



The Magic of Thinking Big

Book Review: 'The Magic of Thinking Big' By David J Schwartz, Ph.D.

1. Believe you can Succeed and you Will
 - a. Define Success: means freedom, freedom from worries, fears and frustrations. Winning, achievement; everyone wants the best this life can deliver. No one wants to or enjoys living in mediocrity.
 - b. Faith can move mountains...
 - c. When you believe "I can do it" then How to do it arises
 - d. Belief in success is the one basic, absolutely essential ingredient of successful people.
 - e. Disbelief, doubt is negative power. Lack of belief shows up in the way one walks, talks, acts. Examine your life.
 - f. Exercise: Examine the five most successful people you know: then see how are you different from them? No one else will believe in you until you totally believe in yourself.
 - g. Your mind is a thought factory...Mr Triumph and Mr Defeat. You shoot for 100% Mr. Triumph.
 - h. How to develop the Power of Belief?
 - 1) Think success
 - 2) Remind yourself regularly that you are better than you think
 - 3) Believe big
2. Cure yourself of "Excusitis"
 - a. Every person with mediocre success has at least a mild case of this disease They have a bookful of reasons why they haven't, they don't, they can't, they aren't. Look at you in your Mannatech business....
 - b. Each time the "victim" tells his excuse it gets further embedded into his/her subconscious.
 - c. So STEP 1: Vaccinate yourself against this disease of failure
 - d. Four most common forms of EXCUSITIS and their cures;
 - 1) "But my health isn't good"
 - a) Read "How to live 365 Days a Year"
"Don't belong to the fraternity of the living dead."
 - b) Refuse to talk about your health
 - c) Refuse to worry about your health
 - d) Be genuinely grateful your health is a good as it is
 - e) Remind yourself often "It is better to wear out than to rust out."
 - 2) "But you have got to have brains to succeed"
 - a) We underestimate our own and overestimate others!
Your attitudes are more important than your intelligence

- b) Stickability is 95% of ability;
 - c) Difference between successful versus non: they worry less, are more enthusiastic, and have a sincere liking for people
 - d) Remember the ability to think is worth much more than ability to retain facts
- 3) "It's no use. I am too old." I have seen 30 year olds and less with this disease
- a) Look at your present age positively!
 - b) Compute how much productive time you have left.
 - c) Invest future time in doing what you really want to do
- 4) "But my case is different; I attract bad luck."
- a) There is no such thing as an accident...it occurs due to human error or mechanical failure or both.
Nothing happens without a cause.
So accept the laws of cause and effect. Someone's good luck is really a result of preparation, planning, and success producing thinking.
 - b) Don't be a wishful thinker. Don't waste time thinking of ways to "win success." Instead concentrate on developing the qualities in yourself that make you a winner.

3. Build Confidence and Avoid Fear

- a. Action cures Fear (see attached)...Indecision, postponement nurtures fear.
- b. Make an incredible effort to put only positive thoughts in your memory bank, and withdraw only positive thoughts from your memory bank
- c. Put people in proper perspective
 - 1) Get a balanced view of the other person
 - 2) Develop an understanding attitude
- d. Practice doing what your conscience tells you that is right
- e. Make everything about you say "I am really confident"
 - 1) Be a front seater
 - 2) Make eye contact
 - 3) Walk 25% faster
 - 4) Speak up
 - 5) Smile Big

4. How to Think Big

- a. How big we think determines the size of our accomplishments
 - b. Probably our greatest human weakness is self-deprecation...selling oneself short
 - c. Exercise: think of your five greatest assets; then think of five successful people who do not have these assets.
 - d. We don't think in words, but rather pictures and images
 - e. 4 ways to develop a Big Thinkers Vocabulary;
 - 1) Use big, powerful, cheerful words to describe how you are feeling
 - 2) Use bright, cheerful, favorable words to describe others
 - 3) Use positive language to encourage others; complement others at every opportunity
 - 4) Use positive words to outline plans to others
 - f. Big thinkers do not see the world as it is but rather as it can be!
 - g. The price tag the world puts on us matches what we put on ourself
- Practice these value adding exercises

- 1) Practice adding value to everything
 - 2) Practice adding value to people
 - 3) Practice adding value to yourself
- h. Before getting involved in a petty matter think "Is it important?"

5. How to Think and Dream Creatively

- a. Understand creative thinking does not have to be inventing the light bulb; rather simply finding new and improved ways to do anything.
- b. What can we do to develop that creative thinking?
Believe it can be done...when you believe, your mind finds ways to do it
- c. Suggestions to help you develop creative power through belief
 - 1) Eliminate the word impossible from your vocabulary
 - 2) Think of something you have been wanting to do but felt you couldn't. Make a list of reasons why you can.
- d. When people suggest change, don't come from traditional paralysis. Pursue the logic behind it. Here are three steps
 - 1) Become receptive to ideas (like above)
 - 2) Be an experimental person
 - 3) Be progressive, not regressive
- e. Big thinkers monopolize listening; small thinkers monopolize telling
- f. How can I do better? How can I do more? Practice listening and asking. And, don't let good ideas escape...(record, think over and take action)

6. You are What You Think You Are

- a. "As a man thinketh, so is he"
How you think determines how you act. How you act determines how others respond to you.
 - b. Look important, it helps you think important. When it comes to clothes "Pay twice as much and buy half as many."
 - c. Think your work is important
How do you view your Mannatech business? You win or lose right out of the box. It will determine how your downline thinks of Mannatech.
 - d. How to build your "sell yourself to yourself commercial?"
 - 1) List your best qualities
 - 2) Put these into a commercial format about you
 - 3) Practice your commercial outloud every day
 - 4) Read your commercial silently every day
- SEE attached checklist

7. Manage Your Environment: Go First Class

- a. "The mind is the most delicate, most sensitive instrument in all creation."
Just as the body is what it is fed, the mind is what it is fed.
- b. Mind food is your environment...who you associate with, what you listen to, what you read, who you choose as mentors, etc.
- c. Recondition yourself for success
 - 1) Quit rationalizing yourself in a rut
 - 2) Don't ever give up saying that greater success is not worth the effort.

- 3) "Negators are everywhere, and they seem to delight in sabotaging the positive progress of others."
- 4) Make a point of getting advice from people who know; go first class when you have questions. Seeking advice from a 'Failure' produces failure.
- 5) Your free time: are your weekends a thrill, time for growing and doing challenging things? or are they a thing of boredom? Sleeping in, watching TV?
- 6) Never be a gossip: See attached test

8. Make Your Attitudes Your Allies

- a. How we think shows through in how we act. Attitudes are mirrors of the mind. They reflect thinking.
- b. We read attitudes through expressions and voice tones and inflections.
- c. Grow these three attitudes
 - 1) Grow the attitude of "I'm activated"
 - 2) Grow the attitude of "You are important"
 - 3) Grow the attitude of "Service first" money will always follow
Give people more than they expect
- d. Enthusiasm makes everything 100% better; how to develop power of enthusiasm?
 - 1) Dig into it deeper...the more you learn about something, the more enthusiastic you get about it
 - 2) "In everything you do Life it up." Your smile, great big. Your handshake, firm and strong. Enthusiasm shows through everything you do. You know you are doing it when people say, "Wow that person is full of life...they are really going places."
 - 3) Broadcast good news. Leave bad news out. Broadcasting good news is win win...you feel better and so do the people you are talking to.
- e. The You are Important...grows when
 - 1) Practice appreciation
 - 2) Practice be calling people by their names
 - 3) Don't hog glory.

9. Think Right Toward People

- a. In Mannatech you depend on your downline to achieve your success, but what must you do to get these people to support you and accept your leadership? The answer is "to think right about people."
- b. Number one thing that stands out in job interviews, promotions, etc is always "likability." Successful people follow a plan for liking people.
- c. President Johnson had 10 point formula for success.
 - 1) Remember names
 - 2) Be a comfortable person so there is no strain being with you
 - 3) Be relaxed easy going so things don't ruffle you
 - 4) Don't be egotistical
 - 5) Cultivate the quality of being interesting so people enjoy being around you
 - 6) Get the "scratchy" elements out of your personality
 - 7) Sincerely attempt to heal all misunderstandings
 - 8) Practice liking people until you sincerely do
 - 9) Never miss an opportunity to use a word of encouragement
 - 10) Give spiritual strength to people and they will give genuine affection to you
- d. Friendship can't be bought and when you try, you create contempt.

e. Always stay tuned to channel P (positive) not channel N (negative)

10. Get the Action Habit

- a. Will he do the job? Is he a self-starter? Will he follow through? These all lead to one question: Is he a man of action?
- b. Successful people take action; unsuccessful are more passive.
- c. Ideas are important but without action they are nothing! Got a good idea? then take action on it!
- d. What causes you not to act on them? Fear. Use action to overcome fear and gain confidence.
- e. Technique: pen and paper. Write those ideas down on the paper and then you will be more focused.
- f. Practice these few points:
 - 1) Be in the mode of taking action all the time. Be a doer.
 - 2) Don't wait until the conditions are perfect. They most likely never will be.
 - 3) Remember ideas bring you nothing without action.
 - 4) Think in terms of NOW.
 - 5) Seize the initiative. Be a crusader.

11. How to Turn Defeat into Victory

- a. Study setbacks to pave your way to success. When you lose, learn and then move on to win.
- b. Have the courage to become your own constructive critic. Seek out your weaknesses and correct them.
- c. Stop blaming luck. Research each setback.
- d. Blend persistence with experimentation. Try new approaches; experiment.
- e. Remember there is a good side in every situation. Find it and whip discouragement.

12. Use Goals to Help you Grow

- a. Nothing happens, no forward steps are taken until a goal is established.
- b. The important thing is not where you were, or where you are at, but where you desire to go.
- c. Two steps he outlines:
 - 1) Outline your life in three segments: work, home, and social. Then visualize your future.
 - 2) Demand of yourself answers to these questions:
 - a) What do I want to accomplish with my life?
 - b) What do I want to be?
 - c) What does it take to satisfy me?
 - 3) See the Planning Guide attached
- d. Five weapons are used to commit success suicide so destroy them in your life:
 - 1) Self depreciation
 - 2) Security-itis..."I have security here" and using that to murder your dreams.
 - 3) Competition...the field is already crowded.
 - 4) Parental dictation...young people who feel they have to please their parent's desire for their life.
Your life is your responsibility no one else's.
 - 5) Family responsibility...I would have but I have a family to worry about.

e. See the attached "30 Day Improvement Guide"

13. How to Think Like a Leader

a. Remind yourself that you are not pulled to higher levels of success...you are lifted there by those working beside you and below you. AND success depends on you getting support and cooperation from others through your leadership ability.

b. Master four special leadership rules or principles:

1) Trade minds with the people you want to influence

To get others to do what you want them to do you must see things through their minds.

"What would I think of this if I exchanged places with the other person?"

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

The better you treat people, the more good things happen to you.

Let your action show you put people first. Practice praising people.

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

Two things you can do here:

a) Think improvement in everything you do

b) Think high standards in everything you do

Apply this to every aspect of your life. Kind of like are you green and growing or ripe and rotting.

4) Take time out to confer with yourself and develop your supreme thinking power. Successful people spend a lot of time in thought, and alone. Use it to release your creative power.

Everyday you should dedicate time to spend alone and confer with yourself.