

IPD'S FREE MONTHLY NEWSLETTER

January 2002

International Personal Development News to Use!

The Business Buzz

WHAT ARE YOU GOING TO DO IN THIS MILLENNIUM?

One year of the millennium has passed, and what a year it was! New challenges have been presented on all fronts, from security in our country to security in our jobs (or the lack thereof); from great losses of people to great losses of money for many of us. Where do we go from here?

We still have 999 years left in this millennium and enough work to do for us all. Let's look back over the past thousand years. In those years, great cathedrals were built that are still standing; great universities opened their doors and are still educating people; medicine, hygiene, laws, governments all grew. Countries were formed and unformed. Coalitions took place; trade and commerce brought new goods to our very doors. But it didn't happen all at once.

Can you picture yourself back then? What kind of job would you have had? (Many of the jobs we are in today were non-existent as little as 50 years ago). You could probably have worked for the local king until he was displaced and you would have been "down sized". What about the food that was available? Cabbages and onions were staples for ordinary people. And housing? Imagine being taxed because you have windows in your house! And with just about anything else you can think of, I think you will agree that living is better today.

But to get back to the 999 years you have left, what are you going to do to make it a better world in these next thousand years. Yes, it is difficult to imagine what life will be like then, but it was difficult for the people in the eleventh

century, too. Yet they started making improvements in their lives that set the stage for what we have today.

Look around you. What do you see that needs improvement? What can you do to make a better world? Don't think "world peace". Start right where you are. Do you have peace in your own home? In your community? In your country? Peace starts within each individual before it can cover the world.

And what about "world hunger"? The greatest hunger is lack of knowledge. What can you do to promote education in your own home? Are you going to wait for someone else to take charge, to beautify your environment, to create a world where you want to live? Or will you take personal responsibility for your own life and by so doing allow others to also take responsibility for theirs?

The answers to these two questions are within you. How you answer and then what you actually do will make all the difference in the world for you, your children, your children's children for fifty generations.

Personal Peak Performance

ONLY YOU CAN MAKE IT HAPPEN

After reading the "Business Buzz", it should become obvious that it all boils down to you and me, to each of us. It may be frightening to think that the future of the world is your personal responsibility. But it is, and it doesn't take a rocket scientist to figure it out.

If you take, destroy or consume something without paying for it in one way or another, you are encouraging others to do likewise and eventually resources are re depleted and there is

little or nothing left for you and for others. If you defend that behavior by thinking "Well, I am only one person. What difference could it possibly make?" You will be ignoring the fact that others will follow you, inspired by your apparent easy success. First two, then ten, then millions.

If this is true, and it is, then the opposite behavior is also true. If you give, create, over produce (create more than you consume) without needing to take all the credit for it, then you are encouraging and inspiring others to do the same.

What you do does matter and will echo down through the ages!

The Marketing Minute

Website Update. We have done some contents updating of the Yesfactor website, especially the information on our books. You can now view covers of the book "Power of Positive Doing" in different languages, including the recently available Indonesian version. Ivan's upcoming book "Say Yes to a Happier Marriage" is also mentioned in that menu.

The YES Course 1 and 2 will be starting in Portland, Maine on March 19 and 20.

Points to Ponder

WHAT DO YOU THINK?

"You are not necessarily in control of world events, but you ARE in control of how you deal with them!"

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that



most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.

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THE "R" WORD!

Our wise economists tell us that we are in the midst of a recession. But what exactly does that mean? The best practical definition that I have heard says that when your neighbor is out of work, it is a Recession; when you are out of work it is a Depression.

Why are we having a recession is a question that many people are asking. There are a lot of differing opinions about that. The politicians and news pundits each have an opinion and predictably it is the opposing party or philosophy that is stated as the cause. Much time and money is spent on defending and justifying one position while blaming the other party for what happened.

There is one thing wrong with this line of thinking. It never solves the situation. We tend to stagnate and look back at what "should" have been. All of our personal power is lost in bitterness and blame.

The worse case could be that you are totally broke without any of the wonderful resources that you thought would keep you in a comfortable position. Remember that all of that is only money. Do not equate your love or your life with money. With love and life you can always recreate the money.

Of course I recognize that the world has changed. Businesses are tightening their ranks. The easy money of the nineties has disappeared and many people are left holding huge debts that they thought would be easily paid off. Jobs are scarce and many people, if they find a job, have to settle for a smaller salary.

The sooner we recognize and accept that an enormous change has occurred, the sooner we rise above any current disadvantages. When we accept the responsibility for our condition, whatever that is, we empower ourselves to create a plan for the new circumstances.

Always remember that "change is the only constant". Therefore, this too shall pass.

Personal Peak Performance

PERSONAL EXCELLENCE

Have you ever arrived at a destination or accomplished a much desired goal and later felt disappointed with the results and you said to yourself: "Is that all there is? Shouldn't bells be ringing, and shouldn't people stand up and cheer? Did anyone even notice what I accomplished?" We would all like to have our fifteen minutes of fame and we really would like it to last a lot longer than that, but sometimes it doesn't even last that long.

Look at the different events of your life. If you are married, was the wedding ceremony a beginning or an ending? What about your latest social or professional promotion, was it a beginning or an ending? Think back to any event in your life, a beginning, or an ending?

It is actually both, the end of an old condition and the beginning of a new one. When we focus on the point in time that we arrived at a destination, it becomes like a still photo that we carry around. Do not honor that photo by saying it was the happiest day of my life. If you do that, it is where you will stay and the happiness and joy of the occasion will fade and future joys will be diluted by the constant comparison.

And what if something terrible happened to you? Do not say that it is the worse thing that could happen, because you will be closing the door on future growth and happiness for you and for those around you.

If you got married, you are no longer single; if you were promoted, you are no longer in a subordinate position. Do not forget the lessons learned in the past, they will be helpful to your future growth. Whatever mistakes you made in the past, you can now avoid and you will have the knowledge that others call wisdom. That will happen only if you welcome the change and the challenge.

Is that all there is? No, there is always more. The catch is that it is you who have to go and get it!

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The YES Course 1 and 2 will be starting in Portland, Maine on March 26. If you are interested or know someone who would be interested, please call 1-800-638-5864 and let us know.

Points to Ponder

WHAT DO YOU THINK?

"Do not tell others what they ought to do, but you do as you ought."

Epictetus

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SPRING IS IN THE AIR!

When we think of Spring, the idea of new beginnings comes to mind – new leaves on trees, new plants and bulbs coming up with their fresh and colorful blossoms. I hope this is the picture you see in your garden. It is that way, especially if all the dead leaves and plants from last year were removed to make way for this year's crop. And don't forget about all those weeds that seemingly pop up from nowhere and choke out all the new growth.

This analogy of a garden to your business is fairly obvious. Are you holding on to the old way of doing things, the way it has always been done? So it did work last year, but can you improve on it this year? As a matter of fact, if we are not constantly aware of new trends, and improving our systems, we will wake up one day and find that we are out of business. And what about those weeds (problems) that just popped up? They really do not come out of nowhere. They have been brewing for a while under cover and have developed well established roots that will be hard to eliminate if allowed to grow.

So take advantage of your Springtime energy and look into your business or your job with clear eyes. Look into all the dark dusty corners, the seldom-visited places, products and systems, everything that is used, abused or just plain useless. If it needs fixing, then fix it. Be sure to do it right, not just a temporary fix, or come next spring, you will have to start all over. If it cannot be fixed, replace it, and throw the old one away.

Don't forget all that paper work that piles up on your desk. If it needs to be filed, file it. If not toss it out. Are you really going to read those

articles you have been saving for "someday"? Could you even locate them if you needed them? How about all the computer programs that someone else set up to accomplish something that you never use now. Ask yourself: Are these things doing what they were intended to do and do I really still need them?

Clearing out the "junk" in our business or job, leaves room for an amazing number of new things to come to us.

Personal Peak Performance

CHOICES

The choices we make in life determine the roads that we take. The road we choose to walk on leads to whatever destination that road goes. When you are walking down a particular road, your attention is drawn to making it a successful trip, avoiding the pitfalls and problems. But no matter how great your intentions, or how picturesque the road, or how well or how poorly you navigate the road, it will still lead you to the destination of that road. So before you worry about how you will navigate any given road, take the time to make sure that the road you will take will lead to where you want to go.

What kind of life do you want to have? Do you want a special person in your life? Your relationship is your choice, so choose wisely. Choose the person who has the qualities that will allow you to create happiness in your own life, Love at first sight seems grand and exciting, and there is nothing wrong with it provided it fits your needs and desires for the long and sometimes arduous trip of your life together.

Some people have accused me of being cold and have said "Ivan, there is no romance in your

soul!" Not so, there is romance, but there is also wisdom, the wisdom to see that love at second sight will far exceed and outlast shortsighted excitement and passion. Happiness does not come from a bottle, a pill or another person. It comes from the choices that you have made all along life's paths.

The Marketing Minute

Project Update. Ivan's upcoming book "The Road to a Happier Marriage" is well on its way. The scheduled release is February 2003. Advance copies will be available this Fall. If you would like to order one or more at a pre-release rate get your name on our list.

Points to Ponder

WHAT DO YOU THINK?

"Leave the world a better place than when you entered it...every day!"

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INTRODUCTION: A PERSONAL NOTE

As I was being wheeled into the operating room, my surgeon walking beside me said, "You will be able to write a book about all of this." I remember wondering how he knew that I was a writer, but I never got to ask. At that point, the drugs must have taken over because it was the last thing I remembered for several days. My open-heart surgery could possibly be a book, but fear not, this is not it! However, I thought there were some interesting ideas for a newsletter.

The Business Buzz

LIFE HAPPENS. IS YOUR BUSINESS READY?

When unforeseen events occur, and they always do, it is never at a convenient time. A sick child, a heart attack, major surgery, divorce or death will affect your business whether you are a sole proprietor, an employee of a company, a teacher, an artist or whatever you do for a living. Whatever you were doing at the time is not going to be completed, at least by you.

Is your business ready? Are you ready? How can you possibly be ready! In my recent experience I have found that although you can never be ready you can minimize the impact on your business plans by doing the following.

- ❖ If you have people working for or with you, including product or service providers, make sure that you have educated them in such a way that they understand and agree with what needs to be done and most importantly why it is being done.

- ❖ Teach them where to go for answers or for assistance if you are not available. This way they will still be productive in your absence.
- ❖ Their ability to carry on in your absence will give them a greater sense of accomplishment and at the same time increase your own success in the business.
- ❖ Your success or failure has more to do with your approach to life (your attitude) than your knowledge. Someone else could acquire your knowledge. What makes you valuable is your attitude.

I have taught this formula to large and small businesses over the years. Those who have applied it have always had positive results: increased loyalty, dedication, and reduced costs. How to do this in your particular situation will take some imagination and ingenuity on your part, but the benefits will more than pay for your effort.

Personal Peak Performance

ANGELS AMONG US

I always thought there were angels all around us. Now I am convinced this is so. And most of them happen to be in human form, taking care of us and prodding us to get back on our feet after we fall. When I woke up after surgery, I was lying in a hospital bed, barely able to move, unable to think clearly, hallucinating at times, and feeling very emotionally vulnerable. That is when I truly felt the angels telling me and showing me that they loved me. and reassuring me that I was still a valuable person. Not because of anything that I could do (I couldn't do a thing!) but just because I was me.

My wife was one of those angels. She was there every day, listening to my moaning and groaning and my senseless stories about things that never happened. The doctors, nurses and aides were there responding to my needs, teaching me things that I thought I knew, like how to get out of bed, how to sit and how to walk again. Then there were the ones who gently but firmly prodded and pushed me to do a little more each day. When I would get impatient with myself and my slow progress, they kept reminding me that I had been through a major operation.

Yes, it was their job. But they had to be special people while constantly being cheerful and helpful when everyone in the unit needed special attention. They were true angels.

The list of my angels goes on and includes my children, grandchildren, friends, clients, and neighbors who were all supportive whenever help was needed. I never realized how much I was loved and respected.

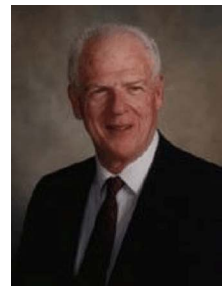
Where are your angels? Look around for them. Find them and be sure to thank them with a kind word or action for their efforts. They may not even recognize that they are angels but do not let that hold you back! Then turn around and be an angel to someone else!

Points to Ponder

WHAT DO YOU THINK?

“We can all be angels. Are you carrying out your responsibility?”

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IS IT WORTH IT?

How do you deal with ethics in business? I can remember back to an age when your word was your bond. If you said you would do something you did it. And you did it regardless of subsequent events, regardless of the personal cost to you. If you miscalculated costs, you still did it at the same price and in the same time frame.

My grandfather emigrated from the Ukraine in the early stages of the Russian Revolution. He worked his way up to owning a small machine shop in Brooklyn, New York at the time of the "great depression." He promised his workers who had helped him become successful that they would always have their jobs. He went from being a very rich man to losing almost everything in the process of keeping his word to the workers. Was it worth it?

During World War II, his company won the coveted "Army-Navy E Award" three times and he regained his wealth and more by the end of the war. None of his employees lost their jobs and they were the ones who made it possible to win the award and for him to regain his wealth. That is the story of a life well lived.

Yes, there were times along the way when the table was bare and people were telling him to give up his promise before he lost everything. He certainly did not know how it would turn out, but he did know that he would keep his word to his people. It was worth it!

Ask yourself, "What would I have done?" And better yet, "Do I always keep my word?"

Personal Peak Performance

DECISIONS, DECISIONS, DECISIONS

What decisions have you made recently? Have you decided to be happy? Have you decided to be thin and trim? Or healthy? Or wealthy or wise? Sometimes decisions are like making the traditional New Year resolutions. If your resolve lasts a week, you have outlasted more than ninety percent of the all those people who made resolutions. Not good odds!

So what is the problem? The problem is that you cannot simply decide to be happy or any of the other conditions above and have anything happen. It is alright and even good to want those conditions in your life. But to get them you must first discover what will create the condition while facing the reality of your present environment and circumstances. There is no common answer for everyone but there is a common process.

1. What conditions would you like in your life? The more specific you are about the condition, the better your chance of achieving it. (Do you want to be married? To have a great job? To excel in college or in sports or art? It has to be what YOU want.)
2. Why is that condition important to you? What benefit will you derive when you have it? This is where most people set themselves up for disappointment. Until the "why" is strong enough and the commitment is absolute, it will not happen.

Someone I know who had been smoking for years told me that he had given up smoking and that he had not smoked in six weeks. I said, "That is great. Why have you given up smoking?" His reply sounded good. He said that he had recently had an operation on his throat and vocal cords for a condition brought on by years of smoking. Then he said that he would not smoke again because he did not want to go through that problem again. Five weeks later, I saw him again and he was smoking. When I asked why, his response was, "Well, with all the troubles that I have, what do you expect me to do?"

It is not the decisions that we make that count. It is the choices moment by moment that either support the decision or destroy it. That is why I say that your reason "Why" is the rocket fuel necessary to make a decision work.

Points to Ponder

WHAT DO YOU THINK?

"Life is not fair." That is true. It never was fair and was not supposed to be. What you do with your circumstances is what makes the difference!

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SALES

Here is a question I sometimes ask in a seminar, "Who in this room is a sales person?" Actually this is a trick question, because we are all selling all of the time. We just do not realize it. We are either selling a product, an idea, a service, ourselves, or trying to get a product, idea, or service from someone else. These are all sales activities, and for the sake of discussion I will refer to them as "your product."

How do you go about selling your product? Do you dress to create the impression you want to convey? Do you choose the words that will make your product look good or desirable? Do you make a point of understanding the person you are talking to? Selling is not just the closing of the sale. Selling is the whole process that you go through so that the other person will say, "Yes."

To be successful in any kind of sale you need three beliefs.

A. The belief in your product

If you are convinced that the product will actually do what you are saying that it will do, you will find the right words to say. So even if you stumble and stutter, your customer will recognize your genuineness. But if you stretch the truth and imply that it will do more than it is capable of doing, the words you choose will put doubt in the buyers mind.

B. The belief in yourself

A strong self-image and personal dedication are necessary to carry you through the learning process because until you discover

how to convey the concept in your own words to a prospective buyer, you will be told "No" over and over again.

C. The belief in people

Belief in people will help you to hear their needs and desires and then they will more easily listen to you. Remember that people do not like to be sold, but they do like to buy what they want. Sales people fail when they do not realize that people do not like to be lied to or manipulated regardless of how pleasantly you do it.

Any tricks or gimmicks will destroy all three beliefs!

Personal Peak Performance

STOP AND SMELL THE ROSES

"Seize the moment," "Carpe diem," "Live in the present," "Yesterday is past and gone; tomorrow has yet to arrive." All of these statements have been told over and over and are a reminder to live your life in the present moment. You do not know when or if you will ever pass this way again. In reality, you can never pass this way again. Even if you come back tomorrow or in the next hour, something will be different, the weather, the people, the same people with different attitudes. And if nothing else changes, you will be different as a result of what you did or did not do.

Have you ever gone to a dance and then waited for someone else to be the first on the dance floor? Have you ever gone to a party and then waited for someone to speak to you? Have you ever wanted to do something,... start a

business, give a party, climb a mountain... and then you did not do it? Why not? "Oh, I'm not good at that!" "I don't know what to say!" "I..." Excuse after excuse, some even might be justifiable, but all are based on fear, fear of being different; fear of "What will people say?" The answer to that is "Nothing." There is a tendency to think that everyone is watching, waiting for us to fail and to condemn us for those failings. But that is not so. Most people like to see us succeed. In fact they will usually lend a hand to help us along the way when we stumble.

I learned this many years ago when I was in community theater and appeared in many plays. At the first play, there is a tendency to think, "What if I forget my lines?" I learned that if I just kept going, people never knew what words I missed and they enjoyed the play. It's exactly the same in everything you do. Never call attention to what you did NOT do! Just keep going! And along the way, if you are following your inspiration, you will enjoy every minute of your life.

Points to Ponder

WHAT DO YOU THINK?

When the world as you knew it falls apart, what do you do? Fall apart yourself? Try to rebuild it exactly as it was before? Or accept what is and build a better stronger world?

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ARE YOU A GIVER OR A TAKER?

This is a vital question for you to ask of yourself in reference to your profession or business. Why would you choose to be a giver? Good question to ask. The answer is quite simple although it may seem difficult to understand. The answer—because you will make a greater profit, sell more product, and if you work for someone else, you will have a job for life. Besides that, you will also feel good about yourself.

How do I know that this is true? Because I did it and it worked. I was a struggling life insurance salesman when I decided to become what I call a giver. To do that, all I had to do was to tell the whole story about my product to prospective clients, never leaving out any facts or information. At first I was terrified. Would anyone buy anything from me if I told them about all the good points as well as all the possible bad points of the product?

The results were exciting. Within six months I had doubled my sales and then double again six months later. After the first six months I stopped asking for leads and references because I was getting more than enough without even asking.

So it paid to be a giver. In my workshops, I make a joke about this by saying that the greediest person should learn to be a giver and make a lot more money with a lot less trouble!

Personal Peak Performance

BE A GIVER!

Why be a giver? Because if you are not a giver, you are, or you will become a taker! And what could possibly be wrong with being a taker? Ponder this statement for a moment. “Givers are given to and takers get taken!” it may not happen immediately, but that is what eventually occurs.

You can prove this point by observing people around you. Observe the givers as well as the takers. Watch their attitudes and their actions. Then take note of what happens to them along the way.

Takers tend to be critical and judgmental of the success of others, which leads to their becoming resentful and angry. Anger clouds the mind and confuses the problem solving capabilities. That is why otherwise intelligent people will do something foolish and needlessly get themselves into a lot of trouble and become vengeful.

Givers tend to be accepting of what is. They know how to let go of past problems and hurts while learning from the experience and applying that knowledge to present situations. Givers tend to be happier and healthier because they are not burdened with resentment or bitterness for what should be. Once you have observed both the givers and takers, decide what you want to be and then stick to it.

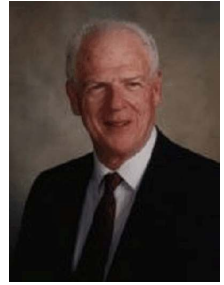
I ask again: Are you a giver or a taker? The highest form of giving is to allow others to be who they are and allow them to take full responsibility for the results of their own actions, whether it be the kudos of success or the disappointment of failure.

Points to Ponder

WHAT DO YOU THINK?

Complaining about what is wrong with the world is a foolish and useless thing to do because nothing will change. What will you do about it is the thoughtful question to ask yourself. When you have an answer, do it to the best of your ability.

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that



most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.

He has written two books, '**Power Of Positive Doing**' and '**Say YES to Life.**' He also has a tape series called '**The YES Factor**' and a variety of single subject tapes that you can see at his web site. For more information on current courses being offered, or to obtain copies of books and tapes, please contact us.

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