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Greek physician, the father of medicine.

The
Alphabet
to
Successfully

Selling Yourself & Ideas

AS SIMPLE AS YOUR ABCs

*Guaranteed to change your life
before you reach Z*

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FAMOUS AND INFAMOUS QUOTES

"Only those who risk going too far can possibly find out how far one can go."

T.S. Eliot

"Indians always succeed in their rain dance because they don't stop dancing until it rains."

Anon

"If you give a man a fish he eats one meal. If you teach him to fish he eats for a lifetime."

Mr. Limpet

"Life is not always a matter of holding good cards, but sometimes playing a poor hand well."

Jack London

"All the world's a stage and all the men and women merely players."

Wm. Shakespeare from AS YOU LIKE IT

"Life might not be the party you hoped for, but while you're here you might as well dance."

Anon

"Ideas without action are as good as action (spinning your wheels) without ideas. NOW spelt backwards is WON. And - when someone asks you to do something and when you will get it done - you respond: "Is yesterday soon enough?"

Me

DEDICATION

Life is a succession of sales - selling us on ourselves (self-esteem) and selling others on our ideas and us. Those who learn to sell well, succeed the most. Who are the others? Unfortunately, that's most of us. Why? Because we go out of our way to avoid confrontation - the anxiety of rejection.

The American Heritage College Dictionary defines selling as: SELL (sel) v. To persuade (another) to recognize the worth or desirability of something.

And the definition of REJECT (ri-jekt') v. To refuse to accept, submit to, believe, or make use of, to refuse, to recognize and give affection to.

Think about it for a moment. REJECT is the most negative and scary word in the dictionary. Isn't there some way we can eliminate it? I say YES! So read on, neighbor.

Many self-help books have been written and published on the subject of seeking and finding success. When perusing the cluttered shelves of your favorite bookstore, which authors appeal to you the most? Donald Trump? Tiger Woods? Bill Gates? Their books are all going to be best sellers within the first week - but what can you really learn from reading their paths to success?

The truth? Between little and nothing!

Why? Because they are all unique and way beyond our reach. By the way, in our book you'll find R is for REALITY.

There is only one Donald Trump, one Tiger Woods and one Bill Gates. Did they actually write their books? Maybe yes, maybe no. Who really cares? Were their books written to actually help the readers find health, wealth and happiness? Probably not! So, why do we buy them, read half the pages and then find ourselves floundering in the same sea of mediocrity, still suffering from the anxiety of being rejected?

Am I knocking Trump, Woods and Gates? No! They are vast successes worth being idolized. Am I knocking the companies that print and promote their books? No, because it is their job to make profits for themselves and/or their stockholders.

I guess that I'm knocking all of us for dreaming that after reading Tiger Woods' book, we'll hit a golf ball 400 yards - or after reading Donald Trump's book, we'll own

casinos, high-rise office buildings and host a popular reality TV show - or after reading Bill Gates book, we'll become one of the richest people in the country.

Reality tells us that none of those things are going to happen no matter how many books we read, success motivation seminars we attend or DVDs we send away for. Most of those teachers are out of everyone's reach, and sadly are more interested in our money than our success.

I recently purchased a DVD that was plugged on Oprah Winfrey's show - *THE SECRET*. Allegedly it grossed over a million dollars the first week or so. Must be good, I thought. So I watched and listened. Hmm - very familiar! Earl Nightingale recorded a 33 1/3 RPM record back in the fifties called *THE STRANGEST SECRET*. I bought that too. Listened to it, grasped it's meaning, followed its advice and it changed my life. I actually listened to it many times over and over and still do. My anxiety of rejection went right out the window.

After about twenty minutes of *THE SECRET* and watching a bunch of experts saying pretty much what Earl had said over fifty years earlier and Socrates had preached even longer ago, I found myself wondering if the same lesson could be taught a lot easier, faster and less expensive by eliminating the exercise of the author's smiling all the way to the bank.

I spent about two seconds mulling it over in my mind and decided that YES, everyone can succeed in whatever they decide they want to seriously undertake in this free country of ours. All they have to do is figure out how to eliminate the anxiety of rejection. If that pretty gal you've been dating for the past few years says "NO" to your marriage proposal - who's the loser? She is, of course. If the boss of too many years turns down your request for a raise and you move onto another job, who loses? Your old boss, of course. This new positive attitude can be adopted by anyone

willing to do the homework outlined in my user- friendly ABC book. I promise!

Now, if you are still with me, let's preview the ABC book that has been penned by a non-famous person whose only goal is to help you easily change your life. I can only assure you that everything you read here is something that you are capable of doing - and by you following the ABC method it will immediately change your life.

Will you get rich? Maybe! Will you be happier? More than likely! Will you live happily ever after? Indubitably! So this book is dedicated to you because you're the one who's going to do all the work with no help from Donald Trump, Tiger Woods or Bill Gates - or even Oprah Winfrey.

Ever wonder why that when you attend a sales motivation seminar for the second time you see mostly the same people you saw last year? Ever wonder why your next door neighbor, who went on a terrific new diet and paid for lots of meals being delivered to her house for several months and finally lost fifty pounds, now weighs even more than even before? Or about that guy who chewed special gum to stop smoking and is now puffing two packs a day?

I'll tell you why. Because they were looking for someone to do it for them - and that just ain't gonna happen. Ever!

If you sow, sow and sow some more for yourself, you will reap, reap and reap some more. No one is going to do it for you. Hey, if you really want to quit smoking - do it. Don't wait for someone else to do it for you. Maybe you're afraid that you'll fail if you try it yourself - the anxiety of failure!

Let's try reading a few chapters in this user-friendly book and see if we can eliminate some of that anxiety.

Hey, it's your party, so you might as well learn to dance.

PREFACE 1

When do we first sell? The day that we're born! And guess what? We instinctively whimper and are immediately rewarded with a soft nipple or a dry diaper. And isn't this what we do for the rest of our lives with our friends, neighbors, wives, husbands, co-workers, and most everyone we come in contact with? Isn't this what makes the world go 'round?

All of us are constantly selling (whimpering) - whether we know it or not. And those who whimper the bestest get back the mostest.

In 1962 I read a book by William Lederer entitled *A NATION OF SHEEP*. He also wrote the best seller *THE UGLY AMERICAN*. Famous guy!

The *SHEEP* book suggested that we all live in a nation of sheep ruled over by a very few shepherds. Next time you drive by a field of sheep, count them, and then find the shepherds. Usually there is only one, and he does all the thinking and leading. The sheep? They just go with the flow.

Do we live in a nation of sheep? Of course we do. And are you tired of being just one of the many sheep? Of course you are - or you wouldn't even have read this far in the ABC book.

The time is NOW for you to take control of your own life, and whether or not you sell yourself and ideas, or anything tangible, the *ALPHABET OF SUCCESSFULLY SELLING YOURSELF AND IDEAS* most definitely will instruct and inspire you to escape the sheep pasture and give 100% to anything you decided to undertake. Give that, and you will receive even more. I guarantee it.

Every individual learns early in life that the art of persuading others sets the stage for their personal happiness. And isn't life just that? The pursuit of happiness! By this I don't merely mean the accumulation of material goods - but that far more valuable and elusive

commodity - personal self-worth. You will find that the more successful you become the more you will be in a position to help others. And if it is true that it is better to give than to receive, you will be able to give lots.

But first, try to understand and accept this concept: No one can successfully force ideas on anyone else (without a deadly weapon, of course).

Ever try to win an argument, or a fistfight? The usual result is two losers, hurt feelings, and sometimes black-and-blue eyes. This user-friendly ABC book will teach you how to modify your behavior, and by doing so, everyone else's. The result? No arguments! No fights! Just a bunch of winners that includes you. Especially you!

The goal in reading this book is to learn to create an atmosphere in which the other person will be comfortable doing what you want them to do, and to rid yourself of the anxiety of being rejected. Let me repeat. Create an atmosphere in which the other person is comfortable doing what you want them to do, and to rid yourself of the anxiety of being rejected.

Please don't mistake the idea of persuasion with manipulation. I am not promoting the idea of manipulating people. In my opinion, that action would come back and haunt you.

There is no one who can't benefit from learning the ABCs of successfully selling themselves. After all, everyone is called upon to sell - from high-powered business execs to stay-at-home moms, whose selling skills - to her kids, friends, storekeepers, her husband and his friends must be as sharply honed.

Let's face it - life is just one big sales trip. We buy, sell, and trade goods and ideas every day.

And, let's face it - that guy wearing the robe and preaches to us on Saturday or Sunday, or from the TV tube - what is he actually doing? Selling us on ideas!

Let's talk about business for a moment. Every enterprise in the world is sales-driven, and the salespeople are the stars - the brave soldiers who are getting sniped at daily on the front lines. That's why a good salesperson is in demand, can always find work, and usually is appreciated. A well-trained salesperson can sell anything. And, without good salespeople, companies go nowhere. And allow me to tell you the biggest strength of a successful salesperson. He/she is not afraid of rejection. It just rolls off their backs as they move onto the next prospect. A real good salesperson makes certain to only handle a product or service that can honestly benefit the customer. Therefore, if the customer says "NO", who lost? The customer of course! Too bad! No anxiety of rejection there - just sadness for the poor customer who will not be able to enjoy.

This book will teach you how you can be a star in your own world, big or small, selling products and services, or just selling yourself and ideas. But, with one major difference from the many, many other sales books on the market. No tricks! No skullduggery! No hocus-pocus! No fast talk, no roll up your sleeves and "I'll tell ya what I'll do for ya."

Once you have learned to sell the ABC way you'll puff out your chest and feel good about yourself. Why? Because through your sincere efforts, someone else sincerely benefits even more than you do - the client, friend or neighbor. One you gain the knowledge of how easy it is to do this and how decent you feel afterwards, you will become a blessed individual who can write his/her personal and financial goal-ticket. Whatever your chosen field, something that you have to spend at least eight hours at (a third of your life), why not have fun and be the best? With these same tools you can also be successful and happy at home - 24/7.

Want to hear the premium part? As I said earlier, once you passed this course you will put yourself in a position

to help someone else. You'll find yourself in a position to give. That's the key - a nondebatable reality of life. YOU CAN NEVER HELP ANOTHER UNTIL YOU HAVE LEARNED TO HELP YOURSELF.

Did you ever wonder why Mother Nature gave us two hands? Answer: One to help ourselves - the other to help someone else.

The same is true about why Mother Nature designed us with two ears and one mouth. To move forward and learn anything in life, listen twice and much as you talk.

So, is this an "INSPIRATIONAL" book or a "SALES" book? It's both! You will be inspired while learning how to succeed and shed your anxieties. And part of that success will be gaining the self-esteem to pass your message on to others. If they reject it, it's their loss. Right?

"SOW FIRST. REAP SECOND". Have you ever heard that one? My guess is that it goes back to the beginning of time and has never been changed. It's a law of "NATURE".

Write this down and never forget it: "MAN'S" laws can be broken - "NATURE'S" laws cannot.

Here's another one of "NATURE'S" laws. "GIVE" first, "GET" second.

How many people do you know who want to live life the other way? It simply does not work.

Here's one I like. "GIVE, FORGIVE and then LIVE". Print that one out and put it on your wall or refrigerator. Too many failures have tried to reverse those orders.

Fortunately for the press, man's laws are broken every day. If not, we'd have nothing exciting or devastating to read about in our daily newspapers or watch on our favorite TV news shows.

Remember, "NATURE'S" laws cannot be broken. And "SOW FIRST, REAP SECOND" is maybe the most important. The same is true for "GIVE, FORGIVE and then LIVE".

So you see this book is "INSPIRATIONAL" and also "ASPIRATIONAL".

And, as William Shakespeare so aptly said in his famous play, *AS YOU LIKE IT*, "All the world's a stage and we are just the players in it."

What did he mean by that?

He meant that the script has been written and the players (the majority of the populace) find it easiest to just go with the flow and recite the lines. But, a few of us decide to write our own play, thus control our own destiny - leave the sheep's pasture and become our own shepherds.

This *ABC* book will teach you how to be your own screenwriter and star in your own life movie or play - with a Hollywood or Broadway happy ending.

Academy Awards? Tony Awards? You'll win them all - and your supporting players will thrive in your success.

INTRODUCTION

Many of the most famous philosophers and success motivation teachers instruct that we should analyze the downside of anything before tackling it. Good idea!

What is the downside of you reading this book? There isn't one! Only upsides! I strongly suggest that you'll never again feel the need or desire to attend an expensive success motivation seminar (you may teach one). And, that alone will save you money.

Earl Nightingale says in his best selling CD, *THE STRANGEST SECRET*, "People are where they are because that is where they choose to be." If you buy his philosophy, it means that you can choose what you want to do and where you want to be as long as it is reasonable.

Nightingale also says, "The simple key to succeeding in anything is to treat your job, as minimal as it might be, as though you are the owner." That attitude sounds like a winner to me.

Here's a philosophy that you can accept now, or wait until it's too late. Life is not measured by the number of breaths you take but by the memorable moments that take your breath away. This being true, wouldn't you like to experience a few more memorable moments? So would everyone. But those who don't control their own lives have very few - and certainly don't create any.

The only downside I can think of in finishing this book (if it falls into the category of downside) is that you will be challenged to take control of your own destiny and write your own script. You will no longer have an excuse to claim that you are a victim of the elements - a trap fallen into by at least 90% of all the population (sheep). You will force yourself to accept the hard-to-accept philosophy that if you get punched in the nose, it will be because your nose was in front of someone's fist. If you refuse to accept this philosophy, you will most certainly remain on the victim's team. (PS - The victim's team always ends up in the cellar).

Hey, I'm not saying that by reading and understanding this ABC book that accidents won't ever happen. If one does occur, just consider it another form of rejection, a negative event that you are quickly learning how to deal with. When you have succeeded, you will no longer be afraid of rejection because you will have learned to psych yourself into the belief that you can write your own life script. Keep telling yourself that everything that happens to you is your own doing - your fault. Thus, you are able to fix it. If it is someone else's doing, you can't fix it, and you become a victim. Simple logic!

In order to grow and thrive in life you must take control of your own destiny. Look at this book as your

personal guide to that goal. Don't be afraid. You have nothing to lose - and a whole new lifetime to gain.

Remember this fact: Victims can't change their lives because (in their mind) everything that happens to them is someone else's fault.

ED. NOTE: Several people who I know and are in the field of product sales, read this manuscript. In less than a year they all became number one in their company - two going on to start their own firms. Do you think they were anxious about being rejected? Actually, yes they were. But they got over it - as fast as learning their ABCs.

What does that tell you?

The ABC philosophy worked for them!

What did I get out of that it?

The satisfaction of lending a hand to people who successfully used it to help themselves.

When you cast aside your pride and learn to take the blame (humble) for what happens in your life, then, and only then will you be able to fix things.

Allow me to explain that in simpler terms. **IF YOU ARE NOT WILLING TO ACCEPT THE BLAME OF EVERYTHING THAT HAPPENS TO YOU, YOU CAN NEVER FIX IT.**

Are you tired of being a victim? Are you tired of being a sheep? Are you tired of being anxious of being rejected? Do you entertain negative thoughts? Are you tired of listening to your negative friends talk about doomsday?

Did you know that your greatest moments lie just ahead? And, as corny as it sounds, today really is the first day of the rest of your life?

Don't we all agree that you can't go back to the past? We can only live today - and this book will guide you in that direction.

One of the best lines I ever heard is this: "What is going to be the best day of your life?" Ask yourself that question every morning into the mirror - then answer it. Today!

May you bask in the illumination of many memorable moments.

PREFACE 2

Did you ever feel that the more things change the more they stay the same? The other day I picked up a *New York Times* from 1950. It featured articles on tax increases, promised tax cuts, stock manipulation, the New York Yankees winning the pennant, a column telling of the political and social upheaval in the Middle East, and a squib on Mike Wallace reporting something on TV. So what else is new?

This book is not about anything new. Every philosophical viewpoint contained in these pages you've probably heard or read before. Many of them can be traced back to 500 BC and earlier. I'm sure Adam would have said some interesting lines if he spoke a language. I've woven these practical philosophies together to create a fresh summary of time-tested advice and guidance. I owe my personal success to these simple principals.

Most of the sales books on the market seem to suggest tricks on how to give as little as possible for the most return. That certainly enhances "THE BOTTOM LINE". And, I'm afraid that most sales managers won't appreciate you reading this book. Why? Because very soon you will be outselling your boss, and outselling everyone else in the company. And you will also be building solid relationships with trusting customers - something many companies have never experienced before, or really cared a lot about.

But, before we get to the ABC's, let's take a quick look at the origin of philosophies that are the foundation of this book.

First, three quotes from Confucius (circa 551-479 BC), one of the most famous individuals in ancient China. He said, "It is not possible for one to teach others who cannot

teach his own family." In other words, work on cleaning up your own act before lending a hand to others. Or, to put it simpler: "You can't love another until you learn to love yourself." I think that thought pops up somewhere in the *BIBLE*.

Confucius also said, "The superior man is modest in his speech but exceeds in his actions." I take that to mean that humble wins and pride loses. And he said, "If you enjoy what you do, you'll never work another day in your life."

That last quote is the key to success in anything you undertake.

I recently saw George Steinbrenner interviewed by Donald Trump. George answered the oft-asked key-to-success question this way: "The key to success is to be doing something that you love."

I wonder where he got that idea.

Socrates (469-399 BC), maybe the world's most famous philosopher said, "Human excellence is a kind of knowledge. Thus, all wrongdoing is based on ignorance." Socrates knew that we all have the ability to learn from our own and other's experiences - and only by recognizing mistakes (misjudgments) and owning up to them, can we learn the knowledge to succeed.

I will explain in a later chapter why an *ABC* reader never again makes a mistake.

Jesus of Nazareth (1 AD - 33 AD?) said, "Believe and it shall be." That quote reminds me of the classic baseball movie, *Field of Dreams*. "Build it and they will come."

I just GOOGLED Jesus quotes on the internet and you would be surprised at how few there are. But, the majority of them are success-motivated. Jesus spent His too short earth-life preaching to followers on how to create an atmosphere within which people would be comfortable doing what He knew would make them happy. "Sow, reap. Seek, find.

Give first, get second. Love one another. Treat your neighbor as you would like to be treated."

Albert Einstein, famous physicist and avowed atheist, is quoted as saying, "As a child I received instruction both in the *Bible* and the *Talmud*. I am a Jew, but I am enthralled by the luminous figure of the Nazarene. No one can read the Gospels without feeling the actual presence of Jesus. His personality pulsates in every word. No myth could be filled with such life."

Douglas Adams, famous British comic and radical atheist was quoted, "2000 years ago one man got nailed to a tree for saying how great it would be if everyone was nice to each other for a change."

Dale Carnegie (1888-1955 AD), the man who taught us how to win friends and influence people said, "Take a chance. All life is a chance. People go furthest when they are willing to do and dare". And he said, "A smile always comes back."

Earl Nightingale (1912-1989 AD), probably our most famous modern success motivator said, "People are where they are because that is where they choose to be."

There is a world full of people who don't agree with that harsh statement. Unfortunately, those people continue to grovel at the bottom.

Sad! Let's face it, it is easier to stay where you are whether you are enjoying yourself or not. And to make a change may result in rejection.

Dr. Norman Vincent Peale (1898-1993 AD), the minister of the country's largest Protestant church said, "Avoid fraternizing with negative people. It's infectious."

All of these quotable people learned from each other and the earlier teachers who learned from each other - and

so on. Then they all passed their knowledge onto anyone who was willing to listen and learn.

It is an accepted philosophy that knowledge is power and that ignorance is bliss.

Remember Socrates?

You can be blissful or powerful.

Isn't it comforting to know that it is your choice? That is if you are willing to learn to dare.

MY STORY - short version

Many years ago someone tipped me off to the fact that in the large scheme of things, compared to eternity, our lives are but a snap of a finger. The same is true of Trump, Woods and Gates. So far, the record proves that no one has yet got out of this life alive.

The moments of life are also things that you cannot save up and use later. Too bad we can't save time.

So, if you're going to accomplish anything, you better put all you got into it (100%), and enjoy it now! By the way, "NOW" spelled backwards is "WON". Let me repeat. "NOW" spelled backwards is "WON".

Here's another rule I learned early on: Never "WAIT" for anything - and certainly don't ever "WAIT" for permission to do something that will further your goals and you sincerely feel will help someone else. Build your own self-esteem to give yourself permission - the first step in taking control of your own life. In other words, most people wait for permission to succeed or fail. The philosophy in this book empowered me to give myself permission to move forward - to eliminate the anxiety of being rejected.

Do you remember Scarlet O'Hara's final lines in *Gone With The Wind*? "I'll think about it tomorrow. Tomorrow is another day." Well, my dear, sorry - tomorrow never comes. And if

you wait for the right time to do something, the right time never comes.

By the way, if you followed the entire *Gone With the Wind* story, Rhett Butler didn't accept rejection and made love to her later.

Do you have something worth pursuing? Do it "NOW!"

Are you waiting for a callback on the phone? Did you make the call for a good reason? Don't wait! Call again - and again - and again. I followed that advice. It worked for me. One never knows how much time they have to waste.

Did you ever notice that there is no expiration date on your birth certificate?

When I started in business I admit that I knew nothing about sales, P & L statements, goals, or even how to balance a checkbook. My previous jobs had been as a soda jerk, bank teller, archery instructor, and disc jockey - all fun jobs, and possible successful occupations for me if I had been able to read this kind of book.

With ignorance as my guide, but knowing that I no longer wanted to be a sheep, I decided to launch a weekly newspaper.

Now, time out! Let me tell you what I did learn about starting a new business. You either find a void (and, believe it or not, there are still ideas that haven't been thought of yet), or you decide to compete against an idea already thriving. I found a void and followed some sage advice by checking the idea with some so-called experts - a man running for governor, a CEO of the second largest real estate board in the country, and a respected attorney. They all said the same thing, just like Tony Soprano - "Forget about it!"

"Hmm, maybe I should wait until the right time," I thought.

"Hmm, do I need their permission to start it?" I asked myself.

Lucky for me we live in a free country. If some fool with no experience wants to start a business and fall on his butt, no one will stand in his way. Not even the Lord.

Ever heard this philosophical line? "It's amazing what one can do when they have no choice."

I checked with the mirror and studied my options. I had two. I could start the newspaper and be broke, or I could do something else and be broke. Hell, I had experience in being an archery instructor, a soda jerk and a disc jockey. And, I forgot to say that in college (I never finished) I had been a gym instructor.

I now found myself (negative thinking) in a lose/lose situation.

So I did it. Raised a few dollars (not many), and within ten weeks of the inaugural issue I was broke.

Now I sorely needed answers. I readily admit that I was anxious about being rejected. "Why will some bank president talk to me?" I asked myself. "I'm a nobody," I told myself.

But, I realized that I didn't know anything about what I desperately needed to know about (a hard realization for many people). And, more than that, if I didn't learn fast, I was out of business. It's amazing what one can do when they have no choice.

So I started picking brains of business people who were successful. And, surprise to me, the bigger they were, the easier it was to get responses - as long as I acted submissive and showed respect. Yes - I quickly learned to be humble. That was the "KEY" and my first major lesson in the art of selling yourself and ideas and ridding myself of the anxiety.

"BE HUMBLE". Can you be humble? Lots of sheep can't and remain sheep all their lives.

I ate any false pride I may have owned and began learning.

One of the first things I learned is that one cannot learn anything if one already knows everything. Ever met

anyone who knows everything? I think we call them, "KNOW IT ALLS." Very frustrating people who we all avoid like the plague. Try and help them out and they shut you out. And, did you ever notice that "KNOW IT ALLS" never get anywhere in life?

I've always subscribed to the theory that as soon as you stop learning, you stop growing. As soon as you stop growing you might as well write your own obituary. Even today I constantly run into people who think they know all the answers, refuse to listen to anyone offering sage advice, and continue to fail in life and wonder why. Sad!

Way back then I recall vividly that the important people that I visited felt sorry for me. I ate humble pie right in front of them. The more I asked, the more they answered, the more I listened and the more I learned.

Remember about the two ears and one mouth theory? Harvard Business School couldn't have educated me half as much. Almost overnight I was becoming a polished salesperson and newspaper publisher.

Don't get me wrong. I'm not knocking Harvard Business School - it's just that most of us will never have the opportunity to attend there.

One struggling day, driving a car that had logged ninety-nine thousand miles, two bucks in my pocket, and wearing shoes with holes in the soles, a potential client taught me a good lesson by turning the tables on me. He didn't buy an advertisement in my newspaper, but he sold me a copy of Earl Nightingale's plastic 33 1/3 RPM record, "THE STRANGEST SECRET," the only motivational record in history to ever reach gold status (one million sales).

The record taught how and why to set goals. I had always thought goals were something in hockey or soccer games. (I was a goalie in high school hockey)

I immediately began searching for more quick answers. I found them in Dale's Carnegie's book, "HOW TO WIN FRIENDS

AND INFLUENCE PEOPLE," a constant big seller every year since he published it in 1936.

After reading Carnegie and mixing it with "THE STRANGEST SECRET", I attended a "PSYCHOLOGY 101" course - a class, in my opinion, every high school student should be required to pass before graduation. It taught me the value of climbing into the other person's head and looking at things from their point of view (through their eyes).

We already know what we think, so why not concentrate on what others think? That made sense to me - but no one had ever suggested the idea before - certainly not in any schools I attended.

I then proceeded in gobbling up everything I could find on success motivation.

Between picking brains, reading the masters, and applying what I had learned, I developed the number one commercial/investment real estate newspaper in the country, launched a few other periodicals, and did my share of consulting - and even had some fun along the way.

It wasn't long before people began asking me what I had done to accomplish what many had suggested was impossible. I told them about Nightingale, Carnegie, and all the other books and records I had pounded into my brain. I told them how I had picked the minds of successful people and how and why humble was important. I told them how to look at life through the other person's eyes. "Walk a mile in another man's shoes."

"You can't make people do anything," I said. "You have to try and create an atmosphere in which they will want to do what you want them to do."

"Can't be done," many told me. "You've got to get the other guy before he gets you," some insisted. "You can't run a business with the Christian ethic," more than one man said. And then too many people insisted, "The Golden Rule won't work in the cold, hard, cynical, cruel business world. He who has the gold, rules."

I didn't buy it. I was convinced that if you give, give and then give some more, it would come back ten-fold.

For me, it did!

Hey, I started out as a lowly sheep - an anxiety riddled cave man. But I was convinced that if it had worked for me, it could work for anyone. Thus, I put all the knowledge I'd gleaned from over thirty years of learning into this book.

I still don't go to sleep at night until I've learned at least one new thing that day. And let me tell you this. I have to shut up and listen real hard to accomplish that feat. When you stop learning - you stop living.

Thus, I decided to condense all of what I had learned into the easiest format I could imagine - "THE ALPHABET" - a book that allows a person to plow away all at once, or just pick the book up, open it at random, and always come away with something that can be used to further their success and give a helping hand.

Why did I pick "THE ALPHABET?" Isn't that the first thing a child memorizes? A child even learns to sing the alphabet. Can't you still remember the song? Heaven forbid - it would be humble to admit you remember it and begin humming. But isn't that how most of us learned to remember the alphabet?

How about this? We all admit that the most difficult part of any sale, whether it be to a prospect, our spouse, friend, kids - anyone - is the close, getting someone to say yes and the fear of being rejected.

I discovered that the greatest close is a simple two words: "TRY IT!" My salespeople have been using those two magical words for over thirty years, and they have won a lot of friends and influenced a lot of people.

You try it! Try reading "THE ALPHABET TO SUCCESSFULLY SELLING YOURSELF AND IDEAS." I guarantee that it works. And if you don't think that you've learned anything significant - something you can use immediately, put the book down and grab something else - Grishem, King, Hemingway. They're all

successful authors. I ought to know - I read them all, and picked their brains, too.

Have you ever heard Perry Como's popular "ALPHABET" song from the forties? (Who's Perry Como?) It ends with: "I'd love to wander through the alphabet with you and tell you what you mean to me."

I now invite you to wander though the "ALPHABET TO SUCCESSFULLY SELLING YOURSELF AND IDEAS" with me, shed your anxiety of rejection, and tell yourself what it means to you to finally be in a positive, satisfying position to help others.

Give first, and get second. Enron's Ken Lay and a bunch of other important, well-educated CEOs tried it the other way around, and where are they now?

WARNING! WARNING! WARNING! If you finish reading this book I guarantee that you will be a different person - it will change your entire life's attitudes. You will walk with your head held high, and many of your acquaintances won't even recognize you.

So, if you are satisfied with your life today, stop here. Don't waste your time reading.

But, if you aren't satisfied with your life, let's start with A.

CHAPTER ONE

A

Anticipate

(an-tis' a pat) adj.)

To feel or realize beforehand. Foresee.

Anticipation can save your life.

Do you like surprises?

Yeah! I do, but only on my birthday.

Do you want to live to a ripe old age successfully? Don't we all? Learning to anticipate can raise your chances. If I'd been a good student as an undergraduate, I think I would have attended law school where they teach you how to learn (anticipate) all the answers before the questions are asked. Lawyers don't want surprises in the courtroom.

A good real estate developer also learns this talent. Before presenting his ideas to a planning board, town meeting, or zoning commission, he studies all the pros and cons - learning the questions and finding answers. If he doesn't, his development will never get off the ground.

Good salespeople need to be able to have a stock answer for every question (think on their feet) - and I don't mean to be an arrogant know-it-all. They must be knowledgeable of their own product and service and what the prospect wants to know about it.

Do you know the answers?

The answers should all be contained in your presentation.

How do you know the questions?

ANSWER: By becoming the other person. Look at the topic through their eyes. Walk a mile in their shoes.

I guarantee that the more you practice this exercise, the better you will become at it.

Read the textbook, "Psychology 101". It may be the most important and underrated course taught to undergraduates. I'm sure you can find it on your local high school bookshelf, or Amazon.com.

Let's face facts - most people are only interested in what they think. Therefore, eliminate from your presentation what you think, or what you would like. Don't ever start a sentence with what you want or need or like. Why? Accept the fact that about 95% of the people you talk to don't give a damn. Concentrate on what they think and want, and put it into words.

Psychologists have proven that a person feels foolish using a rejection you have already mentioned. I try to analyze all the possible answers and rejections to a question before I inquire, discuss, or suggest.

Here's an example: I used it on my wife. "I know you like country music so I bought us two tickets to Saturday night's Toby Keith concert. And I know that baseball bores you, and I know that you like to spend Saturday afternoon horseback riding, and I know that Saturday mornings you are on the computer, etc., etc. - but someone gave me two good tickets to a Red Sox game for Saturday afternoon. I can't throw them away, and I don't want to go with anyone else but you."

How's that sound for a guy to solicit his loved one? The important part of the pitch is that I was accepting what she likes and also voicing her rejections. I didn't allow the thought of her saying "NO" to enter my mind. "You become what you believe."

By the way, she said yes.

When I'm driving my car I always think that the other vehicles might hit me. Why? Paranoid? No! Because I've accepted the fact that I can only control my own actions - not that of the other persons. When approaching a cross street, and another car is coming, I anticipate that it may fly on through.

What do I do? Common sense! I slow down and get ready to brake. Obsessively anxious? I don't think so. Just being cautious! If the car hits me and kills me, it won't be my fault. It won't go against my driving record and won't raise my insurance rate. But, so what? I'll be dead! So, I anticipate, and live.

So far, it's worked!

When is the last time you proposed marriage to a prospective spouse not knowing that the answer's going to be a positive one? I read a good proposal line recently. "Let's get married while we're still in love." I like that one.

My case rests.

Before your next persuasion attempt on anything, anticipate everything you can about the target. You already know that most people are too busy to listen to what you have to say and are only interested in what will benefit them - not what will benefit you. Sad but true!

Remember that kid who knocks on your door selling magazines? He invariably tells you that the money is to put him through college. I'm sure it's a memorized presentation. Doesn't he realize that most people don't give a damn if he goes to college? I'm sure he'd make many more sales if he could tell us the benefit we'd receive from subscribing to one or more of his magazines.

When analyzing a subject accept the fact that everyone is human first and everything else second.

EXAMPLE: (I know this is kind of deep.) A person is a human first and a woman second. A human first and an author second. A human first and a schoolteacher second. A human first and a terrorist second. And so on and so forth. Get it? All people have basic traits in common. Learn them!

We all know the old cliché that says: "All men put on their pants one leg at a time?" Well, it's true! And there are lots of things about everyone, rich or poor, man or woman, boy or girl that you can anticipate. So do it!

I know that all people like deals. So I always offer one. I don't wait for them to ask. No one has ever rejected a good deal that I know of.

All people like to be flattered. I try to sincerely compliment them. Look hard for the good pints. Everyone has at least one. (I think)

Sincerely is the key word. Don't be a bullshit artist or a back-slapper. We all know those phonies and they turn us off and turn our stomachs.

All people like to hear about themselves even if they are doing the talking - so I encourage that you ask questions about them and their family or hobbies. If you can find out their passions and get them talking about those, they will immediately loosen up.

I had a haircut yesterday with a new barber. I sat in the chair and asked her one question about herself. After twenty minutes of me listening and her cutting and talking, I learned that her husband was a cop, her three kids were great golfers, she was an accomplished artist, an athlete in high school and how to color my hair in three easy lessons. When I left she still knew nothing about me, but I knew everything about her. Do you think if I had been selling something you would have bought?

"ASK AND YOU SHALL RECEIVE."

If you are dealing with a mate or friend, you should already know all those answers. I never yet learned anything listening to myself talk. Have you?

Here's some homework: Make your own list of what you think all people have in common. Use yourself as an example. You're a person. Apply this valuable information to create the atmosphere within which the other person will be comfortable doing what you want them to do and you won't be afraid to ask. You'll discover that the more you practice anticipating, the better you'll get at it.

Hey, here's an idea. Why not anticipate (vision) your idea already sold?

Earl Nightingale says, "We become what we think about". The Bible says, "Believe and be". Can they both be wrong?

CHAPTER TWO

BRAIN

(bran) n.

Intellectual power, ability, mind, intelligence. A portion of the vertebrate central nervous system that is enclosed within the cranium composed of gray matter and white matter.

You have one. Use it!

There's an urban legend that suggests that man uses no more than 10% of his gray matter. And, since we acknowledge that the brain is the greatest computer ever created, wouldn't it make sense that if we used it a bit more, we could accomplish more?

Life has been made too easy for us. Computers, golf carts, email, faxes, TV, automobiles. Hell, a person can exist today without ever leaving his house. Is this what is called progress?

But, sadly, all progressive things replace the activity of the mind. So, I say that if you shut off the TV, pull down the shades, cross your knees, and contemplate; you'll

begin to feel yourself rejuvenated and mentally growing. I think it's called "MEDITATING".

Here's a test: Remove your pen and pad and write down twenty ways to improve your current situation. The first few ideas will pour out of your pen, and then you'll struggle. Everyone does! But don't stop. Dig in. Ask your brain to perform. I guarantee it will perform if you just give it a chance. Keep writing. Even write silly stuff. Just keep writing.

EXAMPLE: 1. Work harder. 2. Work smarter. 3. Finish all projects started in a reasonable time period by writing down a deadline. 4. Quit smoking. 5. Say something nice to your loved one first thing in the morning, every morning (or something nice to the first person you encounter).

Aren't all these obvious?

The listing will always become more difficult when you have to search your lazy brain. But don't give up. Keep writing! As I said, the final few will be brilliantly original because you're venturing into uncharted territory. You'll suddenly be impressed with yourself - the new you.

Don't forget this fact: For many years you've trained your gray cells to sleep and watch TV, thus they aren't in good working order. The same would be true if you stopped walking for a month. Your leg muscles would atrophy and you might have to learn to walk all over again. Most of our brain parts have been allowed to atrophy. Time to exercise them.

The more you allow yourself to think, the more surprised at how high your IQ really is. I figure that if we all use about 10% of our brains, and get by, those of us who would like to excel should attempt to ignite about one, two, or three percent more. That surely will guarantee us a place in the winner's circle.

Ever notice that in a horse race only one horse is photographed? You can be that smiling winner. Why not? And while we're talking about the brain, science has proven that

people forget as fast as they learn. Did you know that statistics have shown that the average person has to hear something six times before they retain it? If that's true, if you want to get a point across, you will have to saturate the atmosphere with it. Isn't that what they do on TV? (The Geico commercial). In the world of sales, eighty percent of all transactions are made after the fifth presentation. That doesn't mean that after five phone calls when the prospect doesn't answer.

Ever hear of the drop of water on the stone theory? In a stream you find many stones worn away. Ever wonder which drop did that? It wasn't one, but all of them.

Trust me when I tell you that no one ever thought himself to death, or earned a headache from straining his natural-given intelligence.

Think and ye shall succeed. (I made that one up).

CHAPTER THREE

C

Common Sense

(kom'an-sens) adj.

Native good judgment, common feelings of humanity.

One of the biggest travesties of justice is the fact that the most important tools we gain from school are all basically learned by the fourth grade - reading, writing and arithmetic. If the Board of Education had some common sense they'd implement a course called "COMMON SENSE" and make it a prerequisite for graduation (along with one entitled "HOW TO WIN FRIENDS AND INFLUENCE PEOPLE").

Most people have the answer to all simple everyday problems if they would stop, take ten deep breaths, and try

and figure the easy way. Isn't the shortest distance between two points a straight line? I always thought so.

It doesn't take rocket science to solve most everyday problems - but just a little thought, and then action.

Some wise man once said (write this down), "The way to get something done is to just do it!" That's logical common sense if you ask me.

Another philosopher said, "The way to make a dream come true is to just wake up."

The next time someone asks you to do something, and you hear yourself say, "Yeah, I'll try", what do you think they're hearing? Common sense tells us that people who have the attitude of trying, most likely won't. Remember this line quoted earlier? "It's amazing what you can do when you have no choice."

Here's a tip: As of this moment, stop trying, wishing, waiting, and hoping to do stuff that you sincerely want to accomplish. Just do it! Don't wait for permission. Give yourself permission. Erase the anxiety of rejection. What's the downside of failure? I'll tell you. You will be back to where you started, and - so what? You'll never get to take that second step until you've taken the first one.

Do it and I guarantee that your life will immediately change, and you'll even like and respect the new you.

The next time you're confronted with a problem, big or small, step back and observe. You'll find that there are always at least two ways of doing anything - the easy way and the more difficult way.

This brings to mind a situation I ran into several years ago when I built a small guesthouse in the far corner of a property I owned. It was small, one room with a loft - but the town building inspector (after it had been 90% completed) discovered it was six feet too close to the neighbor's lot line. I received a letter from the town's attorney ordering me to either move the building six feet or

tear it down. Now does that sound like any building department you've ever heard of? (Just being facetious).

I was given two choices. Both difficult! Enter common sense on my part. I used my gray cells and discovered a third choice. Very easy! I traded a piece of my land that abutted my neighbor's property for six feet of his land, which was unusable to him because it was on a steep embankment. I registered the six-foot deed and sent the town attorney a copy.

End of story!

Hey - I just used common sense. You try it next time. It works!

CHAPTER FOUR

D

Dollars

(dol'ar) n

A coin or note worth one dollar (or less),

The Bible says to tithe (give ten percent of everything you earn). Did the authors mean before or after taxes? (Just being facetious).

Earl Nightingale tells us to save ten percent of everything we earn - and let's face it, if we all had the willpower to follow that advice, we probably wouldn't need a retirement plan.

Let's look at the "dollar saved dollar earned" philosophy. Every dollar you earn is taxed. And you will frustratingly find that when you make more dollars, your taxes will balloon considerably. Every dollar you save is not taxed - thus an earned dollar might only be worth 60 to

70 cents. A dollar saved is worth a dollar. Use your common sense and figure that one out.

Sometimes it's prudent to spend less rather than make more. Or, how about doing both? That's a win/win situation. Guaranteed!

When I first made enough money to have a few dollars left over (my goal has always been to just be able to pay my bills and never owe anyone) I discovered that you have to make money for three years before you have any. My accountant told me two things that I never forgot. First: the more you make, the more you make (I had complained that I was paying too much taxes).

Second: don't ever try and fool the IRS. The few dollars you save by trying to manipulate them will never be worth the hassle, or a dollar.

I took his advice.

Don't forget this fact. Money isn't everything, but in our society you need money to buy everything. And, as comedian Steven Wright so aptly phrases it, "If you had everything, where would you put it?" Too bad those jailed and should be jailed greedy CEOs didn't follow Wright's advice.

Here's the money rule of thumb (and life's rule): "Man's laws can be broken, nature's laws cannot". Nature's law says that you have to succeed first and the money comes second.

Might sound silly and childish for me to say, but you'd be surprised at how many people attempt to skip the first step toward making money. "Give me the money first and I'll promise to work real hard second," they say. It doesn't work that way.

Over the years I have interviewed many people for jobs, and when they show more interest in how much I'm going to pay them than how hard they are going to work for me, I realize immediately that they're looking at the success equation backward.

John F. Kennedy said, "Don't ask what your country can do for you, ask what you can do for your country." Wasn't that one of the philosophies that got him elected? Let's hope it wasn't the one that got him shot.

You don't have to waste time dwelling on how much money you want to make. Your financial plan will dictate how much you have to accumulate in order to meet your obligations. But after that, succeed first and you'll make more money than you've ever dreamed of making.

I guarantee it!

Here's a PS. I just read in the "Fortune 500" that Bill Gates leads the league in income for the tenth straight year. Good for him and he deserves it, because he invented something that can benefit everyone. On the other hand, the report also revealed that the country boasted of twice as many billionaires now than five years ago. What does that tell you? I can't even fathom what a billion is. Do you know? Is it ten million? Is it a hundred million? Is it a thousand million? Ask a few people and most of them will get it wrong - just like asking them to name the Seven Dwarfs or the six Stooges.

And did you ever wonder what do billionaires do with all their money? Do they sit around and count it? Do they work their butts off to make more? Do they have two of everything? What's enough? Or not enough? I guess it's up to the earner - the person who controls his or her own life. That will be you when you finish reading this book. Not the billionaire, but the person who takes control of their own life and be able to catch up on their credit card debts. You will also be able to write your own script and dictate how much you will make. Personally, I believe you will do fine being a thousandaire.

CHAPTER FIVE

E

ENEMY

(en' a-me) n.

One who feels hatred toward, intends injury to, or opposes another. A foe.

You can learn this the hard way, or take my word for it - it's impossible to make just one enemy in this world.

No matter how bad a person is; he or she always has at least one pal. Therefore, if you make one enemy (even if they deserve your rebuke and your pride tells you to punish them), you are guaranteed to lose. Sometimes it's almost impossible to be humble and bite your tongue, but in the long run, it will pay off. Better to have not earned enemies.

EXAMPLE: I walked by my sales manager's office one day and heard him swearing at one of his clients. I stopped. It wasn't like him to say a mean word to anyone. "Who the hell are you yelling at?" I asked. "No one," he answered with a chuckle. "I got peeved at this guy. So after we finished our conversation, I hung up, yelled into the phone, and got rid of all my aggressions. If he'd heard me he would've stopped doing business with us, and probably told his friends that I was a jerk. But, I feel better now that I got it off my chest."

When you discover that an individual has crossed you, it is a natural instinct to retaliate. I've always found it more prudent to fool them by retaliating with a kind act or word. That process of response shocks most people who are expecting the opposite. Maybe that's where the idea: "Turn the other cheek," came from. If you can objectively think

about it, if someone did punch you and you did turn the other cheek, what would happen? You would probably get another punch or two - but then that would be it. Think about it!

I have discovered that it hurts less and you can receive the same satisfaction by writing a critical letter defaming your nemesis. But don't mail it today. Put it aside and mail it tomorrow. Ninety-nine out of a hundred times you'll never feel the need to even lick the stamp. If emailing, write the letter, press DRAFT or SEND LATER. Good for you!

I can remember an incident where my next-door neighbor went out of her way to make trouble for me with the town building inspector. It resulted in a forced sale of a small piece of my property, and me paying her an extra \$5,000. She immediately purchased a new sailboat. Night after night I viewed it sitting on the bay in front of her house. I admit that the temptation was mighty strong to put a tiny hole in her bow (the boat's, not the lady's). Several of my acquaintances encouraged me to avenge. It would have been easy. I'm sure that the revenge-act would have satisfied me for at least five minutes.

Guess what? I stifled my anger and invited her and her husband to a party. I know she didn't expect to be invited. When she arrived I threw my arms around her (she'd been next door for over 25 years), and welcomed her. The bewildered look on her face was worth much more than my possible few minutes of revenge had I sunk her boat.

And maybe that's where the cliché "KILL THEM WITH KINDNESS" comes from.

I could relate more incidents where I pulled the same turn-the-other-cheek trick on clients and neighbors. In my opinion, they were all real jerks and deserved to be punished. But I humbly killed them with kindness, and probably won nine-out-of-ten games. That's a better average than those \$15 million a year baseball pitchers.

The same philosophy works financially in business as Sam Walton proved with his Wal-Mart attitude - service, service and more service. The client is always king - always right even if he's wrong. The best thing to do is to bite your tongue, eat your pride, and quietly accept his check.

Isn't that really the plot of all businesses? Figuring out an honest way of getting the money from their checkbook into yours.

Sam Walton decided that he would compete against all the successful discount stores by offering service while still offering low prices. They had succeeded years earlier by offering no service and low prices.

It worked then for them!

Sam's new policy worked for him and millions of shoppers.

The stubborn discounters refused to change their policies or turn the other cheek. All soon went out of business.

I can recall Dunn & Bradstreet calling on me many times and offering to sell what they termed a "MUST" assistance. They were peddling a service wherein they ran a credit check on each customer before my company accepted the business. Nice help!

I asked them why I needed that information (dumb question!). Don't forget, back in those early days I knew nothing about business. They answered: "No one would ever want to do business with someone who had bad credit." Smart answer and I'm sure the right answer.

They probably thought I was crazy, but I said that just because the client didn't pay someone else, I didn't think that necessarily meant they wouldn't pay me.

What the hell did I know?

They suggested that I should at least make the new client pay up-front the first time he bought an ad in my newspaper. (Good business practice - maybe taught at business school). But, nope, I never had the luxury of

attending business school. I was forced to be educated from the "School of Hard Knocks" better known as "LEARN BY DOING". At that institution they teach "COMMON SENSE" and "HOW TO WIN FRIENDS". Thus I told D & B that I wanted my new clients to get in the habit of receiving a bill from me every month just like the phone bill, electric bill, the rent bill, etc. When they were licking the tasty stamp on their necessary bills - I wanted them to see my invoice and make it a custom to pay that one, too.

The ultimate result was that I trusted a lot of clients who might have been slow - or maybe even stiffed others. But, believe it or not, some of my best customers turned out to be people who I know for a fact that D & B would have presented me with documented evidence not to do business with.

There is a moral to that story. If you treat someone a certain way, often they become the way they are treated. If you tell your kids every day what a slob they are because their room is a mess, most likely they will become slobs with messy rooms. If you continually accuse someone of being a loser, most likely they will become a loser. Maybe that's why Dr. Norman Vincent Peale wrote the "POWER OF POSITIVE THINKING".

The worst enemy you can ever have is yourself if you allow negative thoughts to seep into your brain. Remember the cliché: "Be careful what you wish for because your wish might come true."

I knew a woman who became paranoid about someone breaking into her street-floor apartment. She couldn't get it out of her brain. She didn't wish for it to happen, but she constantly feared it happening - thinking about it all the time. Yup! You guessed it! It happened! Police psychiatrists say that the intruder picked up on her negative energy waves and something drew him to her address. The perp couldn't explain it.

Never underestimate the power of your brain waves.

Ever wonder how the Pyramids in Egypt were built? No one really knows for sure. But there is a school of thought that says a bunch of smart Pharos sat around, concentrated together and mentally moved those large blocks. There's a name for that. Telekinesis.

Over the years I trained myself to think only positive thoughts about every new client, and in over thirty years of billing history I've been proven over ninety-five percent right.

Hey, by allowing them to advertise in my newspaper I helped them to succeed, which ultimately helped them to be able to pay the bill. (Common sense!)

It takes a humble person to turn the other cheek. I've discovered by trial and error that humble wins and pride loses. Remember the race between the tortoise and the hare? Who wins every time? Not the arrogant hare - but the humble tortoise.

There's a reason why "PRIDE" is one of the "Seven Deadly Sins". No one can ever get anywhere using it as a tool, and you can't eat it, wear it, or live in it. And, it's hard enough to succeed in our competitive, cruel world without creating unnecessary enemies - especially ones you don't even know about. The opposite is also true. The best advertising one can enjoy is by doing a good turn for someone else. They'll always tell their friends. That positive action will lead to you making new friends - maybe ones you don't even know about.

What's that cliché about a friend in need ---?

CHAPTER SIX

F

FUN

(fun) *n.*

A source of enjoyment, amusement, or pleasure.

Isn't life supposed to be "THE PURSUIT OF FUN?" The American Heritage College Dictionary defines "FUN: A SOURCE OF ENJOYMENT, AMUSEMENT, OR PLEASURE". You knew that. Everyone knows what fun is. But how much time do we have for "FUN"?

You don't have to be an ace mathematician to count the fun moments in a day. Our short lives are made up of many moments. How many of them are memorable? What if I asked you to tell me something you remember back when you were six, seven, eight, nine or even twelve years old? My guess is that unless your parents took you to Disney World, or you experienced something violent, you'd probably draw a blank. The answer might be that you couldn't recall any memorable moments.

What about last year?

Isn't that sad?

Life is not measured by the number of breaths you take, but by the memorable moments that take your breath away. I don't know who said that, but isn't it the truth?

I figure that we all spend about eight hours a day sleeping, eight hours on necessary incidentals (primping, shaving, washing, eating, driving to and from work, etc.).

Some of you might disagree and say that it is during the latter eight hours that you find time for fun - so I suggest that period is limited. Okay? The other eight hours (or more) is spent at your place of employment. That adds that up to twenty-four.

I did pass math in school.

Nothing we can do about the eight hours sleeping, unless we can learn to script our dreams.

Not much we can do about expanding the incidental eight, unless we stop eating, washing, and brushing our teeth, or move into our office.

That leaves the eight that we work.

How many people do you think have "FUN" at their jobs? Ten percent? That may be high.

A national survey showed that up to eighty percent of people would change vocations if they had a chance.

Obviously we have little authority over the other sixteen hours, but we do have control over where we work and what we work at.

I recall a close friend who admitted over a few beers that he hated his job. But, he had three children to get through school, a mortgage and a wife he didn't care much for. His responsibilities led him to eight hours a day of employment that he abhorred.

One sunny summer Sunday, right in front of all his neighbors, he dove into the ocean and never came up.

I hate that story, but it's true.

Common sense answer would have been for him to give himself permission to find a job he enjoyed. However, he would have been first forced to build up his self-esteem and cancel the anxiety of failing and dealing with not being able to afford his expensive life style - and be willing to start over.

Scary!

Easy to say, difficult to accomplish - especially approaching middle age. He chose another path.

But, just maybe if he had been able to read this book when he was just starting out in the world of opportunity, he would have chosen a different field of endeavor - one he had passion for. Or just maybe if had been able to read this book later in life, he would have been able to look at himself in the mirror and say, "I know I can, I know I can, I know I can."

One of the categories that everyone can be placed into is the enjoyment of receiving a bargain. I've never met anyone who didn't love a deal - even those billionaires. They still put on their pants (or panties) one leg at a time.

I remember one of my first "BIG" sales. It was to a large lumber company who owned lots of real estate. I proudly sold them a yearly advertising package plan for a big one thousand dollars.

"What are you going to charge us?" they boldly asked me.

I mulled the question over in my newly educated mind, bright enough to realize that even though they were very rich, they were looking for a deal.

"How about eight hundred," I sheepishly said

I bounced back to my office and told everyone how I'd sold a thousand-dollar account for eight hundred.

I was happy!

A week later I discovered that they'd bragged to their boss about how they'd beaten me out of two hundred.

They were happy!

I guess there are at least two perspectives to every story.

I always allow my salespeople to give a nice bargain. "Offer it, and everyone will be happy," I said and assured them that it's fun to see happy people, and fun to create an atmosphere in which people become happy.

I also know that a good salesperson gets a thrill when completing a sale. Thus, if I can set up lots of sales

opportunities for a salesperson, they're going to have more fun (memorable moments).

I can't imagine being a salesperson of forklifts or river barges. How many deals do you think those guys close in a week? Or even in a year? Not enough fun there! Obviously, one commission on a crane is probably more than two hundred sales made by my salespeople, but some of my staff score several times in a single day.

Sounds like fun to me.

Kobe Bryant always has a smile on his face. I mean for sinking baskets.

If you're not having fun where you are now employed, write down ten things that you'd rather be doing. Or even five. Or how about one? Study the list. Maybe you can fit into another field without as much hassle as you anticipate. Think about T.S. Eliot's famous quote: "Only those who risk going too far can possibly find out how far one can go."

I guarantee that you'll excel easier at what you enjoy and it's certainly worth the exercise. Then go for it. Don't "TRY", don't "WAIT", and don't get "PERMISSION" - just do it! Erase that damn anxiety feeling of being rejected. From now on, those who reject you are the losers. With that new attitude you will become a winner. I guarantee it!

If I'd had my druthers at age twenty-one, what would I have attempted? I wanted to play shortstop for the Boston Red Sox. Great dream! But, I never batted over .250 as the leadoff hitter for the Waban Eagles in the Newton Twi-League. I still have my warm-up jacket won for being city champs. I share it with the moths, but will never throw it away. The season was too much fun and produced too many memorable moments. (They don't make jackets that last fifty years anymore).

Your career goals must be realistic. But, I know now that if I'd really wanted to be in baseball, I'm sure I could have become a sporting goods salesman, a coach, a PR man for a professional team, or any number of other jobs

allied with sports. Once the will is there, the whys and wherefores take care of themselves. You become what you believe and dare to do.

Frankly, I didn't know what I wanted to do and that's how I ended up with something I knew nothing about, then was forced to learn real fast. What's that line again about being surprised at how much you can accomplish when you have no choice?

So, you see, it's ultimately up to you.

Fortunately, you live in a country where you can enter any field of endeavor. No one will stop you. Your choice! And also your choice on how high you rise, and the pleasurable moments that go along with it.

If you want to have some fun give yourself permission to get the hell out of that job you hate, a lousy relationship, cold weather - or whatever you're doing that turns you off. Get into something that turns you on 24/7.

Stop thinking about it and do it!

CHAPTER SEVEN

G

GOLDEN

(gol' dan) *adj.*

Of the greatest value, important, precious.

The "GOLDEN RULE" reads: "HE WHO HAS THE GOLD - RULES".

No! That's not it. Only fooling! It's: "DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU."

However, in reality, the "GOLDEN RULE" is a powerful standard that very few follow. As a matter of fact, as the

population of the world grows, it becomes more mystifying. Fewer people are even able to quote "THE GOLDEN RULE."

Here are a few facts and figures to dwell on.

The United States reported over eleven thousand gun deaths last year. Great Britain admitted to 64, Canada 45, and Japan 39.

In the USA no one is able to figure out how to communicate with his neighbor. Did you know that The United States leads the world in litigation? Are we proud of that record? I don't think so.

Is it true that one of the oaths that lawyers take is to seek the truth? In what courtroom do they practice that activity?

If you'd like to succeed you will find that the "GOLDEN RULE" rules. In sales it is: Do unto your prospect as you would have him/her do unto you.

In a relationship it is: "Do unto your partner as you would like him/her to do unto you." Simple? Common sense?

Think! Anticipate! What does my neighbor want? Okay, I'll give it to him or her. If I'm right, I can make a deal because I'm going to offer it before he or she even asks. No dickering, no negotiating, no chiseling.

Let's talk about who you choose to do unto - and it should be your choice. In sales you select who can best benefit from your service or product. If you do that well enough, believe in yourself and your service or product and select the right people to present it to - you will succeed. Guaranteed!

Remember, you have to sell yourself on yourself before you can sell anyone else - so let's analyze you.

Up until now you have made many mistakes in your life - probably traveled the same road over and over - and planning to continue following it even though you know by now that it leads nowhere.

As of this moment you are going to eliminate the word "MISTAKE" from your vocabulary. Why? Because it is too

negative! It denotes too much negative energy, and enough "MISTAKES" lead to rejection.

On the other hand, even billionaires occasionally make misjudgments. From this moment forward, when you slip up, it is a "MISJUDGMENT" and not a "MISTAKE".

Remember your school days? What did the teacher do when you had a bunch of mistakes on your tests? You flunked! But, on the other hand, if you had humbly visited the teacher's office after a poor showing and pleaded misjudgments, you might have even been given another chance. (Here's the rule: "Self-esteem people don't make mistakes - but an occasional misjudgment.") Copy that?

If by chance you follow this positive advice and do strike out, you'll move onto the next neighbor.

Yup! You're going to begin to treat your neighbor like you would like to be treated. And by doing that you will end up with the gold. That's nature's rule. Remember - "NATURE'S RULES CAN'T BE BROKEN."

CHAPTER EIGHT

H

HEARING

(hir' ing) n.

The sense by which sound is perceived.

Why don't people always do what they're told? Maybe sometimes it's because they didn't understand what was related to them. When we watch those popular legal shows on TV we see that there are at least two sides to every story. If ten people witness an accident, or murder, you hear up to ten different narratives. Therefore, understand that you can

control what comes out of your mouth, but not what goes into someone else's ear. Allow me to repeat. It isn't what you say to someone, it is what they hear you say - and sometimes that can be completely different.

Here's where the correct analyzing of the other person comes into play.

A sincere compliment usually gets someone's concentration. Believe it or not some people have a listening attention span of less than twenty seconds, and will never admit it to you or even to themselves. Pseudo pride! I employed one excellent salesperson that began losing clients because he'd print their newspaper ads over and over without their permission. He'd suggest that they run every week or once a month. They'd buy the ad, maybe say, "run it twice then check back with me". He would only hear the first twenty seconds and not their instructions. After dealing with several irate customers his wife finally admitted to me that his listening attention span was about twenty seconds. From then on I made him write everything down, and also mail the agreement to the client.

If you want to stay in control, always check to make sure the person you're talking with, whether it be someone in your personal life or a sales prospect, understands what you are saying. If it's something that you feel is important enough, as you explain it, hand it to them written on a piece of paper, or email it to them. That way they will use two senses - ears and eyes. Place the onus on you - not on them to make sure they perceive what you perceive.

Speaking of the onus, here's a business tip that many bosses don't like to hear or adhere to. "It isn't just knowing the product or service that equals success in a business - it's knowing how to treat your employees."

I always suggest that the salesperson should try and treat his fellow employees at least as well as he treats his clients.

Makes sense to me!

I strongly suggest that bosses do the same. In other words, the onus is on a "good" boss to schmooze the employees - not the other way around.

Why?

Think about it. The employees can find another job at the same pay in a heartbeat. Can you find another job with the same pay that easily, Mr. Big Wheel, highly compensated boss?

I don't think so.

Turn up your hearing aid and make it work for you. If you encourage the other person to talk, they will divulge themselves. Cherish the person who reveals their wants. They save you the trouble of seeking those important answers.

Learn to shut up and listen. Isn't that why Mother Nature blessed all of us with two ears and only one mouth? To listen twice as much as we talk.

Here's a thought: Did you ever learn anything listening to yourself talk? Think about it the next time you're flapping your tongue and trying to sound important.

CHAPTER NINE

I

Increase

(in-kres') v.

To become greater or larger.

A successful person either goes forward or backward. Either increase or decrease. As the great black baseball pitcher Satchel Paige once said, "Don't ever look behind you because someone may be gaining on you."

So much for the guy who works hard, finally makes it, is satisfied with his lot in life and then decides to stop growing.

One can always move forward without backbreaking effort. The key isn't working harder, longer, or even faster. It's to teach yourself to work smarter. Be fully aware of where you are and then plan at least one positive action each day to move yourself forward. Learn at least one new thing every day. (Of course, if you already know everything, you can't ever learn anything new).

If it gets to be five PM and you haven't learned anything yet, panic.

I sincerely believe that when a person stops learning, they stop living. And when you stop living and your heart still beats, what have you got?

Visited any nursing homes lately?

You got up this morning, which should have been your first clue that you have enough health to dance. It really doesn't make any difference how old you are since we all can only live one day at a time - whether we are twenty-five or eighty-five. Yesterday is the past and tomorrow may never come. By the way, tomorrow you'll say it's today.

I remember a bar frequented by college kids back in Hartford, Ct. in the 50's. The barroom displayed a large sign behind the bar that said: "FREE BEER TOMORROW". I can't tell you how many times we attended waiting for tomorrow to come.

It never did!

The sign always read the same.

So much for what we learn in college and how smart we were.

I'll let you in on the "MOST POSITIVE THOUGHT" that you can carry in your head.

Ready?

QUESTION: What will be the best day in your life?

ANSWER: Today!

Don't forget that - and don't forget to tell yourself that phrase in the mirror every morning when you are grooming yourself. "THE BEST DAY OF MY LIFE IS GOING TO BE TODAY."

Learn something everyday!

Do something positive every day!

As ye grow so ye will go. (I made that one up).

CHAPTER TEN

I

IMAGING

(im'I-jing) n.

The use of mental images to influence bodily actions.

It may seem like magic, but anyone can learn the art of imaging. A developer looks at a piece of land and images a beautiful building rising out of the ground.

When you were a teenager you looked at that young, cool new person on the block and imaged a date (and maybe more) with that person.

He who images best finds his dreams come true.

The greatest test is to image a parking space up closest to where you are going. If you do it hard enough, invariably a space will be there waiting for you. Why? Magic? No! Here's the trick. (Isn't there always a trick?) Most people figure it's a waste of time to drive all the way to the front and haven't read this book yet. Remember, you are shedding the anxiety of failure-fear and becoming the one-in-ten that succeed. That means that only one in ten will drive all the way up to the front and look for the open space.

Do the math!

The Indians dance until it rains. They call it the "Indian Rain Dance". They image themselves soaking wet - then it eventually happens.

In my business I found it prudent to "IMAGE" what a newspaper page would look like. I'd tack it to my wall in front of me; draw the empty ad spaces (grid), leaving the remainder for stories. I'd do this for the entire paper. I'd be able to tell you exactly how many ads would be sold, and

how many stories would appear on Tuesday for a newspaper that didn't go to press until the next Monday. Other newspapers allowed (and still allow) ads to dictate their size.

I did it the opposite way.

Why?

I didn't know any better.

How?

By imaging.

The psychology of it proved to be that a person could only stare at a hole for so long before they had to fill it in.

If you discovered a big hole in your back yard, how long would you stare at it before every bone, muscle, brain cell, and instinct in your being would force you to fill it in?

I rest my case.

A successful shopping center developer will tell you the same thing. He places an architect's drawing of all the stores on the wall and gives himself permission to decide who'll tenant them. When he's done that positive exercise with his imaged approach, he politely and tactfully informs the prospective tenants.

You can follow the same plan. Image your desire, and then image yourself already having it.

An acquaintance of mine clipped a picture of a new boat out of a magazine and placed it on his wall. Within six months he owned one just like it.

Another acquaintance secretly tacked a picture of an attractive lady on his wall. Within a month he was dating her. Once he had imaged himself with her, she had no chance. (I never told her this story and wonder if she's reading this book and recognizes the event. Oops!).

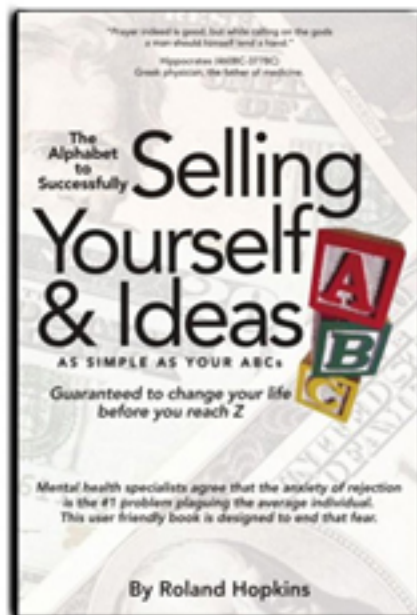
Practice your imaging. My experience says it is like magic, and it works every time.

WARNING! WARNING! WARNING!

Imaging used sincerely and correctly is a powerful and proven force. Be careful not to use it for practical jokes that might backfire and hurt someone, or for anything evil. I have also seen it work with dangerous results.

I think I'll keep those stories to myself - especially the time when I stuck some pins into a toy voodoo doll and wrote someone's name on it. The result wasn't funny.





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