

**THE MAGIC
OF THINKING
BIG**

DAVID J. SCHWARTZ, PH.D.

A FIRESIDE BOOK

Published by Simon & Schuster

New York London Toronto Sydney



FIRESIDE
Rockefeller Center
1230 Avenue of the Americas
New York, NY 10020

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Designed by Mary Austin Speaker

Manufactured in the United States of America

80 79 78

Library of Congress Cataloging-in-Publication Data

Schwartz, David Joseph.

The magic of thinking big / David Joseph Schwartz.

p. cm.

"A Fireside book."

Includes index.

1. Success. I. Title.

BF637.S86S36 1987

.158'.1—dc19

87-8516

ISBN-13: 978-0-671-64678-3

ISBN-10: 0-671-64678-8

For David III

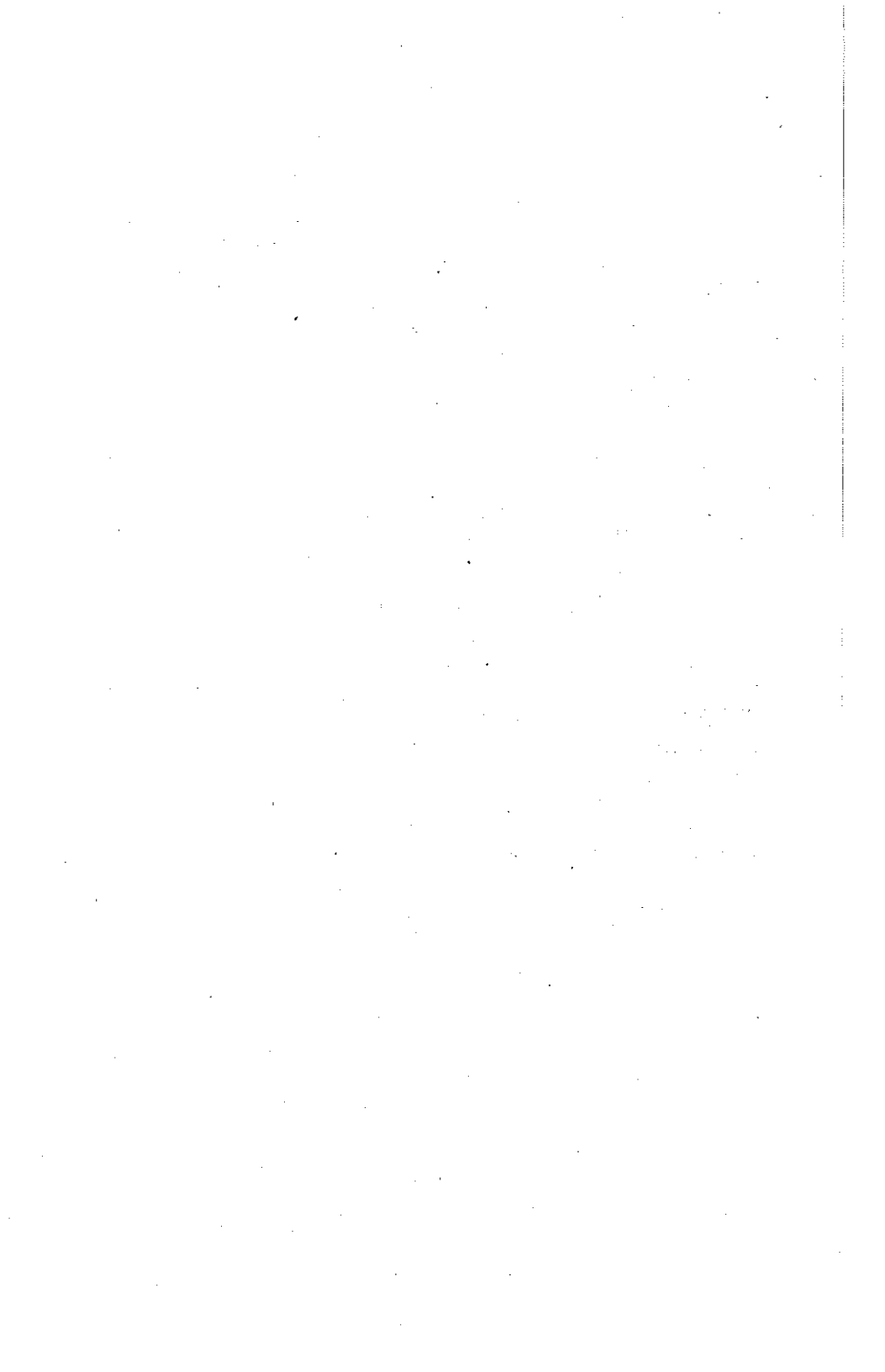
Our six-year-old son, David, felt mighty big when he was graduated from kindergarten. I asked him what he plans to be when he finishes growing up. Davey looked at me intently for a moment and then answered, "Dad, I want to be a professor."

"A professor? A professor of what?" I asked.

"Well, Dad," he replied, "I think I want to be a professor of happiness."

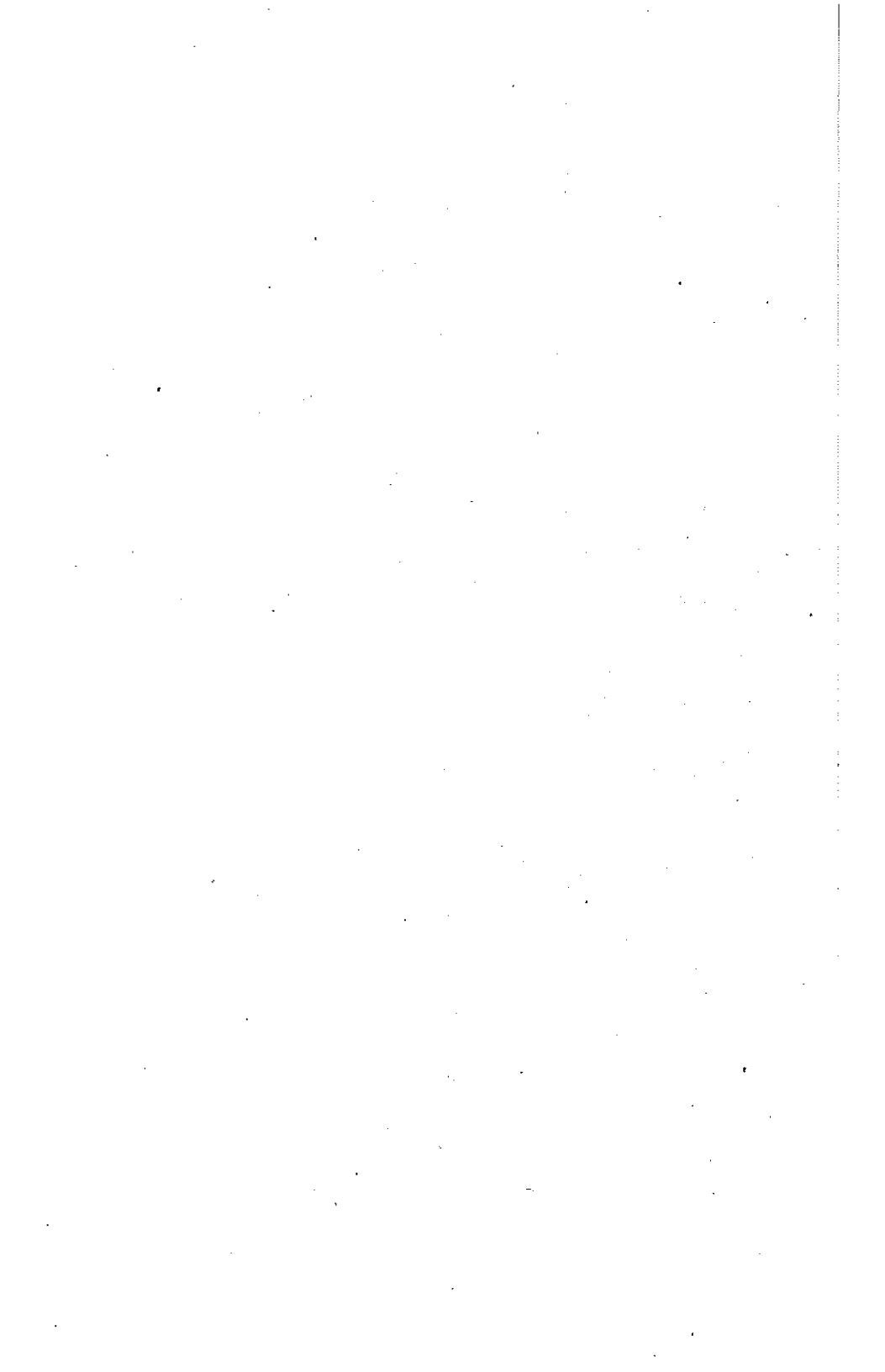
"A professor of happiness! That's a pretty wonderful ambition, don't you think?"

To David, then, a fine boy with a grand goal, and to his mother, this book is dedicated.



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PREFACE

Why this big book? Why a full-scale discussion of *The Magic of Thinking Big*? Thousands of books will be published this year. Why one more?

Permit me to give you just a little background.

Several years ago I witnessed an exceptionally impressive sales meeting. The vice president in charge of marketing for this company was tremendously excited. He wanted to drive home a point. He had with him on the platform the leading representative in the organization, a very ordinary-looking fellow, who earned in the year just ended just a little under \$60,000. The earnings of other representatives averaged \$12,000.

The executive challenged the group. Here is what he said: "I want you to take a good look at Harry. Look at him! Now, what's Harry got that the rest of you haven't? Harry earned five times the average, but is Harry five times smarter? No, not according to our personnel tests. I checked. They show he's about average in that department.

"And did Harry work five times harder than you fellows? No—not according to the reports. In fact, he took more time off than most of you.

“Did Harry have a better territory? Again I’ve got to say no. The accounts averaged about the same. Did Harry have more education? Better health? Again, no. Harry is about as average as an average guy could be except for one thing.

“The difference between Harry and the rest of you,” said the vice president, “the difference is that Harry thought five times bigger.”

Then the executive proceeded to show that success is determined not so much by the size of one’s brain as it is *by the size of one’s thinking*.

This was an intriguing thought. And it stayed with me. The more I observed, the more people I talked with, the deeper I dug into what’s really behind success, the clearer was the answer. Case history after case history proved that the size of bank accounts, the size of happiness accounts, and the size of one’s general satisfaction account is dependent on *the size of one’s thinking*. There is magic in thinking big.

“If Thinking Big accomplishes so much, why doesn’t everyone think that way?” I’ve been asked that question many times. Here, I believe, is the answer. All of us, more than we recognize, are products of the thinking around us. And much of this thinking is little, not big. All around you is an environment that is trying to tug you, trying to pull you down Second Class Street. You are told almost daily that there are “too many chiefs and not enough Indians.” In other words, that opportunities to lead no longer exist, that there is a surplus of chiefs, so be content to be a little guy.

But this “too many chiefs” idea simply doesn’t square with the truth. Leading people in all occupations will tell you, as they’ve told me, that “the trouble is, there are too many Indians and not nearly enough chiefs.”

This pettily petty environment says other things too. It tells you, "Whatever will be will be," that your destiny is outside your control, that "fate" is in complete control. So forget those dreams, forget that finer home, forget that special college for the children, forget the better life. Be resigned. Lie down and wait to die.

And who hasn't heard the statement that "Success isn't worth the price," as if you have to sell your soul, your family life, your conscience, your set of values to reach the top. But, in truth, success doesn't demand a price. Every step forward pays a dividend.

This environment also tells us there's too much competition for the top spots in life. But is there? A personnel selection executive told me that he receives 50 to 250 times as many applicants for jobs that pay \$10,000 per year as for jobs that pay \$50,000 a year. This is to say that there is at least 50 times as much competition for jobs on Second Class Street as for jobs on First Class Avenue. First Class Avenue, U.S.A., is a short, uncrowded street. There are countless vacancies waiting there for people like you who dare to think big.

The basic principles and concepts supporting *The Magic of Thinking Big* come from the highest-pedigree sources, the very finest and biggest-thinking minds yet to live on planet Earth. Minds like the prophet David, who wrote, "As one thinketh in his heart, so is he"; minds such as Emerson, who said, "Great men are those who see that thoughts rule the world"; minds like Milton, who in *Paradise Lost* wrote, "The mind is its own place and in itself can make a heaven of hell or a hell of heaven." Amazingly perceptive minds like Shakespeare, who observed, "There is nothing either good or bad except that thinking makes it so."

But where does the proof come from? How do we know the master thinkers were right? Fair questions. The proof comes from the lives of the select people around us who, through winning success, achievement, and happiness, prove that thinking big *does* work magic.

The simple steps we have set down here are not untested theories. They are not one man's guesses and opinions. They are proven approaches to life's situations, and they are universally applicable steps that work and work like magic.

That you're reading this page proves you are interested in larger success. You want to fulfill your desires. You want to enjoy a fine standard of living. You want this life to deliver to you all the good things you deserve. Being interested in success is a wonderful quality.

You have another admirable quality. The fact that you're holding this book in your hands shows you have the intelligence to look for tools that will help take you where you want to go. In building anything—automobiles, bridges, missiles—we need tools. Many people, in their attempt to build a successful life, forget there are tools to help them. You have not forgotten. You have, then, the two basic qualities needed to realize real profit from this book: a desire for greater success and the intelligence to select a tool to help you realize that desire.

Think Big and you'll live big. You'll live big in happiness. You'll live big in accomplishment. Big in income. Big in friends. Big in respect.

Enough for the promise.

Start now, right now, to discover how to make your thinking make magic for you. Start out with this thought of the great philosopher Disraeli: "Life is too short to be little."