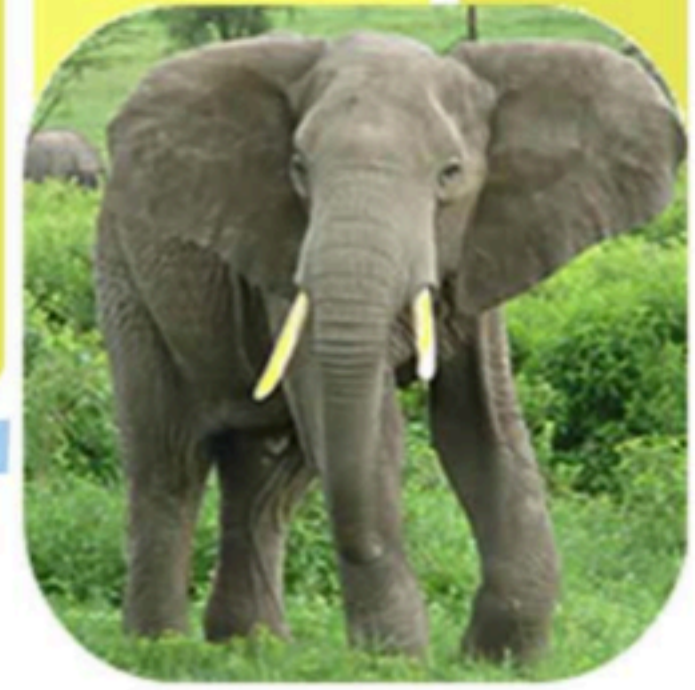


YOU CAN EAT AN ELEPHANT ONE BITE AT A TIME!



By Mary Kay Ash

Isn't it true that long-range objectives tend to get lost in the day-to-day routine of our jobs?? Most of us are so busy trying to prevent small disasters that we lose sight of what could be the biggest disaster of all----a lack of direction.

We are like the fellow who fell overboard from his boat just a stone's throw from the shore.

When his rescuers finally caught up with him, he was floundering around half a mile out to sea. He later explained, "I was so busy trying to stay afloat, I just didn't pay attention to which way I was going." It isn't always easy to find a quiet time to sit down and set long-range objectives. But it's worthwhile to do so. Knowing where you are going in your career and in your personal life is important.

Start "eating the elephant" by clearly defining your objectives in your own mind and then putting them on paper. You should have both short and long-range goals. A long-range goal broken into years, months, weeks, and then days becomes easier to attain.

Once you have done this, you're on your way to success. The second step, if you want to be a

winner, is to never let a day go by that you don't accomplish today's portion of the goal.

Sometimes the line between success and failure is so fine that you scarcely know when you pass it. You can be right on the line and not even realize it. We throw our hands up in despair when just a little more effort and patience would give us the success we want. Much good work is lost but for the lack of a little more.

From the beginning of time, people have been looking for the "magic formula" for success. Actually, it's just a matter of making the most of your God-given talent and ability. I truly believe that anyone can be a success if they will simply follow three important steps:

- 1. Plan**
- 2. Persist**
- 3. Work**

Do all this, and bit by bit you'll be able to "eat the elephant"!

