



Title: Little Gold Book of Yes! Attitude

Author: Jeffrey Gitomer

Summary:

In this book Gitomer shares his own personal experience developing an unbeatable positive attitude. He takes what he's learned from the Guru's of attitude and shares how he has applied the benefits of a positive attitude in his own life. He even shares how attitude alone wasn't enough early in his career when things weren't really working.

Top take away points –

- According to Gitomer a Yes! Attitude is better than just a positive attitude as it helps you to formulate your responses in a positive form. The book is intended to be a study guide to help you to develop a truly positive attitude.
- Insight to your inside attitude – Your attitude is determined by how you react to what happens to you. Your attitude is your choice. Everyone has a positive attitude when things are going great. You find out your real attitude when things aren't going great.
 - Visualization and affirmations are key ingredients to the development of a consistent positive attitude.
 - Look for ways to turn things into a benefit even when they seem like they are a disaster. You can control your response to whatever happens.
 - Positive results follow positive expectations.
- Attitude self awareness – Be aware of what affects your attitude. Seek continual improvement.
 - Rather than focusing on the problem, focus on the solution.
 - You bring to yourself what you think about and focus on every day, so watch your thoughts.
 - The secret to positive attitudes is to think and question how to make it positive before you make a statement.
- Attitude actions – Act out your positive attitudes through your behaviors. Frame your verbal responses positively. State what you like rather than what you don't like. Don't spend your time reading or viewing things that focus on the negative, like the news.
 - Have written goals and place them where you will review them daily.



- Attitude attributes – You will succeed or fail based on fulfillment of your thoughts. Attitudes drive your behaviors and behaviors drive your results and your results reinforce your attitudes.
- Attitude achievement – Napoleon Hill tells us, “Anything your mind can conceive and believe, it can achieve”, another way of saying it is that you will receive what you believe.
 - Work through problems to find solutions while you sleep by writing them down before you go to sleep. This allows your mind to work on the solution while you sleep and it also helps you to obtain a peaceful sleep as you aren’t wrestling through the problem all night.
 - Think about past successes as you drift off to sleep.
 - Keep a note pad by the bed to write down important thoughts that come to you so you can quickly go back to sleep.
 - Include positive emotional feelings along with your positive thoughts.
- Attitude fulfillment – Fulfillment is the difference between inspiration and motivation. Give yourself permission to have a positive attitude and reinforce positive attitudes through affirmations. You have to work on your positive attitudes every day or you will quickly drift back to your old way of thinking.

Review:

What’s good-

Like all of Gitomer’s books it’s a quick and fun read. A daily dose almost has to help you improve your “stink-in think-in” as Zig Ziglar would say. As he indicates in the book he has compiled what worked best for him from the attitude Guru’s.

What’s might not be so good-

A positive attitude is an absolute must. You will truly have to walk up hill both ways to school without one, and it will certainly help you to be a better person to be around. Attitude without right action though will lead you to be a person with a great attitude and almost no success to back that attitude up. Gitomer confesses that was his experience for a number of years too. True success comes from having both a positive attitude in combination with a vision for what you want your future to be along with a plan for making it happen. Nothing happens until you take action so be sure to have plans for action in addition to your positive attitude!