



SELF CONCEPT

"It is a universal principle that you get more of what you think about, and feel strongly about."

ELIMINATE FEAR

Imagine 2 escalators.

One leads upward towards high self-worth, and the other leads you downward towards fear of failure and personal rejection.

The more you like yourself, the faster you will go up the escalator of high self worth, building courage and confidence along the way. The more you focus on failure or rejection, the faster you will ride the escalator down toward fear, rejection and failure.

There is a direct and inverse relationship between fears of rejection and failure, and high self-esteem. The more you like yourself, the less you feel rejection and the less you fear failure.

A photograph of a long, straight road covered in snow, flanked by tall evergreen trees. The sun is low on the horizon, creating a warm, golden glow that illuminates the clouds and the road. The perspective is from the center of the road, looking straight ahead.

ELIMINATE *NEGATIVE ENERGY*

TOO TIRED
FEELING RUNDOWN -OR- UNWELL
PARTICIPATING IN NEEDLESS ARGUMENTS
THINKING ABOUT FAILURE OR REJECTION

A photograph of a snow-covered road winding through a forest of tall, dark evergreen trees. The sun is low on the horizon, creating a warm, golden glow that illuminates the clouds and the road. The road has tracks from a vehicle, and the snow is piled up on the sides.

INCREASE *POSITIVITY*

LIKE YOURSELF
ELIMINATE YOUR FEARS
INCREASE COURAGE AND CONFIDENCE
INCREASE SELF ESTEEM, INCREASE YOUR INCOME

SELF-CONCEPT WILL DETERMINE YOUR INCOME



Everything you do to improve your self-concept increases and enhances the quality of your relationships. Self-esteem building actions trigger the “friendship factor” and make you infinitely more successful. Your level of self-esteem in selling determines the amount of money that you earn. The very best salespeople have a natural capacity to make friends easily with prospective customers.