

WHY “I CAN” BEATS “I.Q.” EVERYTIME



How exciting this must be if you don't see yourself in the class of a genius. Does this mean that attitude and optimism will overpower the high I.Q? You guessed it - right every time.

It's a proven fact that a high I.Q alone will not guarantee you success in life or in the workplace. A high I.Q may be advantageous, but to the mass of the population, take heart.

There are a whole lot of intangibles that will catapult you through life faster than a list of straight A's or distinctions.

The often quoted "the world is filled with education derelicts and unfulfilled geniuses" is so true today.

As an ardent devotee of the man who started the tidal wave of "positive mental attitude" many years ago, Norman Vincent Peale preached into his nineties that you can do anything you want to, if you want it enough. This has nothing to do with a university degree or an accreditation, it has to do with one of the intangibles - persistence. Persistence is the power to hold on in spite of everything, to endure - this is a life quality of a real winner. It is the ability to push on in the face of extreme difficulty. When it is all boiled down, there are few life skills as important as persistence, except for...imagination. Wow! What a great word. Seeing all the possibilities, seeing all that can be done and how it is done, marks the power of imagination. Ask a child to imagine... imagine anything...and suddenly that child disappears into a fantasy world

of the imaginer. So sad, isn't it, that this ability to imagine, dream or drift off into unreality is whittled away as we grow older. I once read that "for anything big to happen, first there must be a dream". Someone brave enough to imagine!

Great thinking attracts great results.

Another life power paralleling the idea of "I can", is optimism. So little is written on this subject, and yet it can be the most important thing in your life. The ability to constantly have a smile on your face, a cheery feeling in your heart and a good word for everyone you meet - this is optimism. One of the wonderful things about optimists is that they are like magnets for other people, people are attracted to them.

People love to love, work with and socialise with optimists. If you want to live longer, be optimistic. This is another proven fact.

Whilst you can calculate a persons I.Q, how do you calculate a persons love of life, power of persistence, strength of attitude or optimism? You can't. There must be a mix for true success to be achieved in life. Aunti Mame said "Life's a banquet, and most poor suckers are starving to death".

Be encouraged to dare to win - have a go. If you don't try, you will never know.

I recently read an article by Dave Anderson who said... "More than 50% of all millionaire entrepreneurs never finished college...and nearly 75% of all US Presidents never

finished college (Washington, Lincoln and Truman never attended at all).

The key is to keep educating yourself, reading new books, meeting new people. A focus on self education is guaranteed to pay huge dividends in all that you do.

The "I can-ners" of the world are those who often work long and hard to get a result. The "I can-ners are those with happy hearts who realise that persistence will overcome resistance. The "I can-ners" will move mountains - they will always get things done and finish the job.

Make the choice now, become an "I can-ner" and regard yesterday as history, tomorrow as a mystery but today as a gift.

Life is a grindstone and whether it grinds you down or polishes you up, is for you and you alone to decide. -

Cavell Robert

David Jackson CSP is known as the "Sales Doctor". He has produced more than 20 Human Empowerment videos and two books. As a professional speaker, David inspires his audiences to become the best they can be! He is a true Sales Master.



David Jackson CSP – Speaker/Trainer/Author
Ph: (02) 9700 9333 or 1300 008 880 Email: davidj@thesalesmasters.com Web: www.thesalesmasters.com
Level 3, 30-40 Harcourt Parade, Rosebery NSW 2018

don't blame them... TRAIN THEM!

PROFILE

DAVID JACKSON CSP



Since forming the **Australian Salesmasters Training Company** in 1985, David has spoken professionally in eight countries of the world.

David is a motivated, enthusiastic believer in people and their natural ability to improve and enjoy more of what they now do. He has a passion for what he calls “Level 10” living.

He has shared his optimistic message with over 250,000 people at all levels and in over 20 different industries.

His message is simple – **“You are what you wish to become”**. Your people will be enriched by his words and his success game plans.

He is also committed to his profession. He is a Certified Speaking Professional with the National Speakers Association of Australia. He has produced and written over 9 Best Selling DVD Programs plus numerous ebooks.

Having been involved in sales and marketing for the past 30 years, David delivers a grass root credible message gained from personal experience.

David is sincere, humorous and energetic. He succeeds in getting audience participation in his workshop experiences and enjoying in the process, putting fun back into work. He will enhance your organisation’s prime resource – your people!

David Jackson CSP – Speaker/Trainer/Author

Ph: (02) 9700 9333 or 1300 008 880 **Email:** davidj@thesalesmasters.com **Web:** www.thesalesmasters.com
Level 3, 30-40 Harcourt Parade, Rosebery NSW 2018



don't blame them... TRAIN THEM!