

Read a Sample Chapter

Chapter 1

A POSITIVE ATTITUDE...

“We cannot change our past. We can not change the fact that people act in a certain way. We can not change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude.”

— Charles Swindoll

The Power of a Positive Attitude

As my dear friend and trusted advisor, Keith Harrell, a.k.a. Dr. Attitude, believes and explains passionately to every audience, “Attitude is everything! Attitude is a choice!” He skillfully moves through his dynamic and insightful motivational presentation about attitude to communicate this important message: “I’ve suggested to you today little adjustments that can change your thinking in a big way. By changing your thinking, you can change your beliefs. By changing your beliefs, you can change your actions and your life.”

Keith is 100% correct!

Having a positive attitude can help you cope much more easily with life’s daily affairs. A positive attitude brings optimism into your life and makes it easier to avoid the ill-effects of worrying and negative thinking.

If you adopt a positive attitude as a way of life, it will bring constructive changes into your life, and over time, will make your happier, healthier, and much more successful.

It’s true. With a positive attitude you’ll begin to see the bright side of life, you’ll become more action oriented, and you’ll expect the best to happen—and it will!

A positive attitude is certainly a state of mind that is well worth developing and strengthening!

Here are some benefits of a positive attitude:

- Achieve short- and long-term goals
- Attain success faster and more easily
- Increase self-esteem
- Increase happiness
- Gain more energy
- Improve self-love and self-respect
- Improve inner power and strength
- Inspire and motivate yourself and others
- Gain confidence to tackle challenges
- Decrease stress
- Persevere through obstacles
- Gain more respect

There is great power in developing and maintaining a positive attitude. A positive attitude says, “YES! You Can Achieve Success!”

A Positive Attitude Is Important for Continuous Success

The great motivational speaker Zig Ziglar says, “A positive attitude will not help you to do everything; however, it can help you to do everything better than a negative attitude will.”

If you’re seriously expecting and wanting to succeed in life, then you will be required to bring forth your positive attitude constantly.

Positive attitudes drive successful people in the following ways:

- ✓ Facilitates positive thinking
- ✓ Unlocks constructive thinking
- ✓ Fosters creativity
- ✓ Increases expectations of success
- ✓ Heightens optimism
- ✓ Ignites motivation to accomplish goals
- ✓ Provokes inspiration
- ✓ Empowers a “never surrender” attitude
- ✓ Awakens abilities to positively critique oneself
- ✓ Raises self-confidence
- ✓ Displays self-esteem
- ✓ Steers hunger to seek solutions
- ✓ Directs focus and opportunities

Being driven by a positive attitude affects not only you and the way you look at the world, but also your family, work, community, friends, and colleagues. If your positive attitude is strong, it can become contagious. If you're a person already choosing and using a positive attitude daily, you know exactly what I mean.

Quickly Evaluate Your Current Attitude

Most people who fail in life do so because of their ATTITUDE. If you bring a negative attitude to the world each day, the game is over for you before it begins. Nothing in life is more powerful than BRINGING A POSITIVE ATTITUDE to all situations you encounter throughout your day. The attitude you project to others depends primarily on the way you look at your life and the world. To measure your current attitude toward life, complete this quick exercise.

Circle the extent to which you agree or disagree with each statement.

	Strongly Agree	Agree	Disagree	Strongly Disagree	
1. There is nothing demeaning about assisting or serving others.	5	4	3	2	1
2. I can be cheerful and positive to everyone regardless of age or appearance.	5	4	3	2	1
3. On bad days, when nothing goes right, I can still find ways to be positive.	5	4	3	2	1
4. I feel my current attitude allows me to continuously succeed.	5	4	3	2	1
5. I am enthusiastic about life.	5	4	3	2	1
6. Encountering difficult "people" occasionally throughout the day will not cause me to be negative.	5	4	3	2	1
7. My ability to maintain a positive attitude daily is easy.	5	4	3	2	1
8. If someone requests my help or feedback on a project when I am working and focusing on something else, it wouldn't bother me at all to stop what I'm doing and assist them.	5	4	3	2	1
9. I receive great pleasure when others compliment or recognize me in front of others for something I've done.	5	4	3	2	1

10. Doing well in all aspects of my life is very important to me. 5 4 3 2 1

Now add up your circled numbers: **TOTAL SCORE** _____

If you scored above 40, you have an excellent attitude towards life. If you scored between 25 and 40, you seem to have some reservations that require some necessary inner work before you make positive thinking a way of life. A rating below 25 indicates that you have been exhibiting a negative attitude and have most likely creating conflict and difficulties along the way. It's never too late to change the way you think and to begin developing a positive attitude. You too can begin leading a happy and successful life.

The Effects of a Negative Attitude

Do you see difficulty in an opportunity? If you answered, "Yes," then you are negative at the moment.

When you exhibit a negative attitude and expect failure and difficulties, that's what you get.

It was James Allen who said, "All that you accomplish or fail to accomplish is direct results of your thoughts."

I can recall a short rhyme on attitude my fifth grade homeroom teacher, Ms. Hayward, would share with our class at the beginning of each school day:

"If you think you cannot,
you can't.

If you think you will lose,
you have lost.

If you think you can,
you can.

If you think you can win,
you have won."

— Author Unknown

Ms. Hayward would then frequently explain to our class there are no useful benefits to having and maintaining a negative attitude. She said negative attitudes only bring people these problems:

- ☹ Poor health
- ☹ Strained muscles in your face due to frowning

- ⊗ Blockage to learning
- ⊗ A stinking way of thinking
- ⊗ Low energy
- ⊗ Limited success
- ⊗ Difficulties, troubles, and problems
- ⊗ Sleepless nights
- ⊗ Low motivation
- ⊗ A weak and aimless belief system
- ⊗ Pessimism
- ⊗ Poor self-esteem
- ⊗ Poor friends
- ⊗ Fewer chances to have a positive outcome in life
- ⊗ Blockage to one's vision
- ⊗ Stunted growth and development
- ⊗ Low grades
- ⊗ Struggles and unhappiness in life

The five minutes Ms. Hayward used each day to encourage us to choose a positive attitude pushed me to excel and achieve each and every day.

Quickly Break Out of a Bad Mood

Often, we find ourselves in a bad mood due to an isolated situation that causes us to have an immediate negative attitude about life or the current situation. If you ever find yourself in a bad mood, apply one or more the following seven steps to quickly bring yourself and your thinking back into a positive state:

1. Switch your thinking to a more positive place.

Remember, your attitude is a choice. When a situation or person gets you frustrated or in a bad mood, switch your thinking to a more positive place.

If you're in a bad mood because of something your friend did, do not harp on it. Switch your thinking to the rewarding and exceptional day you had at work that day.

You can switch your thinking to a more positive place by thinking of something positive like a recent accomplishment, your family, a positive affirmation or a peaceful and calming place.

2. Change your environment.

There comes a time when your bad mood has become so tangled in a web of negative thinking that the best solution for you to pursue is to change your environment.

Cordially excuse yourself from the presence of the person or group that you're with so that you may step away into another environment to gather yourself and regain your positive attitude.

3. Listen to uplifting positive music or a motivational tape or cd.

There are many people who listen to and benefit from positive music or motivational tapes. Studies have shown that music and motivational tapes can help a person to change a negative attitude into a more positive and productive one.

Try listening to:

- a) *Goals : Setting And Achieving Them On Schedule* by Zig Ziglar (Audio CD)
 - b) *Everyday Grace: Having Hope, Finding Forgiveness, and Making Miracles* by Marianne Williamson (Audio CD)
4. Read something positive, affirming, or peaceful.

Reading quotes, affirmations, and positive books and articles can bring peace and the return of your positive attitude. It's very common today to see posters or printed quotations and affirmation inside an employee workspace.

Try reading to:

- a) *Attitude is Everything Rev Ed: 10 Life-Changing Steps to Turning Attitude into Action* by Keith Harrell (Paperback Book)
 - b) *A Setback Is a Setup for a Comeback* by Willie Jolley (Paperback Book)
5. Telephone someone in your Positive Support Circle.

Positive Support Circles are necessary and beneficial. When bad moods or challenging times occur, call a trusted, non-judgmental person in your Positive Support Circle. I call my circle my "Fab Five Team." Your circle members should know you well enough that they can hear you out and offer sound suggestions and strategies to bring you back into a positive attitude.

6. Exercise.

Exercising is one of the most effective ways to eliminate a bad mood. When you're exercising, your mind shifts toward what you're doing, and you're focusing on the positive results you're striving for while working out. Exercising is healthy, relaxing, challenging, fun, and rewarding.

7. Smile. Smile. Smile.

It sounds too simple to be true; however, smiling works! When a bad mood strikes you unexpectedly, just smile, smile, smile. And from ear to ear. No one has to know why you're smiling so hard.

When a person smiles purposefully, not only do people wonder why you're smiling, but it's also healthy for your body and peace of mind. So, go ahead right now---and SMILE! I'm sure you figured out by now that all bad moods are negative attitudes. Some are short-term, and some are long-term. Still, you have a choice to determine how long bad moods will stay. Don't give that choice to anyone or anything else!

6 Bad Attitudes to Avoid Displaying

There are many negative attitudes tying people up today; however, the following six bad attitudes I believe tip the scale:

1) The — I Don't Want to Be Bothered Attitude

This is a negative attitude where the person using it reacts to anyone who comes into his or her space with negative body, face, or non-verbal gestures.

Suggestion for improvement: Learn how to teach and encourage yourself to look and be attentive with a welcoming smile and positive body language when others come into your space. You might find yourself in situations where the world smiles back at and welcomes you.

2) The — I'm Angry at the World Attitude

This is a negative attitude where the person using it provides a negative response to anyone or any situation because he or she feels that someone or something has done the person a wrong.

Suggestion for improvement: Learn how to teach and encourage yourself to look for the good and the positive in any situation. You might find that there are more good and positive things in the world that you've been missing.

3) The — I Don't Like People Attitude

This is a negative attitude where the person using it chooses to not like a particular group of people because of hearsay, family beliefs, experience, or simply choice.

Suggestion for improvement: Learn how to teach and encourage yourself to get to know a person or group first before passing a "one-size fits all" judgment. You might find that not everyone is bad, ugly or negative.

4) The — I Know It ALL Already Attitude

This is a negative attitude where the person using it replies to every opportunity for growth and learning as if it's a waste of his or her time. Why? Because they know it ALL already!

Suggestion for improvement: Learn how to teach and encourage yourself to be open to the fact that you can learn something new each day, and from anyone. You might find that even a six year old can teach you something useful.

5) The — I Say Whatever Comes Out of My Mouth Attitude

This is a negative attitude where the person using it chooses to say whatever comes out of his or her mouth, normally without even thinking about it.

Suggestion for improvement: Learn how to teach and encourage yourself to think for at least 5 seconds before you respond to anyone or any situation. You might find yourself being welcomed and embraced more than being avoided or shunned away.

6) The — I Don't Need Anyone's Help Attitude

This is a negative attitude where the person using it chooses to turn-away or responds negatively to people or organizations trying to help him or her with self-development, human services, or life.

Suggestion for improvement: Learn how to teach and encourage yourself to seek and welcome help from others. You might find yourself accomplishing ten times as many goals in life because we win in life with people.

The truth of the matter is we win in life with people. When your negative attitudes, words, gestures, barriers, and beliefs become your preferred weapon or tool of choice, do not fault anyone else when you find yourself on the outside looking in.

6 Positive Attitudes to Continuously Display

There are many positive attitudes freeing people today; here are six positive attitudes that I believe have most successful people soaring high:

1) The — Attitude of Gratitude

This is a positive attitude in which a person is appreciative, grateful and thankful for *all* that others have done for them.

2) The — Attitude of Respect

This is a positive attitude in which a person respects the personal space, property, ideas, work, relationships, and beliefs of others, including their own.

3) The — Attitude of Optimism

This is a positive attitude in which a person using it chooses to look for the positive in situation presented to them.

4) The — Attitude of Service

This is a positive attitude in which a person seeks out opportunities to give of their time through service to help make the life of someone else better and more manageable.

5) The — Attitude of a Life-Long Student

This is a positive attitude in which a person using it chooses to learn from everyone and everything so they can continuously learn and grow each day.

6) The — Attitude of Humility

This is a positive attitude in which a person chooses to move their pride and ego out of the way in order to display a genuine sense of humility to the world. Being humble doesn't mean shrinking around others, it just means recognizing the value in others and the right for them and their opinions to co-exist with yours.

When you to be in constant control of a positive and productive attitude, you will lead yourself to higher levels of achievement and fulfillment. You can start by learning and displaying the above “6 Positive Attitudes to Continuously Display.”

Trade Your Negative Attitude for a Positive Attitude

If you have a negative attitude, you can always trade it in for a positive attitude!

My first question to you is, “When you’re around someone with a negative attitude, are you drawn to them or repelled away?”

If you are repelled by their attitude, why adopt that as your attitude of choice and expect things to come your way.

My second question to you is, “Why wouldn’t you trade it in?”

We all can benefit from better health, balance, harmony, potential, significance, and prosperity in our lives.

All learned habits and behaviors could be broken and replaced with new and more positive habits and behaviors.

All you have to do is make today the day you choose to commit yourself to develop, focus on, and use a positive attitude from this point forward throughout life. Once you do that, contact someone in your Positive Support Circle and share your new goal with him or her and tell that person to help you with this new commitment.

Try it for 30 days! When you arrive at Day 30, that evening, go out and celebrate. On Day 31, extend your Positive Attitude Goal to 60 days. Each time you accomplish this goal, reset your goal by extending it an additional 30 days. Remember to celebrate each and every successful accomplishment you reach while attaining this goal.

5 Strategies for Maintaining a Positive Attitude

1. Words to Use

Our words have power: the power to uplift, build, and encourage.

Here are words to use in your attitude vocabulary. The words on the left have negative connotations for most people, so replace it with the words on the right, which have more positive connotations.

Negative self-talk...instead of	Use the more positive...
I want	I choose or desire
I'm thinking about	I will
I've never done it before.	It's an opportunity to learn something new.
It's too complicated.	Let's look at it from a different angle.
I don't have the resources.	Necessity is the mother of invention.
There's not enough time.	Let's re-evaluate some priorities.
There's no way it will work.	I will try to make it work.
I don't have the expertise.	I'll find people who can help me.
It's good enough.	There's always room for improvement.
It's too late for me to change.	Let's take a chance.
I'm not going to get any better at this.	I'll give it one more try.
I'm never going to learn how to manage my attitude.	I'm going to try to learn how to manage and commit to a positive attitude.

Remember: Practice makes perfect. Improvements are always possible.

If you tend to have a negative outlook, don't expect to become an optimist overnight. But eventually, your self-talk will automatically contain less self-criticism and more self-acceptance and empowerment.

2. Change Your Mental Attitude with “I Am Statements”

Many people create and use “I am statements” to empower and guide them through their day.

At the end of each night, create two to ten “I am statements” to read aloud slowly, three times confidently, while looking at yourself in a mirror.

What is important here is a soft focus with your eyes, and SLOW, mild-mannered talking. If you feel you are rushing even a tiny bit, you should slow down and begin again. Maintaining a slow, relaxed pace is crucial.

Here are a few examples of “I am statements”:

- I am Powerful.
- I am Successful.
- I am Wealthy.
- I am a Very Successful Business Person.
- I am an Encouraging Parent.
- I am the Top Sales Person on My Team.
- I am Loving.
- I am Beautiful.
- I am a Winner.
- I am Committed to Positive Thinking Today.

To make your “I am statements” work for you, make them:

- Unique
- Personal
- Positive
- Empowering
- Inspiring
- Valuable

These “I am statements” become your personal guiding affirmations. Over time, they will encourage you, inspire you, and drive you to maintain a positive attitude even during challenging times.

3. Positive Things That Can Bring You A Positive Attitude

If you keep yourself connected to feeling joyful, and doing positive things, you will find yourself more often than not in a positive state of mind.

Below is a quick list of Positive Things That Can Bring You A Positive Attitude

Constantly smiling	Playing with a pet	Music
An Inspirational Quote	Success / Goal Accomplishment	Pictures of children
Spending time with family	Giving	Volunteering
Mentoring	Writing a personal letter to thank someone for helping you	Dancing

These are just a few positive activities that can keep you connected to, enjoying, and maintaining your positive attitude.

I personally challenge you to add ten more strategies to the above list.

4. Your Positive Support Circle

If you do not have a Positive Support Circle, I strongly encourage you today to seek and develop one.

Create a list of five people within your circle that without question or hesitation you consider to be “Positive Ambassadors”. These are people who care about you and are non-judgmental. At the same time, these are people who will listen to you; yet, will give their honest feedback or suggestions when you’re right or wrong.

Outside of personally choosing to maintain and control a positive attitude, your Positive Support Circle, should be one of your most powerful resources when it comes to assisting you in maintaining a positive attitude.

Warning: Do not take this strategy lightly. When you contact and gain agreement from your Positive Support Circle team members, respect them and their time by following-up with them, and keeping them informed of your overall growth, progress and development.

5. Consistently Drive and Apply Your Positive Attitude Daily

Enthusiasm! Enthusiasm! Enthusiasm!

A positive attitude is the vital fuel that moves you along in your journey and it requires that you drive it and drive it daily!

For every event or situation that comes along, you are completely free to choose the attitude with which you respond. And the attitude you choose will determine how much positive value you gain from whatever is happening.

With many aspects of your life, there are restrictions and limitations imposed upon you from outside forces. Yet with your own attitude, you have total, unlimited control.

And your attitude can make a big difference, with people, with events, and with what you learn about the moments that make up each day.

Choose not to allow your attitude to merely follow you along. Drive it enthusiastically and positively so it brings you inner peace, success, improved relationships, better health, and new levels of freedom.

We were all put on this Earth with everything we needed at birth to believe, achieve, succeed, and live our dreams. So, we all have a purpose to fill, a cause to serve, and a job to do. And it starts with attitude!

Poem: **A Positive Attitude**

Each day is a new day,
A day for you to choose,
Hmmm... Which attitude will I use?

Attitude...
It's what you think,
It's how you feel,
It's how you act,
That makes it real.

Attitude...
It's your body language,
It's the expressions on your face,
It's your rhythm and tone of voice...
All which communicate to others,
If things can be a hazard or safe.

Attitude...
It can attract people to you,
It can shun people away.
It can have you surrounded by positive friends and family,
Or by your lonesome, turning, old and gray.

Attitude...
It can take you places,
It can leave you behind.
It can bring you happiness,
Yet, have you losing peace of mind.

Attitude is that one thing,
We all have in our DNA.
Attitude is that one thing,
That We Bring to the World Each Day.

And if you're the winner in life that I know you are,
Continue choosing to use the Positive Attitude,
And watch, you'll go far.

~ Ty Howard

Chapter Conclusion

In this chapter, I explained to you the power of a positive attitude and why it is important for continuous success. I provided you with an assessment tool that allowed you to quickly evaluate the state of your current attitude. I explained to you the effects of a negative attitude and how to break out of a bad mood. I shared with you six bad attitudes to avoid displaying, six positive attitudes to display continuously, and methods on how to trade a negative attitude for a positive attitude. And I gave you five practical and easy-to-apply strategies that can help you to maintain a positive and healthy attitude each and every day.

When you continuously choose a positive attitude as a standard and positive habit—you will take your life to a whole new level.

Embrace the profound words of Keith Harrell, “Attitude is everything! Attitude is a choice. By changing your thinking, you can change your beliefs. By changing your beliefs, you can change your actions and your life.”