



"Changing the World, One Smile at a Time..."

ONE THING NOT TO SURRENDER

It's important to understand two fundamental principles about self-image:

1. You will be true to your self-image. You will perform the way you see yourself performing.
2. Your self-image can and does change.

The expectant approach, the expectant presentation and the expectant close are what produce the desired results. People can, who think they can. People can't, who think they can't. This is an unchanging, indisputable law of selling and of life itself.

Count as an enemy the person who shakes your expectation of your ability. Remember, as a professional person your self-confidence is the one thing you can never afford to surrender. Nothing multiplies a person's ability like faith in himself or herself. It will make a one-talent person a success - while a ten-talent person without it will fail.

How often have you heard said about some successful person, "Everything he or she touches turns to gold?" We sometimes think of successful people as being lucky. The fact is, their success represents their expectations - it's the sum of their habitual ways of thinking. By the force of their expectations, such persons wring success from the most adverse circumstances.

Expectation brings successful experiences and successful experiences reinforce the power of confidence in your life and into your business.

Individuals who are self-reliant, positive, optimistic, and assured "magnetize" conditions. They carry in their presence an air of victory that compounds its power by convincing others. Their poise, assurance and ability increase in direct ratio to the number of their achievements.

Launch your success offensive with a sincere belief in yourself.

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