

Building Enthusiasm in Tough Times

By John Erdman Ideal-Companies

The key to pulling everything together in tough times is to develop unlimited enthusiasm. Enthusiasm is the element that inspires us to greater achievement and success. You can sell your ideas, your products, your services or yourself to others if you approach them enthusiastically. With enthusiasm you can move the mountains of doubt and negative thinking from your life for good.

Norman Vincent Peale said, "You can put new spirit, new creative skill into your job. Indeed, you can do better with everything. Enthusiastic, zest-packed living is yours if you want it. I have seen the tremendous things enthusiasm has done for so many. Believe me, it works!"

B. C. Forbes, of Forbes Magazine, said, "Enthusiasm is the all-essential human jet propeller. It is the driving force which elevates men to miracle workers. It begets boldness, courage, kindles confidence, and overcomes doubts. It creates endless energy, the source of all accomplishment."

Frank Betcher in his book, "How I Raised Myself From Failure To Success In Selling", talks about the time he was playing baseball and was moved from the major league to the minors because he played "deadpan" ball. On a hot summer day he decided he would play with enthusiasm and he did. He was noticed and within a short period of time was moved back to the majors with a large increase in pay. He found if you "act" enthusiastic you will become enthusiastic. It was a lesson he never forgot and it served him well through his careers in both baseball and selling.

Enthusiasm is the second most contagious thing in the world today. Do you know what the first most contagious thing in the world is today? It is "lack of enthusiasm"

Most people find it is very easy to be enthusiastic when everything is coming up roses. It is when you have one of those days, when you only open your mouth to change feet, it is difficult to remember you are an enthusiastic person.

Lack of enthusiasm on your part or those around you can affect how everything goes during the day. Have you ever been really enthusiastic in the morning, but when you got to the office someone was sick, another got a ticket coming to work, another just ached all over? How did your enthusiasm hold up? What do you do when you're surrounded by unenthusiastic people?

You need a trigger that will break through the negativism and allow the enthusiasm inside to continue to flow out.

Bitch Cans

One thing you can do is use a "Bitch Can" at the coffee pot where you work. The "Bitch Can" works this way: You take a three pound coffee can and decorate it so it is bright and shiny. Then place it near the coffee pot in the morning. Anyone can say anything they want, as

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long as it is positive. If anyone says anything negative, it costs them a dollar. At the end of the first month you take everyone out to dinner on the money in the can. The second month you probably will only have enough money to buy donuts. After the third month, you most likely will no longer need the “Bitch Can”. By the way, if anyone says two negative things its two dollars even if they say them in the same sentence. For example, “It is an ugly day outside and I don't feel good either”.

Red Dots

The best trigger we have found is putting a red dot on your watch. The average person looks at their watch a minimum of 30 times per day. When you look at your watch the red dot will trigger your subconscious tape of enthusiasm and will break through the negative atmosphere.

We use a red dot on your watch because it will remind you: “I Am a Ball of Fire!!!”

A sure way of maintaining your enthusiasm is to associate with enthusiastic people. All of us need a support group of one sort or another. You should have a support group of enthusiastic people. Make a list of the enthusiastic people you know.

While you have these people in mind, think of the personality traits they exhibit. Make a list of ten of the traits enthusiastic people exhibit. How many of the top ten personality traits do you personally have? Remember if you act out the trait you will acquire the trait. Now list the five traits you will set your goals to acquire over the next 21 days. What are you willing to do to improve your enthusiasm and acquire the traits you listed?

If you use these tools you will become enthusiastic and you will build lasting enthusiasm that will carry you through the tough times and magnify the great times. Remember people want to be purchase goods and services from enthusiastic people. I will leave you with a poem I have attached to my computer with a red dot.

You Are

As young as your faith; as old as your doubts.

As young as your self-confidence; as old as your fears.

As young as your hope; as old as your despair.

Years may wrinkle the skin, but to give up enthusiasm wrinkles the soul.

Anonymous