

THOUGHTS I'VE FOUND TO BE TRUE:

1. Freedom cannot be censored into existence. A democracy smugly disdainful of new ideas would be a sick democracy. A democracy chronically fearful of new ideas would be a dying democracy. Dwight D. Eisenhower June 24, 1953
2. I think that any man who has had what is regarded as a great success must realize that the element of chance has played a great part in it. If there is not the war, you don't get the great general; if there is not a great occasion, you don't get the great statesman; if Lincoln had lived in times of peace, no one would have known his name now. The great crisis must come, or no man has the chance to develop great qualities. Theodore Roosevelt May 26, 1910.
3. Let it be clear that this Administration recognizes the value of dissent and daring, that we greet healthy controversy as the hallmark of healthy change. John F. Kennedy Jan. 29, 1961
4. The largest segment of any population is that comprised of lonely people. The largest rewards will come to those who offer a solution, regardless how temporary, to loneliness. Lonney C. Smith 1995.
5. An employees Seniority should only be considered an asset if it is synonymous with Quality work, Applied Experience and Necessary Productivity; or it represents nothing more than dead weight on the company's growth. Lonney C. Smith 1980
6. The best people should get the best pay, the best jobs the best hours regardless of their length of employment. Lonney C. Smith 1978
7. The only thing that should be censored is stupidity, ignorance and most of all censorship. Lonney C. Smith 1989
8. Great spirits have always encountered violent opposition from mediocre minds. Albert Einstein
9. Don't tell me what won't work instead tell me how to make it work. The only problems we have are the ones involved in finding solutions. Lonney C. Smith 2005

10. Customers have problems so we have to come up with solutions. People pay for solutions & answers not problems & questions. Lonney C. Smith 2000
11. People come to us wanting “fun;” we have to define what they mean and then provide what they want. Lonney C. Smith 1994.
12. It is not enough to stare up the steps; you must step up the stairs.
13. The market place is like a war zone; the more information you have the more likely you are to win the battle. Lonney C. Smith 2002
14. You can win a hundred battles and still lose the war. There is more to winning a war than just winning the battles. You need the attitude, perception and a state of mind of all the combatants, and public, to agree that you won and be willing to think & act accordingly. Lonney C. Smith 1990
15. When you have them by the balls their heart and minds will follow is a myth. Lonney C. Smith 1971
16. If you treat just the symptoms the disease will kill you. You must find the real problem before you can come up with a real solution. Lonney C. Smith 2006
17. If you do something in exactly the same way you will get exactly the same results. AA
18. Give me the strength to change the things I can; the courage to accept those things that I can not change and most of all the wisdom to know the difference. AA
19. Employees, like entrepreneurs, pursue their own self-interest. You are their vehicle, and they yours. The best human relations are mutually self-serving. The extent of your concern for them is generally repaid in the degree of their loyalty to you.
20. If you hire people who are bigger than you are, your company, will become a company of giants; if you hire people who are less than you are, you shall become a company of dwarfs.

21. Economic freedom—the cash to be able to pay our bills, to spend some money frivolously without worrying about it, and to have enough assets to cushion us against reversals.
22. You always find ways to get through financial nightmares. In fact, they evaporate when you face them. If you persist, the money will always be there. Sounds like a fantasy, spiritualism, of one of those self-help dreamers. But bear it in mind. The most successful entrepreneurs on earth----past and present--- would tell you exactly the same thing. Money problems always resolve themselves. James R cook 1986
23. When you work for yourself, you become an innovator or you don't eat. John W. Marriott
24. Live daringly, boldly, fearlessly. Taste the relish to be found in competition— in having to put forth the best within you. Henry Kaiser
25. A burning desire to do important things and to be significant, an obsession with great fortune and economic freedom --- these are the starting points of enterprise. Without them there would be no beginning.
26. Without intensity, the entrepreneur cannot get over the greatest hurdle: to pull it all together and start.
27. Every person who wins in any undertaking must be willing cut all sources of retreat. Only by so doing can one be sure of maintaining that state of mind known as a burning desire to win, essential to success. Napoleon Hill
28. Wishing will not bring riches. But desiring riches with a state of mind that becomes an obsession, then planning definite ways and means to acquire riches, and backing those plans with persistence which does not recognize failure, will bring riches. Napoleon Hill
29. The positive emotions of thought form the side of the stream which carries one to fortune. The negative emotions form the side which carries one down to poverty. Napoleon Hill
30. What we do not see, what most of us never suspect of existing, is the silent but irresistible power which comes to the rescue of those who fight on in the face of discouragement. Napoleon Hill

31. You get ahead in direct relation to how well you offer services. The opportunities to develop new products and services are as boundless as the ideas and desires of mankind. Henry Kaiser.
32. If you can't come up with a new service then make an existing service better. Service innovations or breakthroughs fill gaps that your competition ignores.
33. Most service companies are mediocre. The average business operates carelessly. Many small firms are run by slob. The world is screaming for excellence and impeccable service. That is your ticket to riches beyond and amount you will ever need.
34. Opportunity is no more than a better way of serving and providing for humanity's needs.
35. In order to prosper you must find a market gap. Then your business will have a purpose. It is futile to duplicate a competitor's efforts. Find your own niche. Serve others. Make life better, easier, happier, or more profitable for consumers, and you will be rich. A service business is easier to start than a product business.
36. In business the one fellow you never think much about, whom you don't know, sits back and controls the whole damn thing, and that fellow is your customer.
37. Digital Equip. Corp. "Growth is not our principal goal. Our goal is to be a quality organization and do a quality job, which means that we will be proud of our work and our product of years to come. As we achieve quality, growth comes as a result."
38. If the world thought the automobile was a joke, how much credence should you give to those who disparage your ideas?
39. Do just once what others say you can't do or shouldn't do and you will never pay attention to their limitations again.
40. The moment one gets into the expert state of mind, a great number of things become impossible. Experts are too familiar with the reasons that something can't be done.

41. One of the key differences between a winner and a loser is how customers are handled during problems and crises
42. If your accountant never shakes his or her head in disbelief, you're doing something wrong.
43. Your competition's pricing and charges will provide guidelines. On similar products or services you should be priced at or slightly above the average. You don't want to charge the highest or the lowest prices. It isn't mandatory to beat the competition's price, but you must beat their service and quality.
44. When you're going up, you never make as much as you think you are making; when you're going down, you always lose more than you think you are losing, and at a much faster rate than you believed.
45. Couple entrepreneurial genius with advertising genius and no competitor is safe.
46. My way of fighting the competition is the positive approach. Stress your own strengths, emphasize quality, service, cleanliness, and value, and the competition will wear itself out trying to keep up. Ray Kroc.
47. A man's word has got to be the law. John W. Galbreath
48. You can make as many mistakes as you like, but don't make the same one twice. Andrew Carnegie
49. I began to visualize what I felt would be the ideal store. The formula for it was simplicity itself. The store merely would have to combine four things ---- service, fair price, attractive-appearing goods, and first quality. Bernard H Kroger
50. A sound operating philosophy not only defines the intended scope of a company, it lays down bedrock principles that govern corporate conduct. First among these is integrity. You must emotionalize your honesty; feel and sense your commitment. It must transcend words and emanate from your core.
51. Not only can a man be honest and grow rich, but it is almost impossible for a man to grow rich unless he is honest. It is honesty, integrity, and

uprightness that make people trust you and that attracts trade and stimulates business relations. James J. Hill

52. Referrals, one of the truly great well spring of business success. This priceless corporate asset cannot be purchased. It can only be earned. It comes to you from "word of mouth."
53. Men of power, ability and courage do not want a handout. They ask only the opportunity to work, to create, to save, to spend, to be independent of restraints, and to have their greatest energies released for the great business of living. Henry Kaiser
54. History records few careers which were not marked in their early stages by inordinate, almost superhuman difficulties and trials, calling for immeasurable courage and faith. Edward Acheson
55. The most difficult and momentous step for an entrepreneur is the decision to go ahead and start. It takes a dash of bravery and guts to begin. The newcomer cannot overcome all objections and account for every contingency. There is no assurance of safety, no security --- only risk and a host of unknowns. Everything goes on the line. The entrepreneur stands alone, either doubted, ridiculed, or ignored and believing in self, having faith in an idea, and relying on an intangible dream as an anchor.
56. All entrepreneurs suffer serious rejection that they must learn to handle.
57. Failure, in itself, is impossible. You don't fail, you quit. You can't fail if you don't give up, because keeping on precludes failing. No matter how desperate circumstances are, these events cannot force you to quit. Only you can make that decision. There is no such thing as an entrepreneur who failed in business only one who gave up.
58. If you are willing to pay your dues, you can get customers---once. Turning them and returning them to your business is where profit is made. The faster you bring them back and the more profit they contribute to you on each return, the faster you will grow. Mack Hanan
59. If you have at least five employees you need a policy manual. These few sheets of paper should spell out work hours, company rules, breaks, vacation time, sick leave, benefits, and health insurance details.

60. Ego decisions are the direct opposite of bottom line decisions. Always ask yourself whether you are making this decision to maximize your profits or to make your self look good. Ego decisions are always bad decisions.
61. Encourage training and instruction sessions in your company. Supervisors become more adept through the act of teaching.
62. Establish a committee of regular employee workers who meet at least quarterly for the purpose of giving you feedback.
63. It is well to remember that virtually every major multinational company on earth was at one time an embryonic dream of a single person. Conglomerates are a cluster of companies, each emanating from the efforts of one dedicated soul. There would be no Fortune 500 without five hundred hard charging founders.
64. You need to know exactly what's going on in your company. Daily reports should bring you information on sales, purchasing, inventories, shipping, backlogs, orders production, and so on. You need weekly reports on personnel, work output, and other matters especially tailored to your operation should be forthcoming.
65. Paying attention to the numbers is dull, tiresome routine, drudgery. The more you want to know about your business, the more detail you want to have, the more numbers there will be. They cannot be skimmed. They must be read, understood, and thought about and compared with other sets of numbers which you have read that day, that week or earlier that year. And you have to do it alone, all by yourself, even when you know that it would be far more stimulating to be doing almost anything else. Harold Geneen, main architect of ITT.
66. It is not usually the things that we do but rather what we don't do that we eventually regret.
67. Your basic operating rule for inventories should be that it is far better to run out than to overstock.
68. One matter that you should never trifle with is the collection and payment of your employees' withholding taxes. Sales tax is another.
69. Diversity is the best insurance against adversity.

70. When hiring the right manager find the right man/woman and leave them alone.
71. A marketing gap is a better way of selling, advertising, or marketing, either with an underutilized product or and over looked audience.
72. Raw start ups generally take at least five years to make much money, and they cost about ten times the initial budget.
73. If your going to copy something, make sure you're imitating a winner.
74. Never be a pioneer; it does not pay. Let the other man do the pioneering and then after he has shown what can be done, do it bigger and more quickly; but let the other man take the time and risk to show you how to do it.
75. Diversification should be positioned to take advantage of upcoming trends and growth in consumer interest. The best timing of all is to be first or second.
76. You should always be trying to improvise some new marketing strategy, some new way of approaching customers, or some additional service breakthrough. Anything you can do that goes beyond present systems and methods and helps your customer will work to you benefit.
77. Remember the greater the opportunity, the fewer are those who see it. The more popular and watered down it becomes, the greater the number that is attracted to take action. Finally, most rush in when the opportunity has passed and is really no more than a trap.
78. One person can do a lot. There is nothing in the world that can stand in the way of someone who is possessed with belief, desire, and perseverance. No organization, business monolith, or institution can withstand one lone, relentless person on a long and difficult journey.
79. The worst thing about the decline of your enterprise is that it usually comes right after a period of dramatic growth and fat profits. While you are rich and careless, sleek and cocky, the bottom begins to rot away.
80. Most business failures do not stem from bad times. They come from poor management, and bad times just precipitate the crisis. Thomas P Murphy

81. Any institution catering to customers who want the best and are willing to pay the price for it must be concerned with its ability to satisfy the minority. They are the ones who know the difference; that are the ones that the majority will follow.
82. Just as booms are a time for caution, so are recessions a time for boldness.
83. The time to be bold is when nearly everyone else is timid. But when nearly everyone else is bold, a little timidity is and excellent thing to have. IBM
84. The riches that come with a successful enterprise may spoil you. If you develop an arrogant and rude personality from a glut of money, you are more likely to be totally defeated by the inevitable comeuppance. Money doesn't change men, it merely unmask them. If a man is naturally selfish, or arrogant, or greedy, the money brings it out; that's all. Henry Ford
85. No man had ever a point of pride that was not injurious to him. In business this pride and ego lead you to decisions based on what makes you look important, rather than what is the best financial decision. When you begin to believe you are great, you are on the eve of making a fool out of yourself. Humility is a critical personality trait that will allow you to get past your setbacks and slumps. If you have no humility, you will get it fast, and bankruptcy is one infallible instructor. Edmund Burke
86. If you are going to continue to flourish after experiencing your first round of success, you must hang on to some of your money. An overblown ego seems to go hand in hand with financial extravagance. If you display these traits, you are going to lose everything. You are going back to zero. You will be humiliated, wiped out and scorned. Whenever you see some upstart wheeler-dealer throwing money around and acting like a mogul, you know that failure is imminent.
87. When your business has shot straight up for many months, it is a good policy to use a lot of temporaries. When the decline begins, they are easier to let go.
88. NEVER RELINQUISH CONTROL OF YOUR COMPANY. All companies hit snags and, if you don't have a majority interest, you can be sure that at least a few of your trusted advisers, friends, employees, directors, and shareholders are going to arrange for your early retirement. It can get vicious.

89. One of the worst things you can do is pile up a huge sum to be handed over to your children and grandchildren upon your demise or before. This kind of legacy will weaken your heirs. When you relieve people of the need to make their own way, to struggle for their bread, you take too much away from them. People need hurdles in order to grow. They should have financial tribulations or they become weak.
90. The finest thing any company can do is to serve its customers so well that it is rewarded with a profit.
91. If you are successful enough you are going to get kicked in the teeth. The good you do will be forgotten. You will be accused of selfish ulterior motives; the reputation and image you spend years building may be destroyed in a day. Success will bring you enemies, and you will be attacked by those you helped. Do it all anyway and avoid hating. You must love people and understand them. Henry Ford
92. No one cares about your opinion. Let your actions do your talking. Suppress your opinions on topics outside your immediate range of skills. "We are ignorant insofar as we think we are wise, and we are wise insofar as we know we are ignorant." Charles Kettering
93. One of the most important human needs is for an identity. Recognize the identity of your customers.
94. People have the basic need to belong. Let them belong to YOUR CLUB.
95. People love to be recognized as experts. That means you should tap the expertise of your customers and prospects. Provide them with questionnaires that solicit their opinions. If you're trying to sell something to them, ask their advice rather than trying to sell. They'll appreciate you for realizing that they are, indeed, experts. You'll increase their proclivity to engage in word-of-mouth marketing for you.
96. If you want to interest your prospective customer, relate your offering directly to them, and do it in such a way that your product or service is the most fascinating part of your message. Your marketing need not be fascinating—but your offering had better be ultra fascinating.
97. You must sell yourself before you can sell your product or service.

98. You need a share of Mind before you can earn a share of market. A share of mind is a place in a prospect's unconscious, and place where your company name and benefits are known and trusted. A share of the market is how much of the total spent in your industry is spent on your product or service.
99. There is a raft of competition out there. They may be selling the exact products and services as you. They may even offer them at lower prices. But there is one thing they are not and cannot sell: Your Personality. People will buy what is called the "overvalues" of your offering--- the unstated benefits, the status that goes along with the purchase.
100. Don't tell people how good you make the goods; tell them how good your goods make them. Leo Burnett
101. You have to make people feel like people, not like consumers, and you do this mainly by remembering their names or, failing that, their jobs or their home towns --- whatever it may be. "The best restaurant in town is the one that knows my name." Small gestures can promote intense customer loyalty. James Beard
102. A problem well stated is a problem half solved" - *Charles Kettering*
103. *A Law of Capital Attraction... Write your business plan so you can build and run your business without investors. Then they'll want to invest.*
- Burke Franklin
104. *A man is not idle because he is absorbed in thought. There is a visible labor and there is an invisible labor.*- Victor Hugo
105. ***"Never trade luck for skill."***
106. *"Statistics: The only science that enables different experts using the same figures to draw different conclusions."*- Evan Esar (1899-1995)
107. *The more you seek security, the less of it you have. But the more you seek opportunity, the more likely it is that you will achieve the security that you desire.*- Brian Tracy

108. *Not everything you do is going to be a masterpiece, but you get out there and you try and sometimes it really happens. The other times you're just stretching your soul-* Maya Angelou

*“We must not confuse dissent with disloyalty,”
he said, in 1954.*

“We must remember always that accusation is not proof, and that conviction depends upon evidence and due process of law.

We will not walk in fear, one of another.

*We will not be driven by fear into an age of unreason,
if we dig deep in our history and our doctrine,*

and remember that we are not descended from fearful men, not from men who feared to write, to speak, to associate, and to defend causes that were for the moment unpopular.

And so good night, and good luck.”

- Edward R. Murrow

109. People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them.

110. There are no secrets to success. It is the result of preparation, hard work, learning from failure.

111. The big shots are only the little shots that keep shooting.

112. The creation of a thousand forests is in one acorn.

113. The beginning is the most important part of the work.

114. The bad news is time flies. The good news is you're the pilot.

115. If I had to sum up in a word what makes a good manager, its decisiveness. You can use the fanciest computers to gather the numbers, but in the end you have to set a timetable and act.

116. If anything goes bad, I did it. If anything goes semi-good, then we did it. If anything goes really good, then you did it. That's all it takes to get people to win football games...

117. If you work just for money, you'll never make it. But if you love what you are doing, and always put the customer first, success will be yours.
118. Progress in every age results only from the fact that there are some men and women who refuse to believe that what they know to be right cannot be done.
119. Only if you reach the boundary will the boundary recede before you. And if you don't, if you confine your efforts, the boundary will shrink to accommodate itself to your efforts. And you can only expand your capacities by working to the very limit.
120. Only undertake what you can do in an excellent fashion. There are no prizes for average performance.
121. Opportunities are never lost; they are taken by others.
122. Real success comes in small portions day by day. You need to take pleasure in life's daily little treasures. It is the most important thing in measuring success.
123. Enlighten the people generally, and tyranny and oppressions of body and mind will vanish like evil spirits at the dawn of day. Thomas Jefferson.
124. A revolution is coming - a revolution which will be peaceful if we are wise enough; compassionate if we care enough; successful if we are fortunate enough - but a revolution which is coming whether we will it or not. We can affect its character; we cannot alter its inevitability. JFK
125. A man who has never lost himself in a cause bigger than himself has missed one of life's mountaintop experiences. Only in losing himself does he find himself. Only then does he discover all the latent strengths he never knew he had and which otherwise would have remained dormant. Richard M. Nixon
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