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**101 Tips  
For  
Spurring  
Business  
Success**



**HEINZ DINTER, PhD**

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**101 Tips  
For  
Spurring  
Business  
Success**

**HEINZ DINTER, PhD**

GRAND  
**LIFESTYLE**  
PUBLISHER

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## ***CREED TO SUCCESS***

- 1. KNOW YOUR COMPANY.** *You must read and study all available material about your company. Accept the training program seriously.*
- 2. HAVE FAITH IN YOUR COMPANY.** *You must sell yourself first before you can sell your services to customers. Believe in your company.*
- 3. SELL THE BENEFITS OF YOUR COMPANY.** *You must always be ready to tell your customers that your company renders an important service to their community.*
- 4. PLAN YOUR WORK — THEN WORK YOUR PLAN.** *Think. You must know what you are doing at all times. Avoid confusion. Plan your work daily.*
- 5. WATCH YOUR APPEARANCE AND YOUR HEALTH.** *You must be well dressed, well mannered and in good health. Be pleasant at all times. You represent your company.*
- 6. BE PATIENT — BE ENTHUSIASTIC — BE PERSISTENT — BE CONVINCING.** *You must be all four to be successful in selling yourself and your company.*
- 7. KEEP PROMISES.** *You must be truthful at all times. Follow up on your promises. Build respect for the company.*
- 8. KNOW THE OBJECTIONS AND THE ANSWERS.** *You must be ready at all times to answer questions or derogatory remarks about the company.*
- 9. SPEAK UP.** *You must not be afraid to speak up. Tell the public about your company and service. Public relations and public education are an important part of the program.*
- 10. BE POSITIVE OF YOUR SUCCESS.** *You must have a positive approach to everything you do. Erase negative thinking. You have the power to choose success.*

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### ***The Man Who Thinks He Can***

*If you think you are beaten, you are.  
If you think you dare not, you don't.  
If you'd like to win, but think you can't,  
It's almost a cinch that you won't.  
If you think you'll lose, you've lost;  
For out in the world we find  
Success begins with a fellow's will.  
It's all in the state of mind.  
If you think you're outclassed, you are;  
You've got to think high to rise.  
You've got to be sure of yourself  
Before you can win the prize.  
Life's battles don't always go  
To the strongest or fastest man.  
But sooner or later the man who wins  
Is the man who thinks he can.*

---

*Dear Reader*

Within these pages I give you cause to think about life's ups and downs — especially the wonderful, experience-enriched, and memory-laden years of striving for success in your endeavors. I'll also give you cause for chuckles here and there.

I cannot turn my back on ignorance and must return to the arduous and prodigious “tolerance” — it means so much to me. I wish everyone would think of it as a principle to live by because it's a solid platform for peace of mind living based on the Golden Rule. It is the platform upon which success is created.

Gotthold Ephraim Lessing, the eighteenth century Germany dramatist and critic focused on the subject and published his thoughts and commitments on tolerance with the “Ring Fable” in *Nathan the Wise*, his thought-provoking dramatic poem and one of the most admirable documents of eighteenth-century thought. (You will find the parable in Act III, Scene 7.)

My appreciation goes to those who passed along a great number of the thoughts I share with you here. Thank you.

Immense gratitude goes to my grandchildren Devin, Megan, Alexander, Dustin, Richard, and Charles because without them I may have substituted writing this booklet with playing tennis or watching the moon over the *Magic City*.

I love life and will do so forever.

Miami, Florida

HD

---

***Aristotle*** (384-322 B.C.)

Greek Philosopher

- 1.** All human actions have one or more of these seven causes: chance, nature, compulsion, habit, reason, passion, desire.
- 2.** Anybody can become angry - that is easy; but to be angry with the right person, and to the right degree, and at the right time, and for the right purpose, and in the right way - that is not within everybody's power and is not easy.
- 3.** Every art and every inquiry, and similarly every action and pursuit, is thought to aim at some good; and for this reason the good has rightly been declared to be that at which all things aim.
- 4.** In the arena of human life the honours and rewards fall to those who show their good qualities in action.
- 5.** The quality of life is determined by its activities.

---

***Francis Bacon*** (1561-1626)

English philosopher and author

- 6.** For knowledge, too, is itself power.

---

**Alexander Graham Bell** (1847-1922)

American inventor and educator

**7.** What this power is I cannot say; all I know is that it exists and it becomes available only when a man is in that state of mind in which he knows exactly what he wants and is fully determined not to quit until he finds it.

---

**Bertold Brecht** (1898-1956)

German playwright and poet

**8.** It's all right to hesitate if you then go ahead.

---

**Thomas Carlyle** (1795-1881)

Scottish essayist and historian

**9.** All work, even cotton-spinning, is noble; work is alone noble.

**10.** Cant is itself properly a double-distilled lie, the materia prima of the devil, from which all falsehoods, imbecilities, and abominations body themselves, and from which no true thing can come.

---

***Andrew Carnegie*** (1835-1919)

American industrialist and humanitarian

**11.** The successful man will profit from his mistakes and try again in a different way.

---

***Dale Carnegie*** (1888-1955)

American writer and speaker

**12.** The man who goes farthest is generally the one who is willing to do and dare. The sure-thing boat never gets far from shore.

---

***Winston Churchill*** (1874-1965)

British statesman and author

**13.** Everyone has his day and some days last longer than others.

**14.** Never, never, never quit.

**15.** The empires of the future are empires of the mind.

**16.** There are men in the world who derive as stern an exaltation from the proximity of disaster and ruin, as others from success.

**17.** To improve is to change; to be perfect is to change often.

**18.** Victory at all costs, victory in spite of all terror, victory however long and hard the road may be; for without victory there is no survival.

---

***Richard Cumberland*** (1732-1811)  
English dramatist

**19.** It is better to wear out than to rust out.

---

***Benjamin Disraeli*** (1804-1881)  
English politician and author

**20.** The secret of success in life is for a man to be ready for his opportunity when it comes.

---

***Thomas Alva Edison*** (1847-1931)  
American inventor

**21.** Genius is one percent inspiration and ninety-nine percent perspiration.

**22.** If there's a way to do it better ... find it.

**23.** If we all did the things we are capable of doing, we would literally astound ourselves.

**24.** Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.

---

***Albert Einstein*** (1879-1955)

American physicist

**25.** In the middle of difficulty lies opportunity.

**26.** Try not to become a man of success but rather try to become a man of value.

---

***Ralph Waldo Emerson*** (1803-1882)

American essayist and poet

**27.** For the resolute and determined there is time and opportunity.

**28.** It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself.

**29.** The high prize of life, the crowning fortune of a man, is to be born with a bias to some pursuit, which finds him in employment and happiness.

**30.** The reward of a thing well done is to have done it.

**31.** You cannot do wrong without suffering wrong.

---

**Malcolm S. Forbes** (1919-1990)

American publisher, author, and art collector

**32.** Education's purpose is to replace an empty mind with an open one.

**33.** Failure is success if we learn from it.

---

**Henry Ford** (1863-1947)

American automobile manufacturer

**34.** Failure is only the opportunity to more intelligently begin again. History is more or less bunk. It's tradition. We don't want tradition. We want to live in the present and the only history that is worth a tinker's damn is the history we made today.

**35.** There isn't a person anywhere who isn't capable of doing more than he thinks he can.

**36.** Thinking is the hardest work there is, which is the probable reason why so few engage in it.

---

**Benjamin Franklin** (1706-1790)

American statesman, scientist, and philosopher

**37.** Dost thou love life? Then do not squander time, for that's the stuff life is made of.

**38.** Early to bed, and early to rise, makes a man healthy, wealthy, and wise.

**39.** Remember, that time is money.

**40.** Well done is better than well said.

**41.** Wish not so much to live long as to live well.

---

***Johann Wolfgang von Goethe***

(1749-1832)

German poet

**42.** He who moves not forward goes backward.

**43.** Pleasure and love are the pinions of great deeds.

**44.** There is nothing more frightful than ignorance in action.

---

***Katherine Graham*** (1917-2001)

American newspaper publisher

**45.** I had very little idea of what I was supposed to be doing, so I set out to learn. What I essentially did was to put one foot in front of the other, shut my eyes, and step off the edge.

**46.** To love what you do and feel that it matters - how could anything be more fun?

---

***Napoleon Hill*** (1883-1970)

American author and motivational speaker

**47.** Cherish your visions and your dreams as they are the children of your soul; the blueprints of your ultimate achievements.

**48.** Discipline comes through self-control. This means that one must control all negative qualities.

**49.** Before you can control conditions, you must first control yourself.

**50.** Effort only fully releases its reward after a person refuses to quit.

**51.** Men are paid, not merely for what they know, but more particularly for what they do with that which they know.

**52.** No man ever achieved worthwhile success who did not, at one time or other, find himself with at least one foot hanging well over the brink of failure.

**53.** Opportunity ... often it comes in the form of misfortune, or temporary defeat.

**54.** The majority of men meet with failure because of their lack of persistence in creating new plans to take the place of those which fail.

**55.** The starting point of all achievement is desire. Keep this constantly in mind.

**56.** The world has the habit of making room for the man whose words and actions show that he knows where he is going.

**57.** What the mind of man can conceive and believe, the mind of man can achieve.

---

***Oliver Wendell Holmes*** (1809-1894)  
American man of letters

**58.** The greatest thing in this world is not so much where we are, but in what direction we are moving.

---

***Washington Irving*** (1783-1859)  
American author

**59.** Little minds attain and are subdued by misfortune but great minds rise above them.

---

**Thomas Jefferson** (1743-1826)  
3rd United States president

**60.** Determine never to be idle. No person will have occasion to complain of the want of time who never loses any. It is wonderful how much may be done if we are always doing.

**61.** Honesty is the first chapter of the book of wisdom.

**62.** Let what will be said or done, preserve your sangfroid immovably, and to every obstacle, oppose with patience, perseverance, and soothing language.

---

**Charles Kettering** (1876-1958)  
American electrical engineer

**63.** The only time you can't afford to fail is the last time you try.

---

**Abraham Lincoln** (1809-1865)  
16th United States president

**64.** Always remember that your own resolution to succeed is more important than anything else.

**65.** I don't think much of a man who is not wiser today than he was yesterday.

**66.** I do the very best I know how, the very best I can; and I mean to keep on doing so to the end. If the end brings me out all right, what is said against me will not amount to anything. If the end brings me out all wrong, ten angels swearing I was right would make no difference.

**67.** It is not best to swap horses while crossing the river.

**68.** Let no feeling of discouragement prey upon you, and in the end you are sure to succeed.

**69.** Things may come to those who wait, but only the things left by those who hustle.

---

***Vincent T. Lombardi*** (1913-1970)  
American football coach

**70.** Success demands singleness of purpose.

**71.** The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will.

**72.** The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.

**73.** The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.

**74.** The spirit, the will to win, and the will to excel are the things that endure. These qualities are so much more important than the events that occur.

**75.** Winning isn't everything — but wanting to win is.

**76.** Wining is not a sometime thing; it's an all time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is a habit. Unfortunately, so is losing.

---

***John McKay*** (1923-2001)  
American football coach

**77.** I am a big believer in the mirror test. All that matters is if you can look in the mirror and honestly tell the person you see there that you've done your best.

---

***Friedrich Wilhelm Nietzsche***

(1844-1900)

German philosopher and poet

**78.** It is not the strength but the duration of great sentiments that makes great men.

---

***Earl Nightingale*** (1921-1989)

American motivational author

**79.** Our attitude toward life determines life's attitude toward us.

**80.** People with goals succeed because they know where they're going.

**81.** Your world is a living expression of how you are using and have used your mind.

---

***Norman Vincent Peale*** (1898-1993)

American clergyman

**82.** If you are thinking thoughts of defeat, I urge you to rid yourself of such thoughts, for as you think defeat you tend to get it. Adopt the "I don't believe in defeat" attitude.

**83.** Plan your work for today and every day, then work your plan.

---

***Publius Syrus*** (ca. 42 B.C.)

Latin writer

- 84.** A good reputation is more valuable than money.
- 85.** Any plan is bad which is incapable of modification.
- 86.** Everyone excels in something in which another fails.
- 87.** It is well to moor your bark with two anchors.
- 88.** The bow too tensely strung is easily broken.

---

***Eleanor Roosevelt*** (1884-1962)

American author, diplomat, and humanitarian

- 89.** It is not fair to ask of others what you are not willing to do yourself.

---

***Franklin D. Roosevelt*** (1882-1945)

32nd United States president

- 90.** Happiness lies in the joy of achievement and the thrill of creative effort.
- 91.** There is no indispensable man.

---

***Carl Sandburg*** (1878-1967)

American writer

**92.** There are people who want to be everywhere at once and they seem to get nowhere.

---

***William Shakespeare*** (1564-1616)

English dramatist and poet

**93.** No legacy is as rich as honesty.

**94.** To thine own self be true.

---

***George Bernard Shaw*** (1856-1950)

British playwright and critic

**95.** Some men see things as they are and say “Why?”  
I dream things that never were and say,  
“Why not?”

**96.** People are always blaming their circumstances for what they are. I don’t believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can’t find them, make them.

---

**Mark Twain** (1835-1910)

American writer

**97.** I can live for two months on a good compliment.

**98.** The secret to success is — find out where the people are going and get there first.

---

**Voltaire** (1694-1778)

French writer

**99.** Common sense is not so common.

**100.** Love truth, but pardon error.

---

**Daniel Webster** (1782-1852)

American lawyer and statesman

**101.** There is always room at the top.

---

***This Will Make You Feel Better***



If you sometimes get discouraged, consider this fellow: He dropped out of grade school. Ran a country store. Went broke. Took 15 years to pay off his bills. Took a wife. Unhappy marriage. Ran for House. Lost

twice. Ran for Senate. Lost twice. Delivered speech that became a classic. Audience indifferent. Attacked daily by the press and despised by half the country. Despite all this, imagine how many people all over the world have been inspired by this awkward, rumples, brooding man who signed his name simply, A. Lincoln.

**Abraham Lincoln**

**Born 1809 • Murdered 1865**

- Failed in business in 1831 at age 22.
- Defeated for legislature in 1832 at age 23.
- Second failure in business in 1833 at age 24.
- Suffered nervous breakdown in 1836 at age 27.
- Defeated for speaker in 1838 at age 29.
- Defeated for elector in 1840 at age 31.
- Defeated for Congress in 1843 at age 34.
- Defeated in Congress in 1848 at age 39.
- Defeated for Senate in 1855 at age 46.
- Defeated for vice president in 1856 at age 47.
- Elected president in 1860 at age 51.
- Felled by an assassin's bullet in 1865 at age 56.

---

***Tips to Help Promote  
What You Do or Who You Are  
With this Booklet***

- 1.** Use this booklet as a gift.
- 2.** Send this booklet to your family/clients/  
patients/friends to thank them for their  
friendship/help/trust/business and to stay  
in touch.
- 3.** Offer this booklet free with any purchase  
during a specific time period, with a  
specific purchase amount, or when open-  
ing an account.
- 4.** Distribute this booklet to prospects at a  
trade show or other gathering.
- 5.** Give this booklet to those who complete a  
questionnaire or survey.
- 6.** Package this booklet as a value-added  
bonus with a product you sell.
- 7.** Provide this booklet to people and organi-  
zations who can refer business to you.
- 8.** Do it! It will make you feel good because  
they will love you for it.

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## ABOUT THE AUTHOR



Heinz Dinter raised his family and pursued his career as head of the computer company he founded, driven by dreams of a happy family and the challenges of capitalism.

Today he builds on memories and experiences — sharing and enjoying life with friends.

The author wants his twin children, Diane and Kenneth, and six grandchildren, Devin, Megan, Alexander, Dustin, Richard, and Charles, to experience a peace-of-mind lifestyle. That's reason enough for this booklet. And he lets it be fun.

Dr. Dinter received his B.S. in mathematics, M.A. in management, and Ph.D. in business administration and corporate finance from the University of Florida.

He's an avid pilot and enjoys sailing and playing tennis in Miami, Florida where he makes his home with Mia and Magic.

But he does miss Lolita, Heidi, Kitty and her brood.

*Life is mostly froth and bubble,  
Two things stand like stone,  
Kindness in another's trouble,  
Courage in your own.  
Adam Lindsay Gordon (1833-1870)  
Australian Poet*

# The Must-Read Book If You Seek Guidance From Those Whose Thoughts Will Spur Your Actions

Within these pages I give you cause to think about the true worth of life experience, common sense and wisdom of others; how you can cash in on what persons of distinction say about going for it — business success.

I will share with you their thoughts — you will recognize their names — about what it takes to turn your life into a successful endeavor.

Here's inspirational reading that opens eyes wide and motivates hearts. **Chuckle and think!**

It's a must-read booklet on those days when you are down or you wrestle with setbacks and even outright failure. It's also an apathy shaker. Real-life excitement of what it takes to grasp the positive side of life and revel in rewards during the exciting years of creating success.

**Read down-to-earth tips  
and thought-provoking messages.  
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