

TABLE OF CONTENTS

ZIG ON...

1. Listening to the Coach
2. Survival Tactics
3. Choosing Sides
4. Training Lesson: Making Good Decisions...here's How Zig Does It!
5. Politicians
6. Training Lesson: Using Your Mistakes to Springboard to Success, Adapted from Success for Dummies By Zig Ziglar
7. Using Names
8. The Talent You Already Possess
9. Breakfast with Fred
10. Problem Solving
11. Pragmatic Optimism
12. The Immigrant's Attitude
13. Marriage (Part 1)
14. marriage (Part 2)
15. Relationships
16. Our Eighth Anniversary
17. Integrity
18. The Next Hill to Climb
19. Being Nice
20. Personal Discipline
21. Healthy Fear
22. Better Than Good
23. Improving Your Quality of Life
24. Making Good Choices
25. Doing Things Poorly
26. Doing Things Poorly Until You Learn To Do Better
27. (Even More) Doing Things Poorly
28. Pursuing Dreams
29. Evolution vs. Creationism (Part 1)
30. Evolution vs. Creationism (Part 2)
31. Vision
32. A Chance to Start Over
33. Gratitude
34. Adding Zeros
35. Christmas
36. Failing
37. Employment Security
38. Discipline
39. Overcoming Fear
40. Community Values
41. Failing to Succeed
42. Qualities of Success
43. Why You Are Where You Are
44. Dieting
45. Handling Critics
46. Personality
47. Cheating

48. Doing Well
49. Integrity Leadership
50. Teamwork
51. Drinking Alcohol
52. Preachers
53. Quantity
54. Teaching By Example
55. English
56. Work
57. The Ten Commandments
58. The Main Thing
59. The Succession of a Philosophy
60. Serving Others
61. Manners
62. Getting Along With People
63. Uncle No Name
64. Braces
65. Gossip
66. Good Guys & Girls
67. Saying Thank You
68. A Special Christmas Message
69. Manners
70. Overcoming The Odds

Attribution: At the end of each article, please include this paragraph.

Zig Ziglar was a well-loved motivational speaker and author. You can find more pearls of wisdom from Zig on his weekly newsletter. To find out more about Zig's books and CDs and to subscribe to the free newsletter go to his website, www.ziglar.com

ZigOn: Listening to the Coach

. . The young athlete who aspires to greatness, generally speaking, learns a number of things from several different coaches. The first one taught him the fundamentals; the second one instilled discipline in him and taught him more of the techniques that must be mastered to excel. Finally, the coach who had the rare ability to spot the athlete's unique talent and then maximize that talent by teaching proper techniques.

The one thing coaches cannot tolerate. . . is the individual who grows arrogant because he excelled at a lower level and believes he has nothing else to learn. . . . The coach clearly understands that regardless of the extent of the talent, it can be more completely utilized if the proper coaching technique is applied. That coaching technique will include teaching the athletes to become team players by fitting their individual talents into the team. That's significant, because there is a dramatic difference in an all-star team and a team of all-stars. The coach's job is to take the stars and make them a team. The athlete who won't be coached simply never moves up to that last level, which is necessary for maximum personal performance and a must if the athlete is going to be a major contributor to the success of the team.

The blending of this talent into the "team" applies in any family, business, orchestra, stage production, or any other organization of more than two people. Think about it. Listen to the "coach," and I'll see you at the top!

. . .Adapted from Zig's popular book, **SOMETHING ELSE TO SMILE ABOUT**

ZigOn Survival Tactics

The giraffe is the largest mammal that gives birth while standing up. I don't speak "giraffe," but I can imagine what the baby giraffe must think when he bounces on the ground from that great height. He just left warm, cushioned quarters in which all his needs, comforts and security were provided. Now he finds himself bouncing off (comparatively speaking) hard, cold, unwelcoming ground.

Almost immediately thereafter, a new trauma occurs in the baby giraffe's life. As he struggles to his knees, Mama Giraffe gets busy "persuading" him to stand up. She does this as he wobbles to his feet by giving him a swift kick to prod him to faster action. No sooner does he reach his feet than Mama delivers a booming kick that knocks the baby giraffe back down. . . . I can well imagine the baby giraffe thinking, "Well, make up your mind, Mom! First you kicked me to make me stand up. Then you kicked me back down!" . . .

That process is repeated several times because Mama Giraffe loves her baby. . . . Mama Giraffe knows that the only chance for survival her baby has is to be able to quickly get up and move out of harm's way. Yes, kicking the baby up and down seems like a strange way to show love. But for a baby giraffe it is the ultimate expression of love.

Caution: That approach definitely won't work in the "people" world, but the principle will. Real love is evidenced when you do what is best for the other person, whether or not they appreciate it at that moment. Think about it and I'll SEE YOU AT THE TOP!

. . .Adapted from Zig's popular book, **Something Else To Smile About**. Look for a copy of this inspirational book at your favorite bookstore.

ZigOn Choosing Sides

One of my favorite stories concerns a young lad who was confronted by three bullies with violence in mind. Quickly the little guy drew a line on the ground, stepped back several feet, looked the biggest bully in the eye and said, "Now, you just step over that line." Confidently, the big bully stepped over the line, preparing to commit mayhem on the little guy. Quickly the little fellow grinned and said, "Now we're both on the same side."

Physically, they were both on the same side. But emotionally they were still some little distance apart. The smaller boy improved his chances of getting on the same side emotionally by his touch of wit and wisdom. This is an excellent combination to diffuse most crisis situations and represents a major step in solving whatever problems exist.

There are several lessons parents, managers and educators can learn from this little vignette. First, whether it is a parent/child, management/labor or teacher/student situation, both really are on the same side and the best way for either side to win is for both sides to win.

Second, a sense of humor can be very helpful in removing communications barriers by revealing your human side and establishing rapport.

Third, sometimes it's necessary for the big bully (the person in authority) to move to the other side of the table (across the line). This lets associates, children or employees clearly understand that they really are on the same side and open to listening to ideas from both sides of that line.

The fourth message is that it is always important to maintain our perspective by being open and fair-minded as we look at life from the other person's perspective. Think about it and I'll SEE YOU AT THE TOP!

. . . Adapted from Zig's book: **Something To Smile About**. Get a copy at your bookstore or visit our retail store at www.ziglar.com.

Training Lesson: Making Good Decisions...Here's How Zig Does It!

If you find it difficult to make decisions, or you worry that your decisions are not good decisions, or you lack the confidence to make decisions in a timely manner . . . you're not alone! Many people express their concerns about their decision-making abilities. But if you ask them, "What's your routine for making decisions?" they often will tell you they don't have one. Truthfully they do, but they don't recognize it, or they don't like it. Their decisions are based on SOMETHING, and if they stop and think about it they'll discover what it is. However, it's much better to purposefully and thoughtfully develop your decision-making system, and then follow it whenever you need to make decisions

If you ask Zig Ziglar how he makes decisions, he'll tell you that he follows some basic rules. Here they are, in his own words:

1. If I'm really tired, I don't make significant decisions (except in emergencies).
2. If someone is pressing me to decide something "right now," unless an immediate decision is critical, I say, "If I have to decide now, the answer is no. After I have had a chance to catch my breath and review the facts, there's the possibility it could be yes." Then I put the ball back in his or her court and ask, "Do you want my decision now, or should we wait?"
3. I like to determine the maximum benefit of a decision, assuming that everything goes my way. Then I ask, "Suppose nothing goes my way? Suppose this doesn't develop and materialize as I expect it to? What is my maximum exposure? What would I lose?"
4. For significant business-related decisions, I run them past my advisors. These people are successful in their businesses and professions and have a considerable amount of knowledge, experience, and wisdom, all of which are musts in the decision-making process. I get their advice and follow their recommendations, with good results in most cases. If the decision is too minor to involve my advisors but I still want input, I get my family together to look at the pros and cons.
5. I like to pray about my decisions. I ask God to help me see the truth of my motives and to lead me in the way I should go. If I'm about to make an unwise decision, I simply don't have peace about that decision, and I consequently act on that feeling of unease. I ask myself, "How will this decision affect all the areas of my life--personal, family, career, financial, physical, mental and spiritual?" Obviously, not all decisions affect all areas, but if the decision involves a financial

reward but also carries considerable family sacrifice, for example, I think carefully as to whether what I give up is compensated for by what I gain.

One final note: Prioritize your decisions. Some are more urgent than others!

. . . Zig's decision making process can be found in his best-selling book, **Success For Dummies**, available in bookstores or online at www.ziglar.com in the Retail Store.

ZigOn Politicians

A "politician" has been described as a genius who can open the door of your car with one hand, help you in with the other, and still have one hand left to pat you on the back and ask for your vote. Yes, as the saying goes, at one time in America we told political jokes and now we elect them.

Think about what you just read. At one time in our history, to be elected to the Congress or the Senate of the United States was one of the highest honors we could bestow on anyone. The people we sent to highest political offices were people of integrity, goodwill, intense patriotism, and had a desire to serve their country. We created what is universally recognized as the finest political system in the world. It has functioned effectively for well over 200 years. Unfortunately, the system has developed some serious "glitches," and too often we send politicians, not statesmen or stateswomen, to Washington.

Question: Do we improve that system or further destroy the system by constantly maligning the people in the offices that we ourselves sent them to fill? If they're not capable people of integrity, what does that say about us? It's true that we get what we expect, so it's also true that if we expect and demand more of our representatives and ourselves, we will get more from them and from ourselves.

Solution: Keep closer account on what members of the House and Senate do. When they do something of note--and many consistently do exactly that--write a letter to the editor and send a copy of it to that publicly elected official. If we praise those good public officials (and there are many) and start honoring them for the work they do, we will attract more capable people to serve in public office which means we'll have better government. Think about it and I'll SEE YOU AT THE TOP!

. . . Adapted from [Something Else To Smile About](#) by Zig Ziglar. Buy a copy at your bookstore or from [Zig's Online Store](#). Join Zig this summer at Born To Win and in the fall at Success At Sea . . . see details in News You Can Use!

Training Lesson: Using Your Mistakes to Springboard to Success

Adapted From Success For Dummies By Zig Ziglar

Each of us at one time or another has thought about how wonderful it would be to have as much foresight as hindsight. Then we could avoid making mistakes! Not only is that hope unrealistic, it's also unwise. Mistakes are often the springboard for major accomplishments. Here's a good example:

Thomas Edison was working with a lab assistant who was coming up dry after over 700 experiments. In discouragement, the assistant told Edison that after all these mistakes, errors, and false starts, he simply didn't believe that the project was valid. Edison quickly told him that he

wasn't wasting his time and that the assistant now knew more about the project than anybody alive. Edison wisely observed that the assistant hadn't made mistakes but instead had acquired an education as to what didn't work. Needless to say, the assistant went back to his project with renewed vigor.

If you take Edison's approach to life, you end up accomplishing much, much more. You need to understand that after every mistake you can look back and grow from the experience so that you can move forward with confidence and avoid making the same mistake again.

Here are three tips for handling a mistake, either at home or work:

- 1. Don't let a mistake depress or discourage you.** See a mistake as a step on the road to a solution. Realize that depression and discouragement are negatives that limit the future.
- 2. Admit the mistake.** Yes, admitting your mistakes takes courage, but recognition of errors is a sign of maturity. Not to recognize them is to deny them, and denial limits your future.
- 3. Understand that when you confront your mistakes, you can take full advantage of them as the positive experiences they can be.** When you ignore mistakes or try to conceal them, they almost always have a negative impact.

. . . Adapted from **Success For Dummies** by Zig Ziglar. Look for this book at your favorite online or offline bookstore! **Success For Dummies** is one of the Fastest selling books in the DUMMIES series.

ZigOn Using Names

I just walked out of a . . . new restaurant where I enjoyed a delicious meal. The food was fairly priced, magnificently prepared, and effectively presented by a friendly waiter. He was prompt and business-like and did his job extremely well.

. . . that is the kind of experience we all hope for when we walk into a restaurant. I'm happy to say that in this particular case it got even better. The young man who waited on me added one last touch which was very important and is seldom done: I paid with my credit card and when he came back and presented me with the receipt to sign, he again smiled pleasantly and said, "Thank you very much, Mr. Ziglar. It's nice to have you with us."

Question: How much time did it take for him to learn my name by reading it on the credit card? You probably will agree it took no time, and yet in most cases when I pay by credit card in a restaurant, the wait person will simply say, "Thank you, come back again, and have a nice day."

Little things really do make a difference. It is my conviction that if the wait person will always look at the name and, when they present the sales slip to be signed, just say "Thank you," and then call the customer by name, I can guarantee that not only will it benefit the restaurant, but the chances of the tip being larger will go up. In the incident I described above, that's exactly what happened. I added 10 percent to the tip.

I'm constantly amazed that owners and managers of all businesses don't train their people to call the person who pays by credit card by name. It definitely makes the customer feel good and will be a factor in bringing them back to your place of business. Think about it. Call your credit card customer by name and I'll SEE YOU AT THE TOP!

. . . Adapted from [Something Else To Smile About](#), by Zig Ziglar. Look for this popular inspirational book at your favorite online or off-line bookstore.

ZigOn the Talent You Already Possess

Many people do not realize that Nat "King" Cole started his musical career as a piano player. It was while he was on a trip to California, performing in a night club, that his singing career got a jump start.

The singer who was to have performed that evening was taken ill. When Cole showed up the club owner asked about the singer. When he learned the singer was sick, the club owner responded, "No singer, no check." That's the night Nat "King" Cole launched his career. Actually, he had always been a singer but had never recognized and used that talent. Those of us who remember him as a person and as a talent consider him one of the true greats in all of entertainment. His music was spell-binding, soft, melodious and heart-warming. Unforgettable titles are "Unforgettable," "Ramblin' Rose," "The Very Thought of You," "L.O.V.E.," "Straighten Up and Fly Right," "Mona Lisa," "When I Fall In Love," "Too Young," "Sweet Lorraine," "Nature Boy," "Love Letters," "For All We Know," "The Very Thought of You."

I tell this story because you might be like me, unable to carry a tune. I certainly can't, but I'm convinced that you have a song to sing, and here's hoping you will take a different view of what you can do with the talent you already possess.

ZigOn Breakfast with Fred

Taking Fred Smith's philosophy home, on the job, and into the community. Log onto BreakfastWithFred.com. He's loaded with wisdom!

It has been said that many people think communication is taking turns talking, but that leaves out an important ingredient--the heart. A high jumper broke a world's record. Somebody asked him how he did it and he responded, "I threw my heart over the bar and the rest of me followed."

When the breadwinner comes home from the job, he needs to bring his heart with him and ask his or her mate how their day went. He needs to listen intently to what she says. If empathy is called for, express it; if sympathy, demonstrate it. The same basic principle applies on the job. If you work with and around other people, Fred's wisdom helps you to understand that people don't really care how much you know until they know how much you care--about them. People measure the care factor by the depth of the interest you display in their performance, their future, and even their families at home.

How do you apply this principle in the community? It works simply because everybody is interested in someone who is interested in them. When you volunteer and use the principles in the community, then your contribution there will be significant, as will be their acceptance of you and your eventual rewards.

A listening ear, a willing spirit, and a genuine interest in others are always going to impress and inspire other people. When people see you genuinely care about others, rather than just yourself, you are more likely to communicate effectively with them. The Bible says that "He who would be the greatest among you must become the servant of all." And you serve willingly and joyfully, and that's what Fred communicates. You do it with love and your effectiveness goes up.

ZigOn Problem Solving

Fortunately, problems are an everyday part of our life. Consider this: If there were no problems, most of us would be unemployed. Realistically, the more problems we have and the larger they are, the greater our value to our employer.

Of course, some problems are small, like opening a ketchup bottle. Others are monumental like a seriously ill or injured child or mate, which present ongoing, daily complications. Successful living comes when we learn to handle those business and personal problems with as little fanfare as

possible. The successful business executive can handle challenges and solve problems at a remarkable clip. He/she makes quick and final decisions as a result of years of experience. The homemaker with small children at home handles many "catastrophes" each hour with the same dispatch.

Many people use counter-productive methods to deal with problems: They refuse to recognize them, deny responsibility for them, pretend they will go away if they ignore them, or are just flat insensitive to them. The first step in solving a problem is to recognize that it does exist. Next, we determine whether the problem is our responsibility. If the answer is yes, we must determine how serious and/or urgent it is. When that last determination is made, we either take immediate action if the problem is simple and quickly solvable or develop a plan of action and prioritize it if the solution is more difficult and time-consuming.

Problem-solving becomes a very important part of our makeup as we grow into maturity or move up the corporate ladder. I encourage you to take the time to define the problem correctly, learn the skill of quick analysis and remember, if it weren't for problems in your life, your position might not be necessary in the first place. Ironing out the wrinkles and solving the problems is what most jobs are about. Think about it, and I'll SEE YOU AT THE TOP!

ZigOn Pragmatic Optimism

Most people consider me an optimist because I laughingly state that I would take my last two dollars and buy a money belt. I'd even go after Moby Dick in a rowboat, and take the tartar sauce with me! However, I've got to confess that I don't hold a candle to the ultimate lady optimist who lived in a retirement home. One day, a distinguished-looking gentleman also became a resident. As luck would have it, the first day they sat across the table from each other at lunch. After a few minutes he grew uncomfortable because she was staring intently at him. He finally expressed his discomfort and queried her as to why she was staring. She responded that she was staring because he reminded her so much of her third husband--same demeanor, same smile, same height, weight--everything. The gentleman replied in some shock, "Third husband! How many times have you been married?" The lady smilingly said, "Twice." Yup. That's optimism!

I've got to confess I'm a pragmatic optimist myself. I love the story of the gentleman who was being given a tour of the Mann Center for the Performing Arts in Tel Aviv. The tour guide was pointing out the features of the incredible structure. The stonework was unbelievably beautiful. The wall tapestries, paintings, gold inlays, etc., were absolutely gorgeous. Finally, the tourist said, "I assume you named the facility for Horace Mann, the famous author." The tour guide answered with a smile, "No, we named it after Frederick Mann from Philadelphia." The tourist remarked, "Frederick Mann? What did he write?" The tour guide said, "A check." Now, that's being pragmatic!

It might interest you to know that the 1828 Noah Webster Dictionary identifies the optimist in complimentary terms, but says nothing about the pessimist. The word "pessimist" was not in our vocabulary at that time. It's a modern "invention" which I believe we should "dis-invent." I encourage you to become an optimist--a pragmatic one, that is, because if you do, I'll SEE YOU AT THE TOP!

ZigOn Survival Tactics

The giraffe is the largest mammal that gives birth while standing up. I don't speak "giraffe," but I can imagine what the baby giraffe must think when he bounces on the ground from that great height. He just left warm, cushioned quarters in which all his needs, comforts and security were provided. Now he finds himself bouncing off (comparatively speaking) hard, cold, unwelcoming ground.

Almost immediately thereafter, a new trauma occurs in the baby giraffe's life. As he struggles to

his knees, Mama Giraffe gets busy "persuading" him to stand up. She does this as he wobbles to his feet by giving him a swift kick to prod him to faster action. No sooner does he reach his feet than Mama delivers a booming kick that knocks the baby giraffe back down. . . . I can well imagine the baby giraffe thinking, "Well, make up your mind, Mom! First you kicked me to make me stand up. Then you kicked me back down!" . . .

That process is repeated several times because Mama Giraffe loves her baby. . . . Mama Giraffe knows that the only chance for survival her baby has is to be able to quickly get up and move out of harm's way. Yes, kicking the baby up and down seems like a strange way to show love. But for a baby giraffe it is the ultimate expression of love.

Caution: That approach definitely won't work in the "people" world, but the principle will. Real love is evidenced when you do what is best for the other person, whether or not they appreciate it at that moment. Think about it and I'll SEE YOU AT THE TOP!

ZigOn the Immigrant's Attitude

Some time ago, my associate, Krish Dhanam, and I were returning from an engagement in Tampa, FL, where we had spoken for the Greater Tampa Chamber of Commerce. The flight was uneventful; we landed at the Dallas/Fort Worth Airport, got our luggage and loaded it on one of the rental carts. The walk was fairly lengthy and the first two hundred yards were uneventful; then we came to the moving sidewalks.

The rules regarding carts on moving sidewalks are fairly clear--you just don't do it. Krish, pushing the cart, dutifully headed for the side and I laughingly said, "Krish, on Saturday they waive the rule. It's okay to take the cart on the moving sidewalk." A nearby flight attendant said, "No, it's against the rules." Krish appeared hesitant, but I encouraged him, "Aw, come on, Krish, nobody else is on, let's do it." Krish is from India. His culture, background and training and the fact that I was his boss, created a dilemma. He knew the rules, but he respected me. He therefore complied with my rather insistent suggestion that we use the moving sidewalk.

Once we got on the conveyor I sensed that Krish was having a real struggle, so when we had the first break in the walk I laughingly told Krish that it would be okay for him to do what he wanted to do and walk alongside the moving sidewalk. With a noticeable look of relief, he did exactly that.

The purpose of the message is not to tell you about my misdeeds, but to emphasize one reason legal immigrants, regardless of where they're from, are four times as likely to become millionaires in America than those who are born here. Their gratitude for the opportunity and freedom America offers is such that most of them are very conscientious about obeying our laws. As a result, these legal immigrants make real progress in achieving the American dream.

Message: Adopt the "immigrant's attitude" and I'll SEE YOU AT THE TOP!

When you admit you made a mistake and apologize to the offended party, you are simply acknowledging that you are wiser now than you were when you made the mistake.

ZigOn Marriage (Part 1)

As the 10th of 12 children, my older brothers and sisters obviously got here many years before I did. Two of my older brothers and two of my older sisters had failed marriages. Since I was at the bottom of the production chain, my younger brother and I had the benefit of what my mother had observed and taught us. She pointed out that we should never date a girl more than once or twice if we discovered we would be unwilling to have her as the mother of our children and be unwilling to take her wherever we were and introduce her with pride to anyone. I listened intently to what my mother had to say. I chose carefully.

I met my wife-to-be when I was 17 and she was 16. I wasn't in love with her at first glance, but I knew instantly I wanted to get to know her better. During the two years, two months and eleven days of courtship, during which I relentlessly pursued her, I came to know her quite well. We will soon celebrate our 60th honeymoon. We stopped having anniversaries after the first one, and I can tell you honestly and forthrightly, had it not been for the love, encouragement and support of my wife, you would not be reading this article today.

The reality is research shows that the number one cause of productivity decline in America is marital difficulties at home. The question is, how do you avoid those marital difficulties? Answer: You will never be able to solve all of them to perfection. But there are some simple guidelines that will make the difference.

Number one, honor your vows. When you said "I do," you were saying, "I'm going to be faithful and loving to you the rest of my life, and the two of us shall become one." It's more than a cliché to say that what happens at home affects what happens on the job, and vice versa. The "home court advantage" is huge! It's so comforting to know that when I get home from an out of town trip or from just down the street, I know the door is going to always be open and I'll be welcomed home.

I believe it's because of honoring our vows, number one, and number two, the respect and consideration we give to each other every day.

Little things make big differences. The new anniversary automobile, the huge diamond, or luxurious, exotic vacations are fun--but that's not what you build a marriage on.

A simple illustration: During the sixty-plus years the Redhead and I have known each other, when I am with her she has probably opened her own car door less than a dozen times. She is a wonderful car-door opener, and can certainly enter a building under her own steam. But every time I walk around a car I am reminded, "Here is the most important person on the face of this earth to me. She is the one I love above all others." I honestly get a thrill out of being able to simply open a door for her.

Showing respect, talking to your mate, listening to your mate, keeping those little promises to your mate. Even as I write these words, my wife is downstairs. She recently had a heart attack. Fortunately, there was no permanent damage; she's doing wonderfully well. But she's been under "house arrest" and will be for a couple of weeks before she'll be able to venture out. In the meantime I'm having the privilege of being attentive and taking care of the needs she has that she cannot take care of but I can. It's been a delightful experience. It's kept me busy, but she's famous for her hugs. I seldom bring her anything or cross paths with her that she doesn't give me one!

In addition, we talk about everything. I frequently, half-jokingly but seriously at the same time, say that if she ever leaves me I'm going with her!

The relationship between the husband and wife is extraordinarily important for every phase of their lives--the effect it has on the children and careers is tremendous. I'm completely comfortable in pointing out there has never been a man, nor has there ever been a woman, who is as smart as both of them combined. Everything about them is different--and am I ever grateful for the differences!

ZigOn Marriage (Part 2)

When husbands and wives, and particularly husbands, understand that (male/female) intelligences are different, that one is not bigger or better than the other, just different, the husband's intelligence and the wife's intelligence, when combined, create something exciting. Classic example: Husband comes home, brilliant idea, solves all their financial problems from

here on in! In glowing terms he describes his brilliant idea. The wife patiently listens and the husband concludes with a confident question, "Well, what do you think about it?"

The wife, in most cases, is likely to say, "Well, I question it." Or, "I'm not certain that's right." The husband will probably say, "Well, why not?" She's likely to say, "Just because." Which, for a woman, is a logical answer. For men it's foolishness! But what she's really saying is, "I might not be able to articulate it at the moment, but my spirit tells me there is something wrong here." Now is the time to talk. Number one, it shows respect for the other's opinion as they listen, which is critical in this case. As they talk and listen it shows respect for each other's views. Out of that conversation frequently comes some serious discoveries. I've often said that the most underused resource in America is our mates. When you start talking and listening, out of an idea with some good points and some flaws will come some creative combination ideas that change a good idea with faults into a great idea with some different approaches that will bear much fruit. It starts with respecting each other and their opinions, recognizing the differences and using those differences.

The interesting thing is this approach also enhances the romantic aspects of the marriage relationship because each of us, male and female, want to be respected by our mates. As a matter of fact, it's my conviction that respect is necessary for a long-term, happy, joy-filled, successful marriage. In our marriage we both agree that the respect we have for each other and our viewpoints, our differences, is one of the reasons that after a rocky start when there were a number of adjustments to be made, we have been as close to problem-free in our relationship probably as any couple anywhere.

The major reason for that, of course, is the fact that we are of the same faith. We are both Christians, each committed to Christ as our Lord. When you are on the same page there, it gives you a huge benefit and a huge opportunity to grow together and enjoy life together--not only here, but much of that's based on the realization that we will spend eternity together. That's very comforting and enhances again our lives here on earth.

It's important for husbands to understand that if they treat their wives like thoroughbreds they will never end up with nags, and for the wife to understand that if she treats her husband like a champ, the chances of her ending up with a chump are remote. When the husband understands that the wife resents it when he ignores her all day and then gives her his undivided attention at night, that does not set well with her. She wants to be courted on the front porch and in the front yard, in the living room, dining room, bedroom, bathroom, kitchen, back yard--even in the garage! She wants him to court her throughout the marriage as he did before they got married, as he was trying to make the sale and persuade her to walk the aisle with him.

Courtship is a lifetime opportunity! Real courtship actually begins after marriage.

As incredible as it sounds, after almost 60 years of marriage, I court that Redhead of mine more today than ever before. We're more in love than ever. We talk about more things than we ever have. We hang out together more. The Bible says, "The two shall become one," and that is exactly what happened. I find her to be the most beautiful woman I've ever met or seen.

The Bible says that that beauty is from within. Read the first chapter of First Peter and you'll discover where real beauty comes from!

Finally, husbands and wives, remember that each of you is an individual. You were wonderfully and fearfully made, created in God's own image. You have tremendous opportunities and responsibilities, because the way you treat each other is a major factor in how your children will treat their mates when they walk down the marriage aisle. You have a huge opportunity to teach them what love is and what faithfulness is all about.

ZigOn Relationships

Which Prime Minister would you want as a friend?

Two of the greatest prime ministers in the history of the British Empire were Benjamin Disraeli and William Gladstone. They served Queen Victoria--great men with different personalities and different approaches to life.

A much loved and respected aristocratic lady of the time was seated next to Benjamin Disraeli at a well-attended banquet. They engaged in a lengthy and lively conversation. A few weeks later the same lady was seated next to William Gladstone at yet another banquet. As the Prime Minister he, of course, was highly renowned and respected.

Some time later this woman was asked about the difference between the two men. She responded, "After spending an evening seated by Mr. Gladstone, I became convinced that he was the most brilliant, knowledgeable man in the British Empire. After being seated by Mr. Disraeli, I was convinced that I was the brightest person in the British Empire."

Chances are pretty good, as you reflect on that, you would say that you would naturally want to be a friend of Mr. Disraeli. The point I want to make is that it's not about you--it's about others. Again I repeat my favorite quote: You can have everything in life you want if you will just help enough other people get what they want.

Our relationships with others are extremely important. Dale Carnegie wrote a great book along those lines, and out of it came a lot of good, common-sense thoughts that make a difference. I'm not certain Carnegie said it, but some very wise person said that people don't really care how much you know until they know how much you care--about them.

The reality is that anybody can say virtually anything they want to say and work hard at impressing you. Unfortunately, many times that's all it is---they are trying to impress you with themselves so that perhaps you will seek a relationship with them and even do something for them. That truly is the height of hypocrisy. When people are genuinely interested in you, in short, when they truly care for and about you, their actions, their demeanor, their every step indicates they believe you are special and conveys that you are important to them.

Every person, regardless of who they are or even where they are, cherishes someone who genuinely cares for them, and when they discover that you are that person, they will want to be your friend, and in the process will listen to what you have to say as they watch what you do. Chances are excellent you will become, in a vague sense, perhaps, but nevertheless you will become a hero to them and a role model to follow.

Yes, relationships are extremely important. If we have an attitude of "What can I do for you" instead of "What can you do for me", chances are pretty good we will have a far more balanced, joyful life than those who take the opposite approach.

ZigOn our Eighth Anniversary

This week's newsletter is very special. It represents the beginning of our eighth year of publication and we have never missed a single week over the past seven years. I believe this article will be of special benefit to all of our readers and that's why it dominates this edition. We will return to our regular content next week.

As I have been re-reading my new book, **Better Than Good**, it hit me that what Dr. Howard Hendricks said is right on: "Your career is what you're paid for, your calling is what you're made for."

As I've pondered some of the things I had written earlier, it dawned on me that the reason many people do not fulfill their goals--even if they are written--is because they do not clearly understand the purpose behind those goals.

For example, I am occasionally asked why I keep doing what I'm doing since I've been doing it so long. The reason is simple: I was called to do certain things. I am an encourager. I married an encourager. My joy comes in the letters and emails I receive, the phone calls I receive, the personal comments made by people who have heard, read or come to know the things I believe.

Some of you know that my mission statement is to be the difference maker in the personal, family, professional and spiritual lives of enough people to make a positive difference in the world. Admittedly, that is an audacious mission statement, but dreams grow if you do. When my staff and I wrote that mission statement, we were far short of where we are now. But the growth of those I work with, and my own growth, has been consistent because we are always learning new things, writing new things, talking to different people, and as a result we have the growth that sustains energy.

Passion is important, but passion will wear you out unless you know the purpose behind the passion. I have often heard people say, "Well, I did such and such a thing for quite a long while, but I never saw any results and so I abandoned it." It's my conviction that they gave it up because they had not clearly identified their life's purpose.

I was 45 when my purpose for my own life became crystal clear to me--that's when I became a Christian and my purpose was clearly identified. I was a new creature; the old had passed away. The new was here. My life was changed radically. My thrust prior to that time was to work hard, keep my nose clean, play it straight, support my family and myself, and enjoy a lifestyle that enabled me to do some of the things I wanted to do and some of the things I needed to do.

Today my purpose is quite different. It's to fulfill my mission statement. That's our purpose in life. Everything we do is aimed at making a difference in the lives of other people, and when you do that the statement we've been using for many years comes true to form: You can have everything in life you want if you will just help enough other people get what they want.

I frequently use the phrase, "If you'll do this I'll see you at the top!" Some of you know I'm not talking about corporate position; I'm talking about the real top. Pursuit of the real top brings joy into your life. There is nothing that comes even close to the joy that is yours when you make a statement or suggestion that encourages someone else, and through that encouragement they do better.

I generally close my presentation at the public seminars with a picture of myself seated behind my desk with over 5,000 letters in front of me, letters that in 99% of cases are unsolicited from people all over the world who say that following the philosophy I teach is what has made the difference in their lives. What do I teach? The same things our Founding Fathers were taught. According to the Thomas Jefferson Research Institute, over 90% of their educational input was of a religious/moral/ethical nature, and because that was their input, they lived much more fulfilled lives. The Founding Fathers clearly understood that God's possibles were infinitely greater than man's permissibles.

Each of our early presidents, in ringing tones, endorsed the fact that we could not survive as a nation without the direction of Almighty God. Can you imagine a baseball game without an umpire? You must have a governing authority. When God was the governing authority, progress was visible. There was much growth, much improvement, much benefit that came our way.

By 1950, instead of the religious/moral/ethical input, which had been in place for 200 years, the thrust became anti-God/anti-Christian. In its place our public schools were teaching that there was no pure truth and differences of opinion were healthy; what was true for you might not be true for me and vice versa. The term "everything is relative" became popular in our society, although upon close examination we discover nobody really believes that. Thus far I've never met a business owner who stated that he or she would hire an accountant or treasurer who admitted

that he or she was relatively honest. No, some things are true, some things are false; some things are good, some are bad. Today's newspapers clearly indicate that each individual, without God as the governing authority, will miss God's possibles when he embraces man's permissibles.

All of this to say that we want you to know, and have no doubt in your mind about it, that we do care about you. We care about your career, your life, your faith, your health, your family--in short, we really do care about the readers of our newsletter. We are open to suggestions and requests, so if you have them let us know! I'm confident that what you will suggest will be of interest and benefit to all of our readers.

ZigOn Integrity

Several years ago, Angela Weir, a delightful young woman, worked with the Zig Ziglar Corporation. She was upbeat, always had the company's interests at heart, was easy to get along with and overall just a well-balanced, remarkable young lady.

A few weeks after she left our employment following four-and-a-half years of faithful service, much to our surprise we received from her a letter and a check. Her letter told us she had wasted \$2,000 of the Zig Ziglar Corporation's money by "not working as hard as she could have" during her employment with us. It broke down this way:

Base pay: \$8.72/hour

Length of employment: 4.5 years

She believed she wasted a total of 229 hours at a base pay of \$8.72 per hour, or 1.8 hours per day. This computed to a total of \$2,000. She enclosed a check and absolutely refused our offers to return it, as we felt she had performed at least to expectations and, in all probability, above them. She was adamant. That really is integrity plus! What a pleasure and inspiration to know Angela Weir is this kind of person. Frankly, we were not surprised by her actions. What a lovely and honorable lady!

ZigOn The Next Hill to Climb

I recently received an interesting letter from one of our subscribers, quite complimentary. He pointed out that he particularly enjoyed one week's edition of the newsletter having to do with success. Then he elaborated on the fact that he has achieved so many things--God has been really good to him--and his question was, "I guess it's like winning the World Series or the Super Bowl. After you have done that, there simply isn't a Universe Series or a Galaxy Bowl to win. When you are on top, how do you find a bigger hill to climb? Or do you?"

Emphatically yes! The writer did not mention his real purpose in life, or how many people he had helped on his way to the top. What he can do now is clear: Identify clearly and distinctly what his purpose in life is. When he does that, I believe he will realize there are much higher hills to climb. They'll be tough, but very enjoyable at the same time. And out of it will come joy. Joy comes only when you do things for other people. You seldom experience joy when you focus on what you've been able to do. However, when you focus on what you can help someone else do, that lights a fire that is extraordinary.

Personal example. Many years ago, with the aid of key members of our staff, we created our Mission Statement to be the difference maker in the personal, family, professional and spiritual lives of enough people to make a positive difference in the world. Audacious? Of course it is! But

when we wrote it, it was ridiculous! Very few people really knew who I was or what we did. Since then our works have been translated into over 40 different languages and dialects in several million books touting the philosophy that You can have everything in life you want if you will just help enough other people get what they want. Following that philosophy, the bottom line is countless people have benefited.

The letters we receive (in public seminars I show a photo of myself sitting behind my desk, on which are stacked over 5,000 letters from around the world) reveal the benefits people get from following through on what we teach. Few writers, if any, mention anything beyond the fact that they benefited and then they elaborate on what those benefits have been. When I receive that kind of correspondence, I am motivated and encouraged to "keep on keepin' on." I encourage anyone who is ever in North Dallas, Texas, to visit our offices where you can read as many of those letters as you wish, but I always like to warn that if you read very many you will leave our company with everything we offer in the form of inspiration, training, etc.

Reality is when you have a specific purpose in your life you are far more likely to maintain momentum than otherwise. I could get in a little commercial here and say if you read my brand new book, *Better Than Good*, you will be able to clearly understand why. But in the meantime, let me encourage you to start working on discovering your real purpose in life--what gives you real joy? Have you ever reached down and lifted someone up with your words, your example, your career, your life, and they expressed gratitude for what you did for them? If you've done that even once, then you know what joy is all about.

I have pondered this for many years--I notice that many people start out on a specific objective (getting in better shape physically, getting better educated, winning more friends, influencing more people, etc.), but along the way they had no specifically designed purpose and so they dropped out. I can tell you seriously, and if we were seated in front of each other I would look you right in the eye and say, "Since July 4, 1972, when my purpose in life was clearly defined, not one time have I even thought casually about abandoning our mission statement." I had that dream and the dream had me.

Passion is important, but passion can wear you out if you don't clearly understand what you are pursuing--in short, if you have purpose the passion simply fuels the purpose. If you do not have purpose, passion wears you out. When you clearly understand that, you will realize that regardless of how many bucks you have in the bank, how high you are on the corporate totem pole, regardless of how healthy and happy and prosperous you are, you still have a huge hill to climb--and that is fulfilling our Biblical application of the Golden Rule, helping other people along life's path. When you do that, then your purpose will be crystal clear and the results foregone. God bless you as you ponder these things.

ZigOn Being Nice

I'm seated in the Tampa airport on Pearl Harbor Day, December 7, 2005. A gentleman recognized me and approached me saying, "Greater love hath no man for his wife than to always open her car door." That's something of a takeoff on what I've been talking about for many years, that it's the little things husbands and wives do for each other on a regular basis, not the big things once or twice a year, that breed long-term, successful marriages and lots of honeymoons instead of just anniversaries.

I believe quite strongly that is the approach we need to take. It's the little things. For many, many years I've been doing exactly that. As a matter of fact, since I first caught sight of her on September 15, 1944, at 9:08 p.m., at the YWCA in Jackson, Mississippi, I have been courting that woman of mine avidly. Two years, two months and eleven days of relentless pursuit later she finally said "yes." I'm convinced that the little things make the difference.

The Redhead and I take turns trying to outdo one another in being nice, thoughtful and helpful to

each other. Simple example. On this trip, as in all trips when I'm gone for more than just the day, the Redhead has followed through on things we started doing years ago. I stopped carrying my cash in a wallet; I just fold it over and put it in one of my pants pockets. In the evening I lay the money on our bathroom counter. She counts my money and if she doesn't think I have enough to cover emergencies where cash is needed, she gets me more. Now that's not a big deal, but it's one of those little things that says an awful lot. It says, "Honey, I love you very much. You're very important to me. I will be more comfortable knowing that if there is an emergency and cash is needed, you will not be embarrassed, delayed, or perhaps endangered." That's a big thing. Little things, over the years, can make a big difference. Husbands and wives, first be faithful to each other. Second, keep the romance going all of your life by courting each other every day.

Immediately after my encounter with this gentleman in the Tampa airport, I called the Redhead to tell her about it. Her response fascinated me because it emphasizes what I'm talking about. She said, "Honey, I just want you to know I'm in the process of making you your uncooked fruit cake," which just happens to be one of my favorite of all things for the Christmas season. I really love that fruit cake! It's the only one I really do enjoy. While I was gone, there she was, thinking about what she could do for me.

Yes, when husband and wife try to outdo each other by being nice, thoughtful and attentive, it's amazing what that does to the romance!

ZigOn Personal Discipline

Personal discipline, when it becomes a way of life in our personal, family, and career lives, will enable us to do some incredible things. One of my favorite sayings is "When you discipline yourself to do the things you need to do when you need to do them, the day will come when you can do the things you want to do when you want to do them."

We need to understand the difference between discipline and punishment. Punishment is what you do to someone; discipline is what you do for someone. My friend and mentor Fred Smith points out that some people are very disciplined in one phase of their life and not in another. Pavarotti, for example, was a perfectionist in his music and yet totally unregulated in his eating habits. Elvis Presley's life points out the discrepancy between his discipline in his personal life and his creative life. Many noticed that he would sit at the piano, working for hours on his phrasing, going over and over it until it was exactly right. He was totally disciplined about his singing. Even some geniuses such as Ernest Hemingway, who lived a very dissolute and destructive life, said, "Every morning at eight o'clock I bite the nail."

Fred Smith goes on to say there are people with superior talent who will not submit to discipline and so are not known or recognized for their abilities. He met a young man who in high school could run so fast that he would run through the curves on the track. Coaches saw that he had world class speed and expected him to be an Olympian. He refused discipline, wanting to take the easy way of simply using his natural speed. He even lost his college scholarship. Laziness was his enemy.

Discipline is building good habits into reflexes which become part of our life. It's absolutely true that unless you can instill discipline upon yourself, you will never be able to lead others. Example is still the best teacher. As Fred says, "Discipline is building good habits into reflexes which become part of our life," and to this I would add that when it becomes a habit you will be able to control your impulses in each area of life and succeed in a balanced way.

ZigOn Healthy Fear

There really is "healthy fear." For example, it's very healthy to fear drinking before you drive. However, fear should not be allowed to run rampant through our lives so that it becomes such a devastating factor that it produces failure. The problem is not getting rid of fear, but using it

properly.

Dr. Judge M. Lyle said, "Someone has said that the basis of action should be love and not fear. Theoretically that is true, but in practice it does not work out that way. There are legitimate fears. Fear of ignorance causes you to seek an education and fear of poverty makes you work. Fear of disease motivates you to practice healthy and sanitary living. Fear of losing your job will inspire you to show up on time and do the best you know how to do. Fear of failing a class will drive a student to spend extra time in the books. Fear of losing our family inspires us to be faithful to them, work hard for them, and show them love on a daily basis."

From time to time I use the acrostic "F - E - A - R" for "False Evidence Appearing Real." However, if the evidence is real, we should certainly have some healthy fear. There's real fear in walking across a busy street without using the crosswalk. There's legitimate fear in driving your car at excessive speeds under any conditions, but particularly where the visibility is poor or the streets are slippery.

We must learn to distinguish those helpful fears from the harmful ones. When you can do that, fear is a friend. Until you learn to do it, however, fear can be an enemy. Think about this; learn what you should, approach the rest with confidence, and I'll SEE YOU AT THE TOP!

ZigOn Better Than Good

As many of you know, I have more than ever to say. I feel like I'm just getting started! And that's why I've written Better Than Good--I've got some things to share with you that I believe will motivate you the same way they have motivated me.

I can't exactly remember when I said, "Better'n good!" the first time--but it was a long time ago. Being raised in the South and then living in Texas, I'd participated in exchanges like this thousands of times: "Hey Zig, how ya' doing?" "Good, good, how 'bout you?" Recognize those words? Nothing wrong with them, of course. They're just the colloquial way friends greet each other everywhere.

But at some point it dawned on me that "good" was not an apt description of how I was doing--or how any of us ought to be doing. If we're going to live life to the fullest we ought to be doing "better than good." So that's what I started saying, and still say to this day: "Hey Zig, how ya' doing?" "Better'n good! How 'bout you?"

The response has been amazing. People literally stop in their tracks to remark on my greeting. Some thank me for giving them a needed lift, others take my greeting and make it their own. The power of words should never be underestimated. Just saying you are better than good won't make it so. But, when you understand what it takes to live the better than good life, and you apply yourself, your life will truly be better than good.

There are three pillars to the "Better than Good" life: Passion, Peak Performance, and Purpose. I don't think anyone can stay motivated for very long in life without understanding all three of these concepts. And I don't think anyone will live a better than good life if he or she is not motivated to do so.

In essence, that brings me to the thesis of this book: The Better than Good Life is experienced by living with genuine passion, striving for peak performance, and fulfilling one's God given purpose. And I don't mind telling you up front: My goal is to motivate you to want to live that kind of life! I hope living that kind of life is your goal too. Get your copy of Better Than Good soon.

ZigOn Improving Your Quality of Life

A Gallup Poll revealed that by a count of ten to one Americans prefer a good relationship with their loved ones above financial gain or corporate position. The reality is, most time is spent earning money and building careers. Fact: If standard of living is your number one objective, quality of life almost never improves. But if quality of life is your number one objective, standard of living invariably improves.

Conclusion: Success starts at home with those we love. Here are a few thoughts and processes that have worked wonderfully well for us.

We are blessed to have four children--three daughters and a son. The good news is we were able to raise all of them with none of them feeling that we had a favorite. One of the things we did was give all of our children and grandchildren nicknames. For example, we called our oldest daughter, Suzan, "Doll." Our next daughter, Cindy, "Sweetnin'." Our youngest daughter, Julie, we call "The Little One." Now our son carries his given name, Tom, but I fondly call him "Son" when we're together.

One of our two oldest grandchildren, Amey, is called "Sunshine." The other, Katherine, is "Keeper." When I talk to my wife, whose name is Jean, I call her "Sugar Baby," or when I'm talking about her I call her "The Red Head." In private conversation it's "Sweetheart" or "my love."

I believe it's important that we use names of endearment that reflect a special feeling for the individual involved. Apparently part of what we've done has worked. I say that because after 59 honeymoons my wife and I are more in love than ever. I also hasten to add that one of our greatest joys is the fact that all of our children, grandchildren and great-grandchildren live within an hour and a half's easy drive from us.

We spend a lot of time together as a family. For example, my son is the president of our company, my son-in-law is the Chief Operating Officer, and "Keeper" is the executive assistant to both of them. My youngest daughter is the editor of my books and Cindy, our other daughter, has a therapy dog and loves to go into nursing homes and hospitals where she is able to encourage people. It's amazing the response of those who have been injured or are critically ill when they have the privilege of seeing a friendly dog and get to stroke, pet and talk to that dog. There have been a number of miracle stories result from Cindy's ministry.

In addition, there is something else we do that is important. My wife and our two daughters (our oldest daughter, Suzan, is in Heaven) every year go to Gatlinburg, Tennessee, and spend the three-day Memorial Day weekend overdosing on good Southern Gospel music. My son and one of my sons-in-law have a four-day golf outing with me in the mountains of the far west every year.

When we have family visits we frequently play a dominoes game we call "Mexican Train." We will spend several hours playing that game and enjoying one another. Since my family is cut-throat when it comes to competition, no one shows mercy to the others. We kibbutz with each other, laugh at and with each other, and just have a hilarious time together, sometimes playing for several hours.

Now I'll be the first to admit that what works beautifully for us might not work as well for you, but the binding factor in all of this is that we truly love each other, enjoy each other and respect each other. When you put all of these things together it means that in our professional lives we are free to concentrate on whatever we are doing at the moment because we don't have to worry about what's going on at home with our mate or with our children. This enables us to perform at a high level in our profession and have complete freedom and enjoyment with our families. That makes for a good, balanced combination.

ZigOn Making Good Choices

One foolish or careless mistake can give your life and/or career a huge setback or derail it completely. It could even cost you your health and/or your life.

As I write these words, I am thinking about all the publicity "spring break" has received over the past few weeks, in both print media and television news. Stories of young men and women who drink an excessive amount of alcohol and end up in an accident or in sexual activity leading to many of the sexually transmitted diseases, unwanted pregnancies or worse. One fling, which some kids describe as a "rite of passage" or just "part of college life," can produce disastrous results.

The choices we make throughout our lives are important. You may have lived an exemplary life; been a good, productive, morally sound person with a bright future. Then an ill-advised decision: getting into a car with a stranger; drinking and driving; making unwise character choices; and it's all over.

I remember one case of a man on a career path in a large company who attended a party where much alcohol was served and consumed. He had begun a rapid rise to the top, but under the influence of the environment and too much alcohol, playfully patted the boss' wife inappropriately. His career there ended at that moment.

Message: Be careful about the choices you make, because the choices you make in life go with you wherever you are. Legendary coach John Wooden stated he wanted to know how his players practiced, but he was even more concerned about what they did between today's practice and tomorrow's practice. He recognized that what his players did away from practice had a huge impact on how they performed in practice and, consequently, in the games that counted.

Fact: What you do off the job, regardless of what the job is, plays a major role in how far you will go on the job. A good night's sleep will prepare you for a good performance at home and on the job. A drunken orgy will change the formula drastically. It could lead to long-term negative results. Even consistently staying up late will affect your performance on the job and sometimes impact relationships as a result of lack of rest, bringing on impatience, even anger. Think about it. Every choice has an end result.

As you make your choices in life, I encourage you to evaluate what will happen "if I follow through on this choice." That choice can be good and enhance every facet of your life, or it can be a bad one and inhibit or destroy your relationships, your career, and your life. Think about it. Ponder your choices. Make good ones, and I'll see you at the top!

ZigOn Doing Things Poorly

Several years ago I was teaching a Sunday school class at First Baptist Church in Dallas, Texas, and made the statement "Anything worth doing is worth doing poorly--until you can do it well." The wife of our class pastor, Robert Rohm, was listening and started thinking. They had four beautiful daughters--stair-steps--I mean, to see them together was truly delightful. They were very enthusiastic and personable. Donna Rohm was listening intently and realized she had never made a serious effort to learn how to sew clothing for her little girls. She feared even trying because her mother was a perfectionist as a seamstress. When she finished a garment, you would have thought it had been purchased at Nordstrom or Neiman Marcus--it was perfect. She could look at a style in a window, commit it to memory, and reproduce the style by creating her own pattern. It was remarkable!

Donna determined she was going to give it a try. She laughingly said that her first effort was so bad it was cute and hilarious, but she had at least made a start. Her next effort showed considerable improvement. She learned to measure more carefully, cut more carefully, sew more carefully, and think each step through more thoroughly. Fast-forward two years. It's Sunday morning. Those four little girls show up looking like their dresses had been purchased at the

leading department stores--they were gorgeous! Donna was very grateful and proud because, as the wife of a minister, her clothing budget was limited. She had been unable to buy the kind of clothes she wanted her little girls to wear. When I saw them that Sunday, they were as beautifully dressed as any children I have ever seen! Yes. Anything worth doing is worth doing poorly--until you can learn to do it well!

ZigOn Doing Poorly Until You Learn To Do Better

Anything worth doing is worth doing poorly. When I was a youngster I got into a number of fist fights on the school grounds. Now fighting was obviously frowned on by all teachers, but in those days kids settled differences between themselves and there was never any thought--regardless of the outcome of the tussle, which in most cases lasted just two or three blows--of getting a knife or a baseball bat, certainly not a gun, to get even with the victor. No, once the scuffle ended it was all over.

I had many such encounters and actually over a period of time I became quite effective as a "playground gladiator." Then, when I was in the 7th grade I decided to go out for the boxing team. I was confident I would be successful in that arena as well. At that point I weighed the tremendous total of 83 pounds, and on the boxing team they tried to match us up with people of equal size. One of my classmates was Joe Stringer, who weighed 63 pounds. Truthfully, I felt kind of sorry for him because there I was, a big bruiser outweighing him 20 pounds. When they laced on the gloves I knew I'd have to be careful not to hurt him.

At the sound of the bell, within three seconds Joe's left had landed squarely on the end of my nose. Apparently he thought I had a poor memory because about three seconds later he landed another. Throughout the round he landed again and again and again. Not only was it hurting physically, it was also terribly embarrassing. There this skinny kid was taking me to the cleaners!

The problem was very simple. Although he was much smaller, he had been on the boxing team for two years and had actually been the 60-pound state champion. It was really a slaughter, if you wanted to put it that way. The good news is after a couple days of this treatment, Coach Permitter took mercy on me, took me aside, and started teaching me some of the finer points of self-defense and making certain that when I threw my right, my left hand would come up to protect my chin. He taught me how to duck my shoulder so if that side was exposed, Joe's blows would glance off the shoulder and not land squarely on my nose. After about a week of instruction, I started to become the hit-or instead of the hit-ee--and that was a lot more fun. Within two weeks, because of my physical size, we were exchanging blows equally, and in another couple weeks I was dominating because I had learned. I had been embarrassed in the process, but I'm glad the coach took pity on me and I was willing to do something poorly--which I initially did--because it was the only way I was going to get better and better.

The reality is, regardless of whatever it is you do, you're not going to automatically become really good at everything. There is a process. But when we understand the philosophy that anything worth doing is worth doing poorly--until you can learn to do it well--your progress in life is almost guaranteed. Think about it.

Incidentally, if you have a story about how you learned the lesson of "anything worth doing poorly. . ." drop me a note and share it with me. It just might be published in the newsletter! If we get enough stories, who knows--maybe I'll even make a book of them! Needless to say, you'll be given credit as an author, and when the book is published you'll get your own copy. I would personally appreciate it and I'm confident many readers will also be grateful.

(Even More) ZigOn Doing Things Poorly

My first professional job was to sell heavy-duty waterless cookware. We did it on a direct sales approach, going from door to door with our presentations. It took me quite a while to make

enough sales to survive. Then one day I went to a sales meeting and a man named P. C. Merrell was there. He was the visiting supervisor from Tennessee and he was talking about dinner parties, where instead of demonstrating for only one couple you would demonstrate for four or six couples, or even more.

Well, I was enthralled because the people taking that approach were selling a great deal more than I was. I determined I was going to do the same thing. The process was this: We would buy the food for the demonstration, which cost several dollars; we would book a dinner with the hostess; she would invite the guests. I was struggling financially and when you add the cost of the groceries with the premium we gave the hostess for hosting the party, every event was a financial challenge. But I knew it was the best way, so I struggled through the first few demonstrations.

Sales were poor. My costs, though comparatively small in terms of today, without having the money it became a problem. I knew the new party process made so much more sense than the old system that I sweated it out and continued. The bottom line is the next year I was the number two salesman in an organization of 7,000 sales people. I had started by doing something poorly, but could see the results others were getting. I was confident that if I continued to learn and I hung in there, I would get better results.

The bottom line is not only did I succeed in that program dramatically more than in the old one, I got recognition as well and was promoted the next year to the best field position the company had. Two years later, having learned my lesson early, I became the youngest divisional supervisor in the 66-year history of the company. Yes, it's absolutely true that anything worth doing is worth doing poorly--until you can learn to do it well.

ZigOn Pursuing Dreams

"Think about the following story while you consider what success means to you. As two brothers entered their adult life, one completed college and became a highly successful lawyer while the other preferred the outdoors and traveled the country working as a park ranger, outdoor tour guide, seasonal crop worker, etc. The lawyer kept writing his vagabond brother to come live in the city, settle down, and pursue a 'respectable' career. In an effort to persuade him, he would send his brother a picture of his BMW and write on the back, 'My car,' or a picture of his uptown condominium and write on the back, 'My house,' or a picture of his 40-story high rise office building with 'My office' written on the back. The other brother, finally tiring of the nonsense, put an end to the letters when he sent his lawyer brother a poster of the beautiful majestic Grand Teton Mountains in Wyoming. On the back of the poster he simply wrote, 'My backyard.'"

Actually, both of these men were successful. They just had different objectives for their lives.

I suspect that most of us would prefer to follow the life of the brother who had that beautiful majestic view in Wyoming. Message: You have lots of choices. As long as they're honorable, I encourage you to pursue those which fulfill your dreams because you will never be successful or happy pursuing someone else's dream.

ZigOn Evolution vs. Creationism (Part 1)

Some courts are ruling that creationism cannot be taught. Many of us believe that evolution is purely a theory and not a science. The reality is that neither side can prove their case, according to all the scientific knowledge and the inability to reproduce the things that created each.

Because we cannot identify with certainty or prove either case with certainty, I believe what we can do is explore the practicality of which to follow. Let's start with the theory of evolution. First, scientists believe in the Second Law of Thermodynamics which clearly says that any system left unattended will eventually run down. In short, it does not evolve, it devolves. Second, DNA now proves beyond any doubt that Adam and Eve started it all. This completely eliminates the

possibility that man evolved from the mud and the slime. Science believes that DNA is a science and we even put people in prison or get them out of prison based on DNA evidence.

Because of evolution, both Hitler and Stalin believed that since man was "just a higher form of animal," they used that as the excuse to annihilate literally tens of millions of innocent people. Darwin's "survival of the fittest" (which is the most racist concept ever concocted by man!) had pointed out that if you got rid of the "inferiors" that all of mankind would benefit.

Now let's look at the difference in just the common sense approach. If a youngster is told that he originally started in the mud and slime, you can only imagine what that does to his self-image. Another child is told what the Bible teaches is that we are wonderfully and fearfully made, that we are created in God's own image. It doesn't take too much imagination to know which one is the more likely to be accepted and successful in his life.

The next point I would make is the fact that most people recognize the success that America has enjoyed and the fact that our very Constitution is responsible for the freedom we enjoy. This Constitution was written in the Continental Congress by a group of patriots who were overwhelmingly Christian and, as a matter of fact, before it was adopted there had been much turmoil and debate. Then elder statesman Ben Franklin called the group to order and said (and I paraphrase), "Gentlemen, let me remind you that in the days we were fighting for our freedom we always got on our knees and asked our Creator to guide us, direct us and protect us. I submit that Almighty God, Who knows when a sparrow falls, will not permit a nation to rise unless it is through His grace, His strength and His power." They started praying before each morning session and with considerable dispatch the Constitution was written and accepted by men who believed in creation and a Creator.

ZigOn Evolution vs. Creationism (Part 2)

As a businessman and along with most people in this world of ours, I believe in doing what works, provided it does not override the rights of other people. Rabbi Daniel Lapin, a physicist and a research scientist, conducted research with three assistants over a period of several months and concluded that for over a thousand years roughly 90% of all of the medical and scientific breakthroughs have come through the Judeo-Christian world, and approximately 50% of the 90% came from America.

Those of us who believe that this creation is the result of a Creator find these results very reasonable. Now let's look at what the Creator Himself has to say about the things that had to take place for the overwhelming majority of these breakthroughs to come through the Judeo-Christian world. Psalm 25:14 reads, "The secret of the Lord is with those who fear Him, and He will show them His covenant." In other words, He's saying, "I'm going to let you in on things. I will reveal to the believer things that the secular world will not know." In First Corinthians 1:11 and 12, "For what man knows the things of a man except the spirit of the man which is in him. Even so, no one knows the things of God except the Spirit of God. Now we have received not the spirit of the world but the Spirit Who is from God that we might know the things that have been freely given to us by God."

Then in First Corinthians 2:16 we read, "For who has known the mind of the Lord that he may instruct Him? But we have the mind of Christ."

For those of you who would like to learn more (and check my sources!), go to AnswersInGenesis.org, CreationResearch.org, nature.com, gotlifeministries.com, and you will read where universities and scientists agree with what I am saying.

ZigOn Vision

In a major university a professor of economics gave a test to his class. The test had several sections of questions, each of which contained three categories. He instructed the students to choose one question from each section. The first category in each section was the hardest and was worth 50 points. The second category was not quite as hard and worth 40 points. The third category, the easiest, was worth only 30 points. When the students had taken the test and turned in the papers, the students who had chosen the hardest questions, or the 50-point questions, were given As. The students who had chosen the 40-point questions were given Bs, and those who chose the 30-point questions, or the easiest questions, were given Cs. Whether or not their answers were correct was not considered. Understandably, the students were confused and asked the professor how he had graded the exam. The professor leaned back and with a smile explained, "I wasn't testing your knowledge. I was testing your aim."

I believe it was Browning who said, "Your reach should exceed your grasp, or what's a Heaven for?" Langston Hughes wrote, "Hold fast to dreams, for if dreams die then life is like a broken-winged bird that cannot fly." Yes, we need those dreams or, if you prefer, a vision. Solomon, the wisest man who ever lived, said, "My people perish for lack of vision." Helen Keller was asked, "What would be worse than being blind?" She responded that it would be infinitely worse to have 20/20 eyesight and no vision than to be blind but have that vision.

In the declining years of his life, Albert Schweitzer was asked, "How goes it with you, Dr. Schweitzer?" The aging medical missionary responded, "My eyesight grows dim, but my vision is clearer than ever."

Think about it. Develop your own dream, your own vision, and I'll SEE YOU AT THE TOP!

ZigOn A Chance to Start Over

On February 7, 1992, I drove past the Plano, Texas, Recreation Center where I exercise-- because there were no parking spaces. The next day I found a parking spot but people were lined up from three to six deep behind every machine in the weight room, making a good work-out impossible. I asked the young man at the desk what was happening. He responded that in about three weeks things would be back to normal because, "These are our 'New Year's Resolution' people."

Most New Year's resolutions quickly evaporate. However, the New Year's--or any--resolution is the most important step in goal-setting because it is the first step - and if we don't take the first step, there'll never be the second and subsequent steps. When you repeat that resolution enough times to yourself and to friends, family and others, an interesting thing happens. Repetition is the mother of learning, the father of action and the architect of accomplishment. Repeat your resolution enough times and one day you will verbally stomp your foot and say, "I'm going to do it!" Your resolution has become a decision.

Once you've made a decision you realize that you must develop a plan of action. Everybody understands that if you're going to build a home, improve your marriage, get a better education, etc., you've got to have a plan. With a logical plan of action, your confidence goes up and you make a commitment. No responsible individual makes a commitment unless he or she has reason to believe they can fulfill that commitment, whether the commitment is to maintain the marriage, lose weight, get an education, or whatever. With a commitment, when difficulties arise your first thought is, "How do I solve this problem?" Without the commitment, your first thought is to bail out, and we generally find exactly what we are looking for.

VERY IMPORTANT: Start every day expressing gratitude for what you already have. *Fact:* The more you express gratitude for what you have, the more you will have to express gratitude for. Gratitude is the healthiest of all human emotions.

Fact: The more you complain about the problems you have, the more problems you will have to complain about. The attitude of gratitude will help you to fulfill those New Year's Resolutions. Make those New Year's Resolutions today, then expand that New Year's Resolution to a "New Life's Resolution" and I'll SEE YOU AT THE TOP!

ZigOn Gratitude

I believe all of us should make the same New Year's Resolution: *This year I will develop a strong attitude of gratitude.* Gratitude is the healthiest of all human emotions, and the more you express gratitude for what you have, the more you will have to express gratitude for. On the other side of that coin, the more you complain about your problems, the more problems you will have to complain about.

Message: You have a choice. Be grateful for what you have and stop complaining--it bores everybody else, does you no good, and doesn't solve any problems. Incidentally, I'm going to work particularly hard on the same thing myself.

In keeping with this commitment I encourage you to do something else. Establish a Wall of Gratitude. I have the photographs of 26 men and women on my Wall of Gratitude. The six people who had the biggest impact on my life were all women. Had I been sexist, my life would have been far less fulfilling. Suppose I had been racist. Three American Indians had an enormous impact on my life--one in my sales career, one in my speaking career, and one in my spiritual life. My closest friend for more than 40 years is a Jewish gentleman from Winnipeg, Canada. My favorite writers are all Jews--David, Solomon, Matthew, Mark--well, you get the picture. Had I been sexist and racist, I guarantee you would not be reading this! I am convinced I would have lived a poverty-stricken life.

The display of my Wall of Gratitude in our corporate offices attracts a considerable amount of attention. Everybody wants to know who they are and many want to know the story behind each photograph. I frequently pause and look at those pictures and express my ongoing gratitude and good fortune for each one of them. Chances are good that of those 26 men and women you would not recognize the names of more than four or five of them.

In your life there have been certain people who did some wonderful things for you. It could have been a teacher, a preacher, a next-door neighbor, your boss, an associate on the job--possibilities are limitless. I guarantee you that if you go to that person and say, "Thank you for the impact you've had on my life. I'm creating what I call my Wall of Gratitude, I would love to have an autographed picture of you that I can include as a reminder that I do have people who love me and encourage me, and I want to do the same thing for others," all of these people will be pleased. It's amazing how people respond to that kind of request. But of infinitely more importance to you, every time visitors to your home and/or office see them, they will ask about them and you will have an opportunity to again express your gratitude. Do it now. Start that Wall of Gratitude immediately and expect 2006 to be magnificent!

ZigOn Adding Zeros

Ben Feldman is arguably the greatest life insurance sales person of all time. In his career he sold more insurance than some companies do, however, he struggled to get started and had difficulty selling a \$5,000 policy. Over the years, he started thinking that if instead of a \$5,000 policy he could just add one zero to it, it would really take him no more time, he could render far more service, and everyone would win. He pursued that idea, raised his sights and sure enough, in a reasonably short period of time he was selling \$50,000 insurance policies.

As he pondered this situation one day he asked himself if he dared add one more zero and sell \$500,000 policies. Sure enough the early success had increased his confidence and he moved his sales up another zero and half-million-dollar policies came with regularity.

You've probably guessed the next step and you're right. He added another zero and soon he was selling five million-dollar policies. Incredibly enough, one day he enlarged it even further. He added another zero and started selling \$50 million life insurance policies.

Yes, I'll admit it's an incredible story, especially for this man who was so shy that when the life underwriters invited him to speak at their national meeting, he asked for a large screen which he stood behind to make his talk. Ben Feldman, the greatest life insurance salesman of all time, was intimidated by that crowd. Incidentally, the bulk of his business was done in the small town of New Liverpool, Ohio.

Message: When you achieve a small goal it increases your confidence and you will raise your sights. Who knows? Maybe more zeroes (small steps) is what we all need to add to our lives.

Yes, it took a lot of courage and imagination for Ben Feldman to keep moving his objectives higher and higher, until they reached astronomical heights. You might have it in your own mind that it's so incredible you could never do anything like that. I'd be the first to agree with that, but "eternal arithmetic" says that you... plus God...can do some mighty things. In 1 Corinthians 2:9 (NLT) we read, "No eye has seen nor ear has heard, and no mind has imagined what God has prepared for those who love Him." In the Old Testament He puts it this way in Isaiah 64:4 (NLT): "For since the world began no ear has heard and no eye has seen a God like You Who works for those who wait for Him."

ZigOn Christmas

Most of you will be reading this a few days before December 25, the day celebrated by Christians as Christ's birthday.

Thanks to an elderly black lady who spent the July 4, 1972, weekend in our home, I committed my life to Christ and every facet of my life was radically changed for the better. I became a "new creature" and quickly learned that God's possibles are infinitely greater than man's permissibles.

As I studied Biblical principles and started teaching them, my career exploded. When I accepted Christ as my Lord, I received my "BA"-- that's "Born Again." As a born again Christian I became a joint heir with Christ to the Kingdom of God and truly fell in love with my wife of over 28 years. Loving her through Christ really taught me what love was all about.

As a born again Christian I wanted to share my faith with others and make decisions that reflected that faith. In that process I received my second degree, the "DD"--that's "Disturbing the Devil." Yes, Satan is the devil, and he is the author of lies. When people see the joy in my life (and it's more evident all the time), Satan doesn't like that, and when I call him a liar and tell people about the Bible, that, too, disturbs the devil. When I am privileged to bring someone to a saving knowledge of Christ, that disturbs him even more.

As I continued in my Christian walk I received my "Ph.D.," which means that I am "Past Having Doubt." Our pastor teaches that when we believe God can do it, that's little faith. When we believe that God will do it, that's big faith. When we believe it's a done deal, that is perfect faith.

In this Christmas season we hear people using the term "happy holidays." Needless to say, when Muslims are celebrating Ramadan, nobody says to them, "Happy Holiday," and when my Jewish

friends are celebrating Yom Kippur, nobody says to them, "Happy Holiday." However, at Christmas, when we celebrate the birth of Christ (without which there would be NO Christmas), more and more people are sending "Happy Holiday" cards. When I'm greeted with "Happy Holidays!", I smile (and I encourage you to do the same thing), thank them, and then say, "I'll go you one better. I'll wish you a Merry Christmas, since this is the celebration of the birth that had the most impact of any birth since the history of mankind." When the Babe in Bethlehem was born it was announced that He was the Savior of the world. When He made the supreme sacrifice on the cross, He simply said, "It is finished," because when He arose three days later He had triumphed over the grave.

Christianity is not a "religion." It is a relationship with Christ as Lord. All "religions" require that you work your way to Heaven with your good deeds. In Christianity, we believe our way into Heaven. The Bible clearly says that if we confess with our mouth that Jesus is Lord, and believe in our hearts that God raised Him from death, we will be saved.

Christmas is extraordinarily special to me and all born again believers. For further information, please email lmagers@zigziglar.com.

Merry Christmas to all.

Zig Ziglar

ZigOn Failing

Most parents experience the joy of watching their children turn over, then crawl, then stand up and then take those first steps. With outstretched arms they stand two or three steps away and encourage the little one to come to them. Chances are about three trillion to one that when the baby falls down the parent is not going to say, "Okay, you had your chance - you blew it! So don't you ever try to walk again!" That's absurd, but isn't it equally absurd to think we can accomplish major things in our lives without experiencing some reversals of some kind? We all need to remember that failure is an event, not a person, that success is a process and not just an instant happening. Few succeed overnight. Instead, they succeed over time.

Troy Aikman, Steve Young, Brett Favre, Dan Marino are (or were) extremely effective NFL quarterbacks and yet each of the four has thrown more incomplete passes than 99% of all the quarterbacks who ever threw a football. Obviously, along the way they also threw an awful lot of completions. The top salesperson in the organization probably missed more sales than 90% of the sales people on the team, but they also made more calls than the others made. There's never been a doctor who served many patients who, despite their best efforts, did not lose some of them to death. But they understood that was part of life itself.

All of us need to remember there is a vast difference between failing in an event and failing in life. Once we understand that, our chances for success substantially increase. We need to remember that winners are people who got up one more time than they were knocked down. Think about it, keep getting up and I'll SEE YOU AT THE TOP!

ZigOn Employment Security

We frequently hear that "people refuse to change because change is stressful." I would like to suggest that not to change is even more stressful because the world is changing.

. . . In 1917 the 100 largest corporations in America were identified and by 1998 only 15 of them were still in business. They had either disappeared entirely, merged with or been bought out by other companies. One of the companies I represented for eight years refused to change and as a result they simply "went under" and were eventually taken over. They sold an excellent product, but when new developments entered the field they stuck by their original product and the consumers took their business elsewhere.

Many marriages have been saved because the participants were willing to change their attitudes and behaviors. On the other hand, countless marriages have failed because the participants refused to make any changes at all, indulged in "the blame game" and, as a result, created intolerable conditions under which no one could live.

Many people today who have difficulty keeping jobs end up unemployed because they are unwilling to change. From my perspective the word "change" means "to grow," or "to change from doing the wrong thing to doing the right thing." On the growth perspective, Eric Hoffer said it extremely well: "In times of change the learners shall inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists." To this Tom Peters added, "Only those who constantly retool themselves stand a chance of staying employed in the years ahead."

Yes, when we continue to grow it eliminates a lot of stress and helps build employment security.

ZigOn Discipline

It is my privilege to know General Colin Powell (former U.S. Secretary of State) and to have been present during a recent question and answer session with him. I believe his remarks are worth repeating.

Someone asked, "What did you learn in the military?" General Powell said that the first thing he learned was that everyone was at the same level (thanks to the uniform haircut given all recruits). Other things he learned were: To stand at attention and salute, which instilled discipline and obedience; to march in step and function as a part of a team while taking individual pride as a team member; that if he did not stay in step with the others there were undesirable consequences; and that if he performed well, both he and his team were recognized.

He pointed out that basic training physically hardens recruits and makes them respect their own bodies, enabling them to perform better. He observed that the first week is generally so hard and the drill sergeant so demanding that most recruits develop something akin to hatred for the Sergeant. But the hatred fades quickly. By the second week of training, the typical recruit is doing everything he can to please his drill sergeant. That is an amazing turn-about. For many recruits, the discipline is translated to love and caring for them, which is a new experience for some. The truth is, discipline is loving, just ask any parent. Discipline is essential to every individual and crucial for teams. No unit can ever become a potent fighting force without discipline and no life can be truly successful without it.

The criteria for becoming a successful soldier or a successful private citizen are the same. If we learn to function as a team member, we will do so only after we've brought our own personal life under control and learned how to "drill." When you sum it all up, it really says there's something we can do about our future. Buy that idea and I'll SEE YOU AT THE TOP!

ZigOn Overcoming Fear

Fear has been correctly identified with the acrostic False Evidence Appearing Real. The truth is that if we think something is to be feared, that perception becomes the cruelest form of reality.

A second-grade boy was overheard saying, "It's easy to be brave when you're not scared." By the same token, it's easy to talk about how to overcome fear when you have little to be afraid of. Fear is certainly real for most people and all of us face a fear of something--poverty, divorce, rejection, death, failure, speaking in public, being laughed at, etc.

How do we overcome fear? First we must learn to examine our fears. Example: Giving a speech, which is the number one fear in our country, according to Reader's Digest. . . . If that's your fear, ask yourself a few questions. "Why am I afraid to make a speech? Is it because I'm afraid of being rejected? Then why do I think I'll be rejected? Do I believe what I'm about to say? Is my speech worth giving? Am I proud of the comments I'm about to make?" As you ask yourself these questions, the fear will begin to subside. It subsides because you have explored your subconscious mind with your questions and flushed out some of your fears.

My research indicates that only three people have died while making a speech. Since 12 billion people have lived and only three of them died making a speech, I'd say it's a fairly safe thing to do. If you're a little nervous, consider this: You could lead a mule into a crowded room and he would be so calm that he would almost go to sleep standing up. A thoroughbred in the same situation would be as nervous as a cat. If you're a little nervous, just be grateful you're a thoroughbred--not a mule. So face those inner feelings, stand up and speak up with confidence. When you do, I'll SEE YOU AT THE TOP!

ZigOn Community Values

Ed Shipman is a throwback to those people who believe in free enterprise, independence, hard work, faith, commitment and responsibility. Mr. Shipman is also the principal of a school that he and his wife started over twenty years ago, when they took in five teenage foster children. Today, Happy Hills Farm, located just outside of Granbury, Texas, is a widely praised Christian boarding school and working farm for kids with behavioral and academic problems. The staff includes a psychologist and the facility is situated on over 500 beautifully kept acres.

Mr. Shipman refuses to accept any governmental help because he wants the complete independence of teaching the children ethical values based on a spiritual foundation, which he does without apology. It's his conviction that if there were fewer "throw-away" governmental programs, there would be more Happy Hill Farms all over America.

Ed Shipman is a most persuasive, effective, persistent fund-raiser for the three million dollar plus annual budget required to fund the school. He abhors waste and draws a modest \$45,000 annual salary. The Farm raises nearly half the food consumed by the students and staff. The students dress in uniforms comprised of casual polo shirts and khaki pants and skirts. Incidentally, these uniforms are handed down to the younger students. He insists on accountability. Happy Hill is licensed by the Texas Department of Human Services and accredited by the Southern Association of Colleges and Schools. Something like 70% of these troubled, temporarily academically disadvantaged students go on to college.

The example set by Mr. Shipman and his wife is one that the kids love to emulate. Consistency of effort, hard work and strong ethical and moral principles founded on his faith have proven to be a winning combination. Sounds like a good formula for others to follow in their communities. This is one that works.

ZigOn Failing to Succeed

"You've got to learn to lose in order to win" sounds like strange advice, but the man who says it has earned over three hundred million dollars. Even in today's economy, that's a considerable sum of money. Here's the story.

In 1958, brothers Frank and Dan Carney started a pizza parlor across from their family's grocery store. Their goal was to pay for their college educations. Nineteen years later, Frank Carney sold

the 3,100-outlet chain called "Pizza Hut" for three hundred million dollars.

Carney's advice to those starting out in business sounds strange, but he explains the concept this way: "I've been involved in about fifty different business ventures and about fifteen of them were successful. That means I have about a thirty percent success average."

The point Frank makes is this: You need to be "at bat" if you ever expect to get a hit, and it's even more important to step back up to the plate after you strike out.

Carney says Pizza Hut was successful because he learned from his mistakes. For example, when an Oklahoma City expansion effort failed, he realized the importance of location and decor. He learned from his mistake so that the future would be brighter. When sales declined in New York, he came up with the innovative idea of introducing thick crust pizza with substantial success. When regional pizza houses began to take part of the market share, Frank responded by introducing "Chicago-style pizza," and again success came his way. Factually, Carney failed many times, but in each case he made those failures work for him.

Failure is an experience common to all of us. Question: Will you let those failures work for you or against you? If you do as Frank Carney did, you will use your failures as learning experiences and I really will SEE YOU AT THE TOP!

ZigOn Qualities of Success

Dr. William "Bill" Ross was truly one of a kind and was known for his sense of humor and his zest for life. He had exuberance for living, a love for medicine, and a concern for his patients that is seldom equaled anywhere. . . .

He was elected president of the Texas Medical Association in 1981 and received numerous honors and recognition. He received his undergraduate degree from Stephen F. Austin University and worked his way through the University of Texas Southwestern Medical School at Dallas by selling watermelons. He interned at Parkland Memorial Hospital and later moved to San Benito, Texas. When he arrived, Dr. Ross was told there was not room for another doctor, but he chose not to take their advice to move on. He built his practice in a simple but effective way. On house calls he would deliberately go to the incorrect house to the right side of the correct address and introduce himself. They told him where the correct house was but he repeated the process at the house to the left of the correct one. Three months later he had a thriving practice.

Dr. Ross helped build the University of Texas Southwestern Medical School at Dallas into a premier training ground for family practitioners. However, he is well remembered for his first day on the job. He arrived at the school wearing overalls and driving a pickup truck. Later he said it was like "two culture shocks--theirs and mine." However, behind that "country" demeanor was a brilliant mind and a commitment to medicine, wrapped up in a love for his fellow man, which made him a standout in the medical world. Come to think about it, the qualities I just identified will be useful to anyone, whatever their profession. Think about it and I'll SEE YOU AT THE TOP!

ZigOn Integrity

This morning as I sat at my desk, I spotted a large hawk in the willow tree behind my home. Two or three small birds, which I believe were sparrows, were driving that hawk nuts! He would get comfortably situated and one of them would dive at him, quickly followed by another. The hawk moved three or four times, but those little birds continued to harass him until he took off for parts unknown.

As I watched this little drama, I was reminded of the difference between the hawk and the eagle. When the eagle is chased by his enemies, instead of ignoring them or trying to avoid them, he flies straight towards the sun. He has special coverings on his eyes, which enable him to look directly at the sun one moment and in the next instant drop his eyes and spot a field mouse far below. He is safe when he heads for the light.

We can relate this example to men and women. Little people--and I do not refer to size--are easily harassed by small incidents in life, bugged by every criticism, and angered at barbs from others. They squirm and become defensive, but this only encourages the barb-throwers to keep after them. Men and women of integrity, however, who are confident within themselves, are not affected by what the "little" people say about them. Like the eagle, they hide from their enemies in the light because they know who they are and what they stand for. They understand that with integrity they have nothing to fear because they have nothing to hide.

I am hopeful the parallel is clear and there's a lesson here we can learn. Live with integrity, hide in the light and I'll SEE YOU AT THE TOP!

ZigOn Why You Are Where You Are

Many years ago as a young, aspiring speaker, I heard an older speaker who was quite philosophical say that you are where you are because that's exactly where you want to be. I thought about his statement, decided it was the "wisdom of the ages" and verbalized it in my own presentations. Over a period of time, a series of events took place that convinced me that his statement was not true in my case. I was broke, in debt and down in the dumps. I wanted to be prosperous and excited about my future.

It came through loud and clear that I was where I was and what I was because of the decisions and choices I had made in my life. I made those choices based on the information I had, much of which was erroneous. The reality is, if I'm given the wrong directions to go from "point A" to "point B," I'm not going to reach "point B" unless I change directions. It's equally true that if I'm given the wrong directions on how to move from being broke and in debt to being successful and prosperous, I'm not going to end up at the place I want to be.

One important decision you can make even as you read these words is to think about what Thomas Sikking said: "You're not the product of a broken home, a devastated economy, a world in the upheaval of war, a minority group, a family of drunkards or a poverty-ridden neighborhood. You are the product of your own thinking processes and whatever you're thinking about today is the cornerstone of your tomorrow."

If someone else has abused you in the past, it's o.k. to give them credit for fouling up your past, but do not give them permission to ruin your present and your future. Take control of your thoughts and your future. Determine that you will have a better tomorrow. Make specific plans to do so and I will SEE YOU AT THE TOP!

ZigOn Dieting

It seems that after twenty years of diet, exercise, miracle potions and a host of gimmicks, the American public has concluded that losing weight, for them, is a lost cause, according to an article in USA Today. Here's why: They take it off and put it back on. They are unhappy losing the weight, depriving themselves of their favorite foods, and then feel guilty regaining the weight. Today there's a major trend among millions of Americans who are saying, "To heck with it! I'm going to eat what I want and just suffer the consequences, but I'm not going to be miserable about it."

That's an unfortunate approach to take. I understand why they feel that way because for many years I was on that roller coaster. A quarter of a century ago I decided to lose weight on a gradual basis and in a ten-month period of eating sensibly and exercising regularly, I lost 37 pounds. I averaged losing one and nine-tenths ounces per day.

I'll bet you just said to yourself (if you have a weight problem), "I could do that."

Most attempts at weight loss are undermined by unrealistic promises made about a "revolutionary" new approach or product that "will take all the weight off permanently and you won't even feel hungry."

The answer: A change of lifestyle, a combination of eating sensibly and exercising regularly. Benefits are enormous. On November 24, 1999, at age 73, I stayed on the treadmill at the Aerobics Center over two minutes longer than I was able to stay on when I was terribly out of shape. I have a resting heart rate of 47, my cholesterol level was described by Dr. Larry Gibbons, the examining physician, as "perfect" at 156, and my blood pressure is 110/60. Those are the readings normally of a much younger man. And my enthusiasm for life grows every day.

ZigOn Handling Critics

I'm comfortable in saying that anyone who has ever done anything of significance has been, at one time or another, unfairly criticized by those who believe they deserve a reward for finding fault.

Question: How do you handle unfair, unjust, erroneous criticism?

One effective way is to understand that even the innocent cannot make everyone they encounter a satisfied customer, a cured patient, a happy member of their organization or a true friend. Not because of what they do or don't do, but because all people have their own faults--including the critics, particularly those who are unfair in their comments.

Solution: Ask for grace to differ from one another in love, particularly when we feel our adversary is wrong. A Jewish scholar of long ago said, "With me it is a very small thing that I should be judged by you or by any human court. I do not even judge myself--it is God Who judges me."

One famous American, Dr. Edward Everett, also gives wise counsel. When a newspaper had published false and misleading accounts concerning a certain man, the man went to Dr. Everett for advice. After listening patiently to the man's complaints, Everett said, "My dear sir, do nothing. Half the people who buy that paper never saw the article about you. Half the people who did see it failed to read it. Half of those who read it failed to understand it. Half of those who understood it knew you and refused to believe it. Half of those who believed it were people of no consequence anyway."

Combine the wisdom of the Jewish scholar and Dr. Everett and add what Stanley Jones said when he called his critics "the unpaid guardians of my soul," and you have an effective method of dealing with your critics.

ZigOn Personality

My dictionary tells me that personality is the "personal or individual quality that makes one person be different and act differently from another." Personality is "the total physical, intellectual and emotional structure of an individual, including abilities, interests and attitudes."

Personality is the sum total of all of our qualities. With this in mind, let's explore the benefits and ramifications of a pleasing personality.

Today at lunch . . . one of the hostesses came by and, with a pleasant smile, asked us about our meal. We commented that it was delicious, and she said, "I'm really pleased. We're glad you folks are here, eating with us." After she left I commented to my wife that she was certainly a pleasant, attractive, personable young woman and my wife wholeheartedly agreed.

Unfortunately, many people have forgotten that we can choose to smile and be pleasant or to frown and be rude and thoughtless. Regrettably, too many people make the wrong choice and, as a result, their personality makes them come across as someone we don't want as a friend or co-worker.

There is only one opportunity to make a first impression and all of us instinctively make decisions or judgments about an individual within the first few seconds of crossing paths. With that in mind, I believe that when we teach our kids to smile, to be pleasant and cheerful, to be courteous and respectful of others, to pleasantly respond to requests or questions, we are helping them develop a personality that will open many doors for them. Once the doors are opened, only character will keep them open, so it's even more important to give that personality a character foundation.

ZigOn Cheating

With schools welcoming children back from the summer break, the following message is particularly timely.

The good news is that whatever we have learned we can also unlearn . . . That's important because, unfortunately, many people have learned some things that desperately need unlearning. **USA TODAY** (March 11, 1996) reported the research findings of Professor Don McCabe of Rutgers University, who studied 4,300 students at 31 highly selective colleges, 14 of which had honor codes. The study . . . revealed that 30% of students at honor code schools in 1995 reported cheating on a test. That's up from 24% in 1990. At schools without honor codes, 45% in 1995 reported cheating on a test; that's down from 47% in 1990. Professor McCabe calls the results "discouraging," a considerable understatement.

. . . here are two steps that will produce results to reduce the cheating.

First . . . 80% of a child's character is formed by age five, so the example parents set in living consistent lives of integrity and playing according to the rules of the game is a key ingredient. If kids see parents playing it straight and not cheating at home, on the highways or in their businesses, the kids are far less likely to cheat in school.

Second . . . Starting in kindergarten there should be important lessons taught in our educational institutions about the moral approach to life. The Thomas Jefferson Research Center in Pasadena, CA, says, "Some things are common in all great civilizations and religions--wisdom, integrity, love, freedom, justice, courage, humility, patience, industriousness, thriftiness, generosity, objectivity, cooperation, moderation and optimism."

To this I would add responsibility and dependability, and I'm firmly convinced that when these lessons are taught in childhood and reinforced in our educational system, when our kids get into the business world, they'll be playing it straight--which gives them the best opportunity to move straight to the top.

ZigOn Using Names

I just walked out of a . . . new restaurant where I enjoyed a delicious meal. The food was fairly priced, magnificently prepared, and effectively presented by a friendly waiter. He was prompt and business-like and did his job extremely well.

Obviously, that is the kind of experience we all hope for when we walk into a restaurant. I'm happy to say that in this particular case it got even better. The young man who waited on me added one last touch which was very important and is seldom done: I paid with my credit card and when he came back and presented me with the receipt to sign, he again smiled pleasantly and said, "Thank you very much, Mr. Zigar. It's nice to have you with us."

Question: How much time did it take for him to learn my name by reading it on the credit card? You probably will agree it took no time, and yet in most cases when I pay by credit card in a restaurant, the wait person will simply say, "Thank you, come back again, and have a nice day." Little things really do make a difference. It is my conviction that if the wait person will always look at the name and, when they present the sales slip to be signed, just say "Thank you," and then call the customer by name, I can guarantee that not only will it benefit the restaurant, but the chances of the tip being larger will go up. In the incident I described above, that's exactly what happened. I added 10 percent to the tip.

I'm constantly amazed that owners and managers of all businesses don't train their people to call the person who pays by credit card by name. It definitely makes the customer feel good and will be a factor in bringing them back to your place of business.

Think about it. Call your credit card customer by name and I'll SEE YOU AT THE TOP!

ZigOn Doing Well

I was in Sacramento, CA, and had an hour's delay before my flight left. I walked over to the yogurt shop and ordered my favorite concoction, a mixture of the white chocolate mousse and fresh strawberries. As the lady was preparing it I was impressed with her complete thoroughness. When she presented me with the yogurt, it was completely and thoroughly blended and absolutely delicious.

After I finished my yogurt I engaged the lady in conversation. She was of Oriental descent, from Taiwan, and had been in America for 17 years. I asked her how long it had taken her to get a job when she came to America. She said, "One day," with a big smile. Then I commented that she was certainly pleasant, enthusiastic, and very capable at what she was doing. She handed me her business card, on which was printed "David and Kelly Tu." This business card, as she proudly explained, gave the location for their restaurant, Tu's Hunan Restaurant.

After a short, pleasant conversation I started contemplating the fact that . . . when Kelly Tu arrived in America our economy was not robust. Yet she had gone to work the first day. Now, she and her husband have a restaurant. I have no idea how they are doing, but if her husband has anything approaching her spirit and attitude, they're doing quite well. Kelly Tu is a happy individual, enjoying what she is doing and grateful for the opportunity she has in America.

As I think on these things, I wonder what would happen if everyone adopted this young woman's attitude, went to work, smiled about what they were doing and gave it their best shot. I've an idea they would do well.

ZigOn Integrity Leadership

It is true that integrity alone won't make you a leader, but without integrity you will never be one. A classic example involving integrity is one displayed by Steuben, the manufacturers of crystal. For generations they've had a policy of breaking every imperfect piece of crystal, no matter how small the flaw. Needless to say, this is a potent symbolic act, to both employees and customers. By the same token, genuine leaders must resolve to uphold their standards and values and act as role models for everyone in the organization. If leaders don't place values on a pedestal and defend them against attack, who will?

A person of integrity will make many of his or her decisions in advance. They are guided by principles and decisions that are made not for each individual situation, but according to principle. When values are well established within an organization, when those countless occasions arise where there has been no specific prior example, the integrity principle will lead to an integrity decision. This enables the organization to avoid serious pitfalls.

Leaders with integrity know they are not infallible, so when they make the inevitable mistakes they acknowledge their errors and immediately make amends. In other words, they are big enough to admit their shortcomings and wise enough to right their wrongs as quickly as possible.

In his books and speeches, former Notre Dame head football coach Lou Holtz regularly admonishes people to "do the right thing." When you do the right thing, even if the results are not good, your integrity remains intact; and your followers' confidence in you is not irreparably damaged, because they know you are a person of integrity.

ZigOn Teamwork

I suspect that all of us in the world of business, athletics, music, etc., recognize the importance of teamwork. Old cliches come to mind, like, "Individuals score points, but teams win games."

In the business world the concept of teamwork is particularly important, but according to Ed Petry, executive director of the Ethics Officer Association, there is one dilemma that regularly confronts teams working in a business together. The dilemma is one of ethics or integrity. Mr. Petry points out in a February 17, 1998, article in USA Today that when you work in a team and become close to the other members, it often happens that some unethical conduct takes place on the part of an individual, whether it's taking money or revealing trade secrets. The question is, do you tell the boss? He points out that if you tell it will make it harder to work in a small group and, according to Graham Phaup, at the Institute for Global Ethics, "It's truth vs. loyalty. Is it right to tell the truth and lose friendships?" Those who do report problems, he says, risk being shunned by others on their team if word gets out. Managers say they strive to let workers know they should tell if something is amiss.

Yes, it really is a dilemma and this is the point where the integrity of management is critical in solving the problem. If the workers know they can talk with complete confidence to management and that their trust will never be betrayed, they are far more likely to report a situation which could potentially be job-threatening for all of them. That's integrity and that's a quality we all need to develop every day.

ZigOn Drinking Alcohol

Today many people are looking for excuses to justify drinking. However, the New England Journal of Medicine in December of 1997 completed the largest ever undertaken study on drinking habits and disease rates of nearly a half-million men and women, ages 30 to 104. The study covered a 15-year period and revealed that one drink a day was associated with a 40%

reduction in the incidence of heart attacks in persons over 50. However, they pointed out the downside of alcohol: It is calorically dense and nutritionally sparse. It puts weight on with few health benefits, and many people don't know when they've had enough. In the real world, only a minority of Americans who drink limit themselves to a single drink. Add smoking to the mix and you lose all the benefits from the booze--and then some.

The study emphasized other ways to obtain alcohol's cardiac benefits without the risks. Alcohol protects the heart by raising the level of the good cholesterol, but so does the right diet, exercising, and if necessary, taking a cholesterol-lowering pill. Alcohol also protects the heart by reducing the tendency of the blood to form clots, but so does aspirin. Prolonged drinking hurts the liver and brain and is the number one cause of automobile accidents, broken homes and domestic violence. Drinkers are at greater risk for cirrhosis of the liver, cancers of the mouth, esophagus, pharynx, larynx and liver, so it makes sense to take the alternate route and avoid those infinitely more destructive results that alcohol brings. So avoid alcohol and you'll find it easier to stay up, up, up in a down, down, world.

ZigOn Preachers

The typical American believes that those men and women who fill the pulpits in the churches work a few hours on the weekend and probably spend some time visiting, preparing and counseling during the week. In short, they have it pretty easy.

Reality gives us an entirely different picture. According to a study recently published in Leadership Journal, the average evangelical clergyman works 55 hours a week, including four evenings, and will also take an average of four phone calls at home every night. As a result, sometime during the month a typical pastor will feel both physical and emotional stress, and 42% of their spouses will complain about the schedule at least once a month.

Most pastors work excessive hours voluntarily. It's not demanded by their boards or the congregations. They spend about 14 hours each week planning and attending meetings and services, 13 hours teaching and preparing sermons, nine hours in pastoral care and counseling, six hours in prayer and personal devotions, and 13 hours in other tasks which include long-range planning and evangelism. That leaves them precious little time for rejuvenation and recreation or time with the family and taking care of their own physical, mental, emotional and spiritual needs.

The results speak for themselves. The dropout rate is high. The number who suffer from fatigue, depression and other problems is higher than average in the population.

What's the message? Remember. . . you've got to have energy to give it; you've got to have strength to share it. You've got to have the right spirit to convey it to others. This is not a selfish approach. It's a wise approach and it will give you, God and your family a better, more effective servant.

ZigOn Quantity

For some strange reason there are millions of us who believe that if a little of something is good for us, a lot would be even better. Sometimes that is true, but frequently it is not. For example, if a non-swimmer has fallen into water over his head, if you throw him one end of a rope, that's good. If you throw him both ends of the rope, that's bad.

In physical fitness, many people believe that if jogging two miles a day is good for you, ten miles would be better. Many people believe that if one particular medication once a day is good for them, two should be twice as good. Disaster has been the result of that kind of thinking. However,

this is not true in all cases. If a little kindness and consideration is good, it's true that a lot would be even better. It's also true that if it is good to read for 20 minutes a day, it could be better to read three times that much, depending on schedule and interests.

Common sense and expert advice are important. In 1972 I needed to get on a sensible eating and exercise program so I sought the advice of Dr. Ken Cooper of aerobics fame. He started me on a sound, research-based program. I followed his advice and now, over a quarter century later, I'm in better shape and my energy level is measurably higher than when I was 45 years old.

The word that goes jointly with common sense is "balance." We need to have a balance in our lives if we are going to be able to get the maximum amount of enjoyment from life. Think about these things. Take this approach and you'll have a much better chance of staying up, up, up in a down, down world.

ZigOn Teaching By Example

This little poem crossed my desk recently and it exposed a great truth:

I lost a very little word

Just the other day,

It was a very naughty word

I had not meant to say.

But then, it was not really lost

When from my lips it flew,

My little daughter picked it up

And now she says it, too.

Out of the mouths of babes come words their parents wish they had never said. We do teach by example, of this there is no doubt.

ZigOn English

Around the world it's acknowledged that English, Japanese and Navajo are three of the toughest languages to learn. Since English is the most popular and is used by more countries than any other language in the world, we need to explore why it is so difficult. It is filled with apparent contradictions or oxymorons like "jumbo shrimp," or "the same difference." In addition, some local expressions will give you a better understanding of why newcomers to the language have so much difficulty. "It cost him an arm and a leg to get his car fixed." "We each coughed up a dollar." "She was down in the dumps all day." "The price goes up every time I turn around." "His eyes popped out when he saw the bill." "My grandmother has a green thumb." "He quit smoking cold turkey."

Then you look at a stack of wood and wonder what you would do with it. We frequently call a six-foot-six person "Shorty," an overweight person "Skinny," identify some people as "dogs" and then

talk about "a dog's life," when many of them have it much better than some people. We have a tendency to call all black people "African Americans," when they could well be Haitian or third-generation Englishmen.

However, despite all of these puzzling expressions and inconsistencies, the English language is still the most popular language in the world. Those who use it well have a much better chance of winning friends, influencing people and getting ahead in life. So, learn your English but in the process please understand that, regrettably, America is one of the very few nations on the globe that does not require its students to learn another language. Remember, if an immigrant struggles with our language, we need to ask ourselves, "How much of his language do I know?" Something to think about, isn't it?

ZigOn Work

One of my favorite quips about work is this: Someone asked a worker how long he had been working for his company and he smilingly responded, "Ever since they threatened to fire me."

Today we read numerous articles about people complaining about the workload. However, USA Today reported in the April 7, 1998, issue that 52% of those who said they had "too much" work to do expressed satisfaction with their jobs. In all fairness, 65% of those who felt their workload was about right expressed satisfaction with their jobs.

However, only 45% of those who felt they had too little or much too little to do expressed satisfaction with their jobs. To me that certainly is an interesting bit of data because the common feeling is that we have many people who want to do as little as they can and yet get paid as much as possible. The latter part is undoubtedly true, but the survey shows that nearly half of workers without enough to do are not satisfied with their jobs. There is a certain amount of dissatisfaction that goes with knowing your time, talent and abilities are not being properly used.

There are very few things as satisfying as being able to say to yourself, "Today was a good day. I did my job and a little extra. I feel good about that and I feel good about myself."

Message: A productive employee who is kept busy working at his or her job is far more likely to be happy at that job and less likely to look for employment elsewhere. That's why it is so important that workers are gainfully employed while they're on the job. Being productive gives people a sense of satisfaction and fulfillment that loafing never can.

ZigOn The Ten Commandments

There seems to be a number of contradictions in our society. We are inundated with statistics proving that crime is decreasing, the economy is better than ever, unemployment is at a 30 year low and technology is solving many problems. Yet we are also being told that there are more poor people than there were 20 or 30 years ago. Newspapers and television report tragedy after tragedy--school shootings across the nation and countless other examples.

Question: What's going on? Since belief determines behavior, doesn't it make sense that we should be teaching ethical, moral values in every home and in every school in America? Unfortunately, much of the media and music of today glorifies violence and gratuitous sex with no serious consequences, so in essence that's what we are being taught to believe.

I wonder what would have happened in the schools where fatal shootings occurred had the Ten Commandments been posted and read to the students at least once a month throughout their academic experience. I'm convinced that alone would have dramatically reduced the possibilities

of those 13, 14 and 15-year-old children getting weapons of destruction and indiscriminately gunning down helpless, innocent people.

For those who say that character doesn't count, I challenge you to ask any of the families of the victims of those school shootings. It would take a lot of doing to get those Ten Commandments posted in our schools, but there is nothing preventing them from being taught and modeled at home, repeatedly and consistently.

ZigOn The Main Thing

The refrain most often heard in the media, in private conversations and correspondence, is "I apologize for not getting back sooner, but I've been so busy..."

The question is, are we really busier than we've ever been? In reality, based on what 10,000 people recorded in their hour-by-hour time diaries, Americans, on the average, have 40 hours a week of discretionary time which they can invest as they please. This is more than they had 30 years ago and five hours more than they had in 1975.

The basic problem is that today we have so many options as to how we spend our leisure time that we jump from one activity to another, never spending any significant amount of time doing the one thing which would actually bring us more enjoyment. Combine that with the fact that today our evaluation of the importance of leisure time has gone up substantially. A (poll in) U.S. News & World Report showed that 49% of Americans (as versus 28% in 1986) believe that society needs to stop emphasizing work and put more value on "free time."

I'm convinced that much of this feeling is because we have lost our ability to concentrate on what we're doing. Many people while on the job spend too much time thinking about their home life and when they're at home they spend too much time thinking about their jobs. It's impossible to completely focus on the job for eight hours, your mind naturally moves to other things. But you need to "keep the main thing the main thing," and while you're at work, your work is the main thing. When you're at home, family is the main thing. Over a period of time you can bring your thought life under control, which enables you to be more effective on the job and happier at home. That's a good combination and it's a good approach to take.

ZigOn The Succession of a Philosophy

On a recent trip to India, I had the opportunity to address corporate executives on the truths I have been sharing for more than 50 years. It was one of those East meets West moments that cause you to reflect on your own journey and its impact on the lives of those that embraced the philosophy. Accompanying me on this trip was Krish Dhanam, who came to (Ziglar Training Systems) many years ago to work in our telesales department. In India, I got to see what he talks about when he compares the two democracies and brags on The American Dream.

The goal of our visit was to launch our training programs in India and showcase the succession of a philosophy as well as its application in any global setting. While I was able to share the principles in a seminar setting, I was watching the raw emotion of a young man whom I have had the privilege of mentoring for almost 14 years. He had come full circle in this pursuit. Though I had heard his story many times, I never fully grasped what it meant for Krish to have me in India. Amidst tears of joy over dinner, he explained, that this was the fulfillment of his heart's desire

from the day when he first sat in my seminar on January 26, 1989, in Irving, TX. He had waited 16 years for his dream to become a reality. I had the opportunity to validate his efforts in front of the people he had left to come to America almost two decades earlier.

When Krish joined our team he got busy and stayed busy. He immersed himself in our philosophy—studied our books, listened to the recordings, and implemented our guidelines. He was and is eager to grow. Krish never felt anything we asked him to do, regardless of what it was, was beneath him, nor did he balk at accepting assignments he felt were too tough or outside his experience. He was excited about the growth opportunity, prepared for the task, and did a great job. To date he has represented us with effectiveness in 31 countries, is in charge of our international efforts, does all our diversity training, and writes some of our training programs. He is a key member of our team. We gave him an opportunity—he did the rest.

The purpose of this article is to showcase what buying into a philosophy can do for a life. I have often said that legal immigrants leave a lot to pursue the American Dream. I have now seen first-hand where Krish came from and realized afresh and anew how blessed we are to live in a land of such abundance and prosperity. A land where our freedoms provide us a vision of hope and opportunity unparalleled anywhere else on God's green earth.

The journey has one more significant part and that is the other reason for writing this article. Krish has chronicled the See You at the Top philosophy into a brand new book called [The American Dream from an Indian Heart](#). I encourage you to read the principles that allowed an immigrant to help himself to the American Dream which has always been there and will always be there for those who want it.

ZigOn Serving Others

. . . Southwest Airlines magazine carried an article about computer magnate Michael Dell, one of the most successful entrepreneurs in our country. Dell explained the success of his company and believes they are and will continue to be successful because of their unique relationships with their customers. He stated, "As long as we continue to pay heed to what our customers tell us they want, and deliver products and services that are meaningful to them, and that they deliver superior value, we will continue to be successful."

I might point out this is not a new concept or idea, but, unfortunately, too many people and companies have lost the service concept. Many years ago Henry Ford stated that if we give truly outstanding service and genuinely care about the people we serve, our profits will be embarrassingly large. Two thousand years ago the Carpenter from Galilee stated that "He who would be the greatest among you must become the servant of all."

When we put the other person's feelings and needs above our own, amazingly enough our needs will be met big-time. Those people who do the right thing, and often the nice thing, are the ones who not only are the most successful in their businesses but happier in their personal lives as well.

ZigOn Manners

As youngsters, my mother taught her children that while we might not be the smartest people around, we could be courteous, polite and considerate of others. We were taught to say "please," "thank you," "yes, Sir," "yes, Ma'am," not to talk with food in our mouths, and a few other little niceties of life.

Now there are some indications that manners are on the way back "in"--just in time! In 1996 a

survey revealed that 78% of Americans believed incivility had gone from bad to worse in the preceding ten years, and many believed it had eroded values and contributed to violence in our society. Today many companies are sponsoring workshops to teach professional etiquette and protocol in the market place. Reports abound that job candidates are turned down if they begin eating before their host does, and salt food before tasting it, because it shows a tendency toward making hasty decisions. Those who order the most expensive items on the menu and conclude with an expensive dessert are generally not offered jobs for fear they will abuse an expense account.

Obviously, much of this involves common sense as much as manners, but it really boils down to thinking in terms of what's in the other person's best interests. When we think that way we act that way, and invariably what's in the other person's best interests from a business perspective turns out to be in our best interests as well.

Studies by Harvard, the Stanford Research Institute and the Carnegie Foundation suggest that success in a job depends 85% on people skills and only 15% on technical knowledge and skill. In the market place today people who have the right attitude and work with others effectively, are in the most demand and occupy the higher positions. **Message: Use commonsense and mind your manners.**

ZigOn Getting Along With People

Many years ago I heard a story concerning a Native American who said to a visiting missionary, "I like myself better when I am with you." That really is the ultimate compliment. When you make people feel better about themselves, you also feel better about yourself.

In **Personnel Journal** we read some excellent advice: "Everyone needs to feel he counts for something. If you recognize that need in dealing with people, you will learn to get along with them. Simply show by your actions that you know the other person is quite a person and watch his response. Lord Chesterfield told his son, 'Make the other person like himself a little bit more and I promise you that he will like you very much indeed.' This is one of the most valuable keys to successful human relations. Use it to make additional friends, to get more cooperation, to add magnetism to your personality."

Former insurance executive Walter Hailey adds to this when he advises salespeople to learn about the other person and his business before attempting to make a sale. You will discover something quite fascinating in the process. The more you know about him and his business, the more your prospect will assume that you know how to solve his problems. Not only that, he will think you are especially nice and very bright indeed. (Vol 7, no. 1)

ZigOn Uncle No Name

His name was Wally Amos and he built a \$100 million business selling his "Famous Amos Cookies." Through a series of unfortunate circumstances, he lost his business. He went from fame and fortune to a debt level of one million dollars.

Even worse, he lost the right to use the name he made famous. He did not, however, lose the things that made him successful in the first place. He maintained his sense of humor and his outgoing, optimistic, confident nature. As might be expected, he bounced back big time.

He started a new venture under the name of "Wally Amos Presents Chip'n Cookie." PEOPLE Magazine did a story and Fitz & Floyd made a Chip'n Cookie Jar. J.C. Penney marketed Chip'n Cookie dolls. Everyone was delighted at Mr. Amos' comeback. Everybody but the new owners of "Famous Amos." A lawsuit resulted and once again he was put out of business.

Wally says he got famous and rich and paid a price for it. . . . He wrote a book, **MAN WITH NO NAME**, which was enthusiastically received . . .and he is back in the cookie business. His new company (is) "Uncle No-Name." . . .Wally is a good example of a man being knocked down but not out. He is fighting back with the same zest and zeal he demonstrated the first time around. I predict he will do well.

Wally Amos is the classic example of a man who gets up again and again. The old saying that a person who won't be beat can't be beat is certainly true of "Uncle No-Name." Adopt his attitude and I'll See You At The Top!

. . . Adapted from Zig's book, **SOMETHING ELSE TO SMILE ABOUT**, published by Thomas Nelson.

ZigOn Braces

Like most parents, my wife and I believe that straight teeth are a real asset to a person, so we invested in braces for three of our children who needed them. By spending a considerable sum of money for a beautiful smile, we have received more than a good return on that investment. . . .When I see an adult wearing braces and the opportunity presents itself, I commend him or her for their foresight and willingness to suffer some temporary pain and possible embarrassment in order to achieve a long-term benefit.

I say all of this to point out that a good smile is important, but at the same time I would like to emphasize that good character is substantially more important. I'm puzzled as to why we don't invest more of our resources in the teaching of a character foundation to more of our children. Evidence is solid that the foundation stones of honesty, character, integrity, the right attitude, hard work, thrift, dependability and a host of other character qualities are the things that separate those people who really succeed in their professions and personal lives from those who enjoy only moderate success. Our founding fathers were taught those foundational qualities from birth. Actually, over 90% of all of the educational thrust in those days, according to the Thomas Jefferson Research Institute, was aimed at teaching ethical, moral and spiritual values. Its effectiveness is evidenced by the lives of Washington, Adams, Madison, Monroe, Franklin and numerous others.

I believe if all of us would analyze this approach to life, we would get just as enthusiastic about character development as we are winning smiles. Straighten your teeth and you will have a winning smile. Straighten and strengthen your character and life will smile on you.

. . . Adapted from Zig's book, **SOMETHING ELSE TO SMILE ABOUT**, published by Thomas Nelson.

ZigOn Gossip

We frequently hear little jokes about gossip, like the two people who were talking and one said, "I can't tell you any more. I've already told you more than I heard." In that line is much of the tragedy about gossip, which can and often has destroyed a person's reputation. Gossip always damages relationships and specifically with the person you are gossiping about. For example, once you have said something unkind about a person, you will feel uncomfortable around him or her and your relationship will suffer.

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His life story indicates that he was not only an extraordinarily successful man, but surely one of the busiest and best organized ever. However, with all of his "busy-ness" . . . he still retained some of those human qualities that made him so successful.

Simple example: He never forgot to thank others who did things for him. On his whistle-stop tours during his campaign trips, he always left his private car to . . . thank the engineer and fireman for a safe and comfortable trip. True, it took only a few minutes of his time, but when your minutes are so few, they are quite important. . . . He felt that those minutes were well invested and he enjoyed meeting the people who had served him so well. In the process he made friends for life. Doing simple little things . . . endeared Roosevelt to people all across America, which certainly was a significant reward for the few minutes it took him to say thank you.

Someone once said that you could always tell a "big" man by the way he treated a "little" man. By that yardstick alone you would have to agree that Theodore Roosevelt was a "big" man.

Message: Take time to be kind and to say "thank you." The returns can be so great that I definitely will SEE YOU AT THE TOP!

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ZigOn: A Special Christmas Message

It's Christmas, Not a "Holiday Season"

Christmas can truly be the best of times for many and the worst of times for others. For Christians it truly is the best of times, because we celebrate the birth of Christ, Whom we believe is the Only-begotten Son of God, the Savior of the world, and the way to the Father. His virgin birth, death and resurrection were prophesied over 200 times in the Old Testament and all of those prophecies were fulfilled in the New Testament.

For the Christian, Christmas is a joyous occasion. Even as many of us weep over the loss of loved ones, we still experience joy because we know that their eternity with Christ is an infinitely better life than the one they had on Earth.

One of the more disturbing elements of Christmas is the fact that many people have now wished us a "Happy Holiday," instead of "Merry Christmas." Many of the greeting cards we receive identify themselves as "holiday" cards. Interestingly enough, thus far I've never heard anyone wishing a Muslim during Ramadan a "Happy Holiday," or greeting a Jew during Hanukkah with "Happy Holiday."

December the 25th is Christmas. We celebrate the birth of Christ. We should be saying, "Merry Christmas," not "Happy Holiday."

Here are some further thoughts on Christmas:

An anonymous writer wrote that "Christmas is more than a time for parties and ornaments, it's a time for remembering Christ and the incarnation of God's love in human flesh. There are gifts more important than the ones under the Christmas tree--the things we teach our children, the way we share ourselves with friends, and the industry with which we set about reshaping the world in our time. The finest carols are often sung by the poorest voices from hearts made warm by the wonder of Christmas. The angel's message is that we should not be afraid, that the Child of Bethlehem is able to overcome all anxieties and insecurities. I believe in prayer and quietness as a way of appropriating Christmas, that if I wait in silence I will experience the Presence of the One born in the manger, for He lives today as surely as He lived then."

A few more thoughts from a different anonymous writer who points out that "last Christmas we were thinking about all the things we didn't have--this Christmas we're thinking about all the things we do have. Last Christmas we were counting our money; this Christmas we're counting our blessings. Last Christmas we thought a man who could rush down a football field was a hero; this Christmas we know a man who rushes into a burning building is the real one. Last Christmas we were getting on one another's nerves; this Christmas we're getting on our knees."

As you think on these things I hope you will count your blessings and express gratitude for our faith, freedom, families, and the privilege of living in a country where religious freedom is protected by our Constitution.

ZigOn Manners

As youngsters, my mother taught her children that while we might not be the smartest people around, we could be courteous, polite and considerate of others. We were taught to say "please," "thank you," "yes, Sir," "yes, Ma'am," not to talk with food in our mouths, and a few other little niceties of life.

Now there are some indications that manners are on the way back "in"--just in time! In 1996 a survey revealed that 78% of Americans believed incivility had gone from bad to worse in the preceding ten years, and many believed it had eroded values and contributed to violence in our society. Today many companies are sponsoring workshops to teach professional etiquette and protocol in the market place. Reports abound that job candidates are turned down if they begin eating before their host does, and salt food before tasting it, because it shows a tendency toward making hasty decisions. Those who order the most expensive items on the menu and conclude with an expensive dessert are generally not offered jobs for fear they will abuse an expense account.

Obviously, much of this involves common sense as much as manners, but it really boils down to thinking in terms of what's in the other person's best interests. When we think that way we act that way, and invariably what's in the other person's best interests from a business perspective turns out to be in our best interests as well.

Studies by Harvard, the Stanford Research Institute and the Carnegie Foundation suggest that success in a job depends 85% on people skills and only 15% on technical knowledge and skill. In the market place today people who have the right attitude and work with others effectively, are in the most demand and occupy the higher positions. **Message: Use commons sense and mind your manners.**

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ZigOn Overcoming The Odds

His name is Gabriel Hjertstedt (YERT-stet) and he participated in the 1998 Masters Golf Tournament in Augusta, Georgia. His route to the Masters was one no Hollywood writer could have created. It's not that he's not a good golfer, because he won last year's B.C. Open, but what makes his story so unusual is that he's had difficulties very few people would be able to overcome.

In 1995 he had to leave the European PGA Tour because he had some undiagnosed problems with his jaw which led to panic attacks and depression. Once during a meal in Italy he experienced cramping in his throat and was rushed to a hospital. Tests could find no cause, but the problem persisted for many months and he was so frightened he was unable to practice even on the driving range. As a result, he hit rock bottom, ran out of money, and slept in his car at gas stations. He was homeless and so depressed that he was too afraid and too proud to ask for help. Fortunately, the following year a dentist diagnosed a dislocated temporomandibular joint, a

dysfunction of the lower jaw, and surgery solved the problem.

Apparently, all these difficulties, when combined with persistence and determination, have made him strong and put his game back together. When he won the B.C. Open it qualified him for a spot in the prestigious Master's Tournament.

Question: What are the odds of a homeless, depressed man who had serious emotional and physical problems making that tournament? That gives all of us hope that we can overcome the odds we face in life, and accomplish some marvelous things.

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ZigOn Uncle No Name

His name was Wally Amos and he built a \$100 million business selling his "Famous Amos Cookies." Through a series of unfortunate circumstances, he lost his business. He went from fame and fortune to a debt level of one million dollars.

Even worse, he lost the right to use the name he made famous. He did not, however, lose the things that made him successful in the first place. He maintained his sense of humor and his outgoing, optimistic, confident nature. As might be expected, he bounced back big time.

He started a new venture under the name of "Wally Amos Presents Chip'n Cookie." PEOPLE Magazine did a story and Fitz & Floyd made a Chip'n Cookie Jar. J.C. Penney marketed Chip'n Cookie dolls. Everyone was delighted at Mr. Amos' comeback. Everybody but the new owners of "Famous Amos." A lawsuit resulted and once again he was put out of business.

Wally says he got famous and rich and paid a price for it. . . . He wrote a book, MAN WITH NO NAME, which was enthusiastically received . . .and he is back in the cookie business. His new company (is) "Uncle No-Name." . . .Wally is a good example of a man being knocked down but not out. He is fighting back with the same zest and zeal he demonstrated the first time around. I predict he will do well.

Wally Amos is the classic example of a man who gets up again and again. The old saying that a person who won't be beat can't be beat is certainly true of "Uncle No-Name." Adopt his attitude and I'll See You At The Top!

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ZigOn Braces

Like most parents, my wife and I believe that straight teeth are a real asset to a person, so we invested in braces for three of our children who needed them. By spending a considerable sum of money for a beautiful smile, we have received more than a good return on that investment. . . .When I see an adult wearing braces and the opportunity presents itself, I commend him or her for their foresight and willingness to suffer some temporary pain and possible embarrassment in order to achieve a long-term benefit.

I say all of this to point out that a good smile is important, but at the same time I would like to emphasize that good character is substantially more important. I'm puzzled as to why we don't invest more of our resources in the teaching of a character foundation to more of our children. Evidence is solid that the foundation stones of honesty, character, integrity, the right attitude, hard work, thrift, dependability and a host of other character qualities are the things that separate

those people who really succeed in their professions and personal lives from those who enjoy only moderate success. Our founding fathers were taught those foundational qualities from birth. Actually, over 90% of all of the educational thrust in those days, according to the Thomas Jefferson Research Institute, was aimed at teaching ethical, moral and spiritual values. Its effectiveness is evidenced by the lives of Washington, Adams, Madison, Monroe, Franklin and numerous others.

I believe if all of us would analyze this approach to life, we would get just as enthusiastic about character development as we are winning smiles. Straighten your teeth and you will have a winning smile. Straighten and strengthen your character and life will smile on you.

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