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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**The Magic of Positive Thinking**

**By John Boe**

**The Magic of Positive Thinking by John Boe**

Yes, there is magic in positive thinking! In aviation, the word attitude means the angle at which the plane meets the wind, whether the wings are level with the horizon, and whether it is climbing or descending. The pilot who fails to take responsibility for the attitude of his aircraft is in serious trouble. And likewise, any person who has not taken charge of his or her own beliefs and attitudes runs a similar risk. The key to cultivating and maintaining a positive mental attitude is to take control of your thinking and avoid negative minded people. It's a challenging task to develop a calm, focused mind, but well worth the effort.

Every setback and failure you experience also comes with a great opportunity. When one door closes, a window of possibility opens. The key is to look for the opportunity and avoid dwelling on failure. Think thoughts of defeat and you are bound to feel defeated. Your attitude is not determined by circumstances, but by how you respond to those circumstances. Your mind determines your attitude; you always have the choice to respond either positively or negatively. What happens to a person is less important than what happens within them. The great inventor, Thomas A. Edison, was known for his positive mental attitude. In December 1914, the Edison Laboratory in West Orange, New Jersey, was almost entirely destroyed by fire. Edison lost \$2,000,000 worth of equipment and the records of much of his life's work. The morning after the fire, as the 67-year-old inventor walked among the ashes, he was anything but defeated. Looking around, he remarked, "There is great value in disaster. All our mistakes are burned up. Thank God we can start anew." Yes, there is magic in a positive attitude!

I recommend that you read the following books and consider adding them to your personal success library:

How I Raised Myself From Failure To Success In Selling – Frank Bettger

The Magic Of Believing – Claude M. Bristol

You'll See It When You Believe It – Dr. Wayne W. Dyer

What It Takes To Succeed In Sales – Jeanne & Herbert Greenberg

The Power Of Positive Thinking – Dr. Norman Vincent Peale

Positive Action Plan – Dr. Napoleon Hill

The Master–Key To Riches – Dr. Napoleon Hill & W. Clement Stone

Psycho–Cybernetics – Dr. Maxwell Maltz

Creative Living For Today – Dr. Maxwell Maltz

John Boe, based in Monterey, CA, helps companies recruit, train and motivate top–quality people. To view his online Video Demo or to have John Boe speak at your next event, visit [www.johnboe.com](http://www.johnboe.com) or call (831) 375–3668.

### **Marketing Magic: De–Bunking the Myth!**

**By Carl Brown**

#### **Marketing Magic: De–Bunking the Myth! by Carl Brown**

Any one who has ever been to a magic show knows that magic is all tricks, not reality. It is simple entertainment with no lasting value.

Marketers however, new and old alike, are infatuated with the idea that there are magic tricks to make marketing campaigns work. This is the problem, magicians get paid before the show starts, marketers get paid when it's over. The marketers job is to change some ones thinking and persuade them to have a certain point of view. The magicians job is to trick your senses into believing something occurred. You can not create customers by tricking them and then asking for money. You create customers by offering real solutions to problems that the customer will understand and then asking them to buy the solution. If you do the latter you will also create customers who market for you. If you operate as a magician you will create enemies who tell everyone not to do business with you because your delivery is not what it seems.

Don't subscribe to the myth. Real marketing requires honesty, not magic tricks.



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