

TABLE OF CONTENTS

About the Author: Paul J. Meyer	ix
A Message from the Author: Paul J. Meyer	xi
For Maximum Benefits from <i>Attitude Is Everything!!</i>	xiii
LESSON ONE: GAINING THE SLIGHT EDGE	
There's Power in Positive Expectancy!	1
How Positive Expectancy Works	5
Developing an Attitude of Positive Expectancy	6
Summary and Affirmations	11
<i>I Believe!</i>	
LESSON TWO: WHAT IT TAKES TO BECOME A WINNER	
What's the Difference Between Losers and Winners?	1
Attitudes of Winners	1
Behavior of Winners	4
Results Enjoyed by People at the Top	6
Summary and Affirmations	9
<i>I Am a Winner!</i>	
LESSON THREE: CULTIVATING AN ABUNDANCE ATTITUDE	
Physical Abundance	1
The Abundance of Mental Potential	2
The Choice Is Yours	4
Unleashing and Using Your Potential	6
Abundance Attitude: Results and Rewards	7
Summary and Affirmations	11
<i>My Potential</i>	
LESSON FOUR: FOCUSING ON SINGLENESS OF PURPOSE	
Establish a Purpose for Life	1
Transforming Dreams into Reality	3
Successfully Managing Distractions	4
Summary and Affirmations	9
<i>My Purpose</i>	

LESSON FIVE: PSYCHO-CYBERNETICS FOR WINNERS	
Successfully Programming Your Goal Setting Computer	1
Putting the Power of Goal Setting into Action	4
Enhancing Your Self-Image	5
Principles That Get Results	6
Summary and Affirmations	11
<i>I Am</i>	
LESSON SIX: DEVELOPING THE DESIRE OF A WINNER	
The Transforming Power of Desire	1
Desire Makes a Difference!	2
Making Desire and Self-Motivation a Way of Life	3
The Hallmarks of Genuine Desire	6
Summary and Affirmations	9
<i>I Desire</i>	
LESSON SEVEN: MAXIMIZING THE POWER OF ENTHUSIASM	
A Key to Personal and Professional Fulfillment	1
Controlling the Emotional Climate	2
Tactics for Developing Enthusiasm	3
The Benefits of Enthusiasm	7
Summary and Affirmations	9
<i>I Am Excited!</i>	
LESSON EIGHT: A TOUGH MENTAL ATTITUDE	
The Need for a Confident Approach to Winning	1
A Tough Attitude Toward Your Career	3
A Tough Attitude Toward Yourself	4
A Tough Mental Attitude Toward Problems	5
A Tough Mental Attitude Through Goal Setting	6
Summary and Affirmations	9
<i>My Winning Attitude</i>	
LESSON NINE: NEVER, NEVER, NEVER GIVE UP!	
Why People Quit	1
A Plan for Developing Persistence	2
Turning Adversity into Opportunity	4
Summary and Affirmations	9
<i>I Am Determined</i>	

LESSON TEN: THE POSITIVE FORCES OF LIFE	
The Impact of the Invisible	1
Choosing to Change	2
The Positive Force of Enthusiasm	2
The Energizing Force of Desire	3
The Magnetic Power of Personal Charisma	3
Synergizing Positive Life Forces	4
Summary and Affirmations	7
<i>I Have Power</i>	
LESSON ELEVEN: EMBRACING THE PURE JOY OF WORK	
A Creative Outlet	1
A Fascination with Work	2
The Rejuvenating Effects of Work	3
The Joys of Self-Discipline	5
Summary and Affirmations	7
<i>I Enjoy Working</i>	
LESSON TWELVE: BECOMING A TOTAL PERSON®	
Achieving a Balanced Life	1
Facing Reality	3
Giving and Receiving Freely	4
The Freedom to Become the Best and Brightest You!	5
Summary and Affirmations	9
<i>I Am Free!</i>	
GOAL SETTING TOOLS	
Goal Planning Sheet	
Goals Accomplished	

