

## **JUST GO AHEAD AND DO IT EXERCISE:**

(Taken from my book My Turn To Win)

If you will do this little exercise I am going to show you, your life will never be the same again. It will change you. You will never think the same way again. I want to ask you to do a little exercise. And if you do it, you will never be the same way again. You will be transformed into a new person with a higher self-esteem, a vision of the future, and the ability to live a life filled with excellence. You will be filled with aspirations to accomplish things you have always dreamed of accomplishing but have never dared to try. Want to try it?

To show you how easy this is going to be, here is the exercise. It will just give you an example of how easy it is to change your life. It will help you see how easy it is to learn something that will change the way you look at something for the rest of your life. I want you to see how it feels to do something very simple that will change your life.

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 one day. Look at the logo carefully.



Can you see the arrow? Most people have never noticed it.

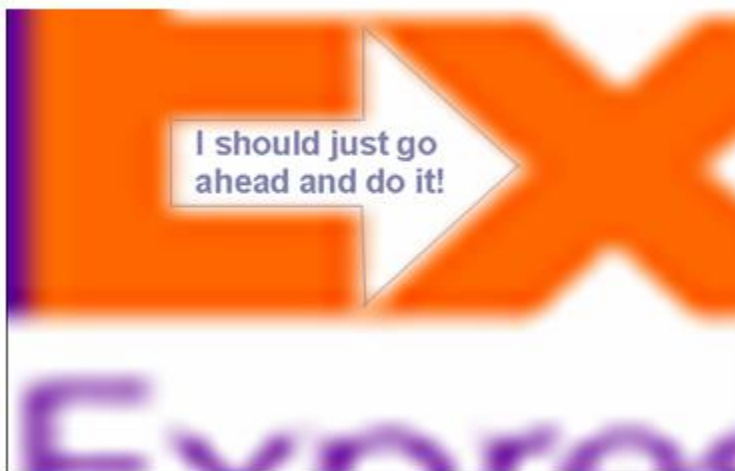
Even if you have seen that arrow before, because I have pointed it out to you, it will be almost impossible now for you to ever look at the FedEx logo again and not see that arrow standing out. It will just jump out at you. You will see it every time you look at it. It will be the most prominent part 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 now, the arrow means:

### **“I SHOULD JUST GO AHEAD AND DO IT!”**

You see, it was 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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