

# **Theories from *To Be or Not to Be Intimidated?***

## **Theory of Sustenance of a Positive Attitude through the Assumption of a "Next!" Mind-set**

The key to maintaining a positive mental attitude is to recognize that no one deal is that important. The person who possesses a true positive mental attitude also possesses the power to say "Next!" and quickly move on to the next deal when things don't work out.

## **Uncle George Theory**

If your main focus is on keeping your nose to the grindstone and working long, hard hours, you're guaranteed to get only one thing in return: Old!

## **Theory of Reality**

Reality is neither the way you wish things to be nor the way they appear to be, but the way they actually are. Either you acknowledge reality and use it to your benefit, or it will automatically work against you.

## **Theory of Relativity**

In order to settle on a rational course of action (or inaction), one must first weigh all pertinent facts in a relative light and carefully define his terms.

## **Theory of Relevance**

No matter how true something may be or how much it may please you, the primary factor to take into consideration is how relevant it is to your main objective.

## **Mortality Theory**

Given that your time on earth is limited, it makes good sense to aim high and move fast.

### **Ice-Ball Theory**

Given the apparent, ultimate fate of the earth and universe, it is vain and nonsensical to take oneself too seriously.

### **Tortoise-and-Hare Theory**

The outcome of most situations in life are determined over the long term. The guy who gets off to a fast start merely wins a battle; the individual who's ahead at the end of the race wins the war. Battles are for ego-trippers; wars are for money-gridders.

### **Organic Chemistry Theory**

Don't allow yourself to be intimidated by know-it-alls who thrive on bestowing their knowledge on insecure people. Mentally close your ears and put blinders on your eyes, and move relentlessly forward with the knowledge that what someone else knows is not relevant. In the final analysis, what is relevant to your success is what you know and what you do.

### **Three-Type Theory**

There are only three types of people in the business world, as follows:

*Type Number One*, who lets you know from the outset—either through his words, his actions, or both—that he's out to get your chips. He then follows through by attempting to do just that.

*Type Number Two*, who goes to great lengths to assure you that he would never dream of pilfering your chips, often trying to throw you off guard by assuring you that he really wants to see you "get everything that's coming to you." Then, like Type Number One—and without hesitation—he goes about trying to grab your chips anyway.

*Type Number Three*, who, like Type Number Two, assures you that he's not interested in your chips. Unlike Type Number Two, however, he sincerely means what he says. But that's where the difference ends. Due to any one of a number of reasons—ranging from his own bungling to his amoral standards for rationalizing what's right and wrong—he, like Types Number One and Two, still ends up trying to grab your chips. Which means that his supposed good intentions are really irrelevant to the final outcome.

In summation, no matter how someone posits himself, you would be wise to assume that he will, in the final analysis, attempt to grab your chips.

### **Leapfrog Theory**

No one has an obligation—moral, legal, or otherwise—to “work his way up through the ranks.” Every human being possesses an inalienable right to make a unilateral decision to redirect his career and begin operating on a higher level at any time he believes he is prepared to do so.

### **Theory of Intimidation**

The results a person achieves are inversely proportionate to the degree to which he is intimidated.

### **Posture Theory**

It’s not what you say or do that counts, but what your posture is when you say or do it.

### **Bottom-Line Theory**

You’re not through until you’ve crossed all the t’s, dotted all the i’s, and the check has cleared the bank.

### **Makeable-Deal Theory**

Concentrate your efforts on finding a few makeable deals rather than working on a large number of unmakeable deals and clinging to the desperate hope that one of them will miraculously close.

### **Assumption Theory**

Assume nothing!

### **Fiddle Theory**

The longer you fiddle around with a deal, the greater the odds that it will never close.

### **Boy-Girl Theory**

Everyone wants what he can’t have, and does not want what he can have.

### **Better-Deal Theory**

Before an individual closes a “deal,” it’s human nature for him to worry that there may be a better deal down the road.

### **Bluff Theory**

The secret to bluffing is to not bluff.

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