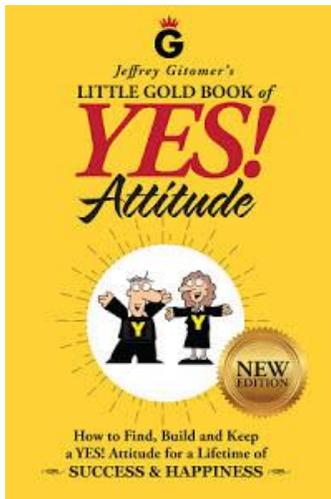


The “Little Gold Book of YES! Attitude”



*How to Find, Build, and Keep a YES! Attitude
for a Lifetime of SUCCESS & HAPPINESS*

Jeffrey Gitomer

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Summary by Bob Littell

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Introduction – Bob Littell

What exactly IS a “**YES!ATTITUDE**”™? Jeffrey says that there’s not one definition that all would agree upon. After reading this fascinating book, here’s how I would define it.

In **sales**, it might be expecting to hear a ‘**yes**’, even after you’ve heard several ‘**no**’s. It’s also about providing value in every aspect of your selling process.

In **business**, It could mean having a ‘**yes**’ attitude as you’re working on a project, invention, or any innovation, even after experiencing a number of options that didn’t work. Each failure is just one step closer to finding the solution. It could be having a ‘**yes**’ attitude as you expect your career to just keep rising even as you’re presently out of work

In **life**, a “**YES**” attitude” might be defined as a form of resilience that steels you against the frustrations, obstacles, setbacks, illnesses, or other challenges that virtually everyone experiences over their life’s journey..

Years ago, Zig Ziglar declared, “*It is **your attitude**, more than **your aptitude**, that **will determine your altitude.**”*

You may say that you already have a “**YES!ATTITUDE**”, but most of us – me included - would report that my ‘**positive attitude**’ tends to come and go. This book makes it clear that the only way to have a “**YES! Attitude**” that sticks long-term is to make it a DAILY habit. And the best thing about developing a good habit is that once you really pay the price - usually 90 straight days is the way to start your commitment – even if you later fall out of the habit of doing it, it’s much easier to get back on track.

Therefore I encourage you not only to **buy the book**, containing dozens of tools and methods to develop and maintain a “**YES!**” positive attitude, but since I’ll be giving you some of the pearls of wisdom that I have found most valuable, you should pull out the ones that seem to best fit with your personality and start applying them on a daily basis.

Hard as I might try, I will never BE Jeffrey Gitomer. I could never get away with some of the outrageous things he does and the way he says and does them. But, I can adopt a number of them, and there are many others that I can adapt after modifying them to better fit with my persona.

My suggestion is that you buy or make yourself a calendar with big squares or a chart such as the one I have used for my workout routine and have modified for this use. And in the square for that day (or on that day’s line) - for the next 90 days - write what you did that day to grow, achieve, and maintain that “**YES!Attitude**” from the many tips that Jeffrey has provided. For anyone receiving my summary, you can email me for a chart I am using. You are welcome to modify it or you may be better than me computer-wize, and put it on an Excel spreadsheet.

WIKIPEDIA’S DESCRIPTION OF JEFFREY GITOMER

Gitomer has written thirteen books, including *New York Times* best sellers, *The Sales Bible*^[3] and *The Little Gold Book of YES! Attitude*™ His most successful title, *The Little Red Book of Selling*, has sold more than five million copies worldwide and has been translated into 14 languages. It was also chosen by business publishing experts Jack Covert and Todd Sattersten to be listed in their book of *The 100 Best Business Books of All Time*. All Gitomer's titles have reached #1 on Amazon.com, and collectively his books have appeared on major best-seller lists nationwide more than 750 times. On September 16, 2006, four of Gitomer's titles appeared simultaneously on The Wall Street Journal best seller lists, the only business author to achieve this in the Journal's history.

Author David Dorsey writing in *The Wall Street Journal* comments: "What's especially solid about Mr. Gitomer's books is their grounding in ethics. Success, for him, comes from the heart. He reminds us that top sales reps don't peddle; they solve problems and make customers laugh while offering them something they genuinely need. If you want to be the best salesperson, first you must be the best person."

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Of the over 50 books that I have previously summarized in conjunction with my "**Don't Need to Read the Book**" book club meetings – all with author's permission - this is the only book that I will summarize completely at random rather than chapter by chapter. It's also the shortest summary I've ever written because the real value will only come from owning the book and keeping it in a place where you can easily reach it and read or re-read a few pages.

Starting out, you may think after reading the Wikipedia description of Jeffrey that his life has been nothing but a one-way stairway to success. Not so. He has fought and clawed his way to success like most of us have had to do and his life has had its share of down times:

"I've had bad days and experienced bad events like anyone. Death of parents, relationship splits, low money, no money, broke, flat broke, bankruptcy, rejection, making big mistakes, throat operation, and other regular doses of life." (page 174)

I think Jeffrey and I are about the same age and probably at one time or another in our 20's, both of us were driving someplace listening to cassette tapes of Earl Nightingale, Zig Ziglar, Denis Waitley Dr. Wayne Dyer, or one of the other motivational speakers, or reading their books like "*Think and Grow Rich*" by Napoleon Hill..

So what Jeffrey discovered is that you have to develop a **YES!ATTITUDE** on a daily basis:

"When you study attitude daily, when you live the principles of it daily, and when you dedicate the daily time to achieve your positive attitude, it just takes over, and you don't realize it until you see yourself manifesting it in your words and actions." (page 169)

In his developmental stage, as Jeffrey was listening to tapes or reading the books of the masters of selling and positive thinkers, like Dr. Maxwell Maltz, "*Psycho-Cybernetics*", still one of the greatest influences on my early thinking. . ." *The Magic of Thinking Big*", "*How to Win Friends & Influence People*", and "*A Message to Garcia*", other friends chided him and a few thought he was crazy, which might not be too far from the truth. But the key is that he stuck with it and ignored the naysayers.

Here's one of the first things that may have come to mind as you are starting to read this summary. You may be asking yourself, is this **"YES! ATTITUDE" too silly or hokey for me?**

Jeffrey clarifies the difference between 'silly' and 'hokey':

*"The difference between silly and hokey is: **"silly is silly, hokey is valid."***

"Throughout this book, I am going to share with you the quotes of other masters of attitude that have influenced me.

If you think they are silly, now would be a good time to give this book somebody else. But keep tabs on who you give the book to. They'll be the ones who become successful later in life while you're still grumbling." (page 5)

On **page 27**, Jeffrey poses an interesting question, **"Is there a formula?"** for developing a positive attitude:

*"Of course there's a formula. But the formula, like many other elements of attitude is hokey. And on the surface the formula seems what is too simple to be the driver of something so important as your attitude. I'll give it to you later in the book when it's time to take action. But let me give you a hint about the formula from an old attitude quote by Aldous Huxley, 'It's not what happens to you, it's **what you do** with what happens to you.' "*

To me, one of the key questions is WHY should I spend the time it will take on a daily basis to master achieving a **"YES!ATTITUDE"**.

On **page 36**, Jeffrey shows how having a positive attitude is **"Attractive"** and **"Contagious"**. I'll bet you that you can think of someone you know who just exudes a positive attitude. You see it in his or her smile. You hear it in her or his voice. You watch the way they are able to pick up someone having a bad day.

On the other side of the coin are those things that Jeffrey terms '**attitude busters**' that most of us face. On **pages 81** and **82** there are lists of these things that Jeffrey says, **"make your attitude go (stay) bad"**:

- | | |
|--|---------------------------------------|
| 1. <i>Someone has done me wrong.</i> | 7. <i>I don't like my spouse.</i> |
| 2. <i>I need more money than what I have.</i> | 8. <i>I don't like my boss.</i> |
| 3. <i>Outside influences are affecting me.</i> | 9. <i>I don't like my co-workers.</i> |
| 4. <i>Outside pressures are affecting me.</i> | 10. <i>I don't like my job.</i> |
| 5. <i>I have bad luck.</i> | 10.5 <i>I don't like myself.</i> |
| 6. <i>I don't like where I live.</i> | |

Then on **page 84**, Jeffrey offers a list of Positive things that can BUST attitude busters. I'll list some of my favorites but as usual, I encourage you to buy the book to see the entire list:

- **Looking at 'material' things as 'replaceable' things.**

- **Anything funny.**
- **Helping others without expectation.**
- **Persist to small achievement.**
- **Killing people with kindness.**
- **Positive videos on “You Tube”.**(And I would add, TED Talks)

From **pages 43 to 48**, Jeffrey provides a two-part quiz for you to measure **“How positive is your attitude?”** Then on **pages 124-125**, he provides a self-evaluation quiz to rate your **“YES!Attitude”** attributes. We’ll go through this one in our book club meeting.

For the rest of the summary we will touch upon some of the action steps that Jeffrey covers to build and maintain a **“YES!Attitude”**. It’s my personal belief that you should select the ones that you feel will have the greatest impact on your business, as well as your personal life, and begin to focus on them on a daily basis.

One goal should be for you to develop your own **“YES!Attitude” philosophy statement**. If you are involved in sales (hint: we all are), make it apply to that, as well as a life philosophy.

On **page 131**, Jeffrey provides his own:

“I give value first. I help other people. I strive to be the best at what I love to do. I establish long-term relationships with everyone. I have fun. . . .And I do that every day.”

I admitted earlier that my own **“YES!Attitude”** has tended to come and go, rather than to be something to which I have continuously stuck, and, more importantly, worked on to improve on a daily basis. One thing I’m committed to do as a result of reading this book, is to get back into the habit of doing a DAILY THINGS TO DO list. Jeffrey suggests going one step further and suggests having a **“To call”** list, a **“To-get over** list – baggage in your life, empty and full”, a **“To-resolve”** list - things that need decision or resolution”. A **“To-pay** list - all matters of money you think about, paid and unpaid”

Without question, one of the number one reasons to own this book is to have the list of 18 action steps Jeffrey provides on **pages 145 to page 147**. You may not be willing to accept all of them, but pick the ones that you believe will have the greatest impact on your behavior. I’m only covering a few of them here.

The first two steps are ones on which you **must** make a decision from the very beginning:

- **DECIDE YOU'RE WILLING TO GO FOR IT.** Know that the lifelong value a **YES!Attitude** is worth it to you. If you can't decide, the rest of the formula is worthless.
- **DECIDE IT WILL TAKE A YEAR TO SET A NEW THOUGHT PATTERN.** A year of positive isn't too long, considering that you have had 30 (more or less) negative ones.

My previous recommendation to start with a 90 DAY CALENDAR OR MY CHART is a good start.

- **START EACH MORNING WITH SOME POSITIVE EXPOSURE, WISDOM, OR EXPRESSIONS.** First thing. Even if your ass falls off. Fifteen minutes, every day.
- **GET RID OF NEGATIVE PEOPLE IN YOUR LIFE.** They waste your time and bring you down. If you can't get rid of them (like a spouse or a boss), reduce your time with them.
- **READ BOOKS THAT WILL GET YOU GOING AT THE START OF THE DAY.** Just a few pages each to give you a positive direction, thought or inspiration. Share what you learned.

Another reason to own this book is that you can easily flip to any portion of the book, and read a few pages to start your day off on a positive note.

But perhaps of all the points of the book that resonated with me – perhaps because I'm entering the twilight of my life – **'happiness'** is of the greatest importance to me. So if you commit to the keys to developing a positive attitude, you will learn what Jeffrey points out on **page 196,**

"Happiness is now, not a goal or a destination. All you have to do is decide to be happy."

"Happiness is a way of life that is inside you all times. It helps you get over the tough times and it helps you celebrate the special times. Seems pretty simple to define on paper but real difficult to manifest when the chips are down."

*"My experience has taught me the difference between **resign** and **resolve**. You can resign yourself to what is, and hope or wait for a better day. Or, you can resolve that you are a positive person who finds the good, the positive, the happiness, the smile, and especially the opportunity in everything."*

To me having a positive attitude on a daily basis, has to be the foundation for happiness.

I hope you enjoyed the summary and if you are willing – on a DAILY BASIS - to make a commitment to begin (or continue if you are one of the lucky ones) taking the actions necessary to live a more **successful** and a more **fulfilled** life, this book will certainly help.

On **Pages 180 and 181**, Jeffrey defines fulfillment this way:

Fulfillment is wanting more but being content and at peace with what you have – being internally, and eternally happy, regardless of circumstance or the people involved.”

*Fulfillment is the difference between inspiration and motivation. **Attitude** is not ‘**motivating**’.
It’s Inspiring!”*

ENJOY!