

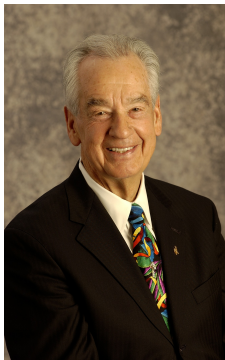
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Are You Turning Your Prospects Off? Little Violations Can Catch Big Crooks

Little things DO matter

by Zig Ziglar

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Little things do matter. If you call your date for the evening a "kitten," you probably will score points; if you call her a "cat," you're in big trouble. Call your date a "vision," and you score again; call her a "sight," and it's all over! There is a lot of difference between a "wise guy" and a "wise man."

On the serious side, minor violations of the law are often the cause of a major criminal's arrest. For example, in Oklahoma just eight days after the

Timothy McVeigh arrest for the bombing of the Federal Building in Oklahoma City, an Oklahoma patrolman stopped a car with a loud exhaust and in the process found a bag of cocaine stashed in a rear seat panel. Interestingly enough, according to Lt. Col. B. H. Shaw, who is the Assistant Chief of the Oklahoma Highway Patrol, traffic police make more drug arrests than drug police. Frequently, criminals who commit rape, murder, assault, etc., are so concerned about being caught for their major crimes that they overlook minor things like faulty mufflers, no license plate or slightly exceeding the speed limit. As a result, they are frequently pulled over for those violations, the computers cough out incriminating information and another dangerous criminal goes to prison. Those involved in drugs, according to an article in the Wall Street Journal, often make the job easy for an alert police officer by either driving too fast, driving with extreme caution, or driving erratically. Part of this is because a person guilty of committing a major felony must be one more nervous person, unless they've become hardened to their crime.

On the opposite side of the ledger, little considerations like arriving early for a luncheon date, commending a clerk for excellent service, greeting people pleasantly or calling them by name will score points for you in

virtually every area of life, so cross those t's and dot those i's. Go the extra mile and I will SEE YOU AT THE TOP!



Zig Ziglar is known as America's Motivator. He is best known for his inspirational messages of hope through his 28 books and numerous audio and video recordings. To be inspired visit his website at <http://www.ziglar.com>

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.

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