

INITIATIVE PLEDGE

Having chosen _____ as my life work, I now understand that it is my duty to transform this purpose into reality.

Therefore, I will form the habit of taking some definite action each day that will carry me one step nearer the attainment of a Master Salesman.

I know that procrastination is a deadly enemy of all who would become leaders in any undertaking, and I will eliminate this habit by:

1. Doing some definite and useful thing each day, without anyone telling me to do it.
2. Searching until I find at least one thing that I can do each day that I have not been in the habit of doing, and that will be of value to others.
3. Telling at least one other person, each day, of the value of practicing this habit of doing something that ought to be done without being told to do it.

I can see that the muscles of the body become strong in proportion to the extent to which they are used; therefore, I understand that the habit of initiative also becomes fixed in proportion to the extent that it is practiced. I realize that the place to begin the habit of initiative is in the small, commonplace things connected with my daily work; therefore, I will go at my work each day as if I were doing it solely for the purpose of developing this necessary habit of initiative.

I understand that by practicing this habit of taking the initiative in connection with my daily work, not only will I be developing that habit, but I will also be attracting the attention of those who will place greater value on my services as a result of this practice.

Signed