

THE TWO CHOICES WE FACE



MARKETING AVE

Each of us has two distinct choices to make about what we will do with our lives. The first choice we can make is to be less than we have the capacity to be. To earn less. To have less. To read less and think less. To try less and discipline ourselves less. These are the choices that lead to an empty life. These are the choices that, once made, lead to a life of constant apprehension instead of a life of wondrous anticipation.

And the second choice? To do it all! To become all that we can possibly be. To read every book that we possibly can. To earn as much as we possibly can. To give and share as much as we possibly can. To strive and produce and accomplish as much as we possibly can. All of us have the choice.

To do or not to do. To be or not to be. To be all or to be less or to be nothing at all.

Like the tree, it would be a worthy challenge for us all to stretch upward and outward to the full measure of our capabilities. Why not do all that we can, every moment that we can, the best that we can, for as long as we can?

Our ultimate life objective should be to create as much as our talent and ability and desire will permit. To settle for doing less than we could do is to fail in this worthiest of undertakings.

Results are the best measurement of human progress. Not conversation. Not explanation. Not justification. Results! And if our results are less than our potential suggests that they should be, then we must strive to become more today than we were the day before. The greatest rewards are always reserved for those who bring great value to themselves and the world around them as a result of who and what they have become.

Jim Rohn knows the secrets of success - in business and in life. He has devoted his life to a study of the fundamentals of human behavior and personal motivation that affect professional performance. He can awaken the unlimited power of achievement within you! Copyright© 2001, Jim Rohn International. All rights reserved worldwide. For information about Jim's keynote presentations and seminars, please contact the Frog Pond Group at 800-704-FROG (3764) or email Susie@frogpondgroup.com; <http://www.frogpondgroup.com>.



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