

Successful Business Principles

- 1. Never compromise your integrity-for anyone or anything.*
- 2. Don't try to be all things to all people. Learn to say no politely and pleasantly, but immediately and firmly.*
- 3. Never wait for something to happen. Make it happen! Do it now!*
- 4. Don't be overwhelmed by the tasks before you. Don't try to do everything, just do something.*
- 5. To accomplish your objective, first begin. Second, concentrate exclusively on the project at hand. Third, don't stop.*
- 6. Let circumstances dictate your priorities. Let priorities determine your actions.*
- 7. Focus your efforts on the crux of the problem. Don't expend your energy on the peripheral issues that are not crucial to producing results.*
- 8. For maximum effectiveness, do what you do best and let others do the rest.*
- 9. Concentrate on the long term, permanent solutions rather than stopgap measurers.*
- 10. Don't waste time telling people what you're doing or what you're going to do. Results have a way of informing the world.*
- 11. Don't make promises you can't keep. Once made, keep them.*
- 12. Don't be tempted to take the easy way out. Have the discipline to do the right thing.*
- 13. Don't become lax. Play every point as though it were match point.*
- 14. When the ball is on the one- yard line, don't risk a fumble. Carry it yourself.*
- 15. Avoid premature celebrations. You're not through until you've dotted all the i's and crossed all the t's and the check has cleared the bank.*