

## Spiritual Message # 23

### NEW YEAR MESSAGE

From Chapter 2 in my book My Turn To Win: The Secret To Excellence

<http://www.cordellvail.com/epistles/books>

We have all seen the FedEx logo on packages, delivery trucks and in advertisements. Have you ever noticed the arrow in the FedEx logo? If you are driving along following a FedEx delivery truck, there is a very clear arrow in the logo. Here is a picture of the back of a delivery truck I was following. Look at the logo carefully. Can you see the arrow?



Most people have never noticed it. If you cannot see it, look at the space between the E and the X. Even if you have seen that arrow before, it would be almost impossible now for you to ever look at the FedEx logo again and not see that arrow standing out. It will just jump out at you. You will see it every time you look at it. It will be the most prominent part of the logo for you from now on. It was always there, you just did not notice it before. However, you do see it now, and will see it every time you see the logo. Your life is different now than it ever was before in a very small way. Every time you see that logo, I will be sending you a message. You will look at it and remember that I told you that for us, the arrow means: "I SHOULD JUST GO AHEAD AND DO IT!" You see, this is a simple little exercise but you are different now. It is not my arrow. It is not my logo. It is theirs, but I am going to use it now for the rest of your life to send you messages. Every time you see the FedEx logo, you will think, "I SHOULD JUST GO AHEAD AND DO IT!" It will be like a subliminal message from me to help you make your life better. It will be a reminder to you that you can live a life filled with excellence. That was a very easy exercise was it not? I should be paying FedEx, because most likely at least once or twice a week you will see that logo on a package, in an advertisement on TV, or on a truck driving by and it will allow me to resend my message to you. "I SHOULD JUST GO AHEAD AND DO IT!"

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