

Quotes by David J. Schwartz

A man big enough to be humble appears more confident than the insecure man who feels compelled to call attention to his accomplishments. A little modesty goes a long way.

A person who thinks his job is important receives mental signals on how to do his job better; and a better job means more promotions, more money, more prestige, more happiness.



Action cures fear.

Belief triggers the power to do.

Believe it can be done. When you believe something can be done, really believe, your mind will find the ways to do it. Believing a solution paves the way to solution.

Concentrate on your assets. You're better than you think you are.

Every day thousands of people bury good ideas because they are afraid to act on them. And afterwards, the ghosts of these ideas come back to haunt them.

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Praise is the greatest single incentive you can give people, and it costs you nothing.

Give your ideas value by acting on them.

Go out of your way to meet people. And don't be timid. Don't be afraid to be unusual. Find out who the other person is, and be sure he knows who you are.

Here is a basic truth: To do anything, we must first believe it can be done.

Hope is a start. But hope needs action to win victories.

It's not too wild a guess that, of all living creatures, probably not more than one in ten million is a human being. A person is a biological rarity. He is important in God's scheme of things.

Look at things as they can be, not as they are.

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Look at things not as they are, but as they can be. Visualization adds value to everything. A big thinker always visualizes what can be done in the future. He isn't stuck with the present.

Look important. It helps you think important. How you look on the outside has a lot to do with how you feel on the inside.



Meet problems and obstacles as they arise. The test of a successful person is not the ability to eliminate all problems before he takes action, but rather the ability to find solutions to difficulties when he encounters them.

Most of us make two basic errors with respect to intelligence: 1. We underestimate our own brainpower. 2. We overestimate the other fellow's brainpower.

Nothing-absolutely nothing-in this life gives you more satisfaction than knowing you're on the road to success and achievement. And nothing stands as a bigger challenge than making the most of yourself.

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People who tell you it cannot be done almost always are unsuccessful people, are strictly average or mediocre at best in terms of accomplishment.

Persons who reach the higher rungs in business management, selling, engineering, religious work, writing, acting & in every other pursuit get there by

following conscientiously & continuously a plan for self-development & growth.

Practice calling people by their names. Every year shrewd manufacturers sell more briefcases, pencils, Bibles, and hundreds of other items just by putting the buyer's name on the product. People like to be called by name. It gives everyone a boost to be addressed by name.

Put these two thoughts deep in your mind. First, give your ideas value by acting on them.

Remember, the main job of the leader is thinking. And the best preparation for leadership is thinking.

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Remember, you see in any situation what you expect to see.

Success depends on the support of other people.

Success shuns the man who lacks ideas.

Successful people are just ordinary folks who have developed a belief in themselves and what they do. Never sell yourself short.

The mind is what the mind is fed. Those who believe they can move mountains, do. Those who believe they can't, cannot.

The only thing that counts about one's vocabulary, is the effect his words and phrases have on his own and others' thinking.

The point is clear. People who get things done in this world don't wait for the spirit to move them, they move the spirit.



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The point is this: Big thinkers are specialists in creating positive, forward-looking, optimistic pictures in their own minds and in the minds of others. To think big, we must use words and phrases that produce big, positive mental images.

The success combination in business is: Do what you do better and do more of what you do.

The thinking that guides your intelligence is much more important than how much intelligence you have.

Action cures fear.

Then it dawned on me that no one else was going to believe in me until I believed in myself.

Think little goals and expect little achievements. Think big goals and win big success.

Think of it. Everything we have in this world, from satellites to skyscrapers to baby food, is just an idea acted upon.

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Think you are weak, think you lack what it takes, think you will lose, think you are second class - think this way and you are doomed to mediocrity.

Those who believe they can move mountains, do. Those who believe they can't, cannot. Belief triggers the power to do.



When we do what is known to be wrong, two negative things happen. First, we feel guilt and this guilt eats away confidence. Second, other people sooner or later find out and lose confidence in us.

When you believe something is impossible, your mind goes to work for you to prove why. But when you believe, really believe, something can be done, your mind goes to work for you and helps you find the ways to do it.

When you believe, your mind will find a way.

Where success is concerned, people are not measured in inches, or pounds, or college degrees, or family background; they are measured by the size of their thinking. How big we think determines the size of our accomplishments.

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Where there is a will,
there is a way.

Whether the psychological
problem is big or little, the
cure comes when one
learns to quit drawing
negative from one's
memory bank and
withdraws positive instead.

You win when you refuse
to fight petty people.

Fighting little people reduces you to their size.

You would be surprised how many really big people have a clear,
definite, even written plan for liking people.