

1. Is this the kind of joke an important person would tell?

9. My job

1. How does an important person describe his job to others.

## Chapter 7: Manage your environment: Go First Class.

1. How healthy we are, and how long we live, is closely related to what we eat and how we exercise.
2. The body is what the body is fed, by the same token, the mind is what the mind is fed.
3. You are a product of your environment.
4. Size of your thinking, your goals, your attitude, your very personality is formed by your environment.
5. Birds of a feather do flock together/
6. Make no mistake about it, you are judged by the company you Keep.
7. As a rule, it's the more successful people, who are most humble and ready to help.
8. This is how John gets Psychological sunshine on weekends:
  1. One evening: Spent carefully with selected interesting friends
  2. Other evening: Spent out /Perhaps at a movie/ LiveConcert.
9. Community project:
  1. Saturday Morning—> Scout work
  2. Saturday Afternoon: Does errands and chores around the house.
  3. Sunday —> Something special,

1. Climbing a mountain
2. Watching TV
4. Sunday evening—> Read books and catch up on the news.
10. Do select friends who have views different from yours.
11. Any conversation when you choose to have with anybody, which is optional. The conversation should make you feel alive, like you are taking a walk in the warm sunshine in a sunny day
12. Checklist:
  1. Do I spread rumours about other people? —>
  2. Do I always have good things to say about others
  3. Do I have to know the reports of the scandal
  4. Do I judge others only on the basis of facts?
  5. Do I encourage others to bring rumours to me?
  6. Do I keep confidential information confidential?
13. You can't afford to go any other way other than first class.
14. Always get plenty of psychological sunshine.

## Chapter 8: Make your attitude your allies.

1. Grow the attitudes, make them your allies in everything you do.
  1. Grow the attitude of I am activated
  2. Grow the attitude of you are important
  3. Grow the attitude of service first
2. To activate others you must activate yourself, enthusiasm can make things 100 percent better
3. Three step procedure to develop power of enthusiasm

1. Dig deeper:

1. To get enthusiasm about anything, may it be work, things, places, dig deeper.

2. In everything you do, life it up:

1. Smile with your eyes

2. Firm Handshake

3. Life up, thank you's

4. Put vitality into your speaking

3. Broadcast good news, whenever possible.

1. Give me a good word or none at all :)

4. Each human being irrespective of where he lives, he wants to feel important

1. People do more for you when you make them feel important.

2. You must feel important yourself to succeed.

3. Helping others to feel important rewards you because it makes you feel important.

5. Practice appreciation, Practice calling people by their names, remember praise is power.

6. Put the service attitude first to make more money.

Chapter 9: Think Right toward people.

1. The rule of success depends on the support of other people

2. The support between what you want and what you want to be supported by others.

3. President Lyndon rules:

1. Learn to remember names

2. Be a comfortable person

3. Acquired the quality of relaxed easy-going

4. Don't be egotistical

5. Cultivate the quality of being interesting, so people will get something of value from their association with you.

6. Sincerely attempt to heal on an honest basis, every misunderstanding you have had or now have. Drain off your grievances.

7. Practice liking people until you learn to do so genuinely.

8. Never miss an opportunity to say a word of congratulation

9. Give spiritual strength to people, and they will give genuine affection to you.

4. Take the initiative in building friendship- leader always do

5. Always you make the first move, you talk first, don't wait for the other people to call you!

6. Everytime you say something pleasant to another person, you compensate yourself. It's like warming up your automobile on a cold morning.

7. Six ways to win friends

1. Introduce yourself to others at every single opportunity

2. Be sure the other person gets your name straight

3. Be sure you can pronounce, the other person's name the way he pronounces it

4. Drop a personal note or make a phone call to the new friends you feel you want to know better. Most successful people follow through on new friends with a letter or a phone call.

5. Say pleasant things to Strangers. it warms you up and gets you ready for the task ahead.

8. Three important points to remember:

1. Recognize the fact that no person is perfect

2. Recognize the fact that the other person has a right to be different

3. Don't be a reformer —> live and let live

9. Switch the topic, when you are about to hear gossip about another person.

10. Always stay tuned to channel positive.

11. Practice the conversation generosity.

1. Conversation generosity wins friends

2. Conversation generosity helps you learn more about people.
12. Don't be a conversational hog, listen, win friends and learn.
13. Remember Benjamin Fairless when things go wrong. Just do two things
  1. Ask yourself "What can I do to make myself more deserving of the next opportunity"
  2. Don't waste time and energy being discouraged. Don't berate yourself, plan to win next time.

## Chapter 10: Get Action Habit

1. Nothing comes merely by thinking about it.
2. The test of a successful person is not an ability to eliminate all problems before they arise, but to meet and work out difficulties when they do arise.
3. Ideas are important, let's make no mistake about that. We must have ideas to create and improve anything. Success shun the man who lacks ideas.
4. But let's make no mistakes about this point either. Ideas in themselves are not enough. That idea for getting more business, for simplifying work procedures, is of value only when acted upon.
5. First give your ideas value by acting on them. Regardless of how good the idea, unless you do something with it, you gain nothing.
6. A good idea not acted upon produces terrible psychological pain. But a good idea acted upon brings enormous mental satisfaction.
7. Use action to cure fear and gain confidence.
8. Build confidence, destroy fear through action.
9. Use the Mindforce technique:
  1. Make yourself sit down at a desk, pick up a pencil and go through mechanical motions of writing, do it for maybe 15 mins and see if you find interest to act upon the actual work you wanted to do.

10. Use the mechanical way to accomplish simple but sometimes unpleasant business and household chores. Rather than think about the unpleasant features of the task, jump right in and get going without a lot of deliberation.

1. Author talks about her mother, how she leaves the table, how she always mechanically pick up several dishes and , without thinking about the task ahead, just gets started. In just a few mins she is through.

2. Do this today: Pick the one thing you like to do least. Then, without letting yourself deliberate on or dread the task, do it. That's the most efficient way to handle chores.

3. Next, use the mechanical way to create ideas, map out plans, solve problems, and do other work that requires top mental performance. Rather than wait for the spirit to move you, sit down and move your spirit.

11. A simple pen/pencil and paper is the simple concentration tool money can buy.

1. When you write your thoughts on paper, your full attention is focussed on that thought. That's because the mind is not designed to think one thought and write another at the same time. And when you write on your paper, you "write" in your mind too.

2. Tests prove conclusively tha you remember something much longer and much more exactly if you write the thought on paper.

3. Once you master the pencil- and paper technique for concentration, you can think in noisy or other distracting situations. When you want to think, start writing or doodling or diagramming.

12. Live the advice of Benjamin Franklin: Don't put off until tomorrow what you can do today.

13. We depend on people with initiatives, They are the ball carriers of our team.

14. The person with initiative has a standing invitation to join high income brackers in every business and profession.

15. Be an Activationist and crusade

16. Be a volunteer:

1. The volunteer stands out.

2. People place confidence in the fellow who acts.

17. Be an activationist:

1. Be someone who does things, be a doer, not a don't-er

2. Don't wait until conditions are perfect.

3. Remember, Ideas alone won't bring success, Ideas have value only when you act upon them.
4. Use action to cure fear and gain confidence. Do what you fear, and fear disappears. Just try it and see.
5. Start your mental engine mechanically, Don't wait for the spirit to move you. take action, dig in, and you move the spirit

## Chapter 11: How to turn defeat into victory:

1. Author shares the backstory of a successful business of his friend
2. Behind this prosperous and respected company is the story of a man fighting, battling his way upward: losing ten years' savings in his first six months in business, living in his office several months because he lacked money to pay rent on an apartment, turning down numerous "good" jobs because he wanted more to stay with his idea and make it work, hearing prospects for his service say no a hundred times as often as they said yes ...
3. Once I told my friend that this experience must be taking a lot out of him. But he replied, "No, it's not taking something out of me; it's putting something into me instead."
4. It is not possible to win high-level success without meeting opposition, hardship, and setback. But it is possible to use set-backs to propel you forward.
5. Salvage something from every setback. Decide right now to salvage something from every set-back. Next time things seem to go wrong on the job or at home, calm down and find out what caused the trouble. This is the way to avoid making the same error twice.
6. Being self-critical is constructive. It helps you to build the personal strength and efficiency needed for success. Blaming others is destructive. You gain absolutely nothing from "proving" that someone else is wrong.
7. A failure is a man who has blundered but is not able to cash in on the experience.
8. Stop blaming luck. Blaming luck never got anyone where he wanted to go.
9. We must have persistence. But persistence is only one of the ingredients of victory. We can try and try, and try and try and try again, and still fail, unless we combine persistence with experimentation.
10. Edison is credited with being one of America's most persistent scientists. It's reported that he conducted thousands of experiments before he invented the electric Lightbulb. But note: Edison



conducted experiments. He persisted in his goal to develop a Lightbulb. But he made that persistence payoff by blending it with experimentation.

11. A problem, a difficulty, becomes unsolvable only when you think it is unsolvable. Attract solutions by believing solutions are possible. Refuse, simply refuse, to even let yourself say or think that it's impossible.

12. An engineer friend was retained a few weeks ago to design a distinctly new aluminum structure; in fact, nothing resembling it had even been developed, or designed, before. I saw him just a few days ago, and [ asked him how his new building was coming along.

13. "Not too well," he replied. "I guess I haven't spent enough time with my garden this summer. When I live with tough design problems for a long stretch, I've got to get away and let some new ideas soak in." "You'd be surprised," he continued; "to know how many engineering ideas come to me when I'm just sitting beside a tree holding a water hose on the grass."

14. President Eisenhower once was asked at a news conference why he took so many weekend vacations. His answer is good advice for everybody who wants to maximize his creative ability. Mr. Eisenhower said,

1. I do not believe that any individual, whether he is running General Motors or the United States of America, can do the best job just by sitting at a desk and putting his face in a bunch of papers. Actually, the president ought to be trying to keep his mind free of inconsequential details and doing his own thinking on the basic principles and factors ... so that he can make clear and better judgments."

15. When you hit a snag, don't throw up the whole project

1. Instead, back off, get mentally refreshed. Try something as simple as playing some music or taking a walk or a short nap. Then, when you tackle it again, the solution often comes almost before you know

16. Study setbacks to pave your way to success. When you lose, learn, and then go on to win next time.

17. Have the courage to be your own constructive critic. Seek out your faults and weaknesses and then correct them. This makes you a professional

18. Remember; there is a good side in every situation. Find it. See the good side and whip discouragement

Chapter 12: Use goals to help you grow

1. Every bit of human progress---our inventions big and little, our medical discoveries, our engineering triumphs, our business successes---were first visualized before they became realities.

2. A goal is an objective, a purpose. A goal is more than a dream; it's a dream being acted upon

3. Without goals individuals just wander through life. They stumble along, never knowing where they are going, so they never get anywhere.

4. Goals are as essential to success as air is to life

5. The important thing is not where you were or where you are but where you want to get.

1. Authors Suggestions on goal settings

\* A. Work Department: 10 years from now:

\* 1. What income level do I want to attain?

\* 2. What level of responsibility do I seek?

\* 3. How much authority do I want to command?

\* 4. What prestige do I expect to gain from my work?

\* Home Department: 10 years from now:

\* 1. What kind of standard of living do I want to provide for my family and myself?

\* 2. What kind of house do I want to live in?

\* 3. What kind of vacations do I want to take?

\* 4. What financial support do I want to give my children in their early adult years?

\* Social Department: 10 years from now:

\* 1. What kinds of friends do I want to have?

\* 2. What social groups do I want to join?

\* 3. What community leadership positions would I like to hold?

\* 4. What worthwhile causes do I want to champion?

6. No one accomplishes more than he sets out to accomplish. So visualize a big future.

7. The most important qualification for an executive is the sheer desire to get ahead.

8. Make sure to stay away from these

\* Self depreciation

\* Security-itis." Persons who say, "I've got security where I am" use the security weapons to murder their dreams

\* Competition. "The field is already overcrowded," "People in that field are standing on top of each other" are remarks which kill desire fast.

\* Parental dictation. I've heard hundreds of young people explain their career choice with "I'd really like to prepare for something else, but my parents want me to do this so I must.

\* Family responsibility. The attitude of "It would have been wise for me to change over five years ago, but now I've got a family and I can't change," illustrates this kind of desire murder weapon.

9. The point is this: energy increases, multiplies, when you set a desired goal and resolve to work toward that goal.

10. Many people, millions of them, can find new energy by selecting a goal and giving all they've got to accomplish that goal. Goals cure boredom. Goals even cure many chronic ailments.

11. When you let yourself become obsessed with a goal, you receive the physical power, energy; and enthusiasm needed to accomplish your goal.

12. When you surrender to your goal, the goal works itself into your subconscious mind. Your subconscious mind is always in balance

13. Without full cooperation from the subconscious mind, a person is hesitant, confused, indecisive. Now, with your goal absorbed into your subconscious mind you react the right way automatically. The conscious mind is free for clear, straight thinking.

14. To accomplish something, we must plan to accomplish something.

15. Many things determine how long you will live: weight, heredity, diet, psychic tension, personal habits. But Dr. Burch says, "The Quickest way to the end is to retire and do nothing. Every human being must keep an interest in life just to keep living.

16. Author explains the story of a mother who successfully defied her cancer for two decades just to see her son graduation.

1. A goal, a burning desire, was powerful enough to stave off sure death for two decades.

2. Use goals to live longer. No medicine in the world-and your physician will bear this out-is as powerful in bringing about long life as is the desire to do something.

17. An author simply mentioned I always think of the next paragraph, not the next page.

1. The principle of the "next mile" works for Eric Sevareid, and it will work for you.

18. The person determined to achieve maximum success learns the principle that progress is made one step at a time

19. Do this: Start marching toward your ultimate goal by making the next task you perform, regardless of how un-important it may seem, a step in the right direction. Commit this question to memory and use it to evaluate everything you do: "Will this help take me where I want to go?~ If the answer is no, back off; if yes, press ahead..

20. Some Guides from Author

1. A. Break these habits: (suggestions)

1. Putting off things.
2. Negative language.
3. Watching TV more than 60 minutes per day.
4. Gossip.

B. Acquire these habits: (suggestions)

1. A rigid morning examination of my appearance.
2. Plan each day's work the night before.
3. Compliment people at every possible opportunity.

C. Increase my value to my employer in these ways: (suggestions)

1. Do a better job of developing my subordinates.
2. Learn more about my company, what it does, and the customers it serves.
3. Make three specific suggestions to help my company become more efficient.

D. Increase my value to my home in these ways: (suggestions)

1. Show more appreciation for the little things my wife does that I've been taking for granted.

2. Once each week, do something special with my whole family.

3. Give one hour each day of my undivided attention to my family.

E. Sharpen my mind in these ways: (suggestions)

1. Invest two hours each week in reading professional magazines in my field.

2. Read one self-help book.

3. Make four new friends.

4. Spend 30 minutes daily in quiet, undisturbed thinking.

21. Write out your ten-year plan. Your life is too important to be left to chance. Put down on paper what you want

to accomplish in your work, your home, and your social departments..

22. Set goals to get more energy. Set goals to get things done. Set goals and discover the real enjoyment of living.

23. Achieve your goal one step at a time. Regard each task you perform, regardless of how small it may seem, as a step toward your goal.

24. Build thirty-day goals. Day-by-day effort pays off.

1. REMIND YOURSELF ONCE AGAIN that you are not pulled to high levels of success. Rather, you are lifted there by those working beside and below you.

2. Achieving high-level success requires the support and the cooperation of others.

3. These four leadership rules or principles are:

1. Trade minds with the people you want to influence.

2. Think: What is the human way to handle this?

3. Think progress, believe in progress, push for progress.

4. Take time out to confer with yourself and develop your supreme thinking power.

4. The point is this: To get others to do~.what you want them to do, you must see things through their eyes.

5. Trading minds with employees helps the supervisor provide more effective, better received instructions.

6. Praise your subordinates to your supervisor by putting in plugs for them at every opportunity. It's an old American custom to admire the fellow who's on the side of the little man. Your subordinates will appreciate your plugs, and their loyalty to you will grow

7. A little modesty goes a long way.

8. Practice praising people.

9. Rub people the right way. Be human.

10. There are two special things you can dolo develop your progressive outlook:

1. Think improvement in everything you do.

2. Think of high standards in everything you do.

11. Remember this: when you take over the leadership of a group, the persons in that group immediately begin to adjust themselves to the standards you set. This is most noticeable during the first few weeks. Their big concern is to clue you in, zero you in, find out what you expect of them

1. How does he want it done? What does it take to please him? What will he say if I do this or that?

12. Check the example you set. Use this old but ever-accurate quatrain as a guide:

- \* What kind of world
- \* would this world be,
- \* If everyone in it were just like me

13. Leadership requires being in the thick of things

14. While it's usually overlooked, it is noteworthy that leaders spend considerable time alone, alone with nothing but their own thinking apparatus.

15. Check the lives of the great religious leaders, and you'll find each of them spent considerable time alone.

16. Political leaders, too, those who made lasting names in history for good or bad, gained insight through solitude.

17. Leaders use solitude to put the pieces of a problem together, to work out solutions, to plan, and, in one phrase, to do their superthinking.

18. Many people fail to tap their creative leadership power because they confer with everybody and everything else but themselves.

19. In one of the use cases, they discovered that decisions and observations made alone in managed solitude have an uncanny way of being 100 percent right!

20. Resolve now to set aside some time each day (at least thirty minutes) to be completely by yourself.

21. The important thing is to select a time when your mind is fresh and when you can be free from distractions.

22. directed and undirected.

1. To do directed thinking,
2. review the major problem facing you.

1. In solitude your mind will study the problem objectively and lead you to the right answer.

23. To do undirected thinking, just let your mind select what it wishes to think about. In moments like these your subconscious mind taps your memory bank, which in turn feeds your conscious mind. Undirected thinking is very helpful in doing self evaluation. It helps you get down to the very basic matters like "How can I do better? What should be my next move

24. Remember, the main job of the leader is thinking. And the best preparation for leadership is thinking. Spend some time in managed solitude every day and think yourself to success.

Recap of four rules:

1. Trade minds with the people you want to influence. It's easy to get others to do what you want them to do if you'll see things through their eyes. Ask yourself this question before you act: "What would I think of this if I exchanged places with the other person)"
2. Apply the "Be-Human" rule in your dealings with others. Ask, "What is the human way to handle this?" In everything you do, show that you put other people first. Just give other people the kind of treatment you like to receive. You'll be rewarded..
3. Think progress, believe in progress, push for progress. Think improvement in everything you do. Think of high standards in everything you do. Over a period of time subordinates tend to become carbon copies of their chief. Be sure the master copy is worth duplicating. Make this a personal resolution: At home, at work, in community life, if it's progress I'm for it."
4. Take time out to confer with yourself and tap your supreme thinking power. Managed solitude pays off. Use it to release your creative power. Use it to find solutions to personal and business problems. So spend some time alone every day just thinking. Use the thinking technique all great leaders use: confer with yourself.

## HOW TO USE THE MAGIC OF THINKING BIG IN LIFE'S MOST CRUCIAL SITUATIONS

1. When Little People Try to Drive You Down, THINK BIG
2. When That "I-Haven't-Got-What-It-Takes" Feeling Creeps Up on You, THINK BIG
3. When an Argument or Quarrel Seems Inevitable, THINK BIG.
4. When You Feel Defeated, THINK BIG.
5. When Romance Starts to Slip, THINK BIG
6. When You Feel Your Progress on the Job Is Slowing Down, THINK BIG



