

Blast Every Obstacle From Your Path!

Discover the source of unlimited power that annihilates every roadblock on your way to success.

By Paul J. Meyer

Over the last four decades I've started and grown a number of thriving businesses and, as a result, I've had the opportunity to meet and observe a great many people. You might be surprised to hear that intelligence or talent or even higher education hasn't been much assistance to a large number of them. Their level of success was much less than you'd expect, mainly because they lacked one major ingredient that is absolutely paramount to accomplishing anything worthwhile.

On the other hand, I've met others that had very little formal education, were fairly average in intelligence, and certainly didn't excel in the natural talent arena and yet they were out-selling and out-producing their more "gifted" counterparts. As the President of a Transit Corporation so aptly stated, "A person who possesses one very important ingredient can outstrip a person of greater ability every time." What is that ingredient?

ENTHUSIASM!

Enthusiasm is that extra spark that makes you great; it's the inspiration that wakes you up each morning with the desire to really live; it's the persona that says to the world, "I've got what it takes" without you ever having to utter a word.

Aristotle called enthusiasm "the regenerative force of conviction," Victor Hugo referred to it as "the fever of reason" while Ralph Waldo Emerson described it as "the height of man; the passing of the human to the divine." Enthusiasm spreads like a Prairie fire in the wind, blasts away every obstacle, and helps you sell your ideas and products with total confidence. Enthusiasm is powerful stuff!

What is the source of enthusiasm?

Enthusiasm is the outward manifestation of an emotion that originates deep within the heart. It is as impossible to hide as deep sorrow or abiding love. It is natural and unrestrained being neither flamboyant nor intentionally sedate.

There are many kinds of enthusiasm - as many kinds as there are kinds of people. Your type of enthusiasm will fit your personality. Socrates had a quiet, probing enthusiasm while St. Paul had a palpable zeal for his newfound faith.

Why is enthusiasm so important?

The most important reason for having enthusiasm is this: **Enthusiasm Sells!** It is an outward reflection of an inner confidence, a knowledge indicator, an energy generator, an obsta-

cle blaster. And it is highly contagious! Enthusiasm is your greatest source of:

- Productivity
- Power
- Natural expression
- Success

Many mistakenly believe that enthusiasm is only experienced *after* you make a sale but psychologist William James says it's quite the opposite. The real steps are these:

- A sales problem presents
- You bring enthusiasm to your presentation
- Enthusiasm stimulates an action that overcomes any objections
- You make the sale!

In other words, your customer sees and begins to share your interest in your idea or product, admires and covets your knowledge, and becomes caught up in your beliefs about your product, your service, and yourself. Result? Sale accomplished!

How can I maintain an enthusiastic momentum?

Everyone can experience a momentary exuberance such as the excitement generated during a championship football game. But sustained genuine enthusiasm can only come through one thing: the discovery of your *purpose*, the *why* behind whatever you have decided to do or accomplish.

When you take the time to truly identify your purpose you have laid the foundation for sustained, consistent enthusiasm. By daily reviewing your purpose and what you hope to achieve, you will develop a deep belief in your idea, product, or work. By keeping it fresh in your mind you will be motivated to persevere through any obstacle, roadblock, or objection.

Genuine enthusiasm unlocks all your talents, delivers consistent energy, and dispels all fear and indecision. It's the source of your "can-do, will-do" attitude, the secret ingredient for a zest-filled successful life. Now, wouldn't you agree...that's something to be enthusiastic about!

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Paul J. Meyer, best-selling *New York Times* author and founder of the Success Motivation Institute has written two dozen full-length programs plus numerous books on attitude, motivation, goal setting, management, leadership, and time management. In his inspirational and instructive CD, *How to Develop the Power of Enthusiasm* available at www.pauljmeyer.com, Paul shares the principles of being the enthusiastic winner he is today.

