

You need a hoop!

If you don't have goals, you probably won't play

People sometimes ask, "Why do I need goals?" The answer would be obvious if you were a spectator at this imaginary basketball game—the last of a championship series.

Both teams were fighting-fit. You could see their muscles ripple and almost feel their hearts pound with adrenaline as the players took their warm-up shots.

Just before the game was to begin, the home team players formed a tight huddle around their coach. "Who's gonna win?" he asked. "WE ARE!" they yelled. "Then go to it!" he screamed, and the starting five thundered onto the court.

Immediately, the home team took possession of the ball. The star guard dribbled cautiously down court and saw one of his teammates standing in the open, beneath the backboard. A quick pass, and the shot was up, arching perfectly toward the... but wait, it fell to the floor.

There was no hoop on the backboard!

Everyone was confused, then frustrated. The players angrily demanded an explanation, but there was none. After a few minutes of chaos, the game was simply cancelled, because without hoops the officials could not keep score, the players could not know if they hit or missed, and the fans could never know how well their teams had played.

And that's the answer. Life without goals is like a basketball game without hoops! You not only can't keep score, but you probably won't even play the game.

Accomplishment requires goals. Your goals determine your thoughts. Your thoughts determine



your life—what you are and what you have. You have become what you spent most of your time thinking about up until now. If you are not happy with what you are or what you now have, then you can still change, by changing your thinking.

The great scientist Sir Isaac Newton was asked how he discovered the law of gravitation. "By thinking about it all the time," he answered.

So set your hoops (your goals) and think about them all the time. You WILL get what you want.

Here's what you can do: Each month set your "hoops"—three realistic, 30-day goals,—one for you one for your family, and one for your career. Be sure they are practical and attainable as well as meaningful to you. Write them down, and carry them with you everywhere. Look at them several times a day. After achieving them, as you will, set new 'hoops' each month. To order 30-day Goal Cards, visit us at <http://www.SuccessComesInCans.com>. Refills are now available!



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The opinions of others

Outstanding individuals — confident attitudes — great accomplishments

Over the legendary Fred Astaire's fireplace in Beverly Hills used to hang a yellowed MGM inter-office memo, a souvenir of the dancer's first screen test. Dated 1933 and sent by the testing director to his superior, it read:

"Fred Astaire. Can't act. Slightly bald. Can dance a little."

How about these other "insightful" comments:

Vince Lombardi. "Possesses minimal football knowledge. Lacks motivation."

Albert Einstein. "Doesn't wear socks and forgets to cut his hair. Could be mentally retarded."

George Patton. "Insecure, weak-willed. Likely to turn-tail in a fight."

Socrates. "An immoral corrupter of youth."

All of these outstanding individuals evidently valued their own opinions of themselves far more

than the opinions of others. Despite negative judgments by others, they remained confident and achieved great accomplishments.

Here's what you can do: *Keep up a constant mental dialogue of positive "self-talk." Become aware of the effect your environment has upon you, and begin managing it to your advantage.*

In many ways, you are a product of your environment. Are you taking responsibility for that environment now that you're an adult? Where and with whom are you spending most of your time?

Tell several of your friends that someday you will be president of your company. If they say, "Yeah, right," then it is time to make some changes in your friends (environment).

Associate with people who have great ideas, and who know that great things are possible—because they have already done them!

The procrastinators

Begin high payoff activities now, because the "right time" never comes

The bride, white of hair, stoops over her cane
Her legs, uncertain, need guiding
And across the church aisle,
with a big toothless smile
The groom, in a wheelchair comes riding
Who is this elderly couple thus wed,
And immortalized here in rhyme?
This is that rare, most conservative pair
That waited for just the right time!

Here's what you can do: *Accept the fact that there is not enough time for all the things you want to do. Invest more of your time on high payoff activities which are directly related to your goals. Begin saying "no" to some of those low payoff activities which are unrelated to your goals. High payoff activities cannot be delegated, but they do yield a substantial return for the time you invest in them. They might be unpleasant, difficult, or risky — but jump into your high payoff activities, because the "right time" never comes. **Do it NOW!***



Sel, not spel!

Company finds new salesperson is illiterate. President says, “do like he done.”

A newly hired traveling salesperson wrote his first report to the home office. It stunned the executives in the sales department because the new man was obviously illiterate. Here's what he wrote:

“Dere Bos—I seen this outfit which aint never bot a dimes worth of nothing from us and I sole them a couple hunerd thousand dolars of guds. I am now going to Chicago.”

Before the sales manager could fire the illiterate, this note arrived from Chicago:

“I cum hear and sole them a haff a millyon.”

Fearful if he did, and fearful if he didn't let

the illiterate go, the sales manager asked for the president's advice. The next morning the corporate decision-makers were amazed to see the two letters on the bulletin board along with this memo from the president:

“We ben spending two much time trying to spel insted of sel. Let's watch those sails. I want everybody shud reed these leters frum Gooch, who is on the rode doin a grate job for us, and you shud go out and do like he done.”

Here's what you can do: *Instead of worrying about any minor weaknesses you may have, start making the most of those positive qualities which make you unique. That's what Gooch did. Spelling is important, but selling is the name of the game!*

Think and grow rich

You know what you desire, but can you get it?

The answer is “yes,” according to Napoleon Hill, author of the classic *Think and Grow Rich*—a book which has influenced the lives, accomplishments and fortunes of more people than any other work of its kind.

In his chapter on desire, Hill explains that desire is the first and most important step toward attaining riches, riches being whatever you happen to want, from a more harmonious home life to a specific sum of money. And you would not have the desire were you not capable of attaining it, says Hill, which makes the question, “Can I get what I desire?” entirely absurd.

Of course you can, Hill would respond.

In *Think and Grow Rich*, Hill quotes Ralph Waldo Emerson “There is nothing capricious in nature, and the implanting of a desire indicates that its gratification is in the constitution of the creature that feels it.”

Your desires are shaped by your abilities and leanings, Hill goes on, and therefore whatever you desire with all your heart, can and should be yours. He offers several examples of why your burning desire is an accurate picture of what you will eventually become.

You can be sure you have a *burning desire*, says Hill, by noting the manner in which you pursue it. If you move timidly, your desire is not even smoldering. If you move ahead boldly and vow never to turn back, your desire burns brightly, and its attainment is not far off.

Is there a desire burning within you? If so, take the advice of Napoleon Hill and step forward into the inexorable reality of that desire.

Here's what you can do: *Follow Napoleon Hill's six steps to attaining what you desire.*

1. Fix in your mind exactly what you desire. Be specific.
2. Determine precisely what you will give in return for it.
3. Establish a firm date by which you will attain it.
4. Create a definite plan for attaining it, and begin at once, ready or not.
5. Write all of this information down, word for word. Be clear and concise.
6. Read this information aloud twice each day, once just after waking in the morning, and once just before going to sleep at night.

How to experience fulfillment

Set your own goals — live by your own standards

When you get what you want
in your struggle for self,
And the world makes you king for a day
Just go to the mirror and look at yourself
And see what THAT face has to say.

For it isn't your parents or husband or wife
Who judgment upon you must pass;
The face whose verdict counts
most in your life
Is the one staring back from the glass.

Some people may think you
a straight-shooting gal
Or call you a wonderful guy,
But the face in the glass says
you're only a bum
If you can't look him straight in the eye.

It's the face you need to please,
never mind all the rest,
For it's with you clear up to the end
And you've passed your most dangerous,
difficult test
If the face in the glass is your friend.

You may fool the whole world down the
pathway of years
And get pats on the back as you pass,
But your final reward will be
heartaches and tears
If you've cheated the face in the glass.

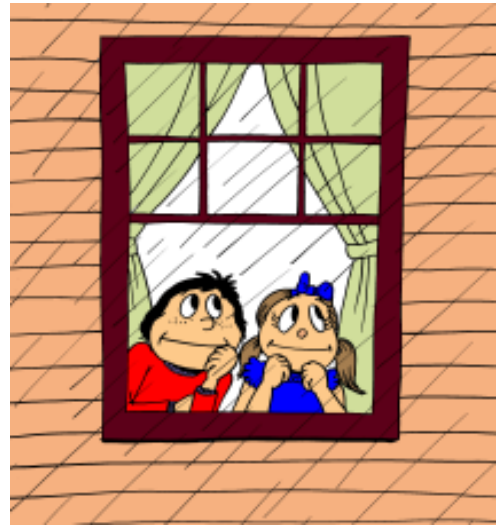
What would the child you once were say about you today?

Mike Vance, former dean of the University of Disneyland, and well-known for his ideas on creative thinking and management, tells of a conversation he once had with Walt Disney.

While walking through a light rain, the two men passed a window, and Disney stopped. He studied the window intently, watching the rain trickle down the panes.

He said, "Mike, do you remember when you were a little boy, how much fun it was to look outside when it was raining?"

"Yes, I certainly do."



"Do you remember how exciting it was to look outside and wonder what bigger people like us do out there?"

"Yes, I remember that."

"Do you remember how exciting it was to be looking out and thinking 'Boy, wait'll I get big, what I'm going to do when I get out there!'"

"Yes."

"You want to know something even more exciting, Mike? It's to be men like we are, and look through a window like this, and remember the little boys we once were."

"Yes, that is exciting."

"You want to know something even more exciting, Mike? It's to be men like we are, looking through a window like this, able to remember the little boys we once were, and know we became the kind of men the little boys wanted us to be. Do you know what that's called, Mike? It's called *fulfillment*, and it's what every human being dreams of achieving."

Here's what you can do: Remember the little girl or boy you once were. Are you becoming the person that child wanted you to be? If not, use this memory to guide you back onto the path you wished for yourself long ago.



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