

The Major Key to Your Better Future is You

by Jim Rohn

Of all the things that can have an effect on your future, I believe personal growth is the greatest. We can talk about sales growth, profit growth, asset growth, but all of this probably will not happen without personal growth. It's really the open door to it all. In fact I'd like to have you memorize a most important phrase. Here it is, "The major key to your better future is YOU."

Let me repeat that. **"The major key to your better future is YOU."**

Put that someplace you can see it everyday, in the bathroom, in the kitchen, at the office, anywhere where you can see it everyday. The major key to your better future is YOU. Try to remember that every day you live and think about it. The major key is YOU.

Now, there are many things that will help your better future. If you belong to a strong, dynamic and progressive company, that would help. If the company has good products, good services that you are proud of, that would certainly help. If there were good sales aids, that would help, good training would certainly help.

If there is strong leadership that will certainly help. All of these things will help, and of course, if it doesn't storm, that will help. If your car doesn't break down, that will help. If the kids don't get sick, that will help. If the neighbors stay half way civil, that will help. If your relatives don't bug you, that will help. If it isn't too cold, if it isn't too hot, all those things will help your better future. And if prices don't go much higher and if taxes don't get much heavier, that will help. And if the economy stays stable, those things will all help.

We could go on and on with the list; but remember this, the list of things that I've just covered and many more - all put together - play a minor role in your better future.

The major key to your better future is you. Lock your mind onto that. This is a super important point to remember. The major key is you.

Mr. Shoaff always answered when asked, "How do you develop an above average income?" by saying "Simple, become an above average person. Work on you." Mr. Shoaff would say, "Develop an above average handshake." He would say, "A lot of people want to be successful, and they don't even work on their handshake. As easy as that would be to start, they let it slide. They don't understand."

Mr. Shoaff would say, "Develop an above average smile. Develop an above average excitement. Develop an above average dedication. Develop an above average interest in other people." He would say, "To have more, become more." Remember; work harder on yourself than you do on your job. For a long time in my life, I didn't have this figured out.

Strangely enough, with two different people in the same company one may earn an extra \$100 a month, and the other may earn a \$1,000. What could possibly be the difference? If the products were the same, if the training was the same, if they both had the same literature, the same tools. If they both had the same teacher, the same compensation plan, if they both attended the same meetings, why would one person earn the \$100 per month and the other person earn the \$1000?

Remember here is the difference... the difference is personal, inside, not outside, inside.

You see the real difference is inside you. In fact, the difference IS you. Someone once said, "The magic is not in the products. The magic is not in the literature. The magic is not in the film. There isn't a magic meeting, but the magic that makes things better is inside you, and personal growth makes this magic work for you.

The magic is in believing. The magic is in daring. The magic is in trying. The real magic is in persevering. The magic is in accepting. It's in working. The magic is in thinking.

There is magic in a handshake. There is magic in a smile. There is magic in excitement and determination. There is real magic in compassion and caring and sharing.

There is unusual magic in strong feeling and you see, all that comes from inside, not outside.

So, the difference is inside you. The real difference is you. You are the major key to your better future.

**To Your Success,
Jim Rohn**

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