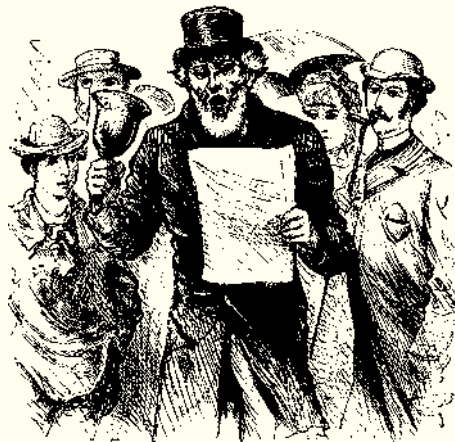


"THE DAILY TONIC"



FOR PEOPLE WHO WANT TO SUCCEED

GEOFFREY MOSS

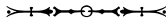
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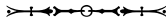
“The Daily Tonic”

For People Who Want To Succeed

These golden quotes come from many sources and many countries. They may be short statements but they are based on long experience. They have been selected and edited to help ambitious people succeed in life.

Read a quotation each day and see if the advice could help you to achieve your goals. If a quote seems to apply to you, write it on a card and look at it often, or highlight it and return to read it frequently. Make these quotes your checklist for a year of achievements on your way to a successful career.

Geoffrey Moss
Wellington, N.Z.







“Make this year a year of achievements.
You don’t know what you can achieve until you try.”

1

“It’s amazing what you can achieve
if you believe you can do it.”

2

“One of the great pleasures in life is
doing what others say you cannot do.”

3

**4**

“You can achieve anything you want –
if you help enough people get what they want.”

5

“People have a basic need to be wanted – they want to
contribute and feel useful. Help them to achieve.”

6

“To climb a mountain, you must start from the base camp.
To reach great heights
be prepared to start from the bottom.”





“Don’t allow past experiences
to retard future achievements.”

7

“The greatest achievements
come from the biggest challenges.”

8

“We judge ourselves by what we feel capable of doing.
Other people judge us by what we have done.”

9



**10**

“You are judged by what you achieve,
not by what you say.
‘Well done’ is better than ‘Well said’.”

11

“People may doubt what you say,
but they will always believe what you do.”

12

“Those who do not hope to achieve
have already lost.”





“You can do great things if you are not too busy doing little things.”

13

“People who begin many things often finish few.”

14

“Earn a reputation for being an achiever by meeting deadlines and getting things done.”

15



JANUARY

**16**

“You’ll never plough a field
by turning it over in your mind.”

17

“Knowledge is power;
action gets things done.”

18

“Decisions are meaningless unless
you act on them.”





“Action springs from
a readiness for responsibility.”

19

“If you are overcautious
you will accomplish little.”

20

“Actions speak
louder than words.”

21



**22**

“Most people ask for advice when they know the answer but want confirmation.”

23

“Advice is seldom welcome. Those who need it most, like it least.”

24

“Get as much good advice as you can before you start a major task. When you decide to act, act promptly.”





“Many receive advice;
only the wise profit from it.”

25

“If you listen to advice,
the giver thinks you nice.”

26

“Give advice when it is asked for
but keep it brief.”

27

JANUARY

**28**

“What are you trying to achieve in this life?
What is your real aim? Write it down.”

29

“When you write down what you hope to achieve,
you have taken the first step towards making it happen.”

30

“Decide on your goal in life,
then concentrate on getting there.”



“Aim high.
Aim for excellence.”

31







“The only job you start at the top
is when you dig a hole.”

1

“There is nothing like a dream
to help you plan your future.”

2

“Dream what you dare to dream.
Go where you want to go. Be what you want to be.”

3

**4**

“See things as they are and ask ‘Why?’
Dream things that never were and ask ‘Why not?’ “

5

“Always aim for the moon. If you miss it, don’t worry —
you will fall among the stars.”

6

“What you want to be is more important
than what you are.”





“Anger is one letter
short of danger.”

7

“When angry, count to ten before you speak;
when very angry, twenty.”

8

“The worst-tempered people are those
who know they are wrong.”

9



10 “Never post a letter while you are angry. Write it, but don’t post it until after you have read it the next day.”

11 “Harsh words and poor reasoning never settle anything.”

12 “If you are patient in one moment of anger, you will escape many days of sorrow.”





“Brevity
is the soul of wit.”

13

“Be brief.
Get to the point and know when to stop.”

14

“The more you say, the less remembered.
The fewer your words, the greater the impact.”

15

**16**

“If you don’t climb the mountain,
you cannot see the view.”

17

“Take up new challenges when they arise.
New experiences will help you grow.”

18

“To feel the exhilaration of success,
accept new challenges.”





“Face up to your next challenge.
You’ll be glad when you have met it successfully.”

19

“Challenges can be stepping stones or stumbling blocks.
It’s just a matter of how you view them.”

20

“Nothing ventured,
nothing gained.”

21

**22**

“We live in an ever-changing world. You must learn to change with the times or you will be bypassed.”

23

“All things change to something new and strange.”

24

“To improve is to change.
To aim for perfection is to change often.”





“To succeed you must overcome your resistance to change.”

25

“Success means growth and growth means change.”

26

“The time to change is when things are going well.”

27

FEBRUARY



28 “If you are doing things the way you did them last year,
you are in a rut and will be left behind.”

29
Leap
year “You cannot change the direction of the wind
but you can adjust your sails.”









“You will please more people by listening to them than by talking to them.”

1

“There are two kinds of people who don’t say much — those who are quiet, and those who talk too much.”

2

“People are more receptive to information when they are fresh and alert.”

3

MARCH

**4**

“Today bait your message to hook your readers or your listeners.”

5

“Use your imagination — try different ways to get your ideas across.”

6

“Today keep all your messages simple and clear.”





“Choose your words carefully —
to express, not to impress.”

7

“A good communicator does not tell people
what they already know. Tell them something new.”

8

“Silence is one of the arts
of conversation.”

9

MARCH

**10**

“The art of negotiation is to compromise.
Show people how
to get what they want, while getting what you want.”

11

“Avoid angry conflicts.
Be prepared to accept compromise,
to win some battles and lose others — gracefully.”

12

“Never compromise deeply held principles —
if you do, you will live to regret it!”





“Many hands make
light work.”

13

“What is good for the hive,
is good for the bee.”

14

“Co-operation cannot be ordered,
it must be earned.”

15

MARCH

**16**

“It’s better to prevent someone from falling than trying to help them up.”

17

“You can never really help people by doing for them the things they could and should do for themselves.”

18

“The most valuable thing you can give a person is a useful idea.”





“Fortune favours the bold
and the brave.”

19

“You will accomplish little if you are
too cautious.”

20

“Keep your fears to yourself
but share your courage with others.”

21

MARCH

**22**

“You will never cross the ocean
by staring at the sea.”

23

“Be brave. Even if you are not, pretend to be.
People often can’t tell the difference.”

24

“Don’t believe in luck —
believe in pluck!”





“Where there’s a will
there’s a way.”

25

“If you have the courage to risk failure
you will eventually succeed.”

26

“Fortune sides
with those who dare.”

27

**28**

“Be daring, be first,
be different.”

29

“Your life will shrink or expand
in proportion to your courage.”

30

“Great things are done more through courage
than through wisdom.”





“What would life be
if we had no courage to attempt new things?”







“Courtesy is the mark of a
civilised person.”

1

“Courtesy costs nothing
and conveys much.”

2

“Be kind and courteous to people on your way up,
because you might need them on your way down.”

3

**4**

“Never criticise in anger;
criticise constructively if you want to help people.”

5

“If you listen to flattery
but not to helpful criticism, you will go astray.”

6

“Criticism should be gentle enough
to nourish a person’s growth.”





“Don’t criticise anyone harshly today.
Look for their good points — everyone has them.”

7

“Always sandwich criticism
between two layers of praise.”

8

“Praise in public;
criticise in private.”

9



APRIL

**10**

“Delegation indicates trust and faith in people.”

11

“The ability to delegate is the mark of a good leader.”

12

“Delegation means delegating responsibility, authority and accountability.”





“If you are unable to delegate
you have the wrong people about you.”

13

“Delegate to busy people —
the others haven’t the time.”

14

“Tell people what you want done, by when, and leave them
to it. They will enjoy their tasks more and learn more.”

15

**16**

“Some succeed because they are in the right place at the right time, but most because of determination.”

17

“When you are determined to do something, always make an effort to listen to reason — it can do no harm.”

18

“A quitter never wins
and a winner never quits.”





“Enthusiasm is caught —
not taught.”

19

“Nothing great was ever achieved
without enthusiasm.”

20

“Enthusiasm finds opportunities,
and effort makes the most of them.”

21

APRIL



22 “Enthusiasm is more important than power and influence — it can be your greatest asset.”

23 “A positive attitude will generate enthusiasm.”

24 “To be enthusiastic act enthusiastically — act as if you cannot fail.”





“If you want to do something you will find a way.
If you don’t want to do something you’ll find an excuse.” **25**

“The most profitless thing you can make
is an excuse.” **26**

“Try to eliminate excuses
for failures.” **27**



APRIL

**28**

“Watch your little expenses.
Small leaks can sink big ships.”

29

“Alarm bells should start ringing if your expenses
start exceeding your means.”

30

“Make sure your incomings exceed
your outgoings.”









“Experience is the name
people give to their mistakes.”

1

“Experience increases our wisdom
but doesn’t reduce our mistakes.”

2

“You cannot polish a gem without friction,
nor a person without experiences.”

3

**4**

“Experience is a good teacher,
but at times the fees are high.”

5

“Experience is a hard teacher. The tests are given first
and the lessons afterwards.”

6

“Experience without learning is better than learning
without experience.”





“There’s only one thing more painful than learning from experience and that’s not learning from experience.”

7

“Make the most of other people’s experiences — it’s cheaper than making your own mistakes.”

8

“Once burnt,
a lesson learnt.”

9



**10**

“Fear isn’t a reason for giving up —
it’s only an excuse.”

11

“Fear springs
from ignorance.”

12

“You will never be secure
if you live with fear.”





“The only thing we have to fear
is fear itself.”

13

“Fear something and it gains
power over you.”

14

“To conquer fear is the beginning of wisdom
and the first step to success.”

15

MAY

**16**

“Be forgiving to yourself
and to others.”

17

“It is easier to forgive an enemy
than a friend.”

18

“To be wronged is not important,
unless you can't forget it.”



“It’s good to forgive,
but best to forget.”

19

“Forgiveness can be the key
to freedom.”

20

“It costs nothing to forgive others,
but it can be of great value to them.”

21

MAY

**22**

“To have friends,
be a friend to many.”

23

“If you don’t want to be lonely,
build bridges, not walls in your life.”

24

“If you like people,
people will like you.”



“The more arguments you win,
the fewer friends you have.”

25

“Friendships are fragile things.
They require much give and take.”

26

“Friendships will not stand the strain
of too much good advice for too long.”

27

MAY

**28**

“Take an interest in the future —
that’s where you are going to spend the rest of your life.”

29

“Your future will be only as good
as you have the courage to make it.”

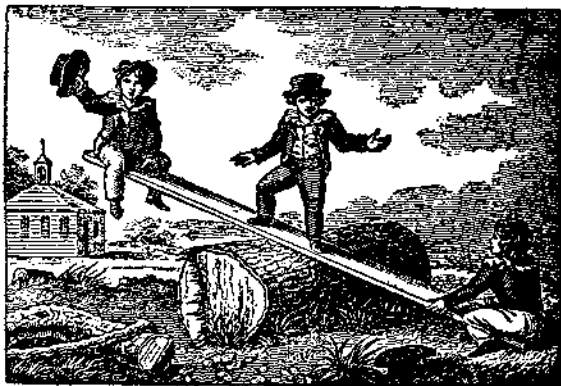
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“Too many people try to predict their future
based on past experiences.”



“You are free to choose, but the choices you make today will determine your tomorrows.” **31**







“What you want to be is more important than what you are.”

1

“You can change your life by choosing a worthwhile goal and pursuing it, tenaciously.”

2

“Set clear simple goals for your work and your life.”

3

**4**

“If you write down your goals, and look at them often, you are more likely to achieve them.”

5

“Your goals should be three things — clearly defined, realistic and measurable.”

6

“A goal is like a journey. You need a map, a direction, a budget, a destination and a timetable.”





“If you keep looking at obstacles
you’ve taken your eyes off your goal.”

7

“Today decide what you really want, what you are willing
to give up for it, and what your priorities will be.”

8

“Knowing your destination is
completing half the journey.”

9



10 “True hospitality is the art of making people feel at home, even if you wish they were.”

11 “The art of being a good guest is to know when to leave.”

12 “Visitors give great pleasure, if not when they come, at least when they go.”





“If you can’t say anything good about a person,
say nothing.”

13

“Compliment at least three people today.
They will feel better — and so will you.”

14

“Smile and the world
will smile with you.”

15

**16**

“The best preparation for success is a strong positive self-image.”

17

“Of all the things you wear, your smile is the most important.”

18

“Constantly think of yourself as the person you want to be, and act and dress accordingly.”





“A lively imagination
is one of your greatest attributes.”

19

“Never kill your imagination.
Look for an environment where it will grow.”

20

“Good ideas are the products of your imagination
and if applied, can change your life.”

21

**22**

“You get only one chance to make a good first impression.”

23

“Dress for the situation. It is better to be overdressed than underdressed.”

24

“You’ll rarely know what sort of impression you make on others.”





“Nothing is so exhausting and futile
as indecision.”

25

“There is no more miserable person than one
in whom nothing is habitual but indecision.”

26

“It is easier to do a job than worry about it.
Make today a day of decisions!”

27

JUNE

**28**

“Innovation is a gamble —
but so is standing still.”

29

“It takes courage to originate —
none to imitate.”

30

“New ideas rarely germinate with people who
are scared of making mistakes.”









“Hard work and ability will get you to the top,
but it takes integrity to keep you there.”

1

“Good products and quality service are the
things that keep the competition at bay.
That’s why integrity is so important.”

2

“Honesty and integrity
will always win out in the end.”

3

**4**

“Speak your mind but
still be kind.”

5

“You cannot give away kindness —
it will always come back to you.”

6

“Today feel the joy
of doing some kind acts.”





“If you want to be a leader
you must accept responsibility.”

7

“You need a clear vision to become a leader.
You must know where you are going.”

8

“You must gain acceptance
before you can lead.”

9

JULY

**10**

“Leadership is best measured by the quality of the people who follow you.”

11

“Leadership is the art of getting people to do what you want done, because they want to do it.”

12

“To become a leader—
be a leader.”



“Your life is not a rehearsal —
it’s the real thing. Make the most of it.”

13

“Don’t take life too seriously —
you will never get out of it alive.”

14

“Cherish your yesterdays, dream your tomorrows
but live well your todays.”

15

JULY

**16**

“We all want to be wanted
and appreciated.”

17

“God helps those
who help themselves.”

18

“Most of us have gears we have never used.
Why not change up a gear or two?”





“Keep on learning.
Qualifications are easy to carry around.”

19

“Take your work seriously
and yourself lightly.”

20

“A smile is a curve
that helps to set things straight.”

21

JULY

**22**

“Today do something.
Either lead, follow, or get out of the way.”

23

“It is better to look ahead and prepare,
than to look back and regret.”

24

“A relaxed approach
can add years to your life.”



“We travel widely to find beauty,
when it’s usually under our nose.”

25

“Blessed is the person who is too busy to worry
in the daytime and too sleepy to worry at night.”

26

“How you feel tomorrow
depends on what you do today.”

27

**28**

“It matters not how many years we live,
but how we live them.”

29

“We are here to add what we can to this world,
not to take what we can from it.”

30

“Review past lessons
to discover new opportunities.”



“Help is mainly
giving others courage.”





“Focus on making things better,
not bigger.”

1

“Don’t major
in minor things.”

2

“By doing the right thing you will please most people
and astonish the rest.”

3

AUGUST

**4**

“People believe what they want to believe.”

5

“You are only beaten when you believe you are.”

6

“Live each day as if it was your last — it just might be!”





“Limitations are but boundaries
created inside our minds.”

7

“When you put a limit on what you will do,
you put a limit on what you can do.”

8

“Success is an attitude of mind. When you realise
your limits are imaginary you are on the way to success.”

9

AUGUST

**10**

“Learn to listen.
Opportunity sometimes knocks very softly.”

11

“A good listener is not only popular
but learns much.”

12

“If you want people to like you,
listen to them, and make them feel important.”





“A good listener
is a silent flatterer.”

13

“When a subject is controversial,
don’t jump to conclusions — hear the speaker out first.”

14

“Listen with a sensitive ear.
Hear and try to understand other points of view.”

15



- 16** “Luck is the intersection of two roads,
the road of preparation and the road of opportunity.”
- 17** “Luck is the sense to recognise an opportunity
and the ability to take advantage of it.”
- 18** “Good or bad luck will always be with us. But good luck
favours the intelligent and turns its back on the stupid.”





“If you don’t know how to make the most of your luck,
don’t complain if it passes you by.”

19

“Good luck comes to those who work for it;
troubles come to the lazy and foolish.”

20

“The harder you work at new skills
the luckier you will become.”

21

AUGUST

**22**

“If you don’t make any mistakes
you will never make anything.”

23

“The freedom to make mistakes provides
a good environment for creativity.”

24

“We learn more from our mistakes
than from our successes.”





“Wise people learn from other people’s mistakes,
fools by their own.” **25**

“Two wrongs can never
make a right.” **26**

“The errors of the past
are the wisdom of the future.” **27**



AUGUST

**28**

“A wise person knows everything,
a clever one, everybody.”

29

“Use all the brains you have
and all the brains you can borrow.”

30

“Fortify your life
with friends and contacts.”



“It’s not what you know
but who you know that counts most.”

31





“Life is a cornucopia of opportunities
for those who seek.”

1

“Opportunity knocks
for those who listen.”

2

“An opportunity rarely knocks twice
at the same door.”

3

**4**

“Watch out for big problems;
they may hide big opportunities.”

5

“Opportunities in life are rare —
you will rarely have a second chance.”

6

“Failure is an opportunity to begin again
and to try something new.”



“There are three things that can never be retrieved —
the spoken word, time past and the neglected opportunity.”

7

“Life can never give security;
it can only promise opportunity.”

8

“Look upon adversity
as opportunity in disguise.”

9



SEPTEMBER **10**

“A crisis brings opportunity
and change.”

11

“Luck is the sense to recognise an opportunity
and have the ability to make the most of it.”

12

“Opportunities multiply when they are seized,
and die when neglected.”

“Opportunities are usually disguised as hard work,
so most people don’t recognise them.”

13

“Don’t sit and wait —
start looking today for your next opportunity.”

14

“Nothing ventured,
nothing gained.”

15

SEPTEMBER **16**

“Don’t keep looking backwards —
look forwards.”

17

“A misty morning
does not signify a cloudy day.”

18

“An optimist sees an opportunity in every calamity;
a pessimist sees a calamity in every opportunity.”

“With patience you are more likely
to get the things you want.”

19

“Don’t rush a task until you have
done your homework and are ready.”

20

“The future belongs to those
who know how to prepare and wait.”

21

**22**

“Few things in this world
can replace persistence and determination of purpose.”

23

“Many strokes with a little axe
can fell the largest tree.”

24

“Success is often just hanging on,
after everyone else has let go.”



“Stick to the fight when you’re hardest hit —
when things go wrong you mustn’t quit!”

25

“The great oak tree
is only a little nut that held its ground.”

26

“Persistence prevails
when all else fails.”

27



SEPTEMBER **28**

“Failure to plan
is a plan for failure.”

29

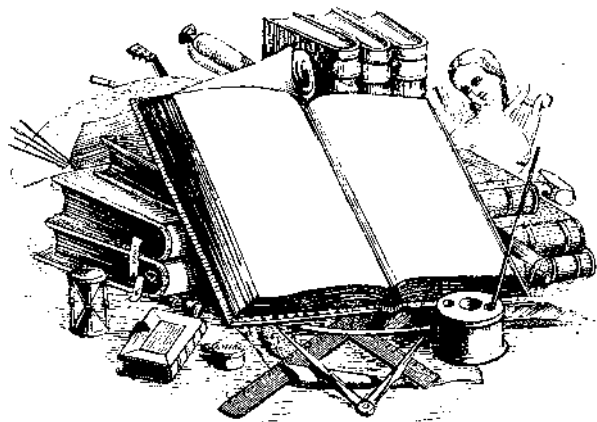
“A sound plan
is the first step to success.”

30

“Minutes spent planning
can save you days of hard work.”









“A plan is not a static thing — it’s dynamic.
Be prepared to change when conditions change.”

1

“Doing your homework is better than
complaining about poor results later.”

2

“Today’s preparation
determines tomorrow’s achievements.”

3

**4**

“If a principle is good for anything,
it is worth living up to.”

5

“People often reject principles —
they prefer to keep their prejudices.”

6

“Important principles
must be flexible.”





“The early bird
catches the worm.”

7

“Failure to keep an appointment
is an act of dishonesty.”

8

“Punctuality is a habit that simplifies living
and enhances your reputation.”

9

**10**

“Today don’t be frightened to ask questions.
They are easier to handle than mistakes.”

11

“Better to ask ten times
than to go astray once.”

12

“To ask a question may bring a moment’s shame; but
not to ask and remain ignorant brings you greater shame.”





“Judge a person by their questions
rather than by their answers.”

13

“The key questions to ask are:
What? Why? When? Where? How? and How much?”

14

“Questions are never indiscreet.
Answers sometimes are.”

15

**16**

“Unless you are prepared to take a risk,
you will do nothing, have nothing and be nothing.”

17

“First weigh up the consequences —
then take the risk.”

18

“Today take risks —
you’ll be surprised what you can achieve.”





“There are risks and costs to achieve new directions,
but they are less than the risks of inaction.”

19

“The only way to discover your limits
is to risk the impossible.”

20

“The greatest risk you can take in life
is to risk nothing.”

21

OCTOBER

**22**

“Never underestimate yourself.
You are the most important person in this world.”

23

“Believe in yourself
and don't worry what your critics think.”

24

“If you believe in yourself
others will too.”





“You can,
if you believe you can.”

25

“If you think you are too small to make a difference
you’ve never been in bed with a mosquito.”

26

“If it is to be,
it’s up to me!”

27

OCTOBER

**28**

“Silence is a true friend
who never betrays.”

29

“Silence can be more eloquent
than words.”

30

“Fools who hold their tongues
can look like sensible people.”



“Speech is silver;
silence is golden.”





“The only place where success comes before work is in the dictionary.”

1

“Nothing flourishes like the appearance of success.”

2

“The ABC of success is ability, breaks and courage.”

3

**4**

“Success is based on imagination,
ambition and the will to work.”

5

“It is rare to be successful
without failures along the way.”

6

“A small tree growing in the shade of a large tree
will not prosper.”



“Small successes will give you confidence towards a big success.”

7

“If you want to succeed try a new direction rather than the well-worn paths of others.”

8

“Success is a public celebration; failure a private funeral.”

9

NOVEMBER

**10**

“People hesitate because they feel inferior; others learn from their mistakes and become superior.”

11

“Success is not doing extraordinary things, but doing ordinary things extraordinarily well.”

12

“Success is a journey
not a destination.”



“Three adages for achievers:
to see is to know; to desire is to be able to; to dare is to have.” **13**

“Integrity should not diminish
when success is within sight.” **14**

“A secret of success is being useful
and to admit no difficulties.” **15**

**16**

“Time and tide
will wait for no one.”

17

“ Time is what we want most,
but what, alas, we use worst.”

18

“Those who make the worst use of their time
are the first to complain about not having enough time.”



“We all have one thing in common, a twenty-four hour day. **19**
It’s what we do with that time that makes the difference.”

“For peace of mind
ration your time.” **20**

“Waste no time
in vain regrets.” **21**

**22**

“There is one thing you can’t recycle
and that’s wasted time.”

23

“Your time may be limited,
but your imagination is not.”

24

“To save time and effort,
don’t put things down, put them away.”



“At the beginning there seems much to do,
but by whittling away, your tasks become few.”

25

“You will work better today
if you set yourself deadlines.”

26

“Today devote your time to your critical issues.
Concentrate on important matters.”

27

**28**

“Abuse indicates
a weak cause.”

29

“Peace of mind is better than
giving someone a piece of your mind.”

30

“Tolerance and understanding
make a good religion.”









“Be calm in times of stress;
relax in times of tranquillity.”

1

“Learn to enjoy
the tranquillity of the night.”

2

“Tranquillity
follows a storm.”

3

**4**

“Wealth is the product
of ideas and labour.”

5

“Wealth is based on industry,
saving and investment.”

6

“What is scarce is valued;
what is plentiful is not.”



“Money either serves
or governs the possessor.”

7

“There is more to wealth than money.
Think of giving as well as getting.”

8

“The sooner you start to enjoy your wealth the better —
life is short and you can’t take it with you.”

9

**10**

“Wisdom is only found
in truth.”

11

“Wisdom is more precious
than jewels.”

12

“Intelligence is endowed,
but wisdom is learned.”



“Common sense
is very uncommon.”

13

“Wisdom is attained by learning to ask questions
and knowing when to hold one’s tongue.”

14

“Some people are work-wise,
some are otherwise.”

15

**16**

“Concentrate on the things
you do best.”

17

“Choose a job you enjoy
and work will be like a long holiday.”

18

“The world is full of willing people —
some willing to work, the rest willing to let them.”



“Thinking can be hard work,
but it’s well worth the effort.”

19

“An ounce of application
is worth a ton of theory.”

20

“The longer you put off a job,
the harder it is to start.”

21



22 “Often getting started is the most difficult part of a task.
It’s easier from then onwards.”

23 “If a job is worth doing,
it’s worth doing well.”

24 “Each time you do a job
try to do it better next time.”



“There is always a demand for the best product,
or the best service. Always do your best.”

25

“The quickest way to achieve
is to stop doing the jobs that need not be done.”

26

“Decide exactly what you want out of life,
then work very hard to get it.”

27

**28**

“Don’t waste time worrying about difficulties in the future they may never come.”

29

“Worry is the interest paid by those who borrow trouble.”

30

“There is nothing more fatiguing than worrying about an uncompleted task.”





“The most futile thing you can do
is worry about the things you should have done.”

31

INDEX



Achievement	5	Counselling	34	Friendship	60
Action	10	Courage	35	Future	62
Advice	12	Courtesy	41	Goal.....	65
Aim.....	14	Criticism	42	Hospitality.....	68
Ambition.....	17	Delegation.....	44	Human Relations....	69
Anger.....	19	Determination.....	46	Image	70
Brevity.....	21	Enthusiasm	47	Imagination	71
Challenge	22	Excuse.....	49	Impression	72
Change.....	24	Expenses	50	Indecision.....	73
Communication	29	Experience.....	53	Innovation	74
Compromise.....	32	Fear	56	Integrity	77
Co-operation	33	Forgiveness	58	Kindness.....	78



INDEX

Leadership	79	Principles.....	114	Work.....	142
Life	81	Punctuality	115	Worry.....	146
Limitations.....	91	Questions	116		
Listening.....	92	Risk	118		
Luck.....	94	Self-esteem	120		
Mistakes	96	Silence	122		
Networking.....	98	Success	125		
Opportunity.....	101	Time	130		
Optimism	106	Tolerance	134		
Patience.....	107	Tranquillity	137		
Persistence	108	Wealth.....	138		
Planning	110	Wisdom.....	140		





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