

...inspiring  
true performance



**Ziglar** is YOUR source for principle-based training programs that produce long-term, voluntary change in the attitudes and behavior of people.

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Date \_\_\_\_\_

Signature \_\_\_\_\_

**My Personal Commitment**

I, \_\_\_\_\_, am serious about setting and reaching my goals in my life, so on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, I promise myself that I will take the first step toward setting those goals.

I am willing to exchange temporary pleasures in the pursuit of happiness and the striving for excellence in the pursuit of my goals. I am willing to discipline my physical and emotional appetites to reach the long-range goals of happiness and accomplishment. I recognize that to reach my goals I must grow personally and have the right mental attitude, so I promise to specifically increase my knowledge in my chosen field and regularly read positive growth books and magazines. I will also attend lectures and seminars, take courses in personal growth and development. I will utilize my time more effectively by enrolling in Automobile University and listening to motivational and educational recordings while driving or performing routine tasks at home or in the yard. I will keep a list of my activities including the completion dates for each project in my Goals Program. I further promise to list good ideas (mine and those of others) and to note thoughts, power-phrases, and quotations which have meaning to me.

## A Life-Changing Procedure

The eyes are the windows of the soul. So, to the person you are capable of becoming, each evening, just before you go to bed, stand in front of a mirror alone and in the first-person, present tense, look yourself in the eye and repeat with passion and enthusiasm paragraphs A, B, C and D. Repeat this process every morning and every evening from this day forward. Within one week you will notice remarkable changes in your life. After thirty days add the procedure at the bottom of this card.

"I, \_\_\_\_\_, am an honest, intelligent, organized, responsible, committed, teachable person who is sober, loyal, and clearly understands that regardless of who signs my paycheck I am self-employed. I am an optimistic, punctual, enthusiastic, goal-setting, smart working self-starter who is a disciplined, focused, dependable, persistent positive thinker with great self-control, and am an energetic and diligent team player and hard worker who appreciates the opportunity my company and the free enterprise system offer me. I am thrifty with my resources and apply common sense to my daily tasks. I take honest pride in my competence, appearance and manners, and am motivated to be and do my best so that my healthy self-image will remain on solid ground. These are the qualities which enable me to manage myself and help give me employment security in a no-job-security world.

**a**

"I, \_\_\_\_\_, am a compassionate, respectful encourager who is a considerate, generous, gentle, patient, caring, sensitive, personable, attentive, fun-loving person. I am a supportive, giving and forgiving, clean, kind, unselfish, affectionate, loving, family-oriented human being and I am a sincere and open-minded good listener and a good-finder who is trustworthy. These are the qualities which enable me to build good relationships with my associates, neighbors, mate and family.

**b**

"I, \_\_\_\_\_, am a person of integrity, with the faith and wisdom to know what I should do and the courage and convictions to follow through. I have the vision to manage myself and to lead others. I am authoritative, confident, and humbly grateful for the opportunity life offers me. I am fair, flexible, resourceful, creative, knowledgeable, decisive and an extra-miler with a servant's attitude who communicates well with others. I am a consistent, pragmatic teacher with character and a finely-tuned sense of humor. I am an honorable person and am balanced in my personal, family and business life, and have a passion for being, doing and learning more today so I can be, do and have more tomorrow.

**c**

"These are the qualities of the winner I was born to be and I am fully committed to developing these marvelous qualities with which I have been entrusted. Tonight I'm going to sleep wonderfully well. I will dream powerful, positive dreams. I will awaken energized and refreshed; tomorrow's going to be magnificent and my future is unlimited. Recognizing, claiming and developing these qualities which I already have gives me a legitimate chance to be happier, healthier, more prosperous, more secure, have more friends, greater peace of mind, better family relationships and legitimate hope that the future will be even better."

**d**

**Repeat the process the next morning and close by saying,** "These are the qualities of the winner I was born to be and I will develop and use these qualities to achieve my worthy objectives. Today is a brand new day and it's mine to use in a marvelously productive way."

### **After 30 days, add the next step:**

Choose your strongest quality and the one you feel needs the most work. Example: Strongest—honest. Needs most work—organized. On a separate 3x5 card, print "I, \_\_\_\_\_, am a completely honest person and every day I am getting better and better organized." Keep this 3x5 card handy and read it out loud at every opportunity for one week. Repeat this process with the second strongest quality and the second one which needs the most work. Do this until you've completed the entire list. Use this self-talk procedure as long as you want to get more of the things money will buy and all of the things money won't buy.

**Note:** Because of some painful experiences in the past (betrayal, abuse, etc.), there might be a word or two that brings back unpleasant memories (example: discipline). Eliminate the word or substitute another word.

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**Some of my favorite Zig Ziglar quotes:**

*“You can have everything in life you want if you will just help enough other people get what they want.”*

*“You were born to win, but in order to be the winner that you were born to be, you’ve got to plan to win, you’ve got to prepare to win, then and only then can you legitimately expect to win.”*

*“Failure is an event, not a person. Yesterday ended last night and today is your brand new day!”*

*“This I do know beyond any reasonable doubt. Regardless of what you are doing, if you pump long enough, hard enough and enthusiastically enough, sooner or later the effort will bring forth the reward.”*

*“Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be.”*

*“Confidence is going after Moby Dick in a rowboat and taking the tartar sauce with you.”*

*“Little men with little minds and little imaginations go through life in little ruts, smugly resisting all changes which would jar their little worlds.”*

*“It was character that got us out of bed, commitment that moved us into action, and discipline that enabled us to follow through.”*

*“If you want to reach a goal, you must “see the reaching” in your own mind before you actually arrive at your goal.”*

*“Sometimes adversity is what you need to face in order to be successful.”*

*“The foundation stones for a balanced success is honesty, character, integrity, faith, love and loyalty.”*

*“If you learn from defeat, you haven’t lost.”*

*“Expect the best. Prepare for the worst. Capitalize on what comes.”*

*“A goal properly set is halfway reached.”*