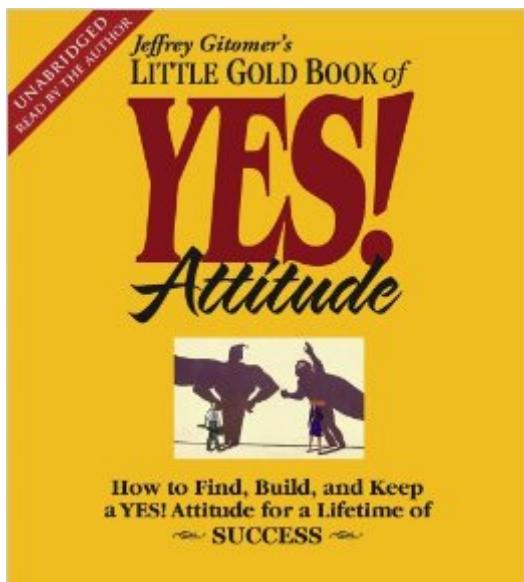


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# The Little Gold Book Of YES! Attitude: How To Find, Build And Keep A YES! Attitude For A Lifetime Of Success



## **Synopsis**

From the bestselling author of The Little Red Book of Selling... Every business winner has one thing in common: a YES! attitude that's powerful enough to help them achieve the impossible! When you've got a YES! attitude, you assume everything will start with "YES!"...and you'll find a way to "YES!" even when the first, second, and third answer you hear is "NO!" You say you weren't born with a YES! attitude? No problem! Jeffrey Gitomer will give you all the tools you need to build one. As the world's #1 expert in selling, Gitomer knows more about attitude than anyone. He's brought those lessons together in the Little Gold Book of YES! Attitude and it will change your life! What makes this work unique? It's not just "inspiration": it's a complete, step-by-step, fully-integrated game plan for understanding and mastering your attitude. You'll learn 7.5 specific things you can do to maintain your intensity, drive, and commitment...discover 20.5 "attitude gems" that capture the value of thousands of dollars of books and courses...learn how to overcome the 10.5 most dangerous "attitude busters"...then learn how to maintain your YES! attitude every day, for the rest of your life! Don't just listen to the Little Gold Book of YES! Attitude once: study it, live it -- and win.

## **Book Information**

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## **Customer Reviews**

I've been gravitating more towards personal improvement books and blogs of late, and this particular book was one that I was looking forward to receiving... Little Gold Book of YES! Attitude: How to Find, Build and Keep a YES! Attitude for a Lifetime of SUCCESS by Jeffrey Gitomer. It may not be everyone's particular style of choice when it comes to self-improvement, but I loved this little gem...Contents: Insight to Your Inside Attitude; Attitude Self Awareness; Attitude Actions; Attitude

Attributes; Attitude Achievement; Attitude Fulfillment Gitomer is well-known as a sales motivator, and many of his prior titles deal with the art of the sale. While there's still a bit of a sales focus in YES!, it's more designed to be a personal motivator for your attitude in all areas of life. In terms of content, he's similar in nature to the big names of personal improvement, such as Zig Ziglar, Jim Rohn, and others. But his style of writing is more "in your face", more "cheerleader" in look and feel, and I don't mean that in a bad way. He uses a never-ending kaleidoscope of fonts, colors, and print layouts to get his point across. You definitely don't get bored reading the book...He is big on surrounding yourself with positive influences as well as structuring your schedule to get positive input each day (preferably first thing in the morning). By consciously focusing on these things, you start to ensure that your attitude moves from (potentially) negative to positive, and then to the level of YES!. There were a number of things that resonated with me when reading this, such as taking an hour a day to work on your skills instead of spending that time watching news (largely negative) or TV (mostly worthless).

Jeffrey Gitomer knows how to write about selling . . . I've read and enjoyed two of his other books--THE LITTLE RED BOOK OF SELLING and THE SALES BIBLE . . . in each instance, I found myself taking copious notes . . . that's always a good sign; i.e., it shows there is something that I wish to retain and/or share with others. The same thing happened when I devoured JEFFREY GITOMER'S LITTLE GOLD BOOK OF YES! ATTITUDE . . . it took me just a few hours to read, but that's misleading in that after I finished, I had to go back to revisit much of it . . . and I'm sure I will continue to do so in the future, in that it is that good. Perhaps most importantly, Gitomer got me to think about what's important in life . . . for example, when feeling down, he advises that all you need to do is: Visit a children's hospital or help someone less fortunate than you. Get comfortable with the plight of others, and feel good about the minuteness of your problems compared with theirs. I also liked his advice on how to find out about the weather: Poke your head outside in the morning. It's a lot more accurate than the weather guy. The above might seem basic, but if you're like me, you need to be reminded of it every so often . . . likewise, Gitomer urges you to think the following when it comes to making money: Most people get into a career to "make money." There could not be a worse reason to enter a profession. The best way to amass a lot of money in a career is to earn it.

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