

Zig on... The Talent You Already Possess

I'm convinced that you have a song to sing, and here's hoping you will take a different view of what you can do with the talent you already possess.

by **Zig Ziglar**

561 words | 3 pages



Many people do not realize that Nat "King" Cole started his musical career as a piano player. It was while he was on a trip to California, performing in a night club, that his singing career got a jump start.

The singer who was to have performed that evening was taken ill. When Cole showed up the club owner asked about the singer. When he learned the singer was sick, the club owner responded, "No singer, no check." That's the night Nat "King" Cole launched his career.

Actually, he had always been a singer but had never recognized and used that talent.

Those of us who remember him as a person and as a talent consider him one of the true greats in all of entertainment. His music was spell-binding, soft, melodious and heart-warming. Unforgettable titles are "Unforgettable," "Ramblin' Rose," "The Very Thought of You," "L.O.V.E.," "Straighten Up and Fly Right," "Mona Lisa," "When I Fall In Love," "Too Young," "Sweet Lorraine," "Nature Boy," "Love Letters," "For All We Know."

I tell this story because you might be like me, unable to carry a tune. I certainly can't, but I'm convinced that you have a song to sing, and here's

hoping you will take a different view of what you can do with the talent you already possess.

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Based on the principles of founder, Zig Ziglar, the Ziglar Way conveys powerful life improvement messages that transcend barriers of age, culture and occupation. Delivered through personal development training and corporate training programs, the Ziglar Way has impacted more than a quarter of a

billion lives.

The Ziglar Way—a philosophy is born

The personal and professional development strategies you discover through Ziglar are all built on or related to a basic philosophy. A philosophy developed by Zig Ziglar more than 50 years ago.

A World War II veteran who grew up poor in Yazoo City, Mississippi, Zig worked in a succession of sales companies early in life. As his sales skills grew so did his interest in motivational speaking. During speeches, his messages of hope, encouragement and faith showcased his way of life—forming the Ziglar Way.

How the Ziglar Way makes a difference

Taking action, common sense, fairness, commitment and integrity form the basis for this way of life. And when you live by this philosophy you'll live a balanced life while achieving significance at both work and home.

All Ziglar programs focus on these key items - old and new. That's why Ziglar programs from the past continually change lives while newly developed personal and corporate training programs at Ziglar remain consistent with this basic philosophy.