

# *Attitude is Everything!!*

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Written especially for the L-K Marketing Group

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## Breaking the Success Barrier

### WHAT IS A BARRIER?

It is a **WALL ... a CEILING ... a RECORD TO BE BROKEN!**

- ◆ In this case it is a person's **self-imposed bond of limitation.**
- ◆ It is the **ceiling we refuse to go above in flight** -  
i.e., if you fly above 12,000 feet, you need an oxygen mask.

**We protect our space or our security by being mediocre, by being standard, by learning how to “get along by going along.”**

- ◆ We are content to work “company.”
- ◆ We get stuck in a manila envelope and filed away until retirement.
- ◆ There is no imagination.
- ◆ There is no invention.
- ◆ There are no expectations.
- ◆ There is no risk taking.
- ◆ There is no *testing the limits* which are set by our self-imposed bondage.
- ◆ We are under a *comfort zone*, our *acceptable load*.
- ◆ It is a place away from rejection and away from the possibility of any temporary failure.
- ◆ We won't ever know what we could have done with just one more try.

**Why is this?**

- ◆ Is it the color of the sky?      I think not.
- ◆ Is it our age?                      I think not.
- ◆ Is it our education?              I doubt it.

## THEN WHAT IS IT?

Based on 50 years of seeing, studying, and personal experience, **I believe that it is our ATTITUDE!**

- ◆ It is not just our **ACTIONS**.
- ◆ It is our **REACTION** toward every word said, every thought, and every experience.
- ◆ It is **THAT SOMETHING** so to speak.
- ◆ It is **not in books**, and it **cannot be taught**.

In the 15th Century, Galileo said,

*“You can’t teach anyone anything. You can only help him find it deep inside of himself.”*

There is an old myth about where the people would hide their *godhead* so nobody would ever find it.

1. One person suggested, **“Let’s bury it.”**  
They replied, *“No, man will eventually find it.”*
2. Another person said, **“Let’s hide it in the deep sea.”**  
*“No, one day man will discover it.”*
3. One of the wise men said,  
**“Let’s hide it deep inside man himself. He’ll never think to look there.”**

This is, if you will, the **SLEEPING GIANT ...** that magnificent obsession, that genius, that untapped potential, which is inside every human being who was ever born or ever will be.

**You can find it if you ask, seek, and knock.  
You have everything to gain and nothing to lose by trying.  
SO BY ALL MEANS TRY.**

*More to come . . .*



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