

TABLE OF CONTENTS

About the Author: Paul J. Meyer	vii
A Message from the Author: Paul J. Meyer	ix
For Maximum Benefits from <i>Attitude Is Everything!!</i>[™]	xi
LESSON ONE: GAINING THE SLIGHT EDGE[®]	
There's Power in Positive Expectancy!	1
How Positive Expectancy Works.....	5
Developing an Attitude of Positive Expectancy	7
Summary and Affirmation.....	11
Application and Action	13
Participant's Feedback Sheet	
Plan of Action — <i>Action Steps</i>	19
1.1 Attitude Assessment	
1.2 Attitude Adjustments	
<i>I Believe!</i>	
LESSON TWO: WHAT IT TAKES TO BECOME A WINNER	
What's the Difference between Losers and Winners?	1
Attitudes of Winners	1
Behavior of Winners	4
Results Enjoyed by People at the Top	6
Summary and Affirmation	9
Application and Action.....	11
Participant's Feedback Sheet	
Plan of Action — <i>Action Steps</i>	17
2.1 Do You Behave Like a Winner?	
2.2 Transfer of Attitudes	
2.3 Personal Values	
<i>I Am a Winner!</i>	

LESSON THREE: CULTIVATING AN ABUNDANCE ATTITUDE

Physical Abundance 1
The Abundance of Mental Potential 2
The Choice Is Yours 4
Unleashing and Using Your Potential 6
Abundance Attitude: Results and Rewards 7
 Summary and Affirmation 11
 Application and Action..... 13
 Participant’s Feedback Sheet
 Plan of Action — *Action Steps*..... 19
 3.1 Dare to Dream
 3.2 An Abundance Attitude
 My Potential

LESSON FOUR: FOCUSING ON SINGLENESS OF PURPOSE

Establish a Purpose for Life 1
Transforming Dreams into Reality 3
Successfully Managing Distractions 5
 Summary and Affirmation 9
 Application and Action..... 11
 Participant’s Feedback Sheet
 Plan of Action — *Action Steps*..... 19
 4.1 Personal Mission Statement Worksheet
 4.2 My Personal Mission Statement
 My Purpose

LESSON FIVE: PSYCHO-CYBERNETICS FOR WINNERS

Successfully Programming Your Goal Setting Computer 1
Putting the Power of Goal Setting into Action 4
Enhancing Your Self-Image 5
Principles That Get Results 7
 Summary and Affirmation 11
 Application and Action..... 13
 Participant’s Feedback Sheet
 Plan of Action — *Action Steps*..... 19
 5.1 Visualization
 5.2 Essential Traits for My Success
 I Am

LESSON SIX: DEVELOPING THE DESIRE OF A WINNER

The Transforming Power of Desire 1
Desire Makes a Difference! 2
Making Desire and Self-Motivation a Way of Life 3
The Hallmarks of Genuine Desire 6

Summary and Affirmation	9
Application and Action.....	11
Participant's Feedback Sheet	
Plan of Action — <i>Action Steps</i>	17
6.1 Assets and Strengths	
6.2 Personal Qualities to Develop <i>I Desire</i>	
LESSON SEVEN: MAXIMIZING THE POWER OF ENTHUSIASM	
A Key to Personal and Professional Fulfillment	1
Controlling the Emotional Climate	2
Tactics for Developing Enthusiasm	3
The Benefits of Enthusiasm	7
Summary and Affirmation	11
Application and Action.....	13
Participant's Feedback Sheet	
Plan of Action — <i>Action Steps</i>	19
7.1 Developing Enthusiasm <i>I Am Excited!</i>	
LESSON EIGHT: A TOUGH MENTAL ATTITUDE	
The Need for a Confident Approach to Winning	1
A Tough Attitude toward Your Career	3
A Tough Attitude toward Yourself	4
A Tough Mental Attitude toward Problems	5
A Tough Mental Attitude through Goal Setting	7
Summary and Affirmation	9
Application and Action.....	11
Participant's Feedback Sheet	
Plan of Action — <i>Action Steps</i>	17
8.1 Are You Tough Enough? <i>My Winning Attitude</i>	
LESSON NINE: NEVER, NEVER, NEVER GIVE UP!	
Why People Quit	1
A Plan for Developing Persistence	2
Turning Adversity into Opportunity	4
Summary and Affirmation	9
Application and Action.....	11
Participant's Feedback Sheet	
Plan of Action — <i>Action Steps</i>	17
9.1 Solutions to Obstacles that May Slow My Progress <i>I Am Determined</i>	

LESSON TEN: THE POSITIVE FORCES OF LIFE

The Impact of the Invisible 1
Choosing to Change 2
The Positive Force of Enthusiasm 2
The Energizing Force of Desire 3
The Magnetic Power of Personal Charisma 3
Synergizing Positive Life Forces 4
 Summary and Affirmation 7
 Application and Action..... 9
 Participant’s Feedback Sheet
 Plan of Action — *Action Steps*..... 15
 10.1 Self-Evaluation Checklist
 I Have Power

LESSON ELEVEN: EMBRACING THE PURE JOY OF WORK

A Creative Outlet 1
A Fascination with Work 2
The Rejuvenating Effects of Work 3
The Joys of Self-Discipline 6
 Summary and Affirmation 9
 Application and Action..... 11
 Participant’s Feedback Sheet
 Plan of Action — *Action Steps*..... 17
 11.1 Rewards of Hard Work
 I Enjoy Working

LESSON TWELVE: BECOMING A TOTAL PERSON®

Achieving a Balanced Life 1
Facing Reality 3
Giving and Receiving Freely 4
The Freedom to Become the Best and Brightest You! 6
 Summary and Affirmation 9
 Application and Action..... 11
 Participant’s Feedback Sheet
 Plan of Action — *Action Steps*..... 17
 12.1 Evaluation of Goals
 12.2 Attitude Assessment and Self-Evaluation
 I Am Free!

GOAL SETTING TOOLS

- Goal Planning Sheet
- Goals Accomplished