

The A-B-C's of Achievement

BY ART NIEMANN

For those SPECIAL PEOPLE who want to make it happen in their lives.

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| A | Attitude ...the foundation, the Mark of You...keep yours POSITIVE | N | Negatives ...avoid them, keep them out of your environment, especially negative people |
| B | Belief ...in your UNIQUE and Talented Self...you're a WINNER | O | Optimism ...think you can... because YOU CAN DO IT! |
| C | Courage ...to try, and to keep trying until you ACHIEVE YOUR GOALS | P | Practice ...to succeed, you must practice...practice...practice |
| D | Discipline ...it pays off in results, you must have it | Q | Quality & Quantity ...the twins of achievement, your calling cards as a person |
| E | Enthusiasm ...make it a part of you... and share it with others | R | Responsibility ...doing the right thing because IT'S THE RIGHT THING TO DO |
| F | Fun ...it has to be there for meaningful results...MAKE IT FUN | S | Self-esteem ...a POSITIVE SELF-IMAGE is priceless...work on yours |
| G | Goals ...your success targets AIM HIGH...and then HIGHER | T | Toughness ...mental and physical... an unbeatable combination...GO FOR IT |
| H | Hope ...the magic ingredient that sparks you into POSITIVE ACTION | U | Understanding ...know your strengths and weaknesses... ACCENTUATE THE POSITIVES |
| I | Initiative ...DO IT NOW! It pays off in results. IT'S DETERMINATION IN ACTION | V | Virtue ...the quality of moral excellence... it must be "No. 1" in your living philosophy |
| J | Just ...honorable and fair in all your dealings and actions | W | Winning ...your reward for HARD WORK and a POSITIVE ATTITUDE |
| K | Knowledge ...work hard to acquire it, but, most of all, USE IT | X | Xtra-mile ...can't achieve without it... YOU HAVE TO HUSTLE |
| L | Love ...in all that you do... love must set the pace | Y | You ...THE MOST IMPORTANT INGREDIENT IN YOUR SUCCESS |
| M | Motivation ...that which forces you into ACTION, it must be self-motivation for ACHIEVEMENT | Z | Zest ...your go-power... TURN IT ON |

Remember:
IF IT IS TO BE IT IS UP TO ME

Dedicated to an achiever —
Rich Falk, Northwestern University men's basketball coach

ART NIEMANN 1984

NO 1701R

MAKE IT HAPPEN IN YOUR LIFE
IT'S AS EASY AS A-B-C

