

Don't Learn the 23 "Tricks of the Trade"; Learn the Trade!

A man can be a success in any honest endeavor if he masters his trade. Pray about what you should do with your life; and once you feel that God has led you to some definite endeavor, give your life to it.

Read all the books you can about your trade or calling. Then spend as much time as you can with those who have been successful in the same area, and get as much advice from them as they'll give. Don't waste your time getting advice from those who fail. You will only learn how to fail, too. Learn from those who are doing it.

Don't look for shortcuts by learning the so-called "tricks of the trade." There is no shortcut to success. That old adage, "Build a better mousetrap, and the world will beat a path to your door," is absolutely true. It applies to the person who prepares a better meal, makes a better suit of clothes, builds a better house, preaches a better sermon, or anything else. Offer the best in quality and service in whatever

you do, and you'll be a success.

I had the occasion to meet one of the wealthiest men in America, and he told me that he never set out to make money. That was never his aim. "I set out to have a better product," he said, "and the money followed."