



The Magic of Thinking Big

Acquire the Secrets of Success... Achieve Everything You've Always Wanted

by *David J. Schwartz*

Fireside © 1987

238 pages

The Big Ideas

Believe Big

If you want to think big.

Excusitis

Get your vaccination.

Stickability

Persistence-->Success.

Action Cures Fear

Always.

Memory Bank Deposits

Make good ones!

To Think Confidently...

Act Confidently

Impossible? Huh?

What's that?

Experiment!

It's good for you.

Capture Ideas

Get a lot of em.

Perfection

Compromise with it.

Just Do It

Good ideas need action.

“Think Big and you’ll live big. You’ll live big in happiness. You’ll live big in accomplishment. Big in income. Big in friends. Big in respect... Start now, right now, to discover how to make your thinking make magic for you. Start out with this thought of the great philosopher Disraeli: “Life is too short to be little.””

~ David J. Schwartz from *The Magic of Thinking Big*

Ahhh... The MAGIC of thinking BIG. That’s a fun topic.

Are you thinking big? You better if you plan to be big.

This book deserves a spot on your top list. It’s written in some old school language (originally published in 1959) but still carries some big mojo that’s worth checking out—no matter the field in which you want to get “big”—be it in business or your bank account or your relationships or even your spirituality.

Schwartz’ wisdom echoes all the greats and if you’re committed to living your highest and biggest life, this is pretty darn close to a must read. In any case, I hope and trust you will enjoy some of my favorite Big Ideas and how they’ve impacted my life and might impact yours!

■ Believe Big

“Here is the first step toward success. It’s a basic step. It can’t be avoided. Step One: Believe in yourself, believe you can succeed.”

That’s Chapter 1 in a nutshell. As Henry Ford says, “Whether you think you can or you think you can’t, you’re right.”

Or, how about the first century Stoic Philosopher Seneca (*Notes* available) who says, “It is not because things are difficult that we do not dare; it is because we do not dare that things are difficult.”

Or, how about Morpheus to Neo in *The Matrix* (you know, the scene where he’s training him in karate in that sweet virtual dojo?): “What are you waiting for? You’re faster than this. Don’t think you are, know you are. Come on. Stop trying to hit me and hit me.”

So, how about you? Do you really *know* you can succeed? Good. Once you *know* you can succeed, it’s time to believe big. But first, let’s get a little inoculation, shall we?!?