

# Everybody Is Selling Something!

By Paul J. Meyer

*Whether it's a product, an idea, or yourself...you're always selling. But some people do it a whole lot better than others! Wouldn't you like to know why?*

Have you ever noticed that certain people have that "something extra," that spark that draws a crowd or makes the sale, the kind of people you just like being around? If so, I'm quite sure they already have one of the most powerful assets available: Enthusiasm!

A person with genuine enthusiasm can out-work, out-perform, and out-manuever a more talented, educated competitor. I've seen it over and over during my many years in the corporate world. I'd rather start with an enthusiastic employee than any other kind. If they're enthusiastic, they'll soon learn everything else they need to be a success.

The line between those who succeed and those who fail is thinner than you think. Even if two men are of equal ability and talent and one has enthusiasm and the other doesn't, the enthusiastic guy will win every time. Enthusiasm is power!

## Can enthusiasm be generated?

Genuine enthusiasm originates in the heart, is natural and unrestrained, and differs in style from person to person depending on their personality. It's impossible to hide and difficult to fake. It's not fleeting or flamboyant but consistent and certain.

If for some reason you were told as a child to stay calm, to be seen and not heard, you may have developed a habit of holding back, of repressing your enthusiasm. But like all habits, suppressing your enthusiasm can be changed. You can actually *learn* to generate enthusiasm!

## Three vital steps for developing enthusiasm:

If you are by nature genuinely interested in a subject, idea, or product, then your interest is fueled naturally. However, suppose you are currently working a job where all the enthusiasm for the position has been lost but for whatever reason you are unable to make a career move. Can you re-generate enthusiasm for your current job? The answer is a resounding, YES!

Enthusiasm can be developed in a step-by-step manner. To be effective, you must execute all three steps in the following exact sequence:

**Step #1 - The Power of Interest:** Interest involves the social development of a person and can therefore evolve and change. The first thing you must do is develop a *strong reason*,

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a *purpose* for staying at your present job; a reason that will supply you with the necessary motivation. For instance, if you stay with your present work, you will eventually qualify for a promotion to a more satisfactory area of the company. Or it's the best opportunity financially for paying off your debt or saving for a new home.

Generally you lose enthusiasm for your work or product because you have already satisfied your curiosity about it. The job has become repetitive and boring. You have stopped being curious or asking questions.

Unless you are the top producer in your particular field, however, there must be some questions left for you to ask. Once you begin to frame some new questions, you will begin to discover interest, which will eventually lead to renewed enthusiasm.

**Step #2 - The Power of Knowledge:** Knowledge involves the intellectual development of a person. No matter your age or circumstance, you can continue to search, study, learn, and absorb. The more knowledge you have about a subject, the more enthusiasm you will generate.

Your only real protection against doubts, fears, objections, and obstacles is a well-developed base of knowledge about your idea, product, or project. Without knowledge you cannot have sustained belief or enthusiasm.

**Step #3 - The Power of Belief:** Belief involves the emotional development of a person. Real belief always has an emotional component; otherwise, it is merely an intellectual acceptance. The more interest you have generated and the more knowledge you have acquired, the greater will be your emotional belief in your idea or product and the more enthusiasm you will experience.

## Pulling it all together

As you develop enthusiasm you will see an immediate response in your success quota! Your customers will begin to share your interest, admire your knowledge, and be inspired and persuaded by your belief.

Enthusiasm makes life worth living, unleashes your best gifts and talents, is your greatest source of productivity, and drives out all fear and doubt. Enthusiasm is the trump card in every competition. Isn't it time to win? Isn't it time for enthusiasm!

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