

Packed with real-life experiences
of what it takes to get ahead.

SUCCESS

IN COLLEGE, CAREER, AND LIFE

STRAIGHT TALK FROM
CHARLES HENNING

Owner of the Largest Company of It's Kind in North America
Plus: Operations Manager, Tool Designer, High School Teacher,
Foreman, U.S. Marine, and Author of Over 200 Books

SUCCESS

in College, Career, and Life

Note to Reviewers

I am still open to make changes to this book. That's my major reason seeking your input. Proverbs 27:5-6 say, "Open rebuke is better than secret love. Faithful are the wounds of a friend; But the kisses of an enemy are deceitful." I urge you to express your opinions freely.

How can I make this book better for students in college and those preparing to enter the workforce? That's my major objective.

I like to point out that www.SommerLearning.com is under development. Hopefully when the book is finished it will be up and running. Thanks for your willingness to read this book.

Charles Henning
STRAIGHT TALK FROM
A FORMER U.S. MARINE

High School Teacher, Assistant Dean Of Boys, Foreman,
Tool Designer, Operations Manager, Currently President
of Three Companies, and an Award-Winning Author

Copyright © 2017 by Dove Media.

All rights reserved. No part of this book may be reproduced or copied in any form without written permission from the publisher, except for brief excerpts in reviews. Requests for permission should be sent to:

Permissions
Dove Media
6950 Fulton St.
Houston, TX 77022

www.DoveMedia.com (In development)

First Edition

Library of Congress Cataloging-in-Publication Data

Unless otherwise noted, all Scripture verses are taken from the New King James Version.
Copyright © 1982 by Thomas Nelson, Inc. Used by permission. All rights reserved.

Dedication

This book is dedicated to young people who want to become successful. There are many pitfalls in life. From a multitude of resources, this book reveals how to avoid the pitfalls by presenting proven principles for your success.

Success for College, Careers, and Life

Contents

About the Author	11
Part 1 Introduction.....	13
1. Purpose of the Book	15
Part 2 Dreamers.....	23
2. Dare to Dream.....	25
Part 3 Knowledge and Success	39
3. Quest for Knowledge.....	41
4. Golden Rule Thinking	55
Part 4 The Free Enterprise System.....	69
5. Understanding the Free Enterprise System	71
6. Advancing In Your Career	91
7. The Free Enterprise System and America’s Foundation.....	105
Part 5 Transformers	117
8. The Battle to Restore Our Moral Foundation	119
9. Intelligent Defenders.....	141
10. Examining the World.....	157
Part 6 Obtaining True Success.....	177
11. The Importance of Character for Success	179
12. Making Right Choices	191
13. Living a Life of Success.....	203
14. Practical Ideas for Success.....	227
Notes	243
Index	253

Success for College, Careers, and Life

Acknowledgment

I want to especially thank those who have reviewed this book. It's amazing what other eyes can see. You do your best, then you receive critiques from others, and the book becomes sharper and clearer.

King Solomon said, "In a multitude of counselors there is safety." This book has reinforced the fact we're not an island to ourselves. Desiring and using the wisdom of others is an important principle for success in all kinds of endeavors.

I've made major revisions because of comments I've received. A deep heartfelt thanks to those who shared their thoughts.

Success for College, Careers, and Life

About the Author

Charles Henning, a devoted educator and successful businessman, has a passion for communicating values and practical learning skills. Charles Henning is a pen name for Carl Sommer. Since Carl Sommer has authored many award-winning children's books and videos that promote character-building for public schools and libraries, he felt it would be wiser to use another name for books that support a biblical worldview. Otherwise, his secular books that support biblical values would be censored. Sommer's moral views for this book are from the Bible, the inspired Word of God. The church he attends is a member of National Association of Evangelicals (NAE). The NAE represents over 45,000 churches and nearly 40 different denominations.

In 1951, during the Korean War, Sommer was drafted into the Marine Corps. At age 40, he became a New York City public high school teacher. To become certified, he attended Oswego State University, City College of New York, and New York University. Sommer taught and also became an Assistant Dean of Boys in a high school with 3,600 pupils where he counseled students and parents. As Sommer taught, he witnessed firsthand the many deficiencies of the educational system and began to investigate. His exhaustive ten-year study led to the publication of his first book in 1984, *Schools in Crisis: Training for Success or Failure?*

Across the nation, Sommer appeared on radio and television programs, including the nationally syndicated Oprah Winfrey Show. He has served on the Texas State Board of Education Review Committee and taught a Junior Achievement economics course at Prague University, Czech Republic. Sommer is the founder and president of Advance Publishing, which includes a recording and video studio, and Reliable EDM, a precision machining company specializing in electrical discharge machining. Today it is the largest company of its kind in North America (www.ReliableEDM.com). Three of his sons manage his companies, therefore allowing him to pursue his passion to produce motivational character-building books and videos.

Success for College, Careers, and Life

With a passion to help others, Sommer has authored numerous books. His *Sommer-Time Stories* include 42 children's books that have won over 85 prestigious national awards. They include read-alongs and videos that impart values and principles for children's success. The *Sommer-Time Stories* have been printed in Spanish, Korean, Arabic, Afrikaans, and Chinese. His videos, in which he shares character-building principles to children, are shown around the world. He has also written technical books and produced a video program that covers math from addition to trigonometry. His *Number Success* program consists of over 550 videos that demonstrate where math is used in the real world. He is currently near completion of *Phonics Adventure*, a motivational phonics literature-based reading program for kindergarten to grade 2 that he has worked on for over 25 years. It includes over 150 readers, six textbooks, numerous apps, support books, over 100 web-based lessons for kindergarten, and images and sentences for over 4,800 words (www.SommerLearning.com).

Born in 1930, Sommer has been happily married since 1955 and has five children and 20 grandchildren. Sommer's hobbies include reading, swimming, and fishing. He eats healthy and exercises five times a week at home. He's in good health and has no plans to retire. Don't think of him as an old weak man. To this day, Sommer can do over 25 chin-ups and over 100 pushups at one time. From Sommer's rich experiences, he's still dreaming of producing new materials that promote virtues and life skills that lead to successful living.

As a successful businessman and educator, Sommer is uniquely qualified to teach teens the principles necessary for success in an increasingly complex world.

Part 1

Introduction

1

Purpose of the Book

The aim of this book is to help young adults to have a successful life and future. In reading this book, I warn you, I'll be speaking straightforward. I'll challenge you to *think*. This book is for those eager to learn and are serious about making a better life for themselves.

Many young adults destroy their future by making dumb decisions. Making just one wrong decision can have a devastating effect on your entire life. This book explores how *you* can avoid making foolish choices. I've included scientific studies and examples of people who achieved success. I'll challenge you with straight talk that's hard-hitting, aggressive, and thought-provoking. But you're in the driver's seat. You can either choose to listen and learn how to become successful, or reject this book. It's your choice.

You'll either learn from the harsh "school of hard knocks" or chose the wise path and learn from the wisdom of others. This book is jam-packed with real-life experiences showing what it takes to get ahead in life. I want you to be aware that once you leave school, the workplace is a totally different world. You may get away with carelessness and defiance now, but when you leave school, the real world won't put up with your nonsense. Later in the book, I'll be sharing an incident that had a revolutionary impact on my life. It totally transformed my life and set me on an entirely different path. Today, I'm extremely thankful for the impact of that event. I'm doing things today and around the world that I never imagined when I was in college.

I want to stress this book is not just about *my* ideas. I write about and quote famous people like Henry Ford, Winston Churchill, Walt Disney,

Success for College, Careers, and Life

Martin Luther King, Helen Keller, George Washington Carver, Benjamin Franklin, Abraham Lincoln, Thomas Edison, Mary Kay Ash, J. C. Penney, Colin Powell, and a host of others. You'll learn about:

- A woman who started a company with \$5,000 from her savings and became, according to Baylor University, the greatest female entrepreneur in American history.
- How a company increased the sales of a simple household pump within a few months by several hundred percent just by changing the wording about the pump.
- A car salesman who sold twice as many cars as any other salesman.
- A cleaning woman who eventually became manager of a hotel.
- A top drug dealer who radically transformed his neighborhood.
- How a salesman was warned not to take more than five minutes with the president of the company, but spent hours with the owner and even went to his home. He then obtained a great order for his product.
- And many more fascinating stories revealing the secrets of success.

In this book, you'll examine various issues, such as:

- Choosing and preparing for the right career
- How to apply elephant ears, eagle eyes, and a pinhole mouth when you begin your employment
- How to handle finances and how millionaires obtain their wealth
- Understanding the free enterprise system
- The importance of character and interpersonal skills
- Sex, dating, and marriage
- How to handle peer pressure
- The power of bad habits
- What leads to success or failure

Purpose of the Book

- How simple things like the way you dress can impact your future
- How implementing Golden Rule thinking can revolutionize your life; ingredients of leadership
- Practical ideas for college and employment success
- And many more exciting topics aimed to make you a winner.

Everything in this book is aimed for you to have a successful future.

My Background

I was born at the beginning of the Great Depression in Brooklyn, N.Y. At that time up to 25% of the workers were unemployed. I received few toys as a child. I got my balls to play with by lifting up the corner sewer plates. Then with a string attached to a can with holes, I was able to fetch some balls out of the water. On Saturday mornings, I'd go around searching garbage cans hoping to find something.

When I was about 12 years old, I became a pretzel salesman. On Saturday morning I'd walk about a half a mile to a bakery in Brooklyn and get 25 cents worth of pretzels. They cost a half a cent a piece. (They were regular-sized pretzels.) I put the pretzels into a basket, covered them with a cloth, and attached two clothes pins to the basket. I hung some fresh pretzels on the clothes pins and walked to Myrtle Avenue to sell them. Of course I ate some of those delicious pretzels. So for a morning's work, I'd earn about 20 to 24 cents if I sold them all. In those days it cost 5 cents to ride the subway train or to purchase an ice cream cone.

After graduating from high school, I went to work in the Wall Street area of downtown New York City, first at an insurance company earning \$.75 cents an hour, and then at Chase Manhattan Bank earning \$.80 cents an hour (minimum wage was \$.75 an hour). Being a handyman type of a person, I didn't like that kind of work. While working in downtown Manhattan I'd visit employment agencies. There I saw ads for machinists earning good money. I tried to get a job, but no one would hire me as a machinist trainee.

I found out that Brooklyn Technical High School had nighttime

classes for machine shop, so I took two machine shop classes. Finally I found a small machine shop in Brooklyn that would hire me. However, to get hired, I offered to work for half the minimum wage. By working eight hours, I'd earn three dollars.

Some might consider it a foolish decision working for half the minimum wage. But that was one of the smartest moves I've ever made in my career. It opened the door for me to become a tool and die maker, one of the highest paid jobs in the machining trade. (I eventually became a foreman, tool designer, and operations manager for a large tool and die shop where I earned excellent wages.)

Looking for Employment

Searching for a career is one of the most important decisions you'll ever make. So lesson number 1:

Don't seek employment just for the present benefits; seek employment that will benefit your future.

You can earn decent wages as a waiter or waitress, and that's an excellent job if you're still in college and trying to minimize your debt. But if you make being a waiter a career, you'll likely earn the same wages twenty years from now, adjusted for inflation. When looking for a career or employment, don't just look at what you'll earn now, but look for future earnings and benefits.

An Event that Radically Transformed My Life

When I was 19 years old, the greatest event in my life happened. My friends had motorcycles, so I decided to buy one. I told my dad what I was going to do, and he firmly said, "No!"

I didn't like it one bit, but I had no other choice. Since my friends were riding motorcycles, I was alone. As a child I went to a dead church. I was baptized as a baby, attended confirmation classes, but after that I quit going to church. However, during those years I always had a desire for the Lord. I decided to visit a Bible-believing church. What a differ-

ence from the church that I was raised in! Here people really worshiped the Lord.

I reasoned, "If God is real, then nothing else is more important." q

The reality of God, is still the foundation of my life, over 65 years later. At that time of going to that church, I read through the entire Bible in four to five months. I accepted Christ as my Lord and Savior, and my life was radically transformed. Now all I wanted was God's will.

Marine Corps

While working as an apprentice tool and die maker, I received notice to report to Brooklyn for the draft because of the Korean War. They stamped "USMC" (United States Marine Corps) on my papers. I was sent to Parris Island, South Carolina. They were determined to make us new recruits into, "The Few. The Proud. The Marines!"

You wouldn't dare disobey the DI (drill instructor). They demanded discipline. You were no longer on your own. You, slept, ran, climbed, marched, ate, or did whatever else they wanted you to do. Why did they act like this? To become victorious in fighting a war, one must have disciplined soldiers. Likewise in life, if you want to become successful, you must be disciplined.

To become successful you must be disciplined.

After being honorably discharged, I met a girl at my church who really loved the Lord. We dated for year and a half and got married. The Lord called me into the ministry in the Marine Corps. After we got married I went to Bible school for three years. Then for my fourth year I earned a BA in Bible at another college.

After earning a degree, I pioneered a church in Woodside, Queens, across the street from a New York City multi-racial housing project. Since God loves everyone, I invited everyone to attend. Our surrounding neighborhood was predominately white, but the ones who came were mostly black from the housing project. After nine and half years of ministering, I

felt it would be wise to turn it over to a black church ministry. The whole time I ministered, I was bivocational, working part-time as a tool and diemaker. When we left the church, we had five children.

High School Teacher

I found a job working as a foreman in a tool and die shop in Brooklyn. Then the Lord laid on my heart to become a New York City high school teacher. I passed the test. But even though I had a BA degree, to become certified to teach I had to go back to college. I attended Oswego State University, City College of New York, and New York University (NYU).

My first teaching assignment was as an industrial arts teacher at Newton High School in Queens. They assigned me five automotive classes that no other teacher wanted. It was a small classroom with only one car. I had never taken any automotive classes, or industrial arts classes at that time. But I was a devout student of the Bible, so I applied the biblical principle of edification. It became the most popular industrial art classes. We had 11 automotive one classes, and three automotive two classes. I'll be sharing more about this principle of edification. It has greatly benefited my life.

I also became an Assistant Dean of Boys in a high school with 3,600 pupils. Seeing the serious problems with America's educational system, I felt led to write a book offering solutions for the educational, disciplinary, racial, and moral crisis. Since I attended NYU, it allowed me to use Bobst Library, the largest research library in New York City. I took a year's leave of absence without pay to write this book, and spent countless days examining its many magazines and books. The only time I received income was when I worked one day as a substitute teacher in 27 different schools in all five boroughs of New York City.

My aim was to discover solutions to the problems plaguing American education. I interviewed students, parents, teachers, assistant principals, and principals. After ten years the book was published, *Schools in Crisis: Training for Success or Failure?* I was told this book had a major impact on school reform in many states. I even appeared on the national Oprah Winfrey Show. (The book can be read free at

www.AdvancePublishing.com under “Free Resources.” It’s also available as a free e-Book.)

Tool Designer and Operations Manager

In 1978 my wife and I felt the Lord wanted us to move our family of five children to Houston, Texas. I loved to teach. I made maximum pay as a high school teacher in New York City, with a BA plus 60 college credits. However, the pay offered to me for teaching in Houston was insufficient to support my family, so I went back to my trade as a tool and die maker. After two years I found employment as a tool designer in a large tool and die stamping shop and a machining company. After working there only six months, the president told me he was looking for an operations manager. He described the benefits, and then pointed to me and said, “And you’re the man.”

I received a substantial raise in salary and then managed the entire tool, die, and stamping company, and another company specializing in making pelletizer blades for the plastic industry. As operations manager I interviewed many employees for the company. Later on in this book I’ll explain why I was offered that lucrative job promotion within only six months of employment.

Founder and Owner of Three Businesses

After working for five and a half years as operations manager, I decided to start an electrical discharge machining (EDM) company with my two sons. One of my sons had an engineering degree. Within four years, we became the largest wire EDM job shop in Texas. During that time I also started Advance Publishing and a recording and video studio. After nine years, Reliable EDM, with 15 wire EDMs, became the largest wire EDM company of its kind west of the Mississippi River. Today we have over 80 EDMs, and a shop in Broussard, Louisiana. We are now the largest EDM job shop in North America (www.ReliableEDM.com). I’ll be sharing why we were able to achieve this.

I’ve written 42 character-building children’s books. The Sommer-Time Stories, read-alongs, and videos have won 85 prestigious national awards. The books have been translated into foreign languages. In our

video studio, we produced videos from these books where I read the stories and endeavor to motivate children to learn skills to help them become successful. These videos have for years, and still are being shown on television stations throughout the United States and on the web around the world. What happened?

That's what this book is about: How *you* may become successful. I've hired many employees. From my five children I've had 19 consecutive years of experience with teenagers and young adults, as well as lots of experience with my 20 grandchildren. I want to stress that what you'll be reading is not just *my* ideas. I'll be sharing secrets from many individuals and leaders about what they discovered on what it takes to become successful.

I've elaborated on my background to show you I've learned not only from my own experiences, but also from the successes of others. As you read this book you may wonder, "Where did you get all these ideas and stories? Did you get the idea one day to write a book on success for young people and begin researching and writing?"

No, I didn't get an idea one day to write a book about how young adults can be successful. This book started over 50 years ago. One of the subjects that always fascinated me was how to become successful. The Bible says, "Wise people store up knowledge" (Proverbs 10:14). So early in my Christian life I began a filing system where I have collected articles and materials hoping one day I can use them to inspire others. I also have books on success in which I marked interesting pages.

Since I've written many children's books teaching important life skills and virtues, and many of those children are today's college-age students and young adults, I wanted to write a book showing them how they can become successful. I've written the book, *Teen Success in Careers and Life Skills*. Also, in conjunction with this book, a Bible-based book, *Teens: Preparing for a Successful Future*. Since there's much relevant information in these books also for young adults, I've included some material. Remember, success is not just to see how much money you can take to the grave with you. Success is providing for you and your family, but also how you can help suffering people, right injustices, create jobs, and help our communities. What's your dream?

Part 2

Dreamers

2

Dare to Dream

You're young, so as you read this book, I hope it will inspire *you* to dream that one day you, too, will become successful. Youth is a time to study, analyze, test, receive, and to be challenged to explore opportunities, beliefs, values, knowledge, and wisdom. It is critical to have an open mind and to be teachable at this time. It's one of the fundamental principles for success. Let's listen to some famous dreamers.

Henry Ford, the founder of Ford Motor Company and the inventor of assembly lines and mass production, had this dream:

I will build a motor car for the great multitude. . . . It will be so low in price that no man making a good salary will be unable to own one and enjoy with his family the blessing of hours of pleasure in God's great open spaces. . . . When I'm through, everybody will be able to afford one, and everyone will have one. The horse will have disappeared from our highways, the automobile will be taken for granted [and we will] give a large number of men employment at good wages.¹

This was Walt Disney's dream for Disneyland:

The idea of Disneyland is a simple one. It will be a place for people to find happiness and knowledge. It will be a place for parents and children to spend pleasant times in one another's company; a place for teachers and pupils to discover greater ways of understanding and education. Here the older generation can recapture the nostalgia of days gone by, and the younger generation

can savor the challenge of the future. Here will be the wonders of Nature and Man for all to see and understand. Disneyland will be based upon and dedicated to the ideals, the dreams and hard facts that have created America. And it will be uniquely equipped to dramatize these dreams and facts and send them forth as a source of courage and inspiration to all the world.²

Sir Winston Churchill was the Prime Minister of England during World War II. This was his dream about winning the war against Adolf Hitler:

Hitler knows he will have to break us on this island or lose the war. If we can stand up to him, all Europe may be free, and the life of the world may move forward into broad, sunlit uplands. But if we fail, the whole world, including the United States, including all we have known and cared for, will sink into the abyss of a new Dark Age, made more sinister and perhaps more protracted by the lights of perverted science. Let us therefore brace ourselves to our duties and so bear ourselves that if the British Empire and its Commonwealth last for a thousand years, men will still say, "This was their finest hour."³

Churchill made this commitment: "We are resolved to destroy Hitler and every vestige of the Nazi regime. From this, nothing will turn us. Nothing! We will never parley. We will never negotiate with Hitler or any of his gang. We shall fight him by land. We shall fight him by sea. We shall fight him in the air. Until, with God's help, we have rid the earth of his shadow."⁴

Helen Keller was blind and deaf since the age of one, but she learned to dream. "I am only one," Keller said, "but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do."⁵

In spite of her great difficulties, Keller wrote books and traveled around the world helping those in need. The last dream I'll share with you an excerpt of the famous "I Have a Dream" speech by the great civil rights leader, Martin Luther King:

I Have a Dream

I say to you today, my friends, so even though we face the difficulties of today and tomorrow, I still have a dream. It is a dream deeply rooted in the American dream.

I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident: that all men are created equal."

I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character....

I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight, and the glory of the Lord shall be revealed, and all flesh shall see it together.

This is our hope. This is the faith that I go back to the South with. With this faith we will be able to hew out of the mountain of despair a stone of hope. With this faith we will be able to transform the jangling discords of our nation into a beautiful symphony of brotherhood. With this faith we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day.

This will be the day when all of God's children will be able to sing with a new meaning, "My country, 'tis of thee, sweet land of liberty, of thee I sing. Land where my fathers died, land of the pilgrim's pride, from every mountainside, let freedom ring."⁶

These are dreams of great individuals. Notice in these dreams, the leaders took action. They didn't just say, "I have a dream." They said, "I have a dream," and then they took intelligent steps to fulfill their dreams. What's your dream? Do you have a dream to become successful, or will you be satisfied to just drift along aimlessly like a dead fish floating down a river? *Education Week* states a majority of youth today lack a direction in life. They report: "Among the disconnected youths the researchers came across were people like Tommy, an 18-year-old from Pennsylvania, who tosses a coin to select his college courses and is candidly unbothered by his lack of goals or ambition."⁷

You don't have to join this army of disenfranchised youth who are living for the moment. Aim to have a bright future. You can make a difference with your life. It's a choice only *you* can make. Doing nothing, and letting things happen as they may, doesn't lead to success. The successful dreamers took intelligent steps to bring their dreams to fulfillment. I hope you'll be inspired to take intelligent action to fulfill your dream so one day you can look back and say, "I'm glad I made the right choices in my youth."

You may say, "These dreams are from great leaders. I'm just an average person." I'd like to share what Alan Loy McGinnis said in, "Why Some Fast-Trackers Fizzle and...How 'Average' People Excel." McGinnis is a family therapist and corporate consultant and author of *Bringing Out the Best in People* and *The Power of Optimism*.

McGinnis talks about Jim, a "classic fast-tracker" who made good grades and whose classmates voted him "Most Likely to Succeed." However, Jim just kept switching from one job to another and never seemed to make it. Then McGinnis writes about another person:

Then there is Joseph D'Arrigo. "I've always regarded myself as average," D'Arrigo told me. "I got into life insurance and did reasonably well. By a fluke, I was put on a committee with several of the biggest salespeople in the industry. I was terribly intimidated."

As he came to know these achievers, however, D'Arrigo realized something: "They were no more geniuses than I was. They were just ordinary people who had set their sights high, then found a way

to achieve their goals.” He also realized something more: “If other average guys could dream big dreams, so could I.” Today he owns a million-dollar company specializing in employee benefits.

Why do ordinary individuals like D’Arrigo often seem to achieve so much more than people like Jim? To find out, I interviewed over 190 men and women in my work as a corporate consultant. The results of this informal survey confirmed for me what Theodore Roosevelt once said: “The average man who is successful is not a genius. He is a man who has merely ordinary qualities, but who has developed those ordinary qualities to a more than ordinary degree.”⁸

Then McGinnis wrote these words, and I hope you read them over and over until they sink into your mind:

“ULTIMATELY, there is nothing more powerful than a person with an average mind who holds his or her head high and goes about life with zest and surety.”⁹

If you’re average, then you can become successful—but you must hold your head high and possess enthusiasm for reaching your potential. I’ll be saying much more about this, but for now I want you to have hope YOU can become successful. I want to point out you don’t become successful by sitting on an easy chair and twiddling your thumbs or playing video games. There are certain things *you* must learn to do. This book is loaded with universal truths illustrating what you must do to become successful.

Overcoming Failure

You’ll find many great men and women encountered failure, but they used their failures as stepping stones to success. Remember, the only ones who never fail are those who never attempt to do anything. Joseph Boyett and Jimmie Boyett, in the book, *The Guru Guide*, wrote about “The Best Ideas of the Top Management Thinkers.” This is what they had to say about failure:

One experience you absolutely must have to become a leader, say our gurus, is failure. Failures seem to be the spark that ignites early leadership lessons and burns them into your consciousness. Warren Bennis cites the executives he knows well who felt that they learned the most when they hit bottom and really screwed up. Problems, he says, shape leaders like weather shapes mountains; “difficult bosses, lack of vision and virtue in the executive suite, circumstances beyond their control, and their own mistakes [are] the leader’s basic curriculum.” Bennis quotes Margaret Thatcher: “It’s at that moment when the iron entered my soul that gave me the steel I needed to have the resilience to become a really first-rate leader.”¹⁰

John C. Maxwell, in *Developing the Leader Within You*, stated:

A study of three hundred highly successful people, people like Franklin Delano Roosevelt, Helen Keller, Winston Churchill, Albert Schweitzer, Mahatma Gandhi, and Albert Einstein, reveals that one-fourth had handicaps, such as blindness, deafness, or crippled limbs. Three-fourths had either been born in poverty, came from broken homes, or at least came from exceedingly tense or disturbed situations.

Why did the achievers overcome problems while thousands are overwhelmed by theirs? They refused to hold on to the common excuses for failure. They turned their stumbling blocks into stepping stones. They realized they could not determine every circumstance in life but they could determine their choice of attitude toward every circumstance.¹¹

Life offers us many situations that are sometimes very unpleasant. You can either learn from them, or make excuses why you live a life of despair. Notice that the successful leaders, “Refused to hold on to the common excuses for failure.”

Early in my business career my sons and I decided to get a laser

cutting machine, and also go into the laser cutting business. These new machines cost about \$300,000 at that time, and today over \$500,000. Not wanting to go deep into debt, I searched for a used laser machine. I bought a used Bystronic CO2 laser for \$150,000.

This laser cutting machine needed much maintenance, and I ended up keeping this machine running. But I wanted to be in publishing and doing ministry work, so after one year I decided to get out of the laser cutting business. Fortunately, I sold the machine for about what I had paid for it. Imagine the loss if I had bought a new laser machine.

Debt: Dream Destroyer



Many dreams have been destroyed by excessive debt. When you earn money; learn to save and aim not to go into debt. And whatever you do, don't get a credit card so you can go carelessly into debt. Avoid debt like the plague. Accumulating debt is like money flying away. Debt can put a severe handicap on your future success. It's like hanging a ball and chain around your neck.

You may object, "I get great pleasure if I buy the item now. Why should I deprive myself if I can get a loan?"

That mindset can have devastating results for your future. Yes, you may buy that item now; but don't forget, you'll have to eventually pay for it with interest charges. One of the major problems of many is their lack of knowledge concerning money and interest rates. Credit card companies entice new card owners with low introductory percentage rates. The new card owners don't realize that after six months the APR (Annual Percentage Rate) may jump up from a 2.9% to 15-23%, and if there are late payments up to 30%. Many don't understand credit card charges that deal with percentages. They accept whatever is provided for them.

A 15% APR means that you'll be paying \$.15 cents a year for every

dollar you owe the credit card company. Banks are very eager for you to have a credit card so they can earn interest. That's how banks make money. Paying \$.15 cents on a dollar may not seem like a lot of money, but for every \$1,000 dollars in debt, you'll be paying \$150 dollars a year!

Take someone who has accumulated \$10,000 in credit card debt, and the APR charge is 15%. If that person doesn't pay off the debt, he'll be paying \$1,500 each year to the credit card company. Keeping that debt for 10 years, he would pay \$15,000. If he has \$20,000 in debt, the cost for ten years would be \$30,000. AND, he still hasn't paid off the debt! The \$30,000 is just the interest rate charges. You'll still have to pay off the loan.

Think! Be disciplined! Don't be foolish and waste your money with credit card debt.

Genette Brooks graduated with a degree in human resources management. She took out credit cards as a college student that caused her to be \$20,000 in debt. "I didn't know what I was getting into," Brooks said. That's the case for many young adults who are ignorant of the costs of credit cards and interest rates. One of the reasons for her debt Brooks said was that she didn't understand that the zero percent introductory rate could expand to 30%, and that paying only minimum payments could escalate to mounting debt.¹²

David Brooks, a columnist for the *New York Times*, in "Let's Stigmatize Debt Culture the Way We Do Smoking," stated, "Credit card companies have played a role. Instead of targeting the financially astute, who pay off their debts, they've found that they can make money off the young and vulnerable. Fifty-six percent of students in their final year of college carry four or more credit cards." Brooks also pointed out:

The people who created this country built a moral structure around money. The Puritan legacy inhibited luxury and self-indulgence. Benjamin Franklin spread a practical gospel that emphasized hard work, temperance and frugality. Millions of parents, preachers, newspaper editors and teachers expounded the

message. The result was quite remarkable.

The United States has been an affluent nation since its founding. But the country was, by and large, not corrupted by wealth. For centuries, it remained industrious, ambitious and frugal.

Over the past 30 years, much of that has been shredded. The social norms and institutions that encouraged frugality and spending what you earn have been undermined. The institutions that encourage debt and living for the moment have been strengthened. . . .

The deterioration of financial mores has meant two things. First, it's meant an explosion of debt that inhibits social mobility and ruins lives.... Second, the transformation has led to a stark financial polarization. On the one hand, there is what the report calls the investor class. It has tax-deferred savings plans, as well as an army of financial advisers. On the other hand, there is the lottery class, people with little access to 401(k)'s or financial planning but plenty of access to pay-day lenders, credit cards and lottery agents.... The agents of destruction are many. State governments have played a role. They aggressively hawk their lottery products, which some people call a tax on stupidity.¹³

Brooks speaks about the “investor class,” those who have money, and the poor “lottery class,” those who have access to “pay-day lenders, credit cards and lottery agents.” Which will you belong to—those who have money or to the poor “lottery class?”

Let me say this, I'm not against credit cards. They are handy because you don't have to have cash on hand to purchase products. But my wife and I *always* pay off our credit card balances every month. We'd be foolish to pay those high fees and interest rates. But we get bombarded to spend, spend, and spend. Frugality is frowned upon in today's culture. Be wise. Don't allow yourself to be sucked into the whirlwind of debt.

Obviously, you want to live a comfortable life. If you want to live this way, learn to save and purchase from strength. “But my friends aren't

living that way,” you may say. “They buy all sorts of nice things on credit and plan to pay for them later.”

Purchasing a Car

Take purchasing a car, for example, which is usually the most expensive item young people will buy. A young person I know who is working as an apprentice electrician went out and bought himself a new car. I spoke to him about eating out with the young people, and he said he couldn't afford it. The reason? He bought a new car. Now for the next few years he'll live hand to mouth because of his costly monthly car payments.

Many youth want an expensive car to impress others. The Bible says, “Pride goes before destruction, and a haughty spirit before a fall” (Proverbs 16:18). It also says, “Pride comes, then comes shame; But with the humble is wisdom” (Proverbs 11:2). Trying to impress others is a foolish way to live. Be intelligent and buy a used car with low mileage.

Let me give you a tip. I've taught automotive in high school for many years and bought numerous used cars for my family of five children. I was in my sixties and a successful businessman when I bought my first new car. A ten-year-old used car with 80,000 miles is nearly as good as a two-year-old car with the same mileage. If you buy the ten-year-old used car, you'll save thousands of dollars. Let the others show off their newer cars and go into debt. One day they'll pay dearly for their foolish decision. Don't fall into the debt trap.

Buy/Lease

I visited a buy/lease furniture store to see how much they charged. I was shocked at what I saw. I could buy a sofa for \$432.95, or lease it for 24 months and pay \$46.96 a month. When I did the math, I asked myself, “Don't people think?” In making just 10 payments, a person leasing this sofa will have paid \$469.60. Then this person would still need to make 14 more payments! The total cost for this sofa in making 24 payments would be \$1,127.04. That's over 2 1/2 times as much as if they had paid cash!

If the person doesn't have \$432.95 to buy the sofa, he should wait ten months and save \$46.96 each month. After just ten months, he could buy the sofa for cash and save \$657.44. But what do many people do? They

must have the sofa today! How foolish.

If you want to learn more about credit cards, interest rates, checking, or handling money, go to our website: www.NumberSuccess.com. It's free. We have over 550 videos showing where math is used in the real world. In *Book 8: Life Skills Math Power*, Unit 4 there are money saving lessons such as: "Handling Money: Credit Cards, Monthly Installment Payments, Checking," and other informative topics.

Lottery

Another way to waste money is by gambling and playing the lottery. Many lotteries are sponsored by the state, and as David Brooks says, "State governments have played a role. They aggressively hawk their lottery products, which some people call a tax on stupidity."¹⁴

Why is it called "a tax on stupidity"? It's called that because many people don't understand the law of averages. Payoffs for lottery tickets are about 55% to 65% of the cost of the ticket. Remember, those selling the tickets must get paid, the state commission selling the tickets needs to get paid, and the state issuing the lottery tickets wants to earn about 30%. So according to the law of averages, for every dollar you spend for a ticket, you lose \$.35 to \$.45. If you're lucky and win, then the U.S. Treasury comes in and taxes the amount of your winnings. Think! Don't be stupid! Save your money, and then you'll always be a sure winner.

Key Money Lessons

Here are some key money lessons:

1. Set Realistic Financial Goals. Learn to distinguish between your needs and wants. Needs are things you must have, wants are something you'd like to have but you can live without.

2. Make a Budget. What is a budget? A budget means to first *think* and *plan* how to spend your money. Don't spend your money because you have it. Allocate the money you receive or earn. Set aside a predetermined amount of money for weekly expenses. Learn to set aside money for future needs. Also allow money for fun times.

3. Save. Try to put away some money you earn for special needs. By all means don't be foolish and use credit card debt so you can save. Learn to cook, and dine out only for special occasions. Be creative in how to save money. Instead of using a car, consider riding a bike, using public transportation, or carpooling. Bring lunches and snacks from home. Buy used textbooks. Try to find employment, and work during the summer when you're not in school.

4. Be a Wise Shopper. Don't be an impulse shopper; be a comparison shopper and look for bargains. Use the Internet to compare prices. When using the Internet, remember to include shipping charges and buy only from reputable dealers. Wait for sales. Learn to use coupons and mail-in rebates.

5. Create an Emergency Fund. An emergency fund will help you pay for unplanned expenses with cash instead of going into debt. Be disciplined to save for a time of need.

6. Going to College. Since attending college is expensive, examine ways to lower its costs. Investigate whether tax credits are offered by the federal government. Check if you may obtain a scholarship or grant. Some organizations offer tuition money and loans for service. Can you live at home and go to a local college or take online courses, and then transfer to your college of choice for your major.

7. Manage Debt. If for some reason you're in debt, what can you do to lower or eliminate your debt? Look carefully at the debt charges. Compare interest rates and fees from other lenders and look for ways to have them reduced. If you don't understand interest rates, seek help.

Key Shopping Tips

- Do I really need the item?
- Is there a better time for me to buy?
- Will this item go on sale?
- Is the sale price really the lowest price?
- Can I buy a less costly item?

- Is this a reliable place to buy the item?
- Is there a cheaper place to buy the item?
- Can I buy the item online for a better price and wait for it to arrive?

In the book, *The Millionaire Next Door*, Thomas Stanley and William Danko said there were three words that profile the rich: “FRUGAL FRUGAL FRUGAL.”¹⁵ In other words, those who became millionaires are very careful to save their money; they aren’t wasteful. You’ll be smart, too, if you learn how to manage money and pay cash instead of going into debt. Here’s the fundamental rule for debt-free living:

If You Don’t Have the Money—Don’t Buy It!

How simple a solution, but how difficult to practice in today’s permissive culture. Those aiming to have a successful future will eagerly embrace this simple prescription for debt-free living. Remember: you need money to go to college, buy food, shop for clothes, obtain shelter, and many other life necessities. Look around and notice those who are living a restrictive lifestyle because they unwisely went into debt. Some will carry this heavy financial burden for years. Be wise and disciplined. You’ll never regret it.

Free Videos on Debt: Dream Destroyer

I have put together three free videos on how to help you save money:

1. Debt: Dream Destroyer (33 min.)
2. Key Money Lessons (16 min.)
3. Understanding Debt and Loans—Quick Review of Decimals, Fractions, and Percents (22 min.)

If interested, go to www.NumberSuccess.com/FreeResources. I strongly encourage you to view these videos. They can prove to be very profitable to you. Also on that website are free videos from addition to trigonometry showing where math is used in the real world. They are all free.

If you think by simply reading this book you’ll become a success, you’ll be greatly disappointed. *You* must apply these universal truths.

Success for College, Careers, and Life

Notice I said “universal” truths. These are not truths I invented; these truths have been around for thousands of years. You’ll read many stories of successful individuals who have applied them. To become successful, one needs to have a sincere desire to understand what’s happening in today’s world.

Part 3

Knowledge and Success

3

Quest for Knowledge

One of the most important keys for success is having a quest for knowledge. That quest includes developing successful work habits, taking care of one's body, and obtaining knowledge. To acquire this quest for knowledge, one must have discipline. What is discipline? Discipline is eating the crust of a sandwich first and saving the middle for last. Those with discipline are willing to sacrifice the present for a better future.

Look at successful athletes. Everyone admires them, but many don't realize the sacrifices these athletes make in order to become great. Successful athletes are willing to work hard to obtain their desired goals.

A major key to success is to have goals that you're willing to work to obtain. Do you want to be successful? If you do, are you willing to pursue a lifestyle that leads to success? The article in *Fortune* magazine, "What It Takes to Be Great," stated:

How are certain people able to go on improving? The answers begin with consistent observations about great performers in many fields....The first major conclusion is that nobody is great without work. It's nice to believe that if you find the field where you're naturally gifted, you'll be great from day one, but it doesn't happen. There's no evidence of high-level performance without experience or practice.... So greatness isn't handed to anyone; it requires a lot of hard work.¹

Alan Loy McGinnis said in, "Why Some Fast-Trackers Fizzle and... How 'Average' People Excel," they "learn self-discipline." The article quoted Irwin C. Hansen, who has gained a reputation for turning around

under-performing hospitals that one doesn't need talent to succeed. Hansen said, "All you need is a big pot of glue. You smear some on your chair and some on the seat of your pants, you sit down, and you stick with every project until you've done the best you can do." Then McGinnis said, "Average achievers stay glued to their chairs and postpone pleasure so they can reap future dividends."²

Hard Work, Perseverance, Planning, and Self-Discipline

In the introduction to *The Millionaire Next Door*, Thomas Stanley and William Danko wrote:

It is seldom luck or inheritance or advanced degrees or even intelligence that enables people to amass fortunes. Wealth is more often the result of a lifestyle of hard work, perseverance, planning, and, most of all, self-discipline.³

Hard work, perseverance, planning, and self-discipline? It sends chills into those who are lazy. But if you want to become successful, you must be willing to apply yourself. Do you desire wisdom? Then apply yourself. Seek earnestly knowledge and understanding. Never forget, "The fear of the LORD is the beginning of wisdom, and the knowledge of the Holy One is understanding" (Proverbs 9:10). Having a healthy body provides an enormous benefit for those wanting to succeed in life.

Exercise and Eating Right

When I was 16 years old, my friends and I chipped in and bought weights. My friend's father had a health food store, and we set up the weights in the basement. I ended up being the only one weight lifting. Why did I do this? As a teen, I made a goal to be strong and healthy. Along with weight lifting, I also aimed to eat right.

Results? I'm now in my mid-eighties and still healthy and doing exercises. I endeavor to follow the DASH (Dietary Approaches to Stop Hypertension) diet sponsored by the National Heart, Lung, and Blood Institute. It is also supported by the American Heart Association and The

Quest for Knowledge

American College of Cardiology. The DASH diet is rich in fruits, vegetables, low-fat dairy products, whole grains, lean meats, fish, poultry, nuts, and beans. It also limits sodium (salt), sweets, and sugary beverages. It is similar to the Mediterranean diet.

At home I exercise five times a week riding a stationary bike for 20 minutes. Twice a week I do chin-ups on a bar between my living room and study (I can do over 25 full chin-ups at one time). Three times a week I do sit ups, leg raises, work out on a home gym, and push-ups (I can do over 100 push-ups at one time). When I tell people how old I am, I often get the response, "You're not that old." They think I'm joking. I often pull out my wallet and show my ID card to prove my age. Many then say, "I want to look like you when I'm that old."

Why do I eat right and exercise? My frequent answer is, "I can serve the Lord better with a healthy body than with a sick body." Thomas J. Stanley in, *The Millionaire Mind*, discovered: "The majority of millionaires exercise regularly...Decamillionaires, those with net worth of \$10 million or more, have the highest incidence of regular exercise. About two-thirds exercise regularly."

It's rather interesting, the more money these millionaires earned, the more they tend to exercise. Do I look forward to exercise? No. Exercise is WORK. On Saturdays and Sundays I don't exercise. It's a good feeling getting up on these two days without doing my morning exercises. The reason I exercise is the tremendous health benefits I receive. I'm still dreaming and aiming to help others. Why am I writing a book for college students and putting a massive literacy program on the web? I have a very successful business. My aim is to please the Lord and help children and young people to make right decisions so they also may become successful. If I was unhealthy, it would be a great hindrance to what I'm doing.

Since I have no plans to retire, and I know a mind functions much better with a healthy body than with a sick one, I exercise faithfully unless there's an ailment in my body. I also maintain a proper body weight and make sure I get enough sleep, regardless how busy I am. I'm extremely grateful for a healthy body, and that as a teenager I decided to take care of my health. I'd hate to have the body that some young adults will have when they get older because of their eating habits and destructive lifestyles. So if

you're wise, learn what all the health experts say: exercise, eat healthy, maintain a proper body weight, and have peace of mind. You'll never regret it.

I was invited to speak to a group of students at a college I graduated from. In the class were two overweight girls. It grieved me to think of the problems these two girls will face for not maintaining a proper body weight. It will affect their employment opportunities, dating, and health. It isn't easy for those who have allowed themselves to become overweight to bring their weight under control, but it can be done. One needs to take intelligent action and to be determined that for a successful future they will take care of their health.

But what do many overweight people do? They make excuses: It's my metabolism. I have big bones. I hate to exercise. It's in my family genes. Eating right is too expensive. People should accept me as I am. I'm comfortable being like I am; leave me alone.

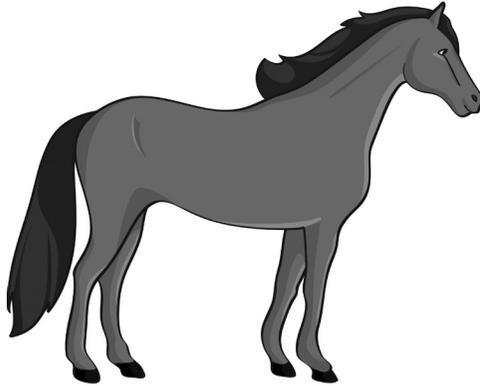
However, most overweight people don't like what they see. Many have become yo-yo dieters. They try all sorts of ways to lose weight, but it seems everything they do fails. I'm not writing about overweight people to humiliate them. I want everyone to have a healthy and successful future. Carrying extra weight can cause many health problems. The National Heart, Lung, and Blood Institute, from the U.S. Department of Health and Human Services, asks, "What Are the Health Risks of Overweight and Obesity?" They state, "Being overweight or obese isn't a cosmetic problem. These conditions greatly raise your risk for other health problems." ⁴ These are some of the problems they report:

- Coronary Heart Disease
- High Blood Pressure
- Type 2 Diabetes
- Abnormal Blood Fats
- Metabolic Syndrome
- Cancer
- Osteoarthritis
- Obesity Hypoventilation Syndrome
- Gallstones ⁵

Quest for Knowledge

Think about it. Your chances of getting these diseases increases when you're overweight. For years I've subscribed to various health newsletters from reputable organizations. They all stress the importance of exercise, eating right, and maintaining a proper weight.

Owning a Thoroughbred Horse



If you owned a thoroughbred horse worth ten million dollars, how would you take care of it? Would you keep it up late at night? Would you feed it junk food? If you're smart, you'd make sure it got a balanced diet, proper exercise, and rest. No way would you want to jeopardize the horse's health. Your body is a thousand times more valuable than any thoroughbred horse. Remember, it's your body you'll have to live with while on earth. Be intelligent. Take care of your body as you would a ten-million-dollar thoroughbred horse. Some have succeeded in living a disciplined life by doing exercise, eating right, and losing weight. Why? They no longer make excuses. They're willing to confront the ugly facts. They have made a firm commitment to take care of their bodies.

Delayed Rewards

Delayed rewards is the ability to sacrifice a temporary pleasure for a future good. People often become discouraged and give up when things become unpleasant. But the successful are those who are determined to work and to sacrifice the present for their future. There's toil in work, but after the toil we receive the fruits of our labor. It's the concept of delayed rewards we must be willing to accept to become successful. Permissiveness,

with its constant pursuit of instant pleasure, hinders success.

No one becomes a master of a subject or of art who doesn't forsake the pleasures of the moment for the rewards of the future. It's much more pleasant for athletes and musicians to forsake their practices than to spend hours every day in training. Everyone's natural instinct is to pursue leisure rather than work, but only those who have learned to discipline themselves succeed. Basking in the sun is much more pleasant than practicing. But those who are diligent in their training become successful, while those basking only in the sun fail. There's a time to bask in the sun, and those who are successful know when it's in their best interest to do so.

Continual Education

You finally graduated, and now you think you're finished with schooling. I've got news for you. It's just the beginning. Why do they call a graduation ceremony commencement? Commencement means beginning. When you graduate from school, you're beginning a new career. Wherever you go in your pursuit of a successful career, continuing your education is critical. The American Council on Education reports:

The American Management Association (AMA) is the world's leading membership-based management development organization. AMA offers a full range of business education and management development programs for individuals and organizations in Europe, the Americas, and Asia. Through a variety of seminars and conferences, assessments and customized learning solutions, publications and online resources, more than 700,000 AMA members and customers a year learn superior business skills, and best management practices from a faculty of top practitioners.⁶

I've earned over 180 college credits, but I'm still reading and searching for information to keep ahead of what's going on in the world. As a businessman, I have to keep up with technology or my business will eventually fail, so I'm always interested to learn about the latest developments.

I've seen firsthand the many dramatic changes in both our publishing business and our audio and video recording studio. There's a constant

need for learning. For instance, a number of years ago in our publishing business we made a painful decision to switch from using software from a leading software company because we felt that company had decided to rest and enjoy its success instead of perfecting its software. While they were resting, another company came along and quickly usurped their position. This meant we had to make many costly changes and learn this new software. This happened again with our video recording studio with new software.

Then there's the ever-changing world of the web and information explosion. One can do research on practically any subject on the Internet and instantly get information. In operating a business, one must be familiar with how to take advantage of the web. I've studied how web search engines work so we can maximize that technology to draw customers to our companies.

Henry Ford said, "Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young."⁷

The Importance of Seeking Advice

Dale Carnegie, in *How to Stop Worrying and Start Living*, related this story of a failing salesman who asked for criticism.

When he first started out selling soap for Colgate, orders came slowly. He worried about losing his job. Since he knew there was nothing wrong with the soap or the price, he figured that the trouble must be himself. When he failed to make a sale, he would often walk around the block trying to figure out what was wrong. Had he been too vague? Did he lack enthusiasm? Sometimes he would go back to the merchant and say: "I haven't come back here to try to sell you any soap. I have come back to get your advice and your criticism. Won't you please tell me what I did that was wrong when I tried to sell you soap a few minutes ago? You are far more experienced and successful than I am. Please give me your criticism. Be frank. Don't pull your punches."⁸

Doing this won him a lot of friends and priceless advice. What happened? E. H. Little's constant desire for improvement led him to gain priceless advice. Results? He eventually became the president of the Colgate-Palmolive soap company. At that time it was the world's largest maker of soap. Out of the entire population of America, only 14 people had a larger income than E. H. Little.

One day, Harry Moser, president of Charmille EDM, one of the leading EDM manufacturers, came to visit our company. Out of the many EDM machines we owned, only two were from his company. After we introduced ourselves, he took out a pad and wrote down every objection we had about his machines. He was eager to learn how his machines compared to his competitors, even if it was bad news.

Tom Hopkins provides seminars to help sales personnel become successful. He is the author of *How to Master the Art of Selling*. He related an incident that happened in one of his seminars:

Even though I've seen it happen over and over, I'm still amazed when I go back to the same city and, time after time, see the same people sitting there in front busily taking notes. I had a little fun with this a few months ago at one of my seminars where about fifteen-hundred people were in the audience. A gentleman sitting in the front row looked familiar. I said to myself, "I'll bet he's been here five years in a row."

I talked to him from the stage and found out that I was right. So I asked him, "Did you bring all your people?"

He said, "Tom, I'm the top salesperson in my company, so you'd think what I say would carry some weight. I told everybody about this seminar and talked it up, but only a few of our people are here—and they're all strong salespeople. It's the same every year; the people who need it most never go."⁹

Notice what the top salesman said, "The people who need it most never go." These unsuccessful salesmen may wonder why they're not successful, but their problem is their refusal to take the necessary steps to learn. You'd think that if anyone didn't need to go to this seminar about

Quest for Knowledge

being a successful salesman, it would be the #1 salesman. But what do you find? He *always* attends the seminars! He's an eager learner. Tom Hopkins, who has trained nearly a million salespeople in his national seminars, also points out:

This final characteristic of great sales people is also true of their companies. They all believe in *continuing education*. They study technique. They learn new skills. The company managements encourage their salespeople to go to seminars..., to watch videotapes, and to read books. You never have to push a Champion to invest in his mind. He or she knows that if you put better ideas into your brain, better performance will come out. Champions know that the place to start improving one's environment is inside one's own skull. Invest more time, money, and effort into your mind, and finer things will start gravitating to you. ¹⁰

Do you want to be a champion? Then be an eager learner. One of the secrets of success is to have listening ears. Everyone desires to be successful, but are you willing to put forth your best efforts? Are you open to advice? If you go to our website, www.AdvancePublishing.com, you'll see that many of the children's books I've written and read-alongs that I speak on have won many prestigious awards. Why? Is it because I'm so smart? No. I'm constantly seeking advice. I send my books to people who are smarter than I am, and I urge them to critique my books with a sharp pen. One of the individuals I use to critique my children's books is an adjunct professor and owner and director of a manuscript critique service. She authored over 30 books and numerous articles. She has also taught at over 150 writers' conferences. I deeply value her comments.

For this book I asked our children's pastor to critique it. I quoted Proverbs 27:5-6 KJV to him, "Open rebuke is better than secret love. Faithful are the wounds of a friend; but the kisses of an enemy are deceitful." He gave me sharp critiques. Some of the remarks weren't flattering. I sincerely thanked him, and told him this was what I was looking for. Since I owned a publishing company, I offered him \$100 if he read the book. I was so pleased with what he did, I gave him \$300. I did major

changes to this book because of him. I've sent this book out to others expressing the same desire. So what you are reading is also input from other godly individuals.

Why do I do this? Solomon said, "Where there is no counsel, the people fall; But in the multitude of counselors there is safety" (Proverbs 11:14). I'm constantly picking the brains of others. Learn to seek advice and wisdom from others who love the Lord. Through the years I've learned there are many people much wiser than I am. I've learned to pick their brains.

I'm going to say something that many young people hate to hear. One of the best sources for young people to obtain wise counsel is from their parents. "Not my parents!" you may object. "What do they know about me? They're too old."

Wait just a minute. We parents were once exactly your age. We remember lots of things. But along the way we learned many important lessons that we want to share with our children. Loving parents are not only concerned about your wants, but also your needs. Some advocate, "Let the kids go through the school of hard knocks and learn from their own mistakes. Parents shouldn't always be protecting them."

There's some truth in the idea to allow kids to suffer for their mistakes, but there are some mistakes that sensible parents will do everything possible to protect their kids from. Why? Some mistakes are irreversible—they will live with you the rest of your life and cause untold suffering and many times death.

Premarital Sex

Many parents stress to their children the dangers of premarital sex. But many youth are under social pressure to ignore parental advice. Listen to Stephen Reynolds as he tells his story in *Reader's Digest*. "I was in my 40s, with a young son, and my wife and I were building a life around him. That's when something from my past threatened to take it all away."

The past threatening his future was from his previous sexual encounters. Reynolds had a graduate degree and was a business strategist in the technology industry. He had never smoked, yet he was diagnosed with lung cancer. Reynolds reports:

Maura Gillison, a researcher and professor at Johns Hopkins University in Baltimore, was among the first to study the link between the growth of head and neck cancers among younger nonsmokers and certain types of the sexually transmitted human papillomavirus (HPV). It's the same virus that causes the majority of cervical cancers and warts. The risks are scary because the virus is really common, even in teenagers. . . Of the more than 35,000 people who will be diagnosed with oral cancer this year, 25 percent of us will connect our diagnosis to HPV infection.

Reynolds describes his painful experiences dealing with the operation to remove the cancer and his chemo treatments. They provided a feeding tube to help him eat. "They tell me that I can put a Big Mac in a blender," he says, "grind it up with protein shakes, and pour it all into the tube."

He struggles not to use the feeding tube, and his treatments leave him frail. He longs to play with his son, but there are times, "I just don't have it and fall asleep in the middle of giving him a horsey ride," he says. "My poor wife. My poor son. All I have the energy to do is lie still and try not to bother them."

Reynolds asks, "So what is the virus that causes cervical cancer doing in my throat, creating a tumor on my tongue, leaching into my lymph nodes, threatening my larynx and my life? According to Dr. Gillison and others, the answer goes back to the late 1970s, when the medical community began to notice the spread of HPV. 'It is linked to a change in sexual habits,' she says simply. "Between the Pill in 1960 and AIDS in 1984, more people had more sex and more *kinds* of sex."¹²

In a sidebar on "HPV and You," *Readers Digest* brings out these facts: "Most people with HPV infections don't have any symptoms. At least half of sexually active men and women may become infected in their lifetime. About 23 percent of women ages 14 to 65 have high-risk HPV, including 35 percent of 14- to 19-year-old girls...."

"While most infections clear up on their own without patients ever knowing they were exposed, the consequences can still be severe. For instance, one type of HPV raises the risk of oral cancer by 3,200 percent.

“The virus spreads through any form of sexual activity, and condoms can’t fully protect against it. Having more than five oral sex partners boosts the risk of HPV-linked oral cancer by 340 percent.”¹³

With facts like these, is it any wonder why parents strongly urge their children to abstain from sex until marriage. Many youth call their parents “old fashioned,” but they may like Reynolds, suffer 25 years later from a devastating disease that was linked from their premarital sexual encounters.

Here’s a bit of advice that will revolutionize your life. It was given by Henry Ford, the founder of Ford Motor Company.

“If there is any one secret of success, it lies in the ability to get the other person’s point of view and see things from his angle as well as from your own.”¹⁴

Parental Advice

Read that statement by Ford over and over until it sinks deep into your being. Put yourself into the other person’s shoes and think like that person. Young people, I challenge you: Put yourself into your parents’ shoes. Were your parents really mean because of all their rules, or were they really making these rules for your benefit? Can you humble yourself and be mature to see things from your parents’ point of view?

We’re not perfect as parents, but we’ve learned much. We love our kids and want the best for them. We could be permissive and let you do whatever you want, but we know it will destroy you. So we’re willing for you to be angry with us. But hopefully one day when you’re older and wiser, you’ll look back and thank us for refusing to listen to you.

You should see the many cards I repeatedly get from some of my married children telling how much they appreciate the training they received. Did I get these cards when they were younger? Never! But now that they’re grown and have children of their own, they look back and are extremely thankful for the training I provided them. Here are two Father’s Day comments from two of my sons who work for me: “Thanks for being a Wonderful Dad, A Good Boss, and a Great Man. We Love You Very,

Quest for Knowledge

Very Much.” The other comment, “Thanks for all you have done for me & my family. You are the best Dad any son could have.”

Obtaining Wisdom from the Elderly

In other cultures, the elderly are held in high esteem for their wisdom. Unfortunately, that’s not the case in our culture. But think for a moment how much knowledge the elderly have gained through their years of living. As a young person, you’re just starting out. Be wise, tap into their knowledge. Go to your parents, grandparents, uncles, aunts, and other elderly individuals you encounter. Ask them questions. You’d be surprised at the wisdom you can gain if you listen with open ears. Don’t hesitate to speak to them, for you’ll find they’ll be thrilled to have a young person seek their counsel.

The older I get, the more I realize that there is safety and wisdom in a multitude of counselors. I’m constantly seeking advice from others. You can observe it in this book because I’m constantly quoting experts. I urge you to fall in love with wisdom; you’ll never be disappointed.

Andrew Carnegie came to America from Scotland and built a steel empire. How did he build such a great empire? You can glimpse into his thinking from the saying he wanted to be engraved on his tombstone:

“Here lies a man, who enlisted in his service better men than himself.”¹⁵

4

Golden Rule Thinking

If you want to be successful, it is critically important to understand the importance of Golden Rule thinking. The Golden Rule states, “In everything, do to others what you would have them do to you.” The main idea is to *always* aim to help others. It’s a lifestyle of unselfish thinking.

Satisfy Wants

James A. Worsham, in his book, *The Art of Persuading People*, says:

My book and magazine writings have necessitated numberless interviews with successful professional men—with executives whose persuasive talents were put to daily use in the handling of thousands of employees; with “star” salesmen whose work resulted in large manufacturing plants having to strain their facilities, day and night, to fill orders; with heads of government, who had been able to persuade millions to vote for them; with foreign diplomats whose persuasive efforts had led nations away from and into war; with cunning lobbyists whose strategies of persuasion made or unmade national laws; and with thousands of others whose persuasiveness was important in their spheres of influence.

Out of all this study and observation I have found the simple secret of persuasion. I have discovered that it is employed alike by all, whether they realize it or not. In it you have a common denominator—a simple formula—to which you can turn again and again for new ideas, tactics and strategies, as you meet the manifold requirements of new situations.

The secret is so simple and obvious that I hesitate to state it,

because of its very obviousness and simplicity. Yet, after all, isn't all truth simple and obvious after discovery?

The basic secret of persuasion is this:

INDIVIDUALS (OR MASSES OF PEOPLE) ARE PERSUADED THROUGH THE INFLUENCE OF THE THINGS THEY WANT. In actual operation this means: FIND OUT WHAT PEOPLE WANT (not just NEED); BE IN A POSITION TO CONVINCE THEM THAT WHAT YOU OFFER WILL SATISFY THE WANT, AND PLACE YOUR PROPOSITION WITHIN THEIR REACH. [Capitals in original.]¹

Are you getting the message? What matters is not what *you* want, but what *others* want. What matters is satisfying individual's desires and expectations. If you want to become successful in persuading others, you don't do so through some psychological method for tricking someone into doing something they don't want to do. Yet many people think they're successful if they can somehow persuade people to do something they really don't want to do. That's being deceptive.

Focus on Customers

For sixteen years, a company was manufacturing a pump for household use. Sales of the pump stayed the same for years. They brought in an outsider to see if he could increase sales. He had one dominating question on his mind, "What do the customers of this pump want?"

Notice this outsider wasn't focused on the company, but on the customer's *wants*. The pump had only one moving part that was inside a casing. He discovered that customers buying household pumps wanted one that would be safe around children. This outsider discovered the original pump fit the bill.

They thought about this feature of the pump and created a new slogan: "Safe to Install Where Children Play." Ads showed children playing around the pump. Within a few months sales increased several hundred percent.²

What changed? The pump was the same, but the message changed. They discovered the want of their customers and then created a sales pitch

to satisfy that want. Bill Gates, one of the founders of Microsoft, said, “Your most unhappy customers are your greatest source of learning.”³

Please the Customer First, Last, and Always

Gallery Furniture in Houston, Texas, has had more sales per square foot than any other competitor. Jim McIngvale’s personal philosophy is, “Please the customer first, last, and always.” What do customers want? Customers want to get the products they buy as soon as possible. Gallery goes one step further. They promise to deliver furniture the same day it’s bought. It’s no wonder they’re successful.

When I taught an American Junior Achievement course to English-speaking Czech and Slovakian students in Prague University, George Testar, manager of a large department store in Minneapolis, spoke to my class. He told them that four miles from his store, Sears and Roebuck was opening a store. Upon hearing this he became depressed. Obviously, he was going to have stiff competition, lose sales, and receive a smaller bonus. He decided to take action. He gathered his sales force together and told them they had to satisfy their customers. He instructed his sales team to tell customers that if they didn’t have an item, they would get it. That year they had greater sales than the year before.

He told the class about a woman who complained to a clerk in his store that she couldn’t find any pantyhose like the ones she saw in Rome, Italy. Testar heard what happened, so he went to the woman and said they would get the pantyhose for her.

He called his department store in Rome and told them to ship six pairs of those pantyhose by air. Within five days he had those special pantyhose on his desk. He called the customer and told her he had her pantyhose. This person was a woman of influence. He asked the class, “What do you think this woman did?” She undoubtedly told her friends about the great service of his department store. Is it any wonder his sales increased that year when they treated customers so well?

When I decided to write children’s books, one of the first things I asked was, “How can I edify children? What can I do to help and motivate children to become successful?” Notice, I’m using Golden Rule thinking—my aim is to help children. Teaching character-building virtues to

children by itself is not something that's very exciting. To be frank, it's boring. Children don't want to be lectured to work hard, obey parents, eat right, don't lie, steal, or cheat. However, if I could write interesting, action-filled stories and have artists draw attention-grabbing illustrations, and teach virtues at the same time, I figured children would love to read them. You can go to our website, www.AdvancePublishing.com and view the many enthusiastic letters we received from parents, teachers, librarians, and especially children. Librarians have reported they can't keep my books on the shelves. Children are choosing these books because they like them. Why do I write about this? I want you to understand the importance of pleasing or loving the customer—in this case, children.

These children's books have also been translated into foreign languages. One large Chinese publisher bought foreign rights to print 240,000 of our character-building children's books. And about one and a half year later, they wanted purchased the rights for another 128,000 books. I want to stress that I'm also a stickler for quality. I don't want to produce junk. I insist artists draw action-filled illustrations to support the stories. In writing interesting stories that would teach, I was simply imitating the master teacher, Jesus. Often when Jesus spoke, he told parables or stories. Did you ever hear a speaker when you're nearly asleep, and then the speaker begins to tell a story? What happens? Immediately, you perk up. If you're going to have to speak to audiences, learn to be a storyteller. It's one of the most effective ways to communicate.

The Key to Effective Marketing

Doug Hall, author of the "*Jump Start Your Business Brain*" book series, in *What's In It for Customers?* stated:

WHAT'S THE KEY TO EFFECTIVE MARKETING? Being overt, blunt, and unquestionably specific about the benefits customers will get from your goods or services can triple your chances of success. I studied 901 new products and services over a five-year period and found that those whose marketing and advertising hyped obvious benefits had a 38% survival rate, compared with a

Golden Rule Thinking

13% survival rate for those whose benefits were less clear. [Caps and bold in original.]⁴

In a *Reader's Digest* article, "Getting Your Own Way—The Easy Way," Morton Hunt stated: "After hundreds of studies, researchers have concluded that persuasiveness is greatly enhanced by identifiable techniques that we can all borrow—keeping in mind that persuasion is not manipulation; it's a matter of creating the right environment for your ideas and then communicating them effectively."

One of his points is, "Reflect the listener's experience." Hunt points out:

A good persuader also tends to reflect, not rebut, the other person's objections to his argument. The skilled persuader restates the objection, allows that it has merit and only then goes on to show that his own views are more cogent. One top-notch insurance agent agreed with a customer that life insurance wasn't a good investment. "In fact," the agent said, "it's *a terrible* investment." Having thus disarmed the customer, the agent demonstrated that insurance has different purposes from investing: it's a protection against catastrophe, a way of making up for savings or investments that one doesn't have.⁵

Good persuaders are those who honestly evaluate the other person's position. They are excellent listeners. They identify with the person they are speaking to.

Promoted to Management

John Miller, in *Guidepost*, answered this question, "What can I do to make a difference?"

I ducked into a busy restaurant for lunch. There wasn't a single table available, so I sat at the bar. A waiter rushed by with a tray full of dirty dishes. He saw me and said, "I'll be right with you." He came back and told me, "This isn't my section, but I don't want to

keep you waiting.” He took my order, which included a Diet Coke. “We don’t carry that, sir,” he said.

I told him that a glass of water would be just fine.

Minutes later he appeared with my food, then rushed back to his section.

He showed up again with a surprise. An ice-cold bottle of Diet Coke! “Where did this come from?” I asked.

“There’s a grocery store around the corner,” he told me.

“But you’re running around like crazy. How did you find the time to go get it?”

“I didn’t, sir,” he said. “I asked my manager to go!”

What terrific service! It would have been easy for him to grumble and think, *Why do I have to do everything around here?* But he hadn’t.

I went back to that same restaurant two months later. I asked for my favorite server. “He doesn’t wait tables anymore,” I was told. “They promoted him to management.” I wasn’t surprised. He’d been willing to do the small things that often lead to big results.⁶

Praising People to Success

Mary Kay Ash had considerable success as a salesperson and trainer. After spending 25 years in direct selling, she became frustrated because as a national training director, the person she had trained received a promotion and earned twice her salary. She resigned and decided to write a book that would help women succeed. Mary Kay said:

I envisioned a company in which any woman could become just as successful as she wanted to be. The doors would be wide open to opportunity for women who were willing to pay the price and had the courage to dream.⁷

Mary Kay decided to start her own company with \$5,000 from her savings. She considered the Golden Rule the founding principle for her

company and supported the idea of: “Praising people to success.” She advocated placing faith first, family second, and career third.” She became so successful that PBS named her as one of the 24 most influential business leaders of the last 25 years, and Baylor University said she was the greatest female entrepreneur in American history.⁸

Auto Salesman—Sold Twice as Many Cars as Any Other Person

Joe Girard, an auto salesman, has sold twice as many cars as any other person for 11 years in a row. What’s the secret of his success? Thomas J. Peters and Robert H. Waterman in their book, *In Search of Excellence*, tell this interesting story about this super salesman:

In explaining his secret of success, Joe said: “I send out over thirteen thousand cards every month.”

Why start with Joe? Because his magic is the magic of IBM and many of the rest of the excellent companies. It is simply service, overpowering service, especially after-sales service. Joe noted, “There’s one thing that I do that a lot of salesmen don’t, and that’s believe the sale really begins *after* the sale—not before. . . . The customer ain’t out the door, and my son has made up a thank-you note.” Joe would intercede personally, a year later, with the service manager on behalf of his customer. Meanwhile he would keep the communications flowing.

Joe’s customers won’t forget him once they buy a car from him; he won’t let them! Every month throughout the year they get a letter from him. It arrives in a plain envelope, always a different size or color. “It doesn’t look like that junk mail which is thrown out before it is even opened,” Joe confides. “And they open it up and the front of it reads, ‘I LIKE YOU.’ Inside it says ‘Happy New Year from Joe Girard.’” He sends a card in February wishing the customers a “Happy George Washington’s Birthday.” In March it’s “Happy St. Patrick’s Day.” They love the cards. Joe boasts, “You should hear the comments I get on them.”

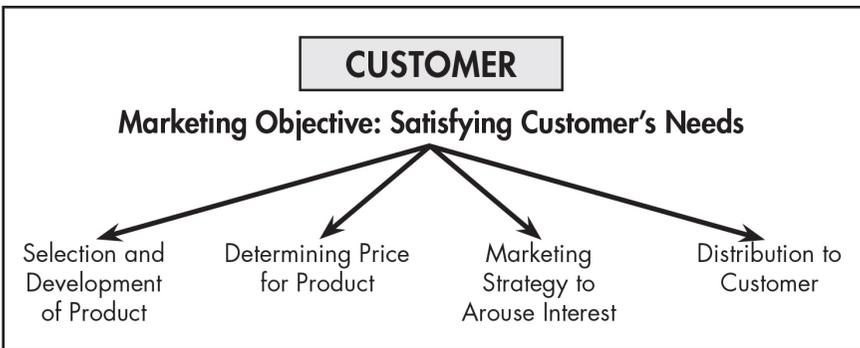
Out of context, Joe's 13,000 cards sounds like just another sales gimmick. But like the top companies, Joe seems genuinely *to care*... Joe's sense of caring continued to shine through after the sale: "When [the customer] comes back for service, I fight for him all the way to get him the best."⁹

What's the secret of Joe's success? He sincerely cares about his customers. It's not a sales put-on. His caring is shown not just when he sells a car, but also after selling the car. Joe said, "You've got to be like a doctor. Something's wrong with his car, so feel hurt for him."¹⁰ Joe acts like a caring doctor and feels for his customers. No wonder he's successful.

Did you notice a thread that runs through all these success stories—it's the thread of caring. It's Golden Rule thinking: always aiming to help others. In dealing with people, it's important to understand this important truth:

**People aren't interested in how much you know;
they're interested in how much you care.**

Golden Rule thinking is one of the critical aspects of marketing. It's caring for customers by putting them in the forefront.



Yearn for Wisdom and Caring

You may wonder where I got all this information and all these quotes. Early in my life, I made the choice to learn and help others. While in

Golden Rule Thinking

college I heard the college president say something that I never forgot. That was over 50 years ago. It has been a guiding principle of mine for years. I urge you to memorize it and make it one of your aims:

Seize the moment of awakened curiosity for the acquisition of knowledge.

What does it mean? If you're in bed and an idea jumps into your mind, fight the impulse to stay in your comfortable bed. Instead, jump out of bed and write it down. If you wait until the morning, you'll probably forget your idea. If you don't know a word, look it up. Always be ready to acquire knowledge. I always carry a pen and 3 x 5 sheets of paper so when an idea comes I'm able to write it down. Now one can record with a smartphone. I subscribe to various magazines, and when I see articles of interest, I tear them out and put them into my filing system. When I read a book I own, I mark the pages I find interesting. I've also made thousands of copies of pages of library books and put them into my filing system. Now when I read interesting articles on the web, I copy the article and the web address and file it on my computer. That's where I obtained much information for this book.

As you can see, applying Golden Rule thinking is applicable for all areas of your life. If you want a happy and fulfilled life, make helping others a prime objective for your life. Become a lover of people. Andrew Carnegie, founder of U.S. Steel, was a major catalyst in the Industrial Revolution for producing steel to make machinery and transportation possible. With the fortune he made, he founded libraries and donated to thousands of them in the U.S. and around the world. Carnegie said:

"No man becomes rich unless he enriches others."¹¹

Glenn Cunningham, thought to be a hopeless cripple, overcame great obstacles and ran the world's fastest mile. He won the prestigious Sullivan Award as the nation's top amateur athlete and was inducted into the National Track and Field Hall of Fame. When his track career was finished, Glenn wanted to help young people. He founded Cunningham Youth Ranch where for 30 years he and his wife helped over 9,000 trou-

bled youth.¹²

Education Week, a magazine for teachers, stated in, “Show Students Your Care: It Makes a Difference”:

Caring and hope sound like things that are nice to have, rather than things we need to have for success in life. But, as Gallup research shows, hope is a stronger predictor of college success, than GPA, or SAT and ACT scores, and caring or “emotional support” elements are crucial to success in life after college. Not surprisingly, when Gallup polled Americans and asked them to describe the best teacher they ever had, the most common word they used was “caring.”

Gallup’s recent study of more than 30,000 college graduates shows how important emotional-support elements are, and how few young people are receiving them. Graduates who strongly agreed that they received emotional support during college doubled their odds of being engaged in their work and of thriving overall. Emotional support includes three crucial elements: feeling that they had a professor who made them excited about learning, that the professors at their alma mater cared about them as people, and they had a mentor who encouraged them to pursue their goals and dreams. Yet as profoundly important as these emotional support elements are to long-term success in work and life, a mere 14 percent of all college graduates strongly agreed they received all three.¹³

William James, noted psychologist and philosopher, stated:

“The deepest principle in human nature is the craving to be appreciated.”¹⁴

Let that truth sink deep into your heart. People yearn to be loved and appreciated. It’s the secret to building a business, having a happy marriage, raising contented children, or having a successful career.

Highest Compliment

When I was investigating the schools in New York City, I received my highest compliment when I became a substitute teacher in a minority Brooklyn school for emotionally handicapped children. My assignment was to be a “Buddy Teacher.” With the aid of the regular paraprofessional for the class, I relieved the teacher and instructed the class.

Since it was an elementary school, I came prepared to do a science experiment. The class had 11 first-grade boys. The paraprofessional pointed out to me a boy who refused to speak. (I’ll call him Freddy, who was autistic.) When I heard this, I wanted to help Freddy by having him speak.

My science experiment consisted of a piece of magnesium, a file, a pan, a match, and some water. Before I was a teacher, I was a tool and die maker and a machinist. Sometimes a job cam in where we had to machine magnesium. We tool makers would take shavings of magnesium and light a match to it. Then when we would put water onto the shavings, it would shoot up in a blaze. I thought this would be an excellent experiment for the children to show that water doesn’t always put out fire.

To get material for the experiment, the children had to come to the front of the class and file the magnesium. I asked the paraprofessional to pick the best-behaved children; everyone wanted to participate. One by one they came to file, including Freddy. I sensed I had an opportunity to help him. While he was with me, I asked him to repeat some words after me. He did. Then I complimented him publicly, saying aloud to the paraprofessional, “See, he can speak.”

To show that metals can burn, I put the magnesium chips in the pan and put a match to them. It sparkled. Then to demonstrate water doesn’t put out all fires, I added water. The sparkling magnesium suddenly became a bright white flash. The children were excited, and they wanted a repeat performance; but next on the agenda was math.

After various children did math problems, I also wanted Freddy to be involved. I asked Freddy about a math blackboard problem, “What does three minus one equal?”

Silence.

Since he didn’t respond, I took three blocks and placed them on his

desk. I told him to count the blocks. “One, two, three,” he answered.

“If you have three blocks, and I take one away, how many do you have left?” Then I immediately removed one block.

“Two,” he replied. I complimented and patted him for his answer.

When the regular teacher appeared, the paraprofessional told her I got Freddy to speak. She was flabbergasted. Social workers, psychiatrists, and psychologists had all spoken to this boy, all unsuccessfully. Freddy was an autistic child; he spoke only to her and the paraprofessional. Repeatedly she commented how unbelievable it was that I got Freddy to speak and even physically touch him.

Perhaps it was because I was a male figure, she analyzed. However, she rejected this—Freddy, who was black, wouldn’t even speak to the black principal. I then walked over to Freddy as he sat at his desk to show the teacher his ability to speak. I placed five blocks on his desk and asked him to count.

“One,” he said softly.

“Say it louder.”

“One,” he said louder.

Then as I pointed to each block he said, “Two, three, four, five.”

“Now if I take one away, how many do you have left?”

“Four.”

I generously complimented Freddy for his answers. It astounded the teacher. Not only had Freddy spoken, but he let me touch him! Previously, no one could get near him. When he stood in line, the children purposely left a large space for him. If anyone came too close, he withdrew, pulled away, or went into a fit.

News reached the office. The principal was amazed what I had accomplished. He and others wanted to retain me as a teacher. Since I was investigating the school system by visiting various schools for one day as a substitute teacher, I wasn’t seeking a permanent teaching position. However, it was a great compliment for them to want me to become part of their staff. I also interviewed this principal for over an hour for the book I was writing.

What was my secret to get an autistic child, not only speak, but to let me as a total stranger touch him? The teacher and I discussed why I was

Golden Rule Thinking

able to reach Freddy. My answer was extremely simple—I showed love. I don't know why all the other workers failed, but it was my sincere desire to help this child succeed.

I've taken courses in college on psychology, but I didn't aim to psychoanalyze this child so I could help him. It was a simple procedure. When it was shown to me that Freddy had a problem, I had compassion. My love for him put an automatic desire in my heart to help him. Here was a child with a serious problem, and my action was an automatic response from a heart of love. And that day I managed to shed a ray of light into Freddy's darkened world.

In your pursuit of a successful life, it's critical that you understand and implement Golden Rule principles of loving people. Your focus in life is just not about pleasing yourself, but also about pleasing others. It's pursuing a lifestyle of unselfish thinking. If you want to be successful in the working world, you also need to understand that our economic system is built on the concept of free enterprise.

Part 4

The Free Enterprise System

5

Understanding the Free Enterprise System

There are two basic types of economic systems: socialism, in which the public or the state owns and controls the means of production, and capitalism, or the free enterprise system, in which individuals own and control the means of production. Some socialists want the means of production to be completely nationalized; others propose select nationalization. Under the free enterprise system or capitalism there are various governmental laws, such as laws dealing with monopolies and banks.

Many versions of these two economic systems exist, but we'll examine just the basics of socialism under communism, and the capitalistic system.

Socialism and Capitalism

The communist economic system is advanced socialism. It is based on common ownership of the means of production. It is a classless society in which everyone is an owner. This may sound very appealing, but let's examine these two systems. Take a farm operating under communism and a farm under capitalism or the free enterprise system.

In the communistic system, every worker is an owner of the farm and all get paid according to their needs, not according to their ability. If a farm machine breaks down during harvest, it's no big deal under the communistic system. Why? All farm employees get paid whether they get the machine working or not. There's no incentive to get that farm machine repaired quickly to harvest the crops.

Take that same farm under the free enterprise system. If the owner's farm machine breaks down, he knows he won't get paid unless his machine is fixed. That farmer will do everything possible to get his machine working again. If he can't get the machine working, he'll use every available method to harvest his crops.

Chairman Mao Zedong was a hardline communist who ruled China. After his death in 1976, new leadership emerged in the communist government. Alan Greenspan, Chairman of the Federal Reserve from 1987 to 2006, in his book, *The Age of Turbulence*, tells what happened:

As much pragmatist as Marxist, Deng had set in motion China's transformation from a walled-off centrally planned agrarian economy into a formidable presence on the economic scene. The nation's march to the market began in 1978, when, because of a severe drought, authorities were forced to ease tight administrative controls that had long governed individual farmers' plots. Under new rules, the farmers were allowed to keep a significant part of their produce to consume or sell. The results were startling. Agricultural output rose dramatically, encouraging further deregulation and the development of farm markets. After decades of stagnation, agricultural productivity blossomed.

Success on the farm encouraged the spread of reform to industry. Again, a modest easing of constraints produced greater-than-anticipated growth, giving impetus to the arguments of reformers who wished to move more quickly toward a competitive-market template. No advocates ever dared call the new model "capitalism." They used euphemisms like "market socialism" or, in the famous phrase of Deng, "socialism with Chinese characteristics."¹

The new communist leaders foresaw the failures of the socialistic policies of the previous government and permitted the people to own their means of production. The results, as Greenspan reports, "were startling." Today, China is a world economic power.

Karl Marx, the Founder of Communism

Karl Marx is often called the father of communism. He was a 19th-century philosopher and political economist. He wrote *The Communist Manifesto* in 1848 and argued that capitalism would be displaced by communism, a classless society. A popularized slogan from Karl Marx is, “From each according to his ability, to each according to his need.” Everyone would exert their best effort according to their talent, and everyone would receive from the fruits of the production, regardless of their input. Karl Marx thought there would be such an abundance of productivity that everyone would be satisfied.

To bring their ideal of a “classless society” into reality, Joseph Stalin, dictator of Russia, killed an estimated 20 to 50 million people, and Mao Zedong, dictator of China, killed an estimated 40 million. Alan Greenspan reported about this classless society and collective ownership:

Karl Marx was wrong in his analysis of the way people can organize to successfully create value. To Marx, state ownership of the means of production was the essential fixture in a society’s ability to produce wealth and justice. The right to virtually all property in Marx’s society was thus to rest with the state, in trust for the people. Property rights granted to individuals were instruments of exploitation and could come only at the expense of the “collective,” that is, society as a whole. He argued for the collectivization of the division of labor. All working together for a single goal would be far more productive than markets collating the disparate choices of individuals. Do human beings optimize their potential in a collectivized society? The ultimate arbiter of all such paradigms is reality. Does it work as proposed? Marx’s economic model in practice—in the USSR and elsewhere—could not produce wealth or justice, as is now generally recognized. The rationale for collective ownership failed.²

We know what the market forces eventually did to the communist empire. It collapsed. But that hasn’t stopped countries from trying to rebuild or rebrand socialism. Those understanding and practicing successful economic principles survive; those who don’t, fail.

The fundamental flaw of communism is the failure to understand that the more incentives you give to individuals, the greater their productivity. People require incentives to work. It's a nice theory that everyone should work together for the common good. Unfortunately, many young people today agree with Karl Marx's statement, "From each according to his ability, to each according to his need." Various nations have tried communism, but it has failed everywhere. A serious problem arises when some in the group are diligent, yet they are to share equally with those who were unproductive or lazy. Another problem arises when those who spent years sacrificing to become a doctor are paid less than one who quit school and has greater financial needs.

Another great danger that destroys the productivity of nations is when governments provide benefits that causes healthy people not to want to work because unemployment becomes more beneficial than working full time. We certainly need to help the needy, but people who are able to work and refuse to put forth effort shouldn't be getting free handouts. Without proper supervision, these free handouts can become a great drain on society. America is becoming such a nation. If America isn't careful, we'll become like other impoverished nations because of the enormous welfare costs. I wrote a children's book that explains how this can happen. Here's a summation of the story.

The Ants and the Grasshoppers

One day Gary, the leader of the grasshoppers, said to Alex the ant, "Why are you working so hard? There's plenty of time to get food. I'm putting a band together. Come and join us."

"I'm working now, so we'll have lots of food for winter," explained Alex the ant.

"Aw, quit worrying," said Gary. "You need to take some time off and have fun."

Alex pulled out a weed and said, "If I don't get rid of these weeds, they'll crowd out the plants. We ants know that hard work in spring provides food for winter."

The ants continued working while the grasshoppers danced. Winter came early, and it was time for the grasshoppers to find

Understanding the Free Enterprise System

food. The grasshoppers began complaining, “It’s too cold and too hard to find food.”

The grasshoppers went to the ants to ask for food, but the ants didn’t think it was right that they should give them food when they had played and danced all summer while they worked. Besides, they still could find food in spite of the cold. However, instead of going out in the cold and finding food, the more numerous grasshoppers decided to have a vote on a law that stated: “Anyone who has food must share it with others.”

The vote passed and now the ants had to share their food. So instead of working so hard, the ants joined the grasshoppers and played and danced. When winter came, the grasshoppers and ants had little food. They went to other insects to buy something to eat. This went on year after year until they had no more money. They went to the beetles for food, but they wouldn’t help them.

“It’s not fair! It’s not fair!” shouted the grasshoppers and the ants.

The grasshoppers and the ants went to war against the beetles. The rag tag army of the grasshoppers and ants were no match for the well-armed beetles. The leader of the beetles said to the ants and the grasshoppers, “We don’t want to be your rulers. You were once a very rich nation, but now you are poor. We want to help you. For us to help you, we’re going to make you obey our law that says: ‘We will help the sick and needy, but those who do not work will not eat.’”

“Ohhhhh!” groaned the grasshoppers and ants. “Now we all have to work.”

The grasshoppers and the ants went to work, and soon they had lots of food again. When the beetles saw that the grasshoppers and ants obeyed the law, they had a meeting. “We see you have learned to work first and then play,” the beetle leader said. “We want to make a peace treaty with you.”

“Hoorayyyyy!” shouted the grasshoppers and the ants.

Then Gary walked up to the leader of the beetles and said, “Thank you for teaching us the importance of work.”

Tipping Point

There's great danger to a democracy when a tipping point is reached in which the majority of people find it more profitable to depend upon a government welfare system than seek productive employment. And that's also a destructive practice when politicians support welfare in order to gain political support from its recipients, rather than what's best for a nation. Notice, I strongly support helping the sick and needy, but I strongly support what the Bible says, "If anyone will not work, neither shall he eat" (2 Thessalonians 3:10). If politicians would only make the beetles' law their motto, "We will help the sick and needy, but those who do not work will not eat," it would have a significant effect for the prosperity for our nation.

Understanding the Free Enterprise System

Why do I write to young adults about the free enterprise system? If you want to become successful in your employment, it's critical for you to understand our economic system. We business owners must have efficient employees to remain competitive in order to please our customers. When we find such employees, we pay them good wages and often promote them into leadership positions.

Let me share incidents about the world of work. As you read these stories, think of the main reasons for success. When I moved to Texas, I wanted to teach, but the pay for teaching was insufficient to support my family, so I went back to my trade as a tool and die maker. Then I applied for a job as a tool designer. After working there for six months, the president of this large tool and die stamping shop and a machining company told me he was looking for an operations manager. He described the benefits, and then pointed to me and said, "And you're the man."

I received a substantial raise in salary and then managed the tool and die stamping company and another company that specialized in making pelletizer blades. Why was I offered that lucrative job promotion within six months of my employment?

Think Like an Owner

I aim to live by the Golden Rule, “In everything, do to others what you would have them do to you.” Now as a tool designer, I wanted to apply Golden Rule thinking to help my new employer become profitable. One of the companies they owned was losing money and about to go bankrupt. I began designing tooling that would make the machining operations much more efficient. I gave the president many suggestions on how to make his company more profitable. He told me no employee had ever offered him suggestions. After six months, I was promoted to operations manager because I thought like an owner. I aimed to make his company profitable. I simply looked at the company’s existing way of doing things and tried to make the operations more efficient.

Zig Ziglar, a former successful salesman, author, and motivational speaker who has helped millions worldwide, has a motto:

“You can have everything in life that you want if you will just help enough other people get what they want.”³

What is Ziglar saying? The secret to getting ahead in life is to help others. If you’re in sales, think of what you can sell that will benefit the customer. If you’re an employee, think like an owner. I thought like an owner, and then I became operations manager of a large manufacturing operation.

As operations manager I reorganized the entire stamping shop, made operation sheets, and began to train the employees to do their own setups and to work efficiently. I instituted many changes in the company that was going under to make it more efficient. That company is still in operation thirty years later.

Innovation

The free enterprise system encourages innovation. Think of all the changes that have taken place within the last hundred years: television, jet engines, computers, tablets, smart phones, Internet, email, space exploration, robotics, and many others. However, sometimes the greatest

innovations are very simple. Take the metal shipping containers used to transport goods around the world on large ships. Imagine how labor-intensive it was to ship products before these shipping containers existed. Now a company loads a shipping container with its products and a truck transports the sealed container to a dock, where it is loaded directly onto a ship. When the ship enters a port, the container is unloaded and transported to its customer.

The idea started when Malcolm McLean drove his trailer truck loaded with cotton bales to be loaded onto a ship. As he waited, he watched men unload bales of cotton from the trucks and into slings to be loaded onto the ship. Then they had to unload these bales and put them in their proper place on the ship. This is what McLean said when he got the idea. “What a waste in time and money. Suddenly the thought came to me: Wouldn’t it be great if my trailer could simply be lifted up and placed on the ship without its contents being touched?”⁴

A few years later, he purchased a company and implemented his idea about containers. Containers revolutionized shipping by dramatically reducing the cost and time required to load and unload products. In ports around the world you’ll find ships loaded with containers. You can also observe these containers on trucks on the highways delivering products to customers. That simple idea of shipping goods in containers so revolutionized shipping that the Maritime Association of the Port of New York and New Jersey named McLean as the “Man of the Century” and *Forbes Magazine* called him, “One of the few men who changed the world.”⁵

Bloomberg Businessweek reported, “In 1956 hand-loading a ship cost \$5.86 a ton. Containers reduced that to about 16 [cents] a ton by cutting the number of man-hours needed to load ships. The introduction of the world’s first crane designed specifically to lift containers, in 1959, meant that 400 tons could be loaded onto a ship in an hour—more than 40 times what a team of longshoremen could do.”⁶

Go back to precomputer days. If you wanted to see a product, one had to go to a store. Then when the computer was introduced, some entrepre-

Understanding the Free Enterprise System

neurs saw an opportunity. They became creative. They said, “Let’s use this new technology to help people purchase goods online instead of having to go to a store. In addition, we can charge less because we don’t have the overhead of having a store.” Their aim was to make shopping cheaper and easier for customers.

Do these entrepreneurs benefit financially for their efforts? Certainly. They need to, for they spend much time designing and implanting their ideas. I personally love shopping online. It saves me an enormous amount of time just clicking on a website and having products I ordered shipped to my door. On the other hand, there are thousands of entrepreneurs who have suffered financial disaster because their ideas failed. That’s the free enterprise system. One of my objectives of this book is to help you become successful and avoid the many pitfalls of failure.

Doing Your Best

Zig Ziglar tells the story of a woman who got married after high school. The only job she could find was cleaning rooms at the Holiday Inn. To many people that would be a low-end job not deserving their best efforts. But this girl was determined to do her best at cleaning the rooms. Within six months she was the manager of the floor, and a few months later of the entire housekeeping department. About a year later she received a promotion to the restaurant, first as an assistant manager, then as a manager. A couple of years later she became manager of the Holiday Inn in Zanesville, Ohio.⁷

If you want to be successful, you need to have a passion for excellence. Be the best secretary, best hamburger flipper, best homemaker, or best sweeper. Many times when employers see individuals doing their best, they promote them. Some may make fun of you for working so hard, but refuse to listen. Some objections may be:

“I’m not getting paid enough.”

“I’m not getting paid for that kind of work.”

“It’s someone else’s job.”

“If I work hard and fast, I won’t get overtime.”

Many people shift into another gear when the boss is present. But employers have four eyes, two in front and two behind their heads. We're not stupid. Don't think you can always fool us. We're looking. Abraham Lincoln said:

“You can fool some of the people some of the time; but not all of the people all of the time.”

A number of years ago, when we built our first building for our machining company, we had lots of land behind our building. I asked three contractors to bid on clearing the land. Usually, one picks the cheapest bidder, but this time I didn't because one contractor said, “I'll make this place look like a park.” I liked his attitude because he demonstrated pride in his work. Develop an attitude of excellence. It can pay great dividends.

Thinking of Others

If you want to advance in your job, you *must* begin to think of others. I was the foreman of a tool and die shop when I decided to become a high school teacher. I passed the test and was hired as an industrial arts teacher at Newton High School in Queens. They assigned me five automotive classes. I'd gone to college, but I'd never taken any automotive classes. In fact, I've never taken any industrial arts classes. Besides, this was a class no other teacher wanted. It was a small classroom with only one car. I had a college degree, was an experienced tool and die maker, and was working previously as a foreman, but how does one teach automotive?

Fortunately, being mechanically inclined, I had always repaired my own cars. The first thing I did was seek the advice from the previous teacher. Then I applied the biblical principle of edification: “Let each of us please his neighbor for his good, leading to edification” (Romans 15:2). What could I teach these students that would benefit *them*? I was also applying Golden Rule thinking. My focus was on my students and how to help *them*; not on what *I* wanted to teach. I sat where the students sat and

wondered, “What would I like to learn about cars if I were a student?” I want to stress this point, for it is critical to your success.

My aim as a teacher was discovering how I could help the students and make the class interesting and beneficial for *them*.

On my own time, I went to various stores and asked if they had old lawn mowers. The school was in New York City, and, as you can well imagine, the city doesn't have many lawns. However, I found stores that would donate their used lawn mowers. I picked them up, packed them into my station wagon, and had students in my classes disassemble them. I wanted every class to have five lawn mower engines so they could take them apart and learn how a four cycle engine works. I broke up the class into five divisions, and then the students rotated as foreman, assistant foreman, and workers.

Now you would think having up to 25 students working on small engines and having all sorts of tools in use would be a time of bedlam collecting them. I had a simple solution. I organized a cabinet where I could see where every tool belonged. When I said it was time to clean up, the class was to bring back all the tools and wash their hands. The foremen could not clean up until I gave the final word. The final word came when I saw every tool returned. Everything worked smoothly.

I also taught the students how to do tune ups and various repair jobs on cars. I donated a car and removed the engine. I had a running engine on a stand for demonstrations. I connected the exhaust pipe to the outside window. I gave tests and homework. To become a better teacher, I'd ask the students at the end of the term how the class could be improved. If students didn't do the work, they failed. Did this turn students off?

Our school had eleven Automotive 1 classes and three Automotive 2 classes. Here I was, an inexperienced school teacher, and because I had a sincere interest in helping students by applying the Golden Rule thinking, the automotive class became the most popular industrial arts class in the school.

How to Have Friends

I was successful teaching automotive classes because I had a sincere interest in helping students. It's the same with having friends. Here's a bit of advice that is critical to building friendships. You'll gain many friends if you can show a sincere interest in what the other person is saying, rather than concentrating on having the person listen to you. So if you want friends, Rule 1 is:

You must show a sincere interest in others.

How many people want friends to listen to them, but close their minds when others speak? The consequence? These closed-minded individuals have few friends. Encourage others to talk about themselves and be a sincere listener. You'll have plenty of friends if you follow that simple rule.

This is also true in building a successful business. Show a sincere interest in your customers' problems. Listen to them intently and see if you can become part of the solution. The same holds true when you want to sway others to your cause. Abraham Lincoln, the 16th president of the United States, had this to say:

It is an old and true maxim "that a drop of honey catches more flies than a gallon of gall." So with men, if you would win a man to your cause, first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart; which, say what you will, is the great high road to his reason.⁸

How to Make People Like You

George Eastman, the founder of Eastman Kodak Company and the inventor of the roll of film, was a wealthy and successful businessman. Eastman was building the Eastman School of Music in Rochester, NY, and the president of Superior Seating Company, James Adamson, wanted to sell theatre chairs to him. He called and made an appointment through the architect. "I know you want to get this order," he warned Adamson, "but I can tell you right now that you won't stand a ghost of a show if you

Understanding the Free Enterprise System

take more than five minutes of George Eastman's time."

When the architect and Adamson visited Eastman, he was bent over looking at a pile of papers on his desk. Eastman looked up, and the architect introduced Adamson. I want you to notice what Adamson did. It's an important lesson in getting people to like you. Of course Adamson's reason for being there was to sell Eastman theatre chairs, but instead of talking about selling chairs, he first showed a sincere interest in something that sparked Eastman's interest.

This is what Adamson said, "While we have been waiting for you, Mr. Eastman, I have been admiring your office. I wouldn't mind working myself if I had a room like this to work in. You know I am in the interior woodworking business myself, and I never saw a more beautiful office in all my life."

"You remind me of something I had almost forgotten," Eastman replied. "It is beautiful, isn't it? I enjoyed it a great deal when it was first built. But I come down here now with a lot of other things on my mind and sometimes don't even see the room for weeks at a time."

Adamson walked over and rubbed his hand on the wall and spoke about the wood. Then Eastman walked around the room showing him other things. Eastman walked toward the window in his room and shared how he was trying to help humanity in some of the institutions he supported. Adamson complimented him for using his wealth to help the suffering.

Adamson asked him about his early struggles in getting started in business. Eastman shared about the poverty of his early childhood and his widowed mother, and how he wanted to help his mother not to work herself to death. Adamson was warned not to take over five minutes, but he had already spent over two hours speaking with Eastman.

Then Eastman told him about some chairs he had bought in Japan, and how the sun peeled off the paint. He painted the chairs himself, and then said, "Would you like to see what sort of a job I can do painting chairs? All right. Come up to my home and have lunch with me and I'll show you."

They went to the home and Eastman showed Adamson the chairs he had painted. Guess who got the order for the theatre chairs? That's right,

Adamson did because he showed a sincere interest in what interested Eastman. From that time on, they were close friends until Eastman's death.⁹

Putting Yourself in the Other Person's Shoes

A young advertising copywriter needed someone to clean his house. He thought it would be easy to find someone who needed some extra cash. He placed the ad, "WANTED: cleaning woman 1 day per week. Own transportation, exc. pay." He also included the telephone number and when to call. There was no response, even though the ad ran for one week. He was embarrassed and depressed, for he was supposed to know how to write an ad, being an advertising copywriter.

Then he said to himself, "Pretend you are the lady looking through the want ads. You're looking for a job, but you are no professional cleaner. What would make you want to call that number?"

Then he imagined he was that woman. This is the new ad he wrote: "WANTED: Housekeeper to take complete charge of house in the country 1 day a week. Be your own boss. Make your own decisions. Drive your own car," plus phone number and time.

He didn't even include anything about pay. Here are the results he reported: "That night the telephone began to ring at five to six, and before an hour was up I had NINE women who want to be interviewed for that job."

He hired one who was great, and she worked for him for years. Later that week his boss came into his office and said, "Your stuff is awfully good lately."

"Thanks," he said. "It turns out I can write better ads if I put myself in the other guy's shoes."

"Actually, it's something you've heard before," his boss said. "It's quite an old piece of copy, as a matter of fact."

The copy editor was puzzled, so he asked what he meant. "Putting yourself in the other guy's shoes," said the boss, "is another way of saying the Golden Rule."¹⁰

Pleasing Customers

Since in a free enterprise system the means of production aren't centrally controlled but privately owned, customers determine whether to purchase what was produced. In reality, the customer is the ultimate boss. When companies quit focusing on pleasing customers, they'll eventually be forced to shut their doors. The secret of building a successful company is *constantly* applying the biblical Golden Rule: "Therefore, whatever you want men to do to you, do also to them" (Matthew 7:12). In other words, think of how you can please others, especially your customers.

Let me tell you an incident that happened to me. I called up the auto dealer where I bought my car and asked, "How much would it cost to replace the front window of my car?" He said it would cost \$845. I was shocked at such a high price. I decided to shop around. I called an auto glass company nearby, and they charged me only \$145.

A while later I brought my car back to the dealer for some repair and told him what had happened. He told me that because the aftermarket was undercutting the dealer so much, its effect was to keep the dealer's price high. I countered with, "Because the dealer charged so much, it gave rise to the aftermarket."

Without a free market, dealers would have the exclusive right to charge whatever they wanted. However, since we have a competitive free market, individuals are allowed to shop around for lower prices. This competition forces companies to be efficient, otherwise their customers will go elsewhere. Because of the dealer's excessive price for the window, I reasoned, "The dealer charged so much for the front window, I no longer trust the car dealership on price."

That's a serious accusation to make against a company. In dealing with customers, it's critical not to take advantage of them and lose their trust. Put yourself in your customers' shoes and treat them the way you would want to be treated. Successful companies aim to make their customers "Number One." No business will ever succeed without pleasing or loving its customers.

Speaking of love may sound mushy; nevertheless, love is life's most important principle. Everyone craves it: children, friends, employees, customers, and, when you get married, your mate. But many never find

that elusive dream of love. The reason so many fail to find love is that they're only focused on, "Me! Me! Me!" True love is found by giving. It's not an egocentric love affair with oneself, but a love affair with others. By giving love, you'll discover true love. Master the concept of loving others, and you'll discover life's richest rewards. Be selfish and unloving, and you'll suffer the consequences.

Starting a New Company

As a business owner I greatly appreciate the free enterprise system. At the age of 56, I took a risk and started my own company, Reliable EDM, with two of my sons. I could have chosen the name, Sommer EDM. That sounds like a mom and pop shop. I wanted to think big, so I chose the name Reliable EDM. I bought three used wire EDM machines. Two of the machines we bought were cheap and very old. But with the old machines we also got a computer system that we desperately needed. We got one of the old EDM machines running, but it was so slow in machining that my son, a mechanical engineer, said we shouldn't bother using it. We never fixed the other old machine.

So with one operating wire EDM machine, I began a study, "Biblical Principles for Success." For many years, my philosophy in life has been, "God is much smarter than I am, so whatever God says, I'll do." I discovered the key for making a company successful was to obey the Golden Rule, so I asked myself,

"If I were a customer, how would I want to be treated?"

Importance of Quality, Service, and being Competitive

Since we deal mostly with machining companies, I reasoned that my customers would first want a quality product. Does the part we machine meet or exceed the specifications of the blueprint that the customer provided? Quality is always *Number One* in importance. Our next priority is to provide great service. Can we deliver the product when the customer requires it? Delivering a quality product one or two weeks late was unsat-

Understanding the Free Enterprise System

isfactory. Our final priority is to have competitive prices. In other words, can I be cheap and still provide quality and service? I said if we could do that, customers would beat a path to our doors. With that as our guiding philosophy, we became the largest company of its kind in North America. We have over 80 EDMs, and we also have a plant in Broussard, Louisiana.

In the 1950's I remember the products from Japan meant "cheap, junk, and poor quality." Today, Japanese products are considered high quality. What happened? W. Edwards Deming, a U.S. government statistician, showed the importance of using statistics to control quality. The Japanese listened intently to what he had to say and began to stress quality in their manufacturing.

Over 30 years ago, while working as operations manager, the owner bought a new car made in the United States. He had returned the car repeatedly to have the defects repaired. I joked with him that it would have been better to have bought a used car because it would have had fewer defects.

Using Deming's advice, Japan began producing quality cars. Many of their cars received extremely high ratings. The Japanese were able to change the worldwide perception that "Made in Japan," meant junk. This woke up American car manufacturers. Today, many American cars are also of high quality. Producing quality is critical to becoming successful.

Before we opened our business, an employee, who had previously managed the EDM shop where I was operations manager, decided to purchase a new EDM machine and started his own company. Shortly after starting his company, he went out of business. No doubt he found Houston to be a terrible market for an EDM company. Two and a half years later we started the same kind of business, and discovered Houston was an excellent market for an EDM company. What made the difference?

I was operations manager when this employee started doing EDM work for our company. As operations manager, I tried to instruct this employee, but he was stubborn and refused to listen to advice. He also lacked the skills for using the mathematical capabilities of the computer. Finally, I told the president of the company to replace him for his unteachable attitude. The president resisted, for he had sent him to school to learn this equipment. Finally, after a year of low performance, the president

reassigned him to the tool room. He soon quit and started his own business, and failed.

Failure is an integral part of the free enterprise system. If businesses fail to deliver or becomes inefficient, they eventually fail. Customers will choose other businesses. Inefficient businesses have higher costs, and therefore must charge more for their services. I'd like to reinforce some of the important reasons why I believe my company became successful.

Secrets of Success

1. Experience: I had many years of experience in the machine shop and in the tool and die making trade; and my son, a mechanical engineer and a tool and die maker, had managed a wire EDM shop.

2. Educating the Customers: I called machine shops and educated them about the advantages of EDM.

3. Applying the Golden Rule: Above all, we aimed to follow the Golden Rule by being honest with our customers and aiming to please them. In essence, applying the Golden Rule is loving our customers. My attitude was, "I'm not the boss; my customers are. The minute I stop pleasing them, I'll be out of business." That's the free enterprise system. It's a customer-driven business philosophy.

When you live by the Golden Rule, you listen to correction. If you want to become a successful entrepreneur, don't gather "Yes" individuals around you. "Yes" individuals are those who always agree with you. Instead, you should want employees and customers to always have the freedom to share ideas and problems with you. The previous entrepreneur who opened an EDM company wasn't a listener. He did things his way, and when he went into business, he failed.

The reason listening is so important is we want to provide our customers with the best product, when they need it, at a competitive price. We know that's what customers want. Successful companies always have their ears open for new ideas and showing a willingness to implement them to satisfy their customers.

Loving Your Customers

It may seem strange to you to speak about “loving your customer,” but it’s essential if you want to be successful. Joseph Boyett and Jimmie Boyett, in *The Guru Guide*, wrote about “The Best Ideas of the Top Management Thinkers.” They compared those who were just managers and those who were leaders. They report:

Another way to distinguish between leaders and managers is to examine the language our gurus use in talking about leaders. When speaking of them, our gurus say things that most tradition-minded managers find strange, to say the least.

Leadership requires love.
The best leaders are servants.
You lead by giving to others.

As strange as it may seem to say that leadership requires love or that leaders must be servants and gift givers, such statements reflect the thinking of many of our gurus about what is required of today’s leader.¹¹

In *How to Master the Art of Selling*, Tom Hopkins related one of his points for successful selling: “The top people we train get emotionally involved with the people they serve. Champions really care about their clients, and this true feeling comes through loud and clear to the people they’re selling.”¹²

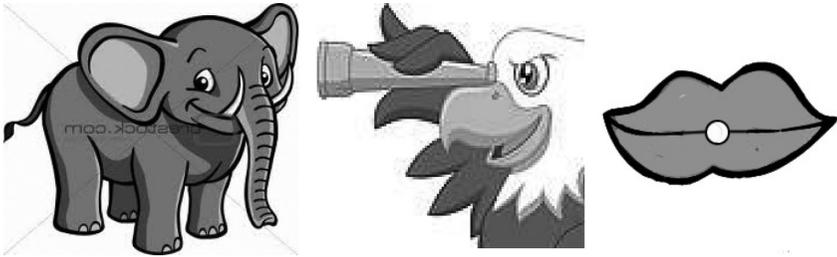
If you want to be a success, show a sincere interest in others, be pleasant and polite, be a good listener, encourage others to speak about themselves, respect the opinions of others, and make the other person feel important.

Advancing In Your Career

You're now employed. What can you do to get ahead? The same principles that make a business successful in the free enterprise system will also make you successful in your career: working to please the customer and being productive.

But there's a big problem. You're inexperienced. How should you act in your new employment? If you want to rapidly advance, follow these principles.

Elephant Ears, Eagle Eyes, and a Pinhole Mouth



Having elephant ears, eagle eyes, and a pinhole mouth is the secret to rapidly advancing. Listen, look, and learn. Have listening ears, eagle eyes, and keep your mouth shut and learn. Don't be a smart aleck—a Mr. or Miss Know-it-all.

Listening Ears

I sought a publicist for my new book, *Character Under Attack and What You Can Do About It*. At the Book Expo in McCormick Center in Chicago, I happened to meet the president of a publicity firm. He showed extreme interest for this new book I wrote. I was very much inclined

to use his firm. He assigned me to one of his staff members. The staff member told me over the phone he wanted to have a four-month commitment that would cost \$10,000. As I began to share my story about what I was doing, he cut me off. Instead of listening to me share my vision, I sensed he wasn't interested. Then I said, "Let me tell you in a nutshell," and proceeded to give a short version of my story.

Here I was going to spend a sizable amount of money, and he wasn't interested in what I had to say. The president was very interested, but the staff member who I would be working with wasn't. I knew what to do. I sought another firm.

It gave me a powerful lesson in sales and the importance of putting the right person in sales. What makes a good sales person? Putting oneself into the customer's shoes. Have listening ears. Showing a sincere interest in what your customer wants. Letting your customers know in no uncertain terms that you're interested in helping them succeed. Seek advice and be an eager learner. I often quote this Chinese proverb: "He who asks a question is a fool for five minutes, but he who doesn't ask a question remains a fool forever." Seeking advice is something you should do your entire life. In fact, the more you learn, the more you realize how ignorant you are. The Bible says, "Where there is no counsel, the people fall; But in the multitude of counselors there is safety" (Proverbs 11:14).

I've written the book, *Non-Traditional Machining Handbook*, which examines all the non-traditional machining methods that are currently available. To write this book, I went to many exhibits at the International Manufacturing Technology Show (IMTS), one of the largest industrial trade shows in the world, and obtained information and sought counsel. I searched through various trade magazines. I also had numerous experts in non-traditional machining read chapters dealing with their specialty. In other words, I sought advice. I wanted to listen to what others had to say. I'm glad to report that this book is used as a college textbook.

To discover solutions to the problems plaguing American education for my book, *Schools in Crisis: Training for Success or Failure?* I sent a survey to 115 principals, of whom 49 responded. I personally interviewed

parents, students, teachers, assistant principals, and principals seeking information. Since the book covers such a multitude of problems and solutions, I had numerous individuals read portions of the book: parents, lawyers, ministers, teachers, principals, a college professor, and superintendents of schools.

In “Getting Along With Your Boss,” *Reader’s Digest* quotes George Berkley, professor of management at the University of Massachusetts, as saying that the number one guideline is: “*Listen*. Much of the time we only pretend to listen. We are so busy looking for signs of approval or disapproval or framing our response that we fail to hear what is being said. Good listening means hearing not only what the boss says, but also what he or she implies. It means being able to summarize and to respond intelligently.”

Then Berkley said, “Create eye contact without staring. Take notes. When your boss has finished, pause to show that you are letting the words sink in. Ask a question or two to clarify a few points, or briefly summarize what has been said. Remember: bosses like people who don’t have to be told things twice.”¹

Eagle Eyes

In the tool and die making trade, there are many secrets. I worked with many tool and die makers, and few shared. The way to learn is to have eagle eyes and duplicate their methods. I’ve learned many things repairing dies and seeing how they were built. I also observed tool and die makers as they worked.

The key to becoming successful is being eager to learn. Use your eyes to read books and to observe successful workers. Once a young man came to Socrates, the ancient Greek philosopher, and said he wanted knowledge. Socrates took the young man down to the sea and walked with him into the water until it came to their shoulders. Then Socrates put his hands on the young man’s head and held him under water for 30 seconds.

When he came up, Socrates asked him what he wanted. “Knowledge, O great one.”

Socrates put his head into the water again, but this time a little longer.

After repeated dunkings the young man finally said, “Air. I want air.”

“Good,” exclaimed Socrates. “When you want knowledge as much as you wanted air, you will find it.”

Pinhole Mouth—Shut Up

You have two ears, two eyes, and one mouth. So be eager to hear, eager to see, and eager to keep your mouth shut. Once you have experience, there’ll be plenty of opportunities to speak and share. But as a beginning employee, learn to listen, look, and learn. I can’t stress enough the importance of being an eager learner if you want to be successful. Remember:

An open mouth keeps the ears from listening.

Let’s say the supervisor gave you the instructions to do a job as Step 1, Step 2, Step 3, and Step 4. But in your wisdom, you thought you could do it faster by combining Steps 3 and 4. You did it your way, and the job was done wrong. Whose fault would it be? Obviously, it would be yours because you didn’t follow instructions. If you had followed the supervisor’s instructions carefully, and the job was done wrong, whose fault would it be? It would be the supervisor’s. It is critical for beginning employees to learn to keep quiet and follow instructions carefully. Of course if you see something you perceive as incorrect, then go to the supervisor and discuss it.

Never be so smart that you can’t learn from others. At one company I was instructed to train an employee on the surface grinder. I’ve worked many years on surface grinders, but after only a few days of training, this employee wanted to teach me instead of looking and learning how to grind. I detected he was unteachable, so I asked to train another worker who had a teachable spirit.

We hired a high school dropout who earned his GED. We gave him a math test, which he passed. He was an eager learner and listened to whatever we taught him. He became one of our most valuable employees. He even learned to do sophisticated programming on the computer for our NC (numerically controlled) machines that required him to know algebra, geometry, and trigonometry. Later on we learned he had been a

member of a Mexican gang and served time in prison. What made him a success on the job was his eagerness to listen and learn.

When Wrong, Admit It

Some people are so proud that they have the hardest time admitting when they do something wrong. They choke saying the words, “I am wrong.” Some refuse to ever admit they made a mistake. They’re always right. They’ll dig up some excuse to justify what they did. We all make mistakes, and if you make a mistake, be humble and admit it. A sign of wisdom is how quickly one can accept their own failure.

It repulses people when individuals know what they’re doing is wrong, yet defend themselves. Humility is a great virtue. Great minds are humble and teachable. They readily admit their faults. Such minds are even willing to alter their views when confronted with facts, even in the midst of a heated debate. But some people are so proud in their ignorance that no one can help them. I’ve met individuals like that. You would love to help them, but you know they’ll refuse to listen. When they speak, they never say words like, “I think so,” or “Maybe.” Oh no, when they recall situations, they have perfect memories. These proud individuals show no interest in others and never take advice.

Don’t be so proud that you can’t give credit where credit is due. It’s like the story of the flea and the elephant crossing a swinging bridge. While they crossed the bridge, the flea said to the elephant, “Let’s swing the bridge.”

The bridge began to sway. When they reached the other side, the flea said, “We really shook that bridge.”

Enthusiasm

One of the most important characteristics of those who are successful is enthusiasm. Andrew Carnegie said, “A man can succeed at almost anything for which he has unlimited enthusiasm.”

Zig Ziglar quotes Lonnie Shealey on the subject of enthusiasm. “Whatever we call it—enthusiasm, motivation, ambition, drive, desire, or energy—it’s a quality which plays a major role in success. *People who are unable to motivate themselves must be content with mediocrity, no matter*

how impressive their other talents.”²² [Italics in the original.]

There’s much truth in that statement. I’ve seen youth with great talent and gifts, but they never achieve. Why? They fail to have the enthusiasm or drive to make something out of themselves.

When I taught an American Junior Achievement course to university students at Prague University, the class project was for students to make 100 T-shirts with silk-screen designs and sell them. After a few days of failing to sell any T-shirts, they became extremely depressed.

I decided to help the students. I met them and told them to follow me. I took them to a place that I thought would be good, but after 15 minutes of seeing just a few tourists and no sales, I said, “Let’s go.” Then I took them to an area I knew had many tourists. It was a narrow street between two famous tourist places.

They began their selling pitch, “Quality T-shirts. One hundred percent cotton. Made by Junior Achievement. Made by Student Company.” After a short time a man, his wife, and three children came by and looked at them selling the T-shirts. I nudged one of the girls and said, “Go to them.”

She walked over and began her sales pitch. Other students joined her. The man decided to buy T-shirts for his children. I walked by and told another student, “Try to sell T-shirts for the man and his wife.” They sold five T-shirts to this one family. And while they sold this family T-shirts, they sold another T-shirt to another couple. Within that short time they sold six T-shirts!

After these two sales, there was a dramatic transformation. The students were now energized and enthused. They were so enthusiastic, that I told one of the girls not to yell so loud so she could save her voice for the next day. When I suggested they should leave, they wanted to keep selling. The next day they sold even more T-shirts than the day before.

What changed was the attitude of the students. At first they were extremely depressed, but when they began to sell, they became enthusiastic. There’s a lesson for all of us. Don’t let your failures drag you down. Be enthusiastic in what you’re doing. Yes, you’ll encounter many depressing situations, but those who become successful refuse to dwell on these situations. They seek ways to overcome them.

The Attire



If you want to advance in your company, the way you dress is important. In the article “Is What You Wear Hanging Up Your Promotion?” Samantha Thompson Smith writes:

“You definitely have to put forward your best image,” said Cynthia Nellis, a style expert at the About.com women’s fashion Web site. “Even if you’re allowed to wear jeans and T-shirts to the office, it’s not going to project an image to get you promoted. You need to take it a notch above the company policy.”

Just look around the office on a Monday morning. You can easily spot the office slob, with his coffee-stained tie and wrinkled shirts, or the workplace flasher, the woman who thinks it’s OK to show ample cleavage or plenty of leg.

They are the obvious rule breakers who will have trouble getting ahead.

Smith also pointed out, “How someone is dressed was the third most important attribute in getting a new job, according to a study by Syracuse University and Total Executive of 300 executive recruiters, chief executives and directors of personnel. That’s behind communication and presentation skills.”³

It seems rather strange that the way someone dresses is so important to those doing the hiring. Image consultant, Carolyn Gustafson, owner of Image Strategy for Men & Women, said on this issue, “It shows you know

the rules. It says, 'I play by the rules.'" Then she pointed out, "The decision is almost always made in the first few minutes. If you look the part, you'll likely get the part."⁴

Deborah Fernandez, vice president of career transition consulting at Right Management presses the point further. "People need to dress appropriately for the position they're aspiring to." Then she added, "So they need to take cues from the people they're aspiring to be."⁵

Many places have casual dress. Casual dress, however, doesn't mean sloppy dress. Then there's the opposite position of someone being the only one with a dark suit and white shirt. This makes him look rigid. The ideal is to look professional without being too formal.

Many young people think a tattoo is a great thing to have. It demonstrates their uniqueness. Often they forget that tattoos are permanent. Later in life many regret their tattoos and want them removed. It can be very costly and painful. *Business Insider*, on "Here's what hiring managers REALLY think of your tattoos," reports: "Stigma about tattoos still exists in the workplace." Then it states, "37% of HR [Human Resource] managers cite tattoos as the third-most-likely physical attribute to limit career potential."⁶

Here are the facts about those who have a tattoo:

Did not complete high school: 40%

Completed high school: 29%

Some college: 25%

Completed College: 14%⁷

Interpersonal Skills

If you want to advance in your employment, you'll need more than knowledge and technical abilities. Interpersonal skills are critical. How do you get along with people? Are you sensitive to others? Do you possess empathy and friendship skills? Do you always act in a professional manner? Your handshake often reveals your character. When you go for a job interview, look the person in the eye, and give a firm handshake. But before you go for the interview, practice shaking hands so you'll be comfortable doing it the right way.

Advancing In Your Career

An article at The National Honor Society in Psychology website states:

A number of recent studies (Appleby, 2000; Johanson & Fried, 2002; Yancey, 2001) have found that the most critical job skill a new employee needs to possess is good interpersonal skills. Drew Appleby asked 39 employers what job skills were most important in making hiring decisions. Social skills ranked first. George Yancey asked 76 recent BA psychology graduates and 44 recent master's psychology graduates what job skills were most useful to them in their current jobs. Interpersonal skills ranked first. John Johanson and Carrie Fried asked 144 psychology graduates what job skills were most useful to them in their current jobs. Again, interpersonal skills ranked first.⁸

The American Management Association stated in “Interpersonal Skills for Managers”:

It's a whole new world of work, and interpersonal skills are key. Organizational change, diversity and electronic communications have changed the face of the workplace. Today, more than ever, success depends upon the combined cooperation, commitment and action of people—both face-to-face and across electronic and cyber channels. That's why interpersonal communication skills for managers are so critical in today's evolving business environment.⁹

Interpersonal skills are important. For instance, you don't go to a supervisor and interrupt him with a question when he's busy talking with someone. You wait until an appropriate time. Or say an angry customer comes to you with a complaint. Do you reply with angry words, or do you patiently listen and try to calm the individual with kind and understanding words?

Here are ten tips to help you improve your interpersonal skills:

Improving Interpersonal Skills

1. Smile. People don't want to be around those who are in the dumps. Be friendly and cheerful. Learn to develop an optimistic spirit.

2. Show appreciation. When someone does something kind to you, be thankful. Be generous with your praise, even with your coworkers.

3. Be sensitive to other people's feelings. Show sensitivity when other people have problems. Try not to irritate others.

4. Practice proper etiquette. Use proper table manners and avoid crude behavior.

5. Don't be intimidated by others. Don't let others change the way you behave. Foster a healthy self-esteem. Maintain eye contact when speaking to others.

6. Be a conflict resolver. Do your best to bring opposing parties together. Keep a calm demeanor so you can see through problems and offer reasonable solutions. Be a problem solver.

7. Be polite. You readily say "Thank you," and offer compliments to others.

8. Avoid gossip and complaining. If you don't have anything positive to say, say nothing. If there is a legitimate complaint, go to the proper individual.

9. Practice good listening skills. You actively listen to what others say. You try to fully understand the other person's position.

10. Sense of humor. You're able to laugh and make others laugh. You're also able to laugh at yourself. You have a merry disposition. People like to be around you.

Management That's Fair, Firm, and Loving

The three principles for successful management are: be fair, firm, and loving. For successful management you must be willing to confront problems. I decided to make one of our black employees a supervisor of the stamping department where I was operations manager. A Hispanic employee, who was one of our best workers, said he wouldn't listen to a black man telling him what to do. I told him if he didn't listen to him, he'd be fired. After a number of defiant incidents, I fired him.

I had another employee, who I'll call him Bill, who had worked many years in the company. Bill was an extremely slow worker and a trouble-maker. My aim as operations manager was to help employees, not get rid of them. Bill refused to change. I found out that Bill considered himself as a donkey. His motto was, "I only work when I have to."

He certainly acted the part. I began to write Bill up for his lack of productivity and defiant attitude. The final straw came when I put another employee on the job Bill was doing, and this employee did the same job nearly three times faster.

You may object saying, "Firing people isn't being kind and considerate." I live also by another biblical principle for able-bodied individuals, "If anyone doesn't work, neither should he eat." If you're too lazy to work, don't expect me to support you.

Permissive Management

Some business owners take a permissive approach by refusing to correct their employees when they do wrong. While working as a tool and die maker in Queens, New York, I saw how this company went from a three-man shop to a successful twenty-four man shop, and then fail. One of the reasons was the manager of the company never corrected the employees. He believed if you treated employees right, they would work hard.

The company's downfall began when the foreman of the shop fired a machinist and the manager rehired him. From then on, the foreman didn't care about the shop or how the employees performed. The company continued going downhill. Shortly after I left, the company went out of business. The problem I saw was the manager wouldn't confront problems

and correct his employees. To run a successful company, owners must be willing to confront problems and take corrective measures. Such action may be painful, but it's necessary for success.

Permissiveness destroys. I've seen it in homes, schools, and young adults' lives. If you want to be successful, learn to confront your problems and take intelligent action to solve them. Taking the path of least resistance will never lead to success.

Successful Management

The book, *Good to Great*, by Jim Collins has sold over three million hardcover copies since publication. Collins stressed,

First, at the top levels of your organization, you absolutely *must* have the discipline not to hire until you find the right people. The *single* most harmful step you can take in a journey from good to great is to put the wrong people in key positions. Second, widen your definition of "right people" to focus more on the character attributes of the person and less on specialized knowledge. People can learn skills and acquire knowledge, but they cannot learn the essential character traits that make them right for your organization.¹⁰

I want to stress this issue of getting the right people. Notice that Collins put the word "must" in italics when talking about getting the right people. Then Collins defines the "right people." We often think of right people as those having the right skills and superior knowledge. But Collins says the important issue in hiring should be the individual's "character attributes."

Skills and knowledge can be learned, but successful character virtues are extremely difficult to develop.

This leads us to the next question:

- Do you have integrity?
- Are you teachable?

Advancing In Your Career

- Do you accept correction?
- Are you compassionate?
- Are you humble?
- Do you have to get all the credit, or are you willing to give credit to others?
 - Are you appreciative?
 - Do you encourage others?
 - Do you help the lowly people?
 - Are you self-disciplined or a procrastinator?
 - Do you face brutal facts, or do you shy away from them?
 - Do you seek counsel from others?
 - Are you self-motivated?
 - Are you a person of character?

If you do not have these core values, I urge you to read them over and over again. Notice, they are all biblical values. Strive earnestly to achieve them. They are critical if you want to become successful.

Collins stresses this issue, “One of the dominant themes that runs throughout this book is that if you successfully implement its findings, you will not need to spend time and energy ‘motivating’ people. If you have the right people on the bus, they will be self-motivated.”¹¹

Industry leaders yearn to hire self-motivated individuals. These are people you only have to give directions, and off they go. They don’t need constant supervision. They are valuable treasures for any company. So if you want to become successful, strive to be self-motivated. Collins brings out this important fact: “The moment you feel the need to tightly manage someone, you’ve made a hiring mistake. The best people don’t need to be managed. Guided, taught, led—yes. But not tightly managed.”¹²

Another successful attitude is that one is willing to face the brutal and ugly facts. There may be a competitor who is undercutting your prices, or has developed a superior product. Collins writes about two great grocery chains.

A&P had a perfect model for the first half of the twentieth century, when two world wars and a depression imposed frugal-

ity upon Americans: cheap, plentiful groceries sold in utilitarian stores. But in the affluent second half of the twentieth century, Americans changed. They wanted nicer stores, bigger stores, more choices in stores. They wanted fresh-baked bread, flowers, health foods, cold medicines, fresh produce, forty-five choices of cereal, and ten types of milk. They wanted offbeat items, like five different types of expensive sprouts and various concoctions of protein powder and Chinese healing herbs. Oh, and they wanted to be able to do their banking and get their annual flu shots while shopping. In short, they no longer wanted grocery stores. They wanted Super stores, with a big block “S” on the chest-offering almost everything under one roof, with lots of parking, cheap prices, clean floors, and a gazillion checkout lines.

Now, right off the bat, you might be thinking: “Okay, so the story of A&P is one of an aging company that had a strategy that was right for the times, but the times changed and the world passed it by as younger, better attuned companies gave customers more of what they wanted. What’s so interesting about that?”

Here’s what’s interesting: Both Kroger and A&P were old companies (Kroger at 82 years, A&P at 111 years) heading into the 1970s; both companies had nearly all their assets invested in traditional grocery stores; both companies had strongholds outside the major growth areas of the United States; and both companies had knowledge of how the world around them was changing. Yet one of these two companies confronted the brutal facts of reality head-on and completely changed its entire system in response; the other stuck its head in the sand.¹³

Both companies did extensive testing, however, Kroger recognized the brutal fact that people did not want the old grocery store model, and they began to implement strategies customers wanted by building large supermarket stores. It was a very costly decision for Kroger, for their stores were 100 percent doing business the old way. The results? A&P dwindled, and today Kroger is a successful chain.

The Free Enterprise System and America's Foundation

One of the dangers of the free enterprise system is productive work produces prosperity which, without restraint, produces greed. For our nation to remain vibrant, it is important to understand America's religious foundation. Faith in God encourages us to love others, which in turn discourages the greed of capitalism. In addition, true people of faith are honest and upright. This is critical for economic success. For capitalism to be effective, it needs a moral force.

Transparency International is a global coalition against corruption. Their aim is "a world in which government, business, civil society and the daily lives of people are free of corruption."¹ They have over 100 chapters worldwide fighting against corruption. In one of their reports they state bribery is widespread: "Overall, more than one in four people (27 percent) report having paid a bribe in the last 12 months when interacting with key public institutions and services."²

In some of these countries it's difficult to do business because of the corruption and bribery of public officials. For example: you take out a permit to start a business, but when you see the clerk, he/she can't find the permit. The clerk asks you to buy a raffle ticket. You buy the ticket, and suddenly the application appears. You need to get a zoning permit to begin your business. You invite the government official to be an investor, and the zoning permit is granted. You want a foreign company to buy your product, so you slip an envelope containing \$5,000 to the buyer. You get the job. What's the solution to end corruption? Moral people.

Henry Ford built the first gasoline-powered horseless carriage in a

shed behind his home. In 1903, he began the Ford Motor Company. Five years later, he produced the first Model T Ford. Ford introduced a revolutionary concept—mass production with interchangeable parts. In 1913, he built the first assembly line for cars. In *Built to Last*, a book about Ford and his philosophy, Jim Collins wrote what Henry Ford said in 1916:

I don't believe we should make such an awful profit on our cars. A reasonable profit is right, but not too much. I hold that it is better to sell a large number of cars at a reasonably small profit... I hold this because it enables a larger number of people to buy and enjoy the use of a car and because it gives a larger number of men employment at good wages. Those are the two aims I have in life.

[Then Collins went on to say:]

Idealistic prattle? Cynical pronouncement to pacify the public? Perhaps. But keep in mind that Ford transformed the American way of life for 15 million families with the affordable Model T (the “people’s car”), in large part by reducing prices by 58 percent from 1908 to 1916. At the time Ford had more orders than it could fill and could *have raised* prices. Mr. Ford kept lowering them anyway, even in the face of shareholder suit against the practice. And, during the same era, he boldly introduced the \$5 a day for worker which, at roughly twice the standard industry rate, shocked and outraged the industrial world (as described by Robert Lacey in Ford):

The Wall Street Journal accused Henry Ford of “economic blunder if not crimes” which would soon “return to plague him and the industry he represents as well as organized society.” In a naïve wish for social improvement, declared the newspaper, Ford had injected “spiritual principles into a field where they do not belong”—a heinous crime—and captains of industry lined up to condemn “the most foolish thing ever attempted in the industrial world.”³

Sentiments by the Founders of Our Nation

Today there is a broad movement to eliminate any discussion about faith in God in our government. Let's look at some of the principles of our great nation and what some of our leaders had to say about God and the founding of our nation. On July 4, 1776, 56 men were willing to sacrifice their wealth and lives for the freedom of America and sign the Declaration of Independence. An examination of the opening and closing paragraphs of the Declaration of Independence clearly reveals they also made it a declaration of faith in God.

When in the Course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness....

We, Therefore, the Representatives of the United States of America, in General Congress, Assembled, appealing to the Supreme Judge of the world for the rectitude of our intentions, do, in the Name, and by Authority of the good People of these Colonies, solemnly publish and declare, That these United Colonies are, and of Right ought to be, Free and Independent StatesAnd for the support of this Declaration, with a firm reliance on the protection of divine Providence, we mutually pledge to each other our Lives, our Fortunes and our sacred Honour.⁴

Bill of Rights

The early founders of our nation did not believe in separation of God and state. But today we are witnessing more and more how federal officials are trying to prohibit the free exercise of religion. The early founders

didn't want a national church like England and other European nations. But today's fanatical obsession with separation of church and state is a perversion of the Constitution. A careful reading of the Constitution and the actions of Congress at that time reveal what our Founding Fathers believed. The First Amendment of the Constitution, also called the Bill of Rights, states:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.⁵

The Bill of Rights shows our Founding Fathers had no intentions of removing God from government or the state. It states Congress shall make no law prohibiting the free exercise of religion. The issue of God and state is important because faith in God is the most important reason individuals act morally. It's this belief system that has been the foundation of our nation.

What's the Solution?

Previously I asked, "What's the solution to end corruption?" The answer is, "To end corruption a nation must have moral people." How does a nation produce moral people? To produce moral people, a nation shouldn't prohibit the free exercise of religion, for religion promotes morality. This is what our Founding Fathers wanted, but courts today are trying to eradicate faith in God from our schools and public institutions. Its effect can be witnessed by the moral decline that's taking place today in our nation. Today's society needs courageous young adults who'll examine our foundation and boldly declare these foundational truths that made our nation great.

On April 30, 1789, George Washington declared in his first inaugural address:

The Free Enterprise System and America's Foundation

Such being the impressions under which I have, in obedience to the public summons, repaired to the present station, it would be peculiarly improper to omit in this first official act my fervent supplications to that Almighty Being who rules over the universe, who presides in the councils of nations, and whose providential aids can supply every human defect, that his benediction may consecrate to the liberties and happiness of the people of the United States a Government instituted by themselves for these essential purposes, and may enable every instrument employed in its administration to execute with success the functions allotted to his charge. In tendering this homage to the Great Author of every public and private good, I assure myself that it expresses your sentiments not less than my own, nor those of my fellow-citizens at large less than either. No people can be bound to acknowledge and adore the Invisible Hand which conducts the affairs of men more than those of the United States. Every step by which they have advanced to the character of an independent nation seems to have been distinguished by some token of providential agency.⁶

On March 4, 1797, John Adams, our second president, said:

And may that Being who is supreme over all, the Patron of Order, the Fountain of Justice, and the Protector in all ages of the world of virtuous liberty, continue His blessing upon this nation and its Government and give it all possible success and duration consistent with the ends of His providence.⁷

On March 4, 1805, Thomas Jefferson, our third president, said:

I shall need, too, the favor of that Being in whose hands we are, who led our fathers, as Israel of old, from their native land and planted them in a country flowing with all the necessaries and comforts of life; who has covered our infancy with His providence and our riper years with His wisdom and power, and to whose goodness I ask you to join in supplications with me that He

will so enlighten the minds of your servants, guide their councils, and prosper their measures that whatsoever they do shall result in your good, and shall secure to you the peace, friendship, and approbation of all nations.⁸

On March 4, 1809, James Madison, our fourth president, said:

In these my confidence will under every difficulty be best placed, next to that which we have all been encouraged to feel in the guardianship and guidance of that Almighty Being whose power regulates the destiny of nations, whose blessings have been so conspicuously dispensed to this rising Republic, and to whom we are bound to address our devout gratitude for the past, as well as our fervent supplications and best hopes for the future.⁹

I could go on and quote many other sources from our Founding Fathers, and they are documented in the book I wrote, *Schools in Crisis: Training for Success or Failure?* This book is available free on our website, www.AdvancePublishing.com, under “Free Resources.” Our Founding Fathers supported faith in God for the prosperity of our nation.

Peter Berger, professor of sociology at Rutgers University, analyzes the historic relationship between God and state in the *New York Teacher*:

Unlike the French republic and other democracies modeled upon it, the American state was not conceived in a secularist mode. From the beginning there was a complex but intimate dialogue between the social contract of the republic and the sacred covenant of the churches. Thus the purpose of the First Amendment to the Constitution was to protect pluralism and religious liberty, not to insulate the state from religious influences. It is only since World War II that an overtly secularist tendency has developed in America. This new secularism has succeeded in influencing both the courts and agencies of government on various levels.¹⁰

Woe to America if the foundation of faith is eradicated and we

The Free Enterprise System and America's Foundation
become a totally secular society where the expression of faith is permitted
only in houses of worship. I'll say this boldly:

THIS IS NOT HOW OUR NATION WAS FOUNDED.

Our Founders also were concerned about the happiness of the nation's
people. Arthur C. Brooks, professor of business and government policy at
Syracuse University, observed:

In the Declaration of Independence, the Founders didn't treat
happiness as some fuzzy concept; they believed that people want-
ed happiness and had the right to pursue it. Along with life and
liberty, happiness was the connection between the Creator and
our nation's destiny, and the ability of its citizens to pursue and
achieve happiness was a measure of the effectiveness and morality
of the state.¹¹

Our Founders had the insight to declare, "We hold these truths to
be self-evident, that all men are created equal, that they are endowed by
their Creator with certain unalienable Rights, that among these are Life,
Liberty and the pursuit of Happiness." Today we must uphold this import-
ant principle for a prosperous nation.

It is also critical for the future of our nation to understand our creative
free enterprise system and the promotion of faith in God, produce the
balance that encourages productive work, generates profit, and in turn
moral people who use their profits to help others. The religious faith of
Americans is a major reason why many are moral and charitable.

Supreme Court's Prayer and Bible Reading Decisions

In 1962, the United States Supreme Court, in *Engel v. Vitale*, outlawed
state-mandated prayers. In 1963, in *Abington School District v. Schempp*,
the Court ruled against state-mandated Bible reading in public schools.
These Court decisions had a far greater impact than just the surface issue

of saying a prayer or reading the Bible in school. Though for many years there had been a steady erosion of our theistic heritage, the Court's rulings dealt a deathblow to America's traditional value system.

Though the Supreme Court did not say the historic theistic ethic was outlawed, many educational leaders considered the decisions an official governmental rejection of our moral legacy as the criterion for the school's ethical system. This rejection acted as a wedge between society's common moral standards and schools. This created a moral vacuum in the educational system.

For decades the progressive movement had tried to dominate educational philosophy with the teaching of secular humanism—that is, there are no moral absolutes. Following the Supreme Court's school prayer and Bible reading decisions, atheistic humanism quickly filled the moral vacuum and became the substitute for our traditional value system. Since those historic decisions to eliminate school prayer and Bible reading, we can observe schools have been overtaken by humanistic permissive policies. At the same time, America began to experience an escalating flood of immoral behavior.

The Conflict Between Two Value Systems

For many years I've observed in our nation and schools the steady deterioration of our historical value system. There's a conflict between two value systems. I've written a book about it, *Character Under Attack and What You Can Do About It*. If you want to read more, it's also available free online at www.SommerLearning.com under "Free Resources." Here are some excerpts:

The conflict was between naturalism and the traditional American value system. I came to realize that those opposing character-building materials have the same philosophical roots as naturalism. Naturalism believes that everything can be explained by natural law without any moral or spiritual significance. Values therefore are relative and situational. There are no moral absolutes. Since there are no moral absolutes and values are situation-

The Free Enterprise System and America's Foundation
al, acts that give the individual pleasure are the decisive test of whether the act is good or evil....

Once this naturalistic humanistic philosophy of moral relativism is understood, that truth and values are autonomous and situational and never absolute, it becomes clear that its teaching has permeated not only our schools but also our society. This philosophy continues to be the archenemy of our traditional value system that there are moral absolutes.

The catalyst for me writing, *Character Under Attack and What You Can Do About It*, was that even though my children's books received many excellent endorsements from teachers, parents, and children, and prestigious awards, they were strongly attacked by secular forces. We submitted my first six books to *School Library Journal*, and they gave them a very negative review. Shortly after in *Children's Writer*, "A Reviewer's Eye View" it had a statement from Trevelyn Jones, the children's editor of *School Library Journal*. "Jones says, however, that didacticism can hurt a book. 'Many very small new publishers think a children's book must have a moral. Those get creamed immediately.'" My books were "creamed" or censored because they taught moral lessons! I was outraged. We also received other rejections because my books were didactic.

Webster's Collegiate Dictionary defines didactic as: "a: designed or intended to teach; b: intended to convey instruction and information as well as pleasure and entertainment." You may be shocked as to why books should be rejected because they intend "to convey instruction and information as well as pleasure and entertainment." You may ask, "Wouldn't that be an excellent way to teach children information that at the same time is both pleasurable and entertaining?" It's rather amazing, if one wants to become a doctor, engineer, chemist, lawyer, or whatever occupation requiring a degree, one needs to take courses that are heavily didactic. Yet for children at the beginning stages of learning to read, one shouldn't provide books conveying information and pleasure.

My main trust as a publisher was to reach the secular market teaching biblical character-building values, such as: caring, citizenship, courage,

fairness, perseverance, responsibility, self-discipline, and trustworthiness. The Bible says, “Be wise as serpents and harmless as doves” (Matthew 10:16). So trying to be wise as serpents and harmless as doves in our secular culture, I wrote stories that promote universal biblical values without mentioning God. (Note: two major Chinese publishers bought foreign rights for 368,000 copies of our 24 children’s books, and another one 96,000 copies.) If my children’s books and videos were to speak about God, they would have been automatically rejected. We sell thousands of these books to public schools. That’s why for this book I felt it would be wiser to use a pen name since this book contains biblical references. Even Jesus used suppression. When Apostle Peter said to Jesus, “You are the Christ,” Jesus strictly warned his disciples not to tell anyone (Mark 8:27-30).

This is a major problem in education today: Schools are not providing students with proper instruction and information. Many wonder how students can spend ten to twelve years in school and still be unable to read and do basic math. Also, billions of dollars are spent on crime, drugs, and sexually transmitted diseases (STDs) because of lack of character among our nation’s youth.

What should I do? I picked up the sword and exposed the fallacies of the liberal naturalistic philosophy that has permeated our schools and society and is destroying our children and our nation. This book has been strongly condemned and strongly endorsed. Finn Laursen, executive director of Christian Educators Association International, said, “As an educator **I strongly endorse Carl Sommer’s book, *Character Under Attack & What YOU Can Do About It***. I found it refreshing to read such a brutally honest appraisal of where we now find our culture and how we might positively respond.” (Bold is in the original. This book is free on our website, AdvancePublishing.com, under “Free Resources.”)

We sent a free copy of this book to every public school elementary librarian, elementary guidance counselor, and superintendent. The book was also sent to every state governor, U.S. senator, and U.S. representative. Over 100,000 copies of this book were sent out. Why did we send this book all across the nation? We sent this book to expose the dangers of

the philosophy of moral relativism that's destroying our children and our nation. Moral relativism states moral and spiritual truth is relative to an individual's or culture's belief. It is a philosophy that there is no global absolute moral law. It's a direct attack on everything the Bible teaches about morality. This is what I wrote in the book about the fruits of moral relativism:

Fruits of Moral Relativism

Today many of our youth have embraced the relativistic philosophy, "If it feels good, do it." Self-expression and self-fulfillment are their aims in life. When some children fall prey to this way of thinking, it can lead to actions that are rationalized by the thought, "Might makes right," and "If I receive pleasure at your expense, so be it. So what if I stab you in the back for your new sneakers? I couldn't care less about your pain. I'm happy, and that's what counts."

Our society has raised a self-indulgent, hedonistic group of youth. We shouldn't wonder why sex violence is so rampant and our prisons are full. Youth are doing what they were taught—they're making themselves happy. They're not interested in anyone except themselves. "If it feels good—it's good." No value is superior to another value.

Relativists want to do whatever brings them ultimate happiness without guilt—that's utopia. Unfortunately, the belief of self-fulfillment at any cost has produced Hitler, Mao Zedong, Stalin, Pol Pot, and other ruthless dictators who killed millions to fulfill their utopian dreams. But remember, these ruthless dictators killed millions in their belief that what they did would benefit their concept of society. Shouldn't we be tolerant of them because they did what they believed would help them? This question is ridiculous, but there are those who defend this philosophy.

What is the result of a hedonistic philosophy where personal satisfaction is the end objective in life? It undermines the structure of a society. Look at some of our youth who have chosen drugs,

Success for College, Careers, and Life

alcohol, promiscuous sex, and a life of crime instead of work for sustenance. Sadly, what brings us to our senses is when we experience firsthand the shocking results of this indulgent lifestyle when violent gangs roam our streets and students without remorse kill students and teachers. How many of these incidents will it take to wake up Americans to see the ruinous effect of their departure from the values that made our nation great?¹²

Part 5

Transformers

The Battle to Restore Our Moral Foundation

What our nation needs today are individuals who understand the destructive forces that are happening in today's culture and to become intelligent defenders for America's moral foundation. The Alliance Defending Freedom states they have "identified hundreds of public colleges and universities that have unconstitutional policies limiting the freedom of Christians and Christian student groups."¹

Alliance Defending Freedom website asks this question, "As a student, what are my rights on campus?"

- **Freedom of Speech** - The U.S. Constitution protects your right to express personal religious and political beliefs in writing, speech, and visual or performing arts while at a public university.

- **Freedom of Association** - Religious and political student groups have the same right to associate on university campuses as any other group.

- **Free Exercise of Religious Beliefs** - Public universities cannot compel you to publicly advocate views and adopt values that are contrary to your beliefs.

- **Equal Access** - All recognized student groups have the same right to access resources a university has made available. This includes funding, meeting rooms, mail systems, or other campus resources.

- **Equal Opportunity** - As a student, you have the right to be free from censorship, reprisal, or punishment for your beliefs.

Students with religious or conservative beliefs should have the same chance at academic success, employment, and promotion.²

College Students of Faith Attacked and Ridiculed

There are relativists in our universities who want to ridicule and discredit the values your parents have taught you and what you believe. Dr. Richard Rorty had a long teaching career. Some of the places he taught were Princeton University, University of Virginia, and Stanford University. The *Washington Post* reported, “An heir to William James and John Dewey, Dr. Rorty advocated a philosophy known as pragmatism, which shunned what he considered a fruitless search to answer unknowable questions: What is the meaning of life? Do other people exist? He had rejected the field of analytic philosophy on the grounds it attempts to address those questions, which he largely considered a waste of time, and had created something akin to a hunt for timeless truths, another idea he strongly criticized.

“His dismissal of analytic philosophy led some of his harshest critics, including Bernard Williams of Oxford University, to write that Dr. Rorty was a relativist who believed truth was dispensable.”³

In *Rorty and His Critic*, Rorty writes, “We are going to go right on trying to discredit you in the eyes of your children, trying to strip your fundamentalist religious community of dignity, trying to make your views seem silly rather than discussable.”⁴

Rorty believes finding the purpose and meaning of life is fruitless and useless. Questions as: “Who am I? How did I get here? What is the purpose of life?” are critical to me. I’m so grateful I have found meaning and purpose in life. It’s my greatest treasure. Some of these relativists are not satisfied just to disagree with people of faith, but they want to discredit religious beliefs.

The Hypocrisy of the New Tolerance Movement

In many secular colleges and universities, leaders try to force every organization to act and believe as they do. They insist that all conservative organizations must be tolerant, and if they aren’t tolerant, they’re not permitted to operate on their premises. *World* magazine, in “Vanderbilt

The Battle to Restore Our Moral Foundation

Squeeze,” reported how Vanderbilt University demanded four Christian groups “remove clauses in their constitutions requiring leaders to sign statements of faith. Student groups would also have to sign an affirmation of the nondiscrimination policy in order to retain official status.”⁵

The four Christian organizations refused to bow before this militant relativism decree. *World* reports another incident at Tufts University in Massachusetts, to “de-recognize Tufts Christian Fellowship.... The charges came from Tufts Coalition Against Religious Exclusion, which published an editorial in the student newspaper accusing the Tufts Christian Fellowship of “hate speech” because of its beliefs about homosexuality—and calling for the school to stop funding the group with student activity fees for such ‘bigotry.”

The United States Centers for Disease Control and Prevention (CDC) also reports about homosexuality. “Though they only represent 2% of the overall population, gay and bisexual men—including those who inject drugs—account for over half of the 1.1 million people living with HIV in the United States (57%, or an estimated 657,800 people), and two-thirds of all new HIV infections each year.”⁶

Think of the suffering these individuals will have, some for the rest of their lives. The Bible condemns homosexuality. In Romans 1:26-27 it says, “For this reason God gave them up to vile passions. For even their women exchanged the natural use for what is against nature. Likewise also the men, leaving the natural use of the woman, burned in their lust for one another, men with men committing what is shameful, and receiving in themselves the penalty of their error which was due.”

The Bible says in 1 Corinthians 6:9-10, “Do you not know that the unrighteous will not inherit the kingdom of God? Do not be deceived. Neither fornicators, nor idolaters, nor adulterers, nor homosexuals, nor sodomites, nor thieves, nor covetous, nor drunkards, nor revilers, nor extortioners will inherit the kingdom of God.” Notice the Bible does not just condemn homosexuals, but also adulterers, thieves, covetous, drunkards, revilers, etc. True Christians don’t hate homosexuals, drunkards, thieves, and others living a sinful lifestyle. As a Christian, we love all sinners, but we don’t approve of what they’re doing. We have all sinned against the Lord, but Christ transformed us.

Supreme Court's Ruling on Same Sex Marriage

In June of 2015, the divided Supreme Court ruled that same-sex couples can marry nationwide. It was a 5-4 ruling. In his dissent, Chief Justice Roberts said:

The majority's decision is an act of will, not legal judgment. The right it announces has no basis in the Constitution or this Court's precedent. The majority expressly disclaims judicial "caution" and omits even a pretense of humility, openly relying on its desire to remake society according to its own "new insight" into the "nature of injustice." As a result, the Court invalidates the marriage laws of more than half the States and orders the transformation of a social institution that has formed the basis of human society for millennia, for the Kalahari Bushmen and the Han Chinese, the Carthaginians and the Aztecs. Just who do we think we are?...

This universal definition of marriage as the union of a man and a woman is no historical coincidence. Marriage did not come about as a result of a political movement, discovery, disease, war, religious doctrine, or any other moving force of world history—and certainly not as a result of a prehistoric decision to exclude gays and lesbians. It arose in the nature of things to meet a vital need: ensuring that children are conceived by a mother and father committed to raising them in the stable conditions of a lifelong relationship. See G. Quale, *A History of Marriage Systems* 2 (1988); cf. M. Cicero, *De Officiis* 57 (W. Miller transl. 1913) ("For since the reproductive instinct is by nature's gift the common possession of all living creatures, the first bond of union is that between husband and wife; the next, that between parents and children; then we find one home, with everything in common.").

The premises supporting this concept of marriage are so fundamental that they rarely require articulation. The human race must procreate to survive. Procreation occurs through sexual relations between a man and a woman. When sexual relations result in the conception of a child, that child's prospects are generally better if the mother and father stay together rather than going their sepa-

The Battle to Restore Our Moral Foundation

rate ways. Therefore, for the good of children and society, sexual relations that can lead to procreation should occur only between a man and a woman committed to a lasting bond....

Those who founded our country would not recognize the majority's conception of the judicial role. They after all risked their lives and fortunes for the precious right to govern themselves. They would never have imagined yielding that right on a question of social policy to unaccountable and unelected judges.⁷

How Should Christians Act?

Should we throw up our hands as Christians and shrivel up inside of a cocoon with those of like beliefs, or should we endeavor to be lights in this fallen world? Jesus said in the Great Commission, "Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you; and lo, I am with you always, even to the end of the age" (Matthew 28:19-20). That commission is still for us today.

Look at the heathen culture at the time when the apostles went forth to preach. They were fornicators, idolaters, adulterers, homosexuals, nor sodomites, thieves, covetous, drunkards, revilers, and extortioners. Paul preached the gospel of Jesus Christ to them, and many were transformed.

Many individuals have rejoiced over the Supreme Court's decision to make same-sex marriage legal throughout the United States. But what message does this send to young people? Homosexuality is an acceptable activity. Now many more young people will be encouraged to engage in homosexual acts. Does anyone care that many of these individuals will suffer their entire life because of their homosexual activity that is now socially acceptable? Are Christians homophobic when we warn individuals of the dangers of this lifestyle? How blinded our nation has become when they reject our Judea-Christian value system that our nation was founded upon.

Our nation has also shifted dramatically in its beliefs concerning abortion, cohabitation, out-of-wedlock births, gender roles, and homosexual and lesbian behavior. America today provides legality to children with Down syndrome in the womb to be aborted, and some are promot-

ing legal procedures to allow elderly individuals who are a burden to be put to death by lethal injection.

Will you rise up and hold up the beacon of light of human dignity, or will you succumb to the pressures of the world? Unfortunately, many have yielded to the pressure of our secular culture. Who will be like the prophet Isaiah when he saw the sin of his people? “Cry aloud, spare not; lift up your voice like a trumpet; tell My people their transgression, and the house of Jacob their sins” (Isaiah 58:1).

Christians need to be influence makers, such as Joseph, Daniel, and Ruth to engage our culture intelligently, truthfully, and compassionately with a heart of love for biblical truth. We’re not calling for a state church. We’re calling for freedom of worship, and not to be forced to accept unbiblical demands from our government.

We need intelligent, loving believers to hold up the torch that there’s a much better way to live than what the world offers. Jesus said, “A new commandment I give to you, that you love one another; as I have loved you, that you also love one another. By this all will know that you are My disciples, if you have love for one another” (John 13:34-35). We are to imitate Jesus in being willing to lay down our lives for others. Jesus also said, “Love your enemies.” (Matthew 5:44).

Alliance Defending Freedom (www.adflegal.org), was created by Christian leaders to vigorously support religious freedom. When the alliance was formed in 1994, Dr. Bill Bright, one of the founders, told a story of a boy who was lost in a wheat field. There was a frantic search for the boy. Then someone suggested they hold hands to search for the child. They found the boy, but it was too late. Then one of searchers said, “If we had only linked arms sooner.”

The early church was a minority voice in the culture of their day. But with persistent courage and their fervent love for others, they were able to transform their heathen society and eventually experience explosive growth. Let’s not get discouraged.

Intolerance of Colleges and Universities

Many of these colleges and universities boast of their tolerance, but in reality, they’re extremely intolerant of those who disagree with them.

The Battle to Restore Our Moral Foundation

Some refuse to allow Christian organizations to have religious freedom. Traditional Christian belief is to love the sinner, but hate the sin. However, according to the tolerance movement, tolerance requires one to love sinners and their sin. And anyone who doesn't love and accept sin as *they* define it, is intolerant and shouldn't be tolerated. Now everyone must bow before the altar of their tolerance standards. Otherwise, they'll be persecuted as being hate-filled, self-righteous, fanatical, and bigoted. Only those who believe in moral relativism, that there are no moral absolutes, are civilized and cultured, should be supported and protected. So it's now politically correct to persecute conservative Christians for their beliefs about loving sinners and despising their sin. What hypocrisy of the pseudo-tolerance (intolerance) movement! This sweeping, uncritical acceptance of moral relativism in the tolerance movement is one of the greatest threats to our nation and our civilization.

Professors Ridicule Student's Faith

Some college professors ridicule student's faith by saying, "You don't believe..." and then add some religious belief. This happened to me when I was taking a college graduate course. At the age of 40, I decided to become a New York City high school teacher. Even though I had a BA degree, I had to take college classes to become a certified teacher. I decided to take some summer classes at Oswego State University, located in upstate New York. I took my wife and five children along and our camping equipment. They went camping while I went to school. (By the way, on numerous camping trips we either camped in a tent or drove in a station wagon through all 48 contiguous states with our children.)

One of the classes I took was a graduate course, Philosophy of Education. The Professor had a doctorate and was going to retire from teaching after this class. A number of times during the course he attacked the Bible, and I'd defend it. On one occasion, the professor asked, "There's no one here that believes that man is born evil?"

Notice the contempt in that question. That's one of the favorite tactics of those who ridicule a person's belief. To paraphrase it: "There's no one here that stupid to believe that man is born evil?"

I raised my hand and said, "I do." Then I told how when children are

born they have evil tendencies, and they are born in sin. The professor said psychology from behavioral science shows man is born good, and evil comes from the environment.

Then he had the class listen to a recording about, "Violence in America." Some of the statements were: "Man is basically aggressive. Peaceable is an oddity. Amazing we don't have more violence. Man kills each other more than animals. People enjoy hate." Then he quoted Freud saying that aggression and violence are instinct.

While watching the video, I wrote down some of these comments. The professor stopped the video and made some comments. Then I raised my hand and said, "A few days ago we heard that man is born good, but listening to the tape, quite a number of the speakers support the Bible that man is born a sinner." Then I shared some of the statements.

The professor said, "The tape provides the answer."

We listened awhile, and when the tape stopped again, I raised my hand and shared how God changed my life. I started lifting weights when I was 16, and I would argue and fight. I didn't start a fight, but I wouldn't walk away from one either. I told how Christ came into my heart and changed me at the age of 19. Since then I've never been in a fight.

The professor responded, "Listening to the tape we see that violence is learned."

Then I called out, "Violence is learned and it is innate."

In writing my book, *Schools in Crisis: Training for Success or Failure?* I took a leave of absence from teaching to do research. Since I took classes at New York University, I often went to their library (Bobst Library) to do research. The library contained 1.2 million books, journals, micro-forms, and other materials. At that time the building housed one of the world's largest open-stack libraries: 500,000 square feet of usable area. It was the largest university library structure in New York City. One of the things that struck me was the foolish and unscientific beliefs of some of the professors and educated men and women who wrote the articles and books.

It was like the philosophy professor in the graduate class when he asked us, "There's no one here that believes that man is born evil?" It's amazing how blinded the professor was that the video he shared in class

The Battle to Restore Our Moral Foundation

contradicted what he taught, yet he held on to his philosophical belief that man is born good. At that time we had five children. Don't tell me my children were born as angels. I had to train and discipline them. Speak to any family that has a number of children. Some parents may have one well-behaved and compliant child. But parents with numerous children will usually have some who are defiant and stubborn, and require fair, firm, and loving discipline.

On another occasion, the professor of the class in Philosophy of Education asked if anyone believed in Jonah and the whale. I raised my hand and stated I did. The problem with that question is whether you believe in a god who is like man, or if you believe in an Almighty God. The Bible teaches God is Almighty; He created the world. If God is Almighty, then He can create a fish large enough to swallow the Empire State Building.

At the end of the course, the professor said that those turning their reports in early would have the opportunity to read their report to the class. Being a strong believer in the Bible, I saw this as an excellent opportunity for me to share my faith in class. So I turned my report in early.

We had studied three philosophies in the class: pragmatism, realism, and idealism. This is an edited portion of my paper. I titled my report:

Theo-Prag-Real-Idealism.

Introduction

In taking this course I have been thinking about what my own philosophical viewpoints are. As a believer in God as the creator of the universe and in the inspiration of the Scriptures, I have some definite beliefs concerning what I believe a philosophy should be. I would like to call my philosophy theo-prag-real-idealism. I believe that neither idealism, realism, nor pragmatism have the complete answer, but rather each of these philosophical systems have a measure of truth.

If we glean from all their contributions to a certain aspect of truth and combine it with God's infallible revelation of Himself as recorded in the Scriptures, then I believe we will come up with

a philosophy for the whole man and for the whole world. I will propose my concepts of theo-prag-real-idealism in relationship to Ontology, Epistemology, and Axiology....

Conclusion.

If we can glean the truths from Idealism, Realism and Pragmatism with the concept of God as revealed in the Word of God, then we will have a philosophical system which is respectable, coherent, cohesive, experientially verifiable, and a tenable philosophy for our time and also for the world to come where we can be assured of a home in heaven because we have put God as the rightful ruler and governor of our lives by forsaking our sins and believing in Christ as both our Lord and Savior.

This is what the professor wrote on the last page, “You have stated your position clearly. But no appraisal is made of your personal outlook.”

Did this professor let me read my paper? No. However, my faith in God and my belief that all truth is God’s truth became much stronger. I was able to defend my faith intelligently in a class in philosophy and strongly confirm my belief that all truth is God’s truth. In spite of the attacks by a doctor in philosophy. I took a risk of getting a C or D in the class by challenging the professor. However, he did give me an A.

Be Knowledgeable and Assertive in Your Beliefs

What we need today are students who won’t be intimidated by the moral relativist professors, but who are knowledgeable and assertive in their beliefs. The Bible says we are to, “Walk in wisdom toward those who are outside, redeeming the time. Let your speech always be with grace, seasoned with salt, that you may know how you ought to answer each one” (Colossians 4:5-6). Note carefully that God wants us to know how to answer those who question our faith. We are also told to, “Sanctify the Lord God in your hearts, and always be ready to give a defense to everyone who asks you a reason for the hope that is in you, with meekness and fear; having a good conscience, that when they defame you as evildoers, those who revile your good conduct in Christ may be ashamed. For it is

better, if it is the will of God, to suffer for doing good than for doing evil” (1 Peter 3:15-17).

Survivor’s Guide

Marvin Olasky, editor of *World Magazine* wrote an article, “Survivor’s Guide.” His subtitle is: “Learn From College Professors, But Be Willing to Talk Back.” The article was so informative, that I’m quoting it in full. (Permission granted by *World Magazine*, www.wng.org.)

Christian students encountering secular liberal professors at non-Christian colleges and universities often fall into one of two errors.

The most frequent one: to succumb to professorial mocking and start regurgitating academic biases. Students who lose their Christian salt in college often do so not because of their reason but because of their emotion: With biblical belief culturally unfashionable, they slide to what will preserve them from social excommunication. The milder form of surrender is to see the Bible as personally meaningful but irrelevant to public discussion. That’s also destructive to faith in Christ’s lordship.

The opposite extreme: begin a course disposed not to learn, even though the professor does have a lot to teach. That’s certainly true in STEM majors—science, technology, engineering, math—and in any field that requires learning of techniques. It’s partly true in the humanities and social sciences, although in some classes the propaganda percentage is high.

How, then, should Christian students prepare to be active but not belligerent in class discussions? (And, let’s be frank: Students who want to glorify God still don’t want to be academic-suicide bombers stuck with scarlet F’s on their transcripts.) Here are seven pieces of advice:

- 1) Be willing to read not only books on the syllabus but also books that offer opposing views. It’s hard to do double the reading, but the Christian life at Big U. will never be easy. Professors who are members of Cru’s Faculty Commons or advisors to cam-

pus Christian groups will probably be able to put you in contact with a Christian professor willing and able to recommend helpful books. [See www.CRU.org. Ministry presence: over 100 full-time staff members, and more than 9,000 professors on over 1,100 universities.]

2) Bulwark your understanding of a Christian worldview with books that will prepare you generally. Here are two each from probably the best “accessible theology” writers of three recent generations: C. S. Lewis, *Mere Christianity* and *The Screwtape Letters*; Francis Schaeffer, *The God Who Is There and Escape from Reason*; Tim Keller, *The Reason for God* and *The Prodigal God*. Two new books that I’ll review at length when we have room: Alvin Plantinga’s *Knowledge and Christian Belief* and Michael Rota’s *Taking Pascal’s Wager*.

3) Learn about the major trends of academic thought within your majors. P&R Publishing is putting out “Faithful Learning” booklets: The list now includes *Chemistry, Literature, Music, Philosophy, Political Science, and Sociology*. Crossway has 11 “Student’s Guide” books (subjects include *Psychology, Natural Sciences, History, Political Thought, and Art and Music*) and a Christian Guides to the Classics series containing Leland Ryken’s expert analyses of major works. While not specifically Christian, the Intercollegiate Studies Institute’s 16 Guides to the Major Disciplines will help you understand some specific challenges in history, economics, literature, and other fields.

4) Once you’ve done basic reading, visit a liberal professor during his office hours. Tell him where you’re coming from intellectually and why you have questions about his approach, but be a legitimate seeker after dialogue rather than an arrogant know-it-all, especially because you still know very little. You’ll become a human being in his eyes. You may broaden his perspective.

5) Those visits will help you learn from which liberal professors tolerate challenge. Some who have taught a pet course many times before will enjoy a student who can make the classroom livelier. Ask thoughtful questions. Good news: Some professors on the left

still distinguish between teaching and preaching.

6) Bad news: Some Marxists, feminists, and other “-ists” are totalitarians who get pleasure out of making omelet by cracking student eggs. As a student you’re in a position of weakness, so discretion in this instance may be valorous: Don’t take the course. If you have no alternative, hold on to all your papers and essay tests, and—when confronting totalitarians—tape what goes on in the classroom or in professor/student conferences. If you can’t win internally, you might be able to apply external pressure through conservative journalists.

7) One final bit of preparation: If you get into an exchange with a professor and find yourself not knowing how to respond, you can always stall for time (and the opportunity to arrange your thoughts) by asking him one of these four questions: What do you mean by that? Where do you get your information? How do you know you’re right? What happens if you’re wrong?⁸

Great Shock

As a baby I was baptized and attended confirmation classes when I was 12 years old. After that I quit going to church. I always had a desire for the Lord, but at the age of 19, I visited a Bible-believing church. There people really worshipped the Lord. I became hungry to know more about the Lord. I’d often drive my car to a park and read my Bible. I read through the entire Bible in four to five months. I expected all young people who were believers would likewise have a hunger for God’s Word. I remember how shocked I was when I spoke to a person who was slightly older and raised in church, and he hadn’t read the Bible through.

That’s one of the great dilemmas with many Christian youth; they don’t have a hunger and thirst for the knowledge of God. They’re ignorant of God’s Word. They rarely read the Bible, God’s instruction book. The Apostle Paul admonished Timothy, “Be diligent to present yourself approved to God, a worker who does not need to be ashamed, rightly dividing the word of truth,” (2 Timothy 2:15). The Bible also states, “Let your speech always be with grace, seasoned with salt, that you may know

how you ought to answer each one” (Colossians 4:6). God wants believers to intelligently defend God’s Word. But when we defend God’s Word, we should do it gracefully, and not in a bitter, argumentative spirit. This requires we take time to diligently study the Bible in order to provide intelligent reasons for our beliefs.

What is Truth?

What is truth? That’s a great question for today’s world. Today we have information overload. There are thousands of voices on the Internet offering free information. Who can you believe? But amongst all these voices there is a beacon of truth. Jesus said, “Sanctify them by Your truth. Your word is truth” (John 17:17). God’s word is truth as revealed in the Bible. 2 Timothy 3:16-17 says, “All Scripture is given by inspiration of God, and is profitable for doctrine, for reproof, for correction, for instruction in righteousness, that the man of God may be complete, thoroughly equipped for every good work.”

The Bible is the inspired Word of God. It’s the Christian’s guidebook. Don’t just read the Bible to read it, read it with a sincere desire to implement its teachings into your life. Anything that’s in this book your reading that doesn’t line up with God’s Word, reject it. As you will find, I’m constantly using Scripture to back up what I’m saying. My belief system is firmly rooted in the Bible.

Cults

Believers also need to be careful of cults. Usually a cult is formed from the teaching of some charismatic leader. The leader becomes the source of truth, not the Bible. Cults then twist biblical truths to make them conform to their leader’s teachings. Some cults have tremendous appeal. Some do charitable work and have great social networks where they care for one another. You’ll always notice this about cults—don’t think or question their beliefs. Become a puppet, throw away your mind, and believe everything the cult teaches. Then you’ll achieve high standing. But once you begin questioning their beliefs and have doubts, you’ll be ostracized.

It’s amazing how gullible some people are. The Bible says, “Test all things; hold fast what is good” (1 Thessalonians 5:21). The Apostle John

The Battle to Restore Our Moral Foundation

admonishes, “Beloved, do not believe every spirit, but test the spirits, whether they are of God; because many false prophets have gone out into the world” (1 John 4:1). Remember, the Bible is God’s instruction book showing us how to live; not what some cult leader believes. True lovers of God should have daily devotions where they read the Bible and pray. Then when non-believers ask questions about their faith, they can provide logical reasons for what they believe, backed by the Word of God.

Watch and Pray

In the Garden of Gethsemane, where Jesus prayed just before his crucifixion, he found his disciples asleep. He said to Peter, “What? Could you not watch with Me one hour? Watch and pray, lest you enter into temptation. The spirit indeed is willing, but the flesh is weak” (Matthew 26:40-41). Jesus questioned the disciple, “Could you not watch with Me one hour?” I encourage you to set an hour aside every day to read the Word of God and to pray: a half an hour reading God’s Word, and the other half hour in prayer. It will produce amazing results in your life. Warning! Never let your life get so busy that your devotional life gets sacrificed.

Having a disciplined devotional life isn’t easy. I’ve been doing it for many years. When I was working as operation manager, I used my lunch time to read the Bible. You can use your time riding to work to listen to the Bible on your smartphone or pray. I get up in the middle of the night to do my devotions, afterward I go back to bed. I read the Bible first, and then pray. I ride my stationary bike 20 minutes a day, five times a week. I use my time riding the bike to pray for my family. I have five married children and 20 grandchildren. I pray for them every day. Then I walk outside to continue praying. To me, as busy as I am, my devotions take top priority.

Walk the Talk

In defending our faith, it’s critical that we walk the talk. The world watches believers with hawk eyes. I remember working as a tool and die maker in Brooklyn when another tool and die maker challenged me, “What did you say?”

He thought I said something evil. It's amazing how unbelievers instinctively know how believers should act, even though they themselves live in sin. Why is this? Everyone has a conscience. Romans 2:14-15 says, "For when Gentiles, who do not have the law, by nature do the things in the law, these, although not having the law, are a law to themselves, who show the work of the law written in their hearts, their conscience also bearing witness, and between themselves their thoughts accusing or else excusing them."

Our life should be examples of biblical truth. There should always be a constant desire of our hearts to do everything what the Bible says. Too many people know the Bible, but they don't live the Bible. God wants us to be living Bibles that people can read. The Bible says, "Therefore be imitators of God as dear children," (Ephesians 5:1). There's nothing more damaging than when our life contradicts what we say. Jesus said, "Let your light so shine before men, that they may see your good works and glorify your Father in heaven" (Matthew 5:16).

Believers Attacked for Their Faith

The National Association of Evangelicals (NAE) "has spoken as a united voice for millions of American evangelicals who take the Bible seriously and believe in Jesus Christ as Savior and Lord. The voice of NAE is clearer, stronger and more broadly heard now than ever before. The Association represents more than 45,000 local churches from 40 different denominations and serves a constituency of millions."⁹

An NAE report, "For the Health of the Nation: An Evangelical Call to Civic Responsibility," reveals, "The presence and role of religion in public life is attacked more fiercely now than ever, making the bias of aggressive secularism the last acceptable prejudice in America."¹⁰

In many of our schools today it is acceptable for atheists to say what they want and ridicule faith, but those who believe in God are urged to be silent. Too many students entering college with faith in God become intimidated by atheistic professors promoting moral relativism. Instead of searching for answers, these students often renounce their faith. We should be willing to suffer persecution for our faith.

The early church suffered much for their faith. King Herod had

The Battle to Restore Our Moral Foundation

Apostle James killed with a sword, Stephen was stoned to death, and Apostle Paul suffered much persecution. This is what Paul wrote about his life when he was questioned:

Are they Hebrews? So am I. Are they Israelites? So am I. Are they the seed of Abraham? So am I. Are they ministers of Christ?—I speak as a fool—am more: in labors more abundant, in stripes above measure, in prisons more frequently, in deaths often. From the Jews five times I received forty stripes minus one. Three times I was beaten with rods; once I was stoned; three times I was shipwrecked; a night and a day I have been in the deep; in journeys often, in perils of waters, in perils of robbers, in perils of my own countrymen, in perils of the Gentiles, in perils in the city, in perils in the wilderness, in perils in the sea, in perils among false brethren; in weariness and toil, in sleeplessness often, in hunger and thirst, in fastings often, in cold and nakedness—besides the other things, what comes upon me daily: my deep concern for all the churches (2 Corinthians 11:22-28).

The early church was severely persecuted by the Roman Empire. One of the reasons was that the government insisted that Christians had to worship their gods. Many apostles and believers lost their lives because of their refusal to worship other gods. Polycarp, was the bishop of Smyrna, a city in Asia Minor, now Turkey. He was an old man. It's claimed that he was one of the last surviving persons who had known an apostle. The following information is from *The Martyrdom of Polycarp*. Translated by J. B. Lightfoot.¹¹

The Proconsul asked him whether he was Polycarp. On hearing that he was, he tried to persuade him to apostatize, saying, "Have respect for your old age, swear by the fortune of Caesar. Repent, and say, 'Down with the Atheists!'"

Polycarp looked grimly at the wicked heathen multitude in the stadium, and gesturing towards them, he said, "Down with the Atheists!"

“Swear,” urged the Proconsul, “reproach Christ, and I will set you free.”

“86 years I have served him,” Polycarp declared, “and he has done me no wrong. How can I blaspheme my King and my Savior?”

“I have wild animals here,” the Proconsul said. “I will throw you to them if you do not repent.”

“Call them,” Polycarp replied. “It is unthinkable for me to repent from what is good to turn to what is evil. I will be glad though to be changed from evil to righteousness.”

“If you despise the animals, I will have you burned.”

“You threaten me with fire which burns for an hour, and is then extinguished, but you know nothing of the fire of the coming judgment and eternal punishment, reserved for the ungodly. Why are you waiting? Bring on whatever you want.”

But when they went to fix him with nails, he said, “Leave me as I am, for he that gives me strength to endure the fire, will enable me not to struggle, without the help of your nails. . . .”

So they simply bound him with his hands behind him like a distinguished ram chosen from a great flock for sacrifice. Ready to be an acceptable burnt-offering to God, he looked up to heaven, and said, “O Lord God Almighty, the Father of your beloved and blessed Son Jesus Christ, by whom we have received the knowledge of you, the God of angels, powers and every creature, and of all the righteous who live before you, I give you thanks that you count me worthy to be numbered among your martyrs, sharing the cup of Christ and the resurrection to eternal life, both of soul and body, through the immortality of the Holy Spirit. May I be received this day as an acceptable sacrifice, as you, the true God, have predestined, revealed to me, and now fulfilled. I praise you for all these things, I bless you and glorify you, along with the everlasting Jesus Christ, your beloved Son. To you, with him, through the Holy Ghost, be glory both now and forever. Amen.”¹²

What a testimony of faith. How could Polycarp act this way? It was

The Battle to Restore Our Moral Foundation

because of his faith that there is a heavenly future, and no amount of persecution is going to stop him! The Bible declares, “All who desire to live godly in Christ Jesus will suffer persecution” (2 Timothy 3:12). Jesus said, “Blessed are those who are persecuted for righteousness’ sake, for theirs is the kingdom of heaven. Blessed are you when they revile and persecute you, and say all kinds of evil against you falsely for My sake. Rejoice and be exceedingly glad, for great is your reward in heaven, for so they persecuted the prophets who were before you” (Matthew 5:10-12).

Ardent Atheist Transformed

Let me share with you how an atheistic journalist with a law degree became a believer. Notice carefully how his wife handled his opposition. Lee Strobel, an ardent atheist, was a former award-winning editor of *The Chicago Tribune*. Lee received a Bachelor of Journalism degree from the University of Missouri and a Master of Studies in Law Degree from Yale Law School. He and his wife, Leslie, had a strong and secure marriage with two children. But then something dramatically happened to Leslie, who was formerly an agnostic.

Lee said, “Leslie announced one day that, after a long period of searching, she had decided to become a follower of Jesus Christ. To me, this was awful news! ‘Look, if you need that kind of crutch,’ I sneered at her, ‘if you can’t face life without believing in a make-believe god, then go ahead. But don’t give the church any of our money, and don’t try to get me to go anywhere on Sunday mornings.’”¹³

Lee was furious at his wife. Their values clashed, and he went into an outburst of shouting and slamming doors. To Lee the notion of an all-loving and all-powerful Creator of the universe was stupid. He believed his wife’s decision would lead to the end of his marriage. He wanted his old Leslie back. Lee became jealous of Jesus, because he believed Jesus was stealing his wife’s love. In spite of being repeatedly ridiculed, Leslie followed biblical principles by redoubling her efforts to love her husband. Lee began to see that he was still the most important person in his wife’s life.

His wife’s love caused Lee to begin thinking. Now he decided to check things out. As a journalist with a law degree, he required evidence

before he would believe anything. He decided to go to church with Leslie. However, his primary objective was to rescue his wife from this cult. But the preacher presented the Gospel in such a way he could understand it. It made sense to him that forgiveness is a free gift and that Christ died for our sins.

The message Lee heard challenged him, for it had great applications for his life. He used his legal and journalist training to investigate the claims of the Bible and any other world religion. After a year and nine months of accumulating a massive amount of evidence for the truth of Christianity, he said it would require more faith to believe in atheism. Then he accepted Jesus Christ as his Savior and Lord. You can read more about his life at www.leestrobels.com. Today he's a great defender of the Christian faith.

Wernher von Braun: The Father of Space Travel

Wernher Von Braun was immensely influential in the development of rocket engines. In 1937, he was the technical director of the Rocket Center in Germany. He and his team developed the V-2 rocket for space travel, not war. After World War II von Braun was brought to the United States and became director of George C. Marshall Space Flight Center for NASA. His team developed the Saturn V rocket that propelled Apollo 5 to travel to the moon.¹⁴

Von Braun, the father of space flight, was very vocal about his faith. In an article from the *American Weekly*, "My Faith: A Space-age Scientist Tells Why He Must Believe in God," he presents some of his reasons:

The two most powerful forces shaping our civilization today are science and religion.

Through science man strives to learn more of the mysteries of creation. Through religion he seeks to know the creator.

Neither operates independently. It is as difficult for me to understand a scientist who does not acknowledge the presence of a superior rationality behind the existence of the universe as it is to comprehend a theologian who would deny the advances of science. Far from being independent or opposing forces, science and

The Battle to Restore Our Moral Foundation

religion are sisters. Both seek a better world. While science seeks control over the forces of nature around us, religion controls the forces of nature within us.

As we learn more and more about nature, we become more deeply impressed and humbled by its orderliness and unerring perfection.... Our outlook through this peephole at the vast mysteries of the universe only confirms our belief in the certainty of its creator.

Finite man cannot comprehend an omnipresent, omniscient, omnipotent, and infinite God. Any effort to visualize God, to reduce him to our comprehension, to describe him in our language, beggars his greatness.

I find it best through faith to accept God as an intelligent will, perfect in goodness, revealing himself in the world of experience more fully down through the ages, as man's capacity for understanding grows.

For spiritual comfort I find assurance in the concept of the fatherhood of God. For ethical guidance I rely on the corollary concept of the brotherhood of man.

Scientists now believe that in nature, matter is never destroyed. Not even the tiniest particle can disappear without a trace. Nature does not know extinction—only transformation. Would God have less regard for his masterpiece of creation, the human soul?

Each person receives a gift of life on this earth. A belief in the continuity of spiritual existence, after the comparative mere flick of three score and ten years of physical life here in the endless cycle of eternity, makes the action of each moment like an investment with far-reaching dividends. The knowledge that man can choose between good and evil should draw him closer to his creator.¹⁵

Intelligent Defenders

Unfortunately, many Christians who are entering college don't have a well-grounded faith. Many sit in awe when their educated professors attack Christian beliefs. At the same time, many of these same students are immersed in an immoral culture. Instead of becoming intelligent defenders of their faith, many act as dead fish, following the current wherever it flows. Enter in, have fun, and join in with the partying and sexual encounters. After all, you're only young once.

Dumbest Thing One Can Do

Stop! That's one of the dumbest things you can do. Give up your faith for a life of momentary pleasure. Some youth will contract STDs that will have life-time repercussions. I'll talk about this later. How much wiser to become a diligent student and learn about your faith and become an intelligent believer. Go on the web and search for, "best books for Christian apologetics." Purchase some of these books. Study them. Become an intelligent believer. Many scholars have examined the Christian faith and found it totally reliable.

Go to Alliance Defending Freedom website, www.adflegal.org, to get information on how to defend faith and justice. Click on "University," and search this informative website on school issues. Its stated aim is: "Reclaiming Your Freedom to Be a Christian on Campus."¹ Alliance Defending Freedom shares a story about "Acts of Intolerance Will Not Be Tolerated at Penn State:"

As a student interested in public affairs and a political future, A. J. Fluehr was dumbfounded at the blatant speech codes enforced at Pennsylvania State University. Among other things, the code prohibited students from speaking, acting, thinking, feeling, or believing anything that another student might conceivably find offensive. Incredibly, officials even went so far as to say, “Acts of intolerance will not be tolerated.”

What’s more, the university limited free student expression to a small, out-of-the-way section of the campus, and denied student activity fee support to any club or organization that identified with or expressed religious faith. Outraged at such censorship, Fluehr enlisted Alliance Defending Freedom to sue the university and reclaim for him the basic freedoms protected by the U.S. Constitution.

Within a few months, the university settled the case and made crucial changes to its policies – securing greater freedom of expression for every student on campus.²

Miss America Boldly Stands Up

Erika Harold was honored to be selected as one of the top 40 college student leaders in the nation by *USA Today’s*—All USA College Academic Second Team. She graduated from the University of Illinois as a Phi Beta Kappa and was accepted into Harvard University Law School. But instead of going to Harvard in the fall, Harold won the Miss America contest and spent a year touring the nation, promoting the pageant’s official platform, “Preventing Youth Violence and Bullying.”

Before becoming Miss America, Erika Harold traveled and gave speeches encouraging teenagers to avoid premarital sex. To her, it was an important message. After winning the title of Miss America, Harold felt this was a golden opportunity to continue to spread the message of abstinence until marriage. However, she encountered a problem. The official platform for Miss America did not permit the message of

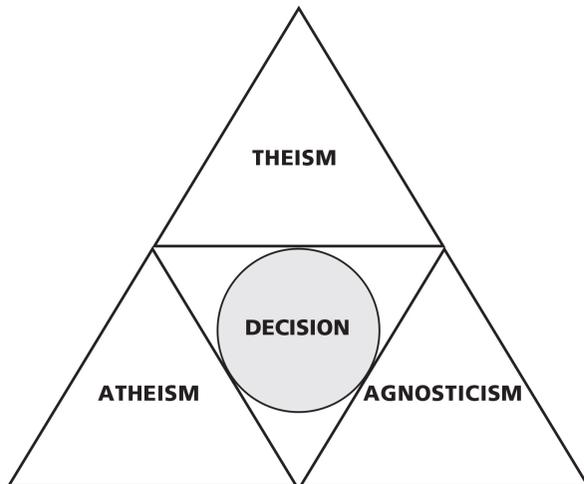
abstinence from premarital sex. What did Harold do? She courageously stood up for her beliefs and prevailed. Along with speaking about youth violence and bullying, she incorporated the message of abstinence from premarital sex.

Convention for College Students

Recently I spoke at a convention for college students, “Biblical Principles for Success for Marketplace Ministry.” I spoke about how I became an ardent follower of Christ. One day I visited a Bible believing church. It was different than the church I was raised in. Here people really worshipped the Lord. Being philosophical, I reasoned, “If God is real, then nothing else is more important.” I accepted Christ as my Lord and Savior, and my life was totally transformed.

As a believer in the Bible, and that all truth, even scientific truth, is God’s truth, I was willing to examine anything. Christians have problems not with truth, but with theories. In our society, especially in our colleges and universities, there’s strong belief in the philosophy of naturalism: a theory in which everything can be accounted for by natural forces, and spiritual explanations are excluded and often ridiculed.

Three Logical Beliefs: Theism, Atheism, and Agnosticism

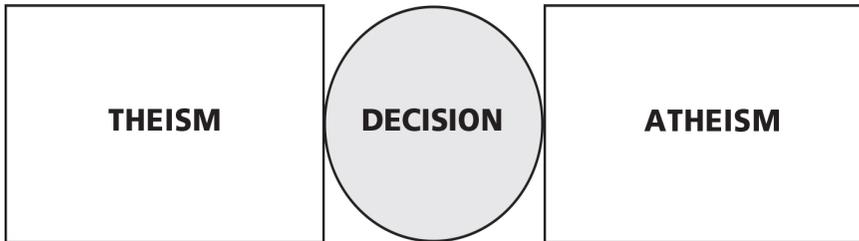


There are three logical beliefs: theism, atheism, and agnosticism. Theism believes there's a God who created the world. Atheism believes there's no God and that the universe came about only by natural forces. Agnosticism simply says, "I don't know." Agnosticism is just a lazy way of thinking.

Two Logical Beliefs

Common sense tells you there's only two logical beliefs: either there is a God or there isn't a God. Don't be lazy. Find out. If there's a God, you'll be living forever and ever, and your future destiny will be determined by how you live according to God's laws. Don't be a fool and just drift along. Take time to diligently search and boldly face the facts. To avoid being ridiculed and ostracized, many individuals are more willing to swim with the prevailing current than take time to search and intelligently defend unpopular truth.

AGNOSTICISM—Rejected for Lazy Thinking



Most naturalists and atheists believe in the theory of evolution. Let's take a short trip with the theory of evolution. I challenge you to be open-minded and use your critical thinking skills.

Somehow in the distant past, perhaps 4.5 billion years ago, an inanimate atom and another inanimate atom, by pure random chance, happened to collide and join together and a molecule formed. Then somehow random molecules accidentally bumped into each other and a compound appeared. Somehow this process kept repeating itself until a single-cell organism appeared, called bacteria with its own DNA. Then some bacteria began making their own food by pure random chance using carbon dioxide in the atmosphere and energy from the sun. Then

Intelligent Defenders

somehow, somewhere, through these constantly accidental random processes, two identical human eyes evolved. Let's take a closer look and examine our eyes.

The Eye



The Cornea Research Foundation of America describes how the eye works. As you read their description, think of all the accidental incidents that had to happen for the human eye to get sight. Remember, evolutionists claim it all happened by pure chance. And remember *all* parts of the eye *must* work together for sight to occur.

Human sight is a complex sense composed of many complementary elements that work together. The miraculous human eye, elegant in its detail and design, represents a gateway to vision.

The eyeball, or globe, is spherical in shape and about 1 inch across. It holds many structures that perform different functions and work together to facilitate sight.

The outside layer of the eye is made up largely of a tough, white, protective tissue called the sclera. The **sclera** helps maintain the spherical integrity of the eyeball. At the front of the eye is an equally tough but clear structure called the **cornea**, which is responsible for allowing light into the eye and then bending, or refracting, it. There is a layer called the **retina**, lining the inside back, which is sensitive and responsive to the light entering the eye.

The eye also has a number of ingeniously protective features. The eyelids, eyelashes and eyebrows are designed to protect from dirt and dust that could get in and create damage. The globe sits inside an orbital cavity, a bony pocket lined with fatty tissue, which serves as a cushion to hold the eye. These features protect the eye against injury. There are also six muscles, attached to dif-

ferent points on the sclera, which permit the globe to move in many directions inside the orbit.

The Journey of Vision

In order for vision to occur, a series of processes must take place involving all of these structures within the eye and others within the brain. . . .Light first passes through the cornea at the front of the eye, and then through a watery substance called the aqueous humor which fills small chambers behind the cornea.

As the light continues, it passes through the **pupil**, a round opening in the center of the **iris**. The iris is the colored part of the eye and it has specialized muscles that function like the f-stop on a camera, changing the size of the pupil from very small to large, and regulating the amount of entering light.

The **lens** is the next structure that the light penetrates; it's attached to muscles which contract or relax in order to change the lens shape. Changing its shape is what produces the clarity of images that we see at different distances. . . .

From there, the light finally reaches the **retina**, where rod and cone cells are stimulated to release split-second chemical reactions converting the light to electrical impulses. Cone cells (typically about 7 million) are in greatest concentration in the central part of the retina called the macula. This area is responsible for producing sharp, detailed vision and color vision. An even greater number of rod cells (about 100 million) are found in the retina, away from the macula, and these allow us to see in dimly lit settings. But with less detail or resolution than the macula.

When all parts of the visual system are working, the eyes are able to move together, adapt to light and dark environments, perceive colors and accurately evaluate an object's location in space.³

Think!

Take time to think and evaluate what transpires within the eye and the attached organs. The optic nerve in the eye sends images it receives to the brain. The brain is claimed to be the most complex organ of the body. You can think of where you live, or your home, and embedded in your

brain are thousands upon thousands of embedded images. I moved to Texas in 1978, but recently I went back to New York City and my memory still knows many of the streets, highways, and sceneries. If you still believe in the evolutionists' claim that your complex brain just accidentally happened to form without divine input, I challenge you to go on the web and research the brain and its complexity.

Furthermore, the eyes need blood to function. To have blood, there must be a beating heart and a circulatory system that transports nutrients to the eye. For a pumping heart and circulation to occur, there must be food to energize the heart so it can keep pumping. The heart needs a mouth and stomach so it can transform food into energy. For everything to function properly, there must also be bowels to get rid of the waste. I could go on and on and go into details, but I want you to:

Evolutionists claim simple to complex progression explains the origin of life. Gradual progression for the formation of the eye could never work. Evolutionists need to think and carefully examine what actually transpires. Unless *all* the bodily organs work together at the same time, there could never be a functioning eye. In addition, unless the complex organs have the capability to reproduce themselves, they cannot exist. Evolutionists need to evaluate all the intricacies taking place just for two eyes to operate and to have the ability to replicate itself. Evolutionists insist that all this happened by pure chance from dead matter accidentally coming together? They claim that evolution is scientific, and everyone should believe like they do. In reality, evolution is a theory desperately searching for facts which it cannot find. It takes more faith to be an evolutionist than to believe in a God who creates.

Charles Darwin was an English naturalist whose theory of evolution by natural selection became the foundation of evolution was baffled by the complexity of the eye. The New York Academy of Sciences quoted science writer Carl Zimmer in "How the Eye Evolved."

"The eye to this day gives me a cold shudder," Charles Darwin once wrote to a friend. If his theory of evolution was everything he thought it was, a complex organ such as the human eye could not lie beyond its reach. And no one appreciated the beautiful con-

struction of the eye more than Darwin—from the way the lens was perfectly positioned to focus light onto the retina to the way the iris adjusted the amount of light that could enter the eye.”⁴

This is the quote from Charles Darwin in his book about the eye, *The Origin of Species*:

To suppose that the eye with all its inimitable contrivances for adjusting the focus to different distances, for admitting different amounts of light, and for the correction of spherical and chromatic aberration, could have been formed by natural selection, seems, I freely confess, absurd in the highest degree.⁵

But would evolutionists yield? Of course not. Otherwise their entire foundation crumbles. If you want to look further into evolution, examine the complexity of DNA, called deoxyribonucleic acid, which contains biological instructions that make every species unique. Look at DNA’s winding double helix, which looks like a spiraling staircase and provides reproduction capabilities with great precision. Was DNA’s elaborate structure created by chance? Evolutionists need to think and not be gullible. They need to face the scientific facts, carefully analyze life, and examine the complexity and the diversity of life. Take a look at your hands, feet, internal organs, ears, brain, and the ability for life to reproduce itself. Could all this have occurred without an intelligent designer?

How much more logical is it to believe in a Divine Creator? Some evolutionists fall into the lazy trap by defending what they believe by saying to theists, “Your faith in God is fine for you, but I don’t need it.” It’s a foolish excuse.

I spoke at a gathering of college students about the complexity of the eye. I took out my iPhone and said, “By the way, I happened to be digging in the earth, and I found this iPhone buried 25 feet in the earth, and it was fully functioning.” I paused and asked, “You don’t believe me?”

Of course they didn’t believe me. No one in their right mind would believe me. Everyone knows human intelligence was necessary to develop a smartphone. And yet evolutionists claim this complex human body just happened by pure luck.

Junk DNA

Marvin Olasky, editor of *World Magazine*, tells about Francis Collins, director of National Human Genome Research Institute, author of *The Language of God*, which became a *New York Times* bestseller. Olasky says “Collins claimed on page 136 that huge chunks of our genome are ‘littered’ with ancient repetitive elements (AREs), so that ‘roughly 45 percent of the human genome [is] made up of such genetic flotsam and jetsam.’ In his talk he claimed the existence of ‘junk DNA’ was proof that man and mice had a common ancestor, because God would not have created man with useless genes.”

A few years later, Collins says, “In terms of junk DNA, we don’t use that term anymore because I think it was pretty much a case of hubris to imagine that we could dispense with any part of the genome, as if we knew enough to say it wasn’t functional. . . .Most of the genome that we used to think was there for spacer turns out to be doing stuff.”⁶

Olasky then writes, “I haven’t seen Richard Dawkins recant his 2009 statement: ‘What pseudogenes [often labeled as junk DNA] are useful for is embarrassing creationists. It stretches even their creative ingenuity to make up a convincing reason why an intelligent designer should have created a pseudogene—a gene that does absolutely nothing.’”⁷

What could believers’ say about the scientific fact that much of our DNA was junk, and conclude God wouldn’t have made useless genes. The only logical thing to say to ourselves was, “We believe the Bible is the inspired Word of God, and that God created man and woman.” The scientific community would have mocked us if we made that confession openly. That belief in junk DNA was not too long ago. But now upon further investigation, scientists claim they were wrong about junk DNA.

Big Problem Being a Theist

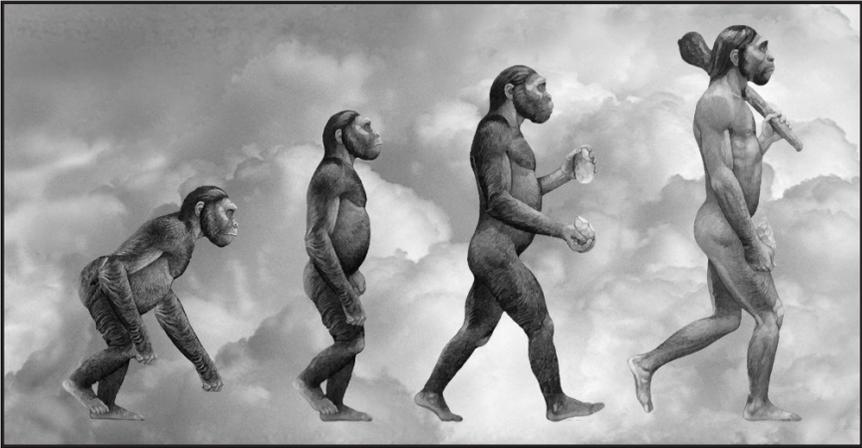
However, there’s a big problem being a theist. If God exists, then he has demands on how a person should live and act. No longer can you live your life anyway you want. Innately, we’re born with a conscience, an inner police officer telling us if what we’re doing is right or wrong. But rather than submitting to the scientific facts that the world was created by God, those wanting to live a hedonistic lifestyle, without accountability and become their own God to determine how they want to live, atheism

and evolution provide a weak excuse. But if anyone takes time to think honestly and intelligently and look at life scientifically, atheism and evolution miserably fail the test.

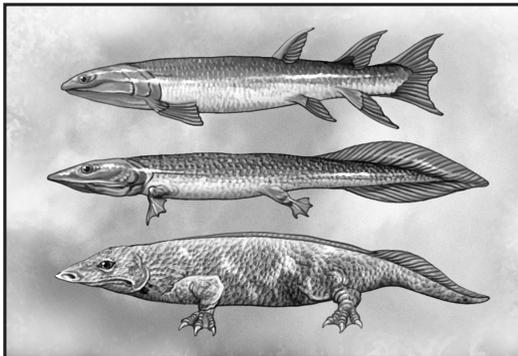
But be aware that one of the favorite tactics of atheists and evolutionists is to humiliate the opposition instead of providing intelligent scientific reasons defending their positions. Many take the lazy and arrogant approach by dismissing theist's beliefs by waving their hands saying, "Oh, you're just one of them who needs God as a crutch."

Evolution

Let's examine evolution. Evolutionists are great artists. They can show images of the evolution of humans from an ape-like creator to a human being.

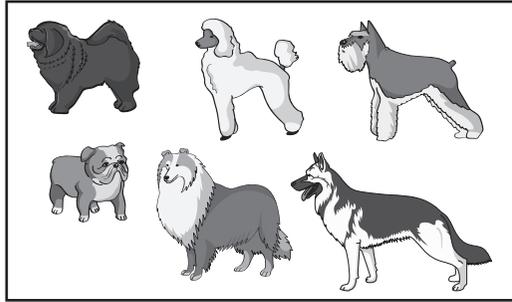


They also show evolution of a fish into an amphibian. Slowly the fins of the fish evolve into feet.

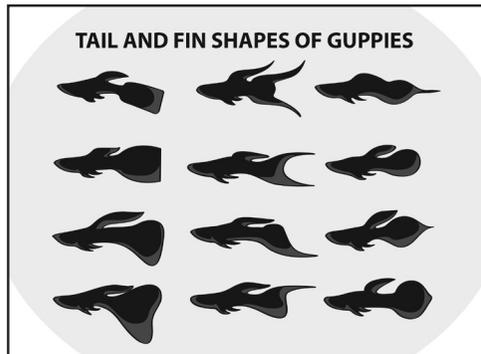


Microevolution and Macroevolution

Yes, you may witness evolution within species, such as dogs, fish, cattle, sheep, and other animals. However, you cannot breed a dog and a cat, a pig and a goat, a cow and a zebra, or a horse and a cow.



Guppies are a prime example of how a species can change. They come in all sorts of colors and tails.



This is called microevolution, whereby the means of selective breeding of the same species changes may occur. Extensive selective breeding is done with cattle. The World Record Academy reported, “A Hereford bull from Idaho was sold for a whopping \$600,000.”⁸ Ranchers use prize bulls for their semen, which they then either sell or use for their own cattle.

Macroevolution refers to evolution that transcends the boundaries of a single species and produces new species into a higher-level taxonomic group. Example of this would be a whale descending from a land animal, or a reptile evolving into a bird. Some evolutionists believe the first birds and mammals originated from a reptile, the reptile from an amphibian, the amphibian from a fish, the fish from a lower form of life, lower form

of life from a single-cell organism, and that single-cell from inorganic matter. Beautiful theory, but is it scientific?

If you ask me if I believe in evolution, I will answer, “Yes.” I believe in microevolution because it is scientifically proven. To claim theists are like the proverbial ostrich who keeps its head in the sand is untrue. I’m a strong believer in the scientific method. My business with specializing machining relies heavily on cutting edge technology. We cut materials much more accurately than with laser machining. We can hold accuracies up to 1/25 the thickness of a human hair. In my publishing and video department we keep up with the latest technology. I also wrote a book, *Non-Traditional Machining Handbook*, that examines the latest technologies in the machining field.

Scientific Evidence Lacking

The trouble arises when one cannot verify such evolution. In spite of their drawings trying to demonstrate their theory of various evolving species, it hasn’t been verified scientifically. According to *Merriam-Webster’s Student Dictionary*, the scientific method is “The rules and procedures for the pursuit of knowledge involving the finding and stating of a problem, the collection of facts through observation and experiment, and the making and testing of ideas that need to be proven right or wrong.” Notice the scientific method is the collection of *observable* facts. Yet there are many voices claiming evolution is scientific, and foolish creationists and intelligent designers refuse to submit to the scientific evidence. But where is the scientific evidence?

In *Teachers of Vision*, a publication of Christian Educators Association International, Roger Paterson in “Science and Origin Stories, shares how as a high school biology teacher believing in evolution became a creationist. “For years, I taught my biology class and worked to develop state standards that promoted the Darwinian evolutionary view as fact...

“Then, I experienced a change of heart — that is, God changed my heart. Upon receiving Jesus as my Savior, it felt as though He flipped a switch in my mind. As I read the Bible, I recognized the true account of how the universe, all of the living things, and myself had come to be. I turned from the tall-tales of Darwin and his disciples to the true story of

Intelligent Defenders

Jesus as Creator and Savior. My foundation changed from naturalism to supernaturalism, and so did my view of origins.

“What was I to do? I loved teaching, but my biology curriculum presented Darwinian evolution as fact and remained a part of the information the students were expected to know for their tests. Thankfully, I developed a strategy that served me well, and I hope it can do the same for you.

“I taught the nature and foundation of science as one of the first units to my sophomore biology class. The textbook laid out the three basic hallmarks of the scientific method — observability, testability, and repeatability. It described how scientists used the scientific method to understand the world around them. Rather than accepting superstitions, they carefully observed the phenomena, formulated experiments to test their ideas, and had them repeated and confirmed by others. Having laid the foundation of what and how science can help us know, the textbook actually unwittingly undermined its own proposed story of origins.”¹⁰

J. Budziszewski is a professor at the University of Austin. In an interview he was asked, “What made you a critic of Darwinism?”

“After returning to the Christian faith I thought,” replied Budziszewski, “Natural selection: Fine. That’s what God did. He arranged for the universe to function in such a manner that natural selection could produce what we see.’ It wasn’t for theological or biblical reasons that I began to develop doubts. It was for scientific reasons—purely, exclusively. I looked at the data. I spent more than a year reading both pro- and anti-Darwinist accounts and discovered that the Darwinist explanations don’t explain what they purport to explain.”¹¹

Intelligent Faith

A lawyer questioned Jesus, “Teacher, which is the great commandment in the law” (Matthew 22:36). Jesus replied, “You shall love the LORD your God with all your heart, with all your soul, and with all your mind” (Matthew 22:37). We often quote this verse showing the importance to love God with our all, but I want you to notice carefully that within that command is to love God, “With *all your mind*.” We are to love God intellectually. That’s what this book is about: to reinforce the wisdom and

logic that believing in God and his revelation in the Word of God make intelligent sense.

We have an intelligent faith when you believe in the inspiration of the Word of God. The Bible says, “Come now, and let us reason together,” Says the LORD (Isaiah 1:18). Apostle Peter said, “But sanctify the Lord God in your hearts, and always be ready to give a defense to everyone who asks you a reason for the hope that is in you, with meekness and fear” (1 Peter 3:15). Don’t believe the lie that Christians are anti-intellectual. Some Christians may be, but it’s not what the Bible teaches. We are to provide intelligent reasons for our faith.

Charles Colson, also known as Chuck Colson, was a former presidential aide to President Nixon. Colson had a radical conversion in prison. He founded Prison Fellowship, Breakpoint, and Colson Center for Christian Worldview. The purpose of the center is to provide Christians with materials to live and defend the Christian worldview. Colson and Nancy Pearcey, in *How Now Shall We Live?* write about the struggle between competing worldviews:

Why are cultural trends shifting? Because modernity has played out its destructive logical consequences. All the ideologies, all the utopian promises that have marked this century have proven utterly bankrupt. Americans have achieved what modernism presented as life’s great shining purpose: individual autonomy, the right to do what one chooses. Yet this has not produced the promised freedom....

We must show the world that Christianity is more than a private belief, more than personal salvation. We must show that it is a comprehensive life system that answers all of humanity’s age-old questions: Where did I come from? Why am I here? Where am I going? Does life have any meaning and purpose?

As we will argue in these pages, Christianity offers the only viable, rationally defensible answers to these questions. Only Christianity offers a way to understand both the physical and the moral order. Only Christianity offers a comprehensive worldview that

Intelligent Defenders

covers all areas of life and thought, every aspect of creation. Only Christianity offers a way to live in line with the real world.

But if Christians are going to carry this life-giving message to the world, we must first understand it and live it ourselves. We must understand that God's revelation is the source of all truth, a comprehensive framework for all of reality.¹²

Charles Colson and Nancy Pearcey also write about two major religious worldviews: naturalism and theism.

The real battle is worldview against worldview, religion against religion. On one side is the naturalistic worldview, claiming that the universe is the product of blind, purposeless forces. On the other side stands the Christian worldview, telling us we were created by a transcendent God who loves us and has a purpose for us. Nature itself is covered with his "fingerprints," marks of purpose in every area of scientific investigation. Our case is fully defensible, if only we learn how to make it.¹³

If you want more information to defend the Christian faith, examine these organizations on the web that were founded by Chuck Colson.

Tell a Lie Long Enough, People Will Believe it as Fact

It's like the old proverb: "Tell a lie long enough, people will believe it as fact." Atheists claim theists are unscientific and refuse to look at the evolutionary evidence. Nonsense! I'm a strong believer in truth, and that all truth, including scientific truth, is God's truth. Our problem as theists is not with truth, but with theories that claim to be truth, but are unproven. Many scientists don't believe in macroevolution, in spite of evolutionist's claims.

Professor Budziszewski was asked, "Lots of Christians don't want secular friends and colleagues to think of them as idiots."

His reply, "If you want to be protected against being considered an

idiot you have to stop worrying about whether you're considered an idiot. Come out of hiding. Stop avoiding the issues. Go on the offensive. Talk back. Demand that the other side present its reasons. Examine its logic. Don't allow the opponent to define idiocy as not accepting the conventional opinions. Real idiocy is fear of following the evidence to its conclusions."¹⁴

The Huffington Post reported someone sent a petition for the federal government to ban creationism and intelligent design in the classroom. Note the outrageous claims of this petition:

“Since Darwin’s groundbreaking theory of evolution by natural selection, scientists all around the world have found monumental amounts of evidence in favor of the theory, now treated as scientific fact by 99.9% of all scientists,” the document’s author, A. J. of Vienna, Va., wrote. “However, even after 150 years after the establishment of evolution, some schools across the U.S. are “teaching the controversy,” including creationism and intelligent design. Both of these so-called “theories” have no basis in scientific fact, and have absolutely zero evidence pointing towards these conjectures. These types of loopholes in our education are partially to blame for our dangerously low student performances in math and science.”¹⁵

Don't believe all scientists have bowed before the altar of evolution. Unfortunately, those who believe in a Creator are often ostracized by the entrenched secularists. Just as Shadrach, Meshach, and Abednego refused to bow before Nebuchadnezzar's golden idol. We need intelligent defenders of the faith to boldly stand up for truth.

Examining the World

TTrue scientists will always be willing to examine evidence with an open mind, even if it goes against what they believe. Let's examine macroevolution. If macroevolution is true, shouldn't gradual evolutionary transitions be seen in the fossil records today? But what does one observe when examining the world? The scientific evidence reveals that everywhere, both the fossil record and today's world, there are major gaps between species, and that complex species appeared suddenly. It's exactly how the Bible says God through his Son created this world.

In the beginning was the Word, and the Word was with God, and the Word was God. He was in the beginning with God. All things were made through Him, and without Him nothing was made that was made (John 1:1-3).

For by Him all things were created that are in heaven and that are on earth, visible and invisible, whether thrones or dominions or principalities or powers. All things were created through Him and for Him (Colossians 1:16).

It's rather strange that evolutionists claim Bible believers as unscientific, yet the observable facts support the Bible.

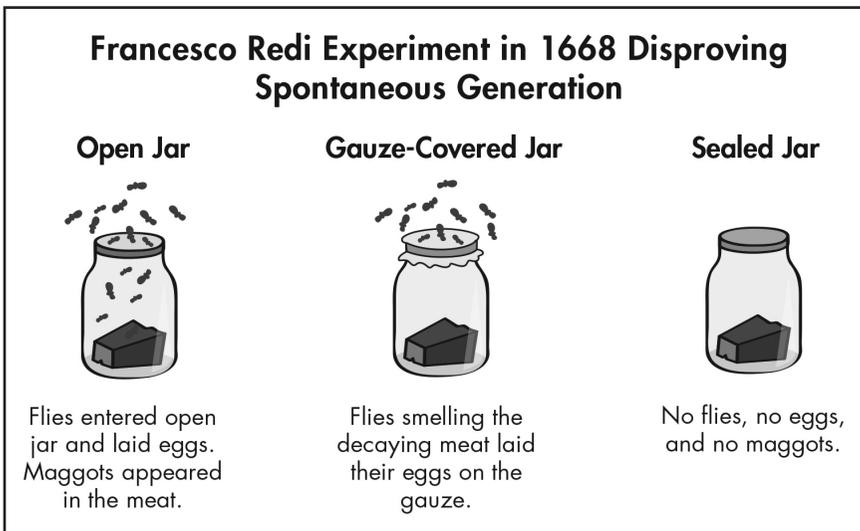
Spontaneous Generation

Spontaneous generation is a body of thought that living organisms may develop from nonliving matter. Many naturalists in the past have believed in spontaneous generation because from rotting meat maggots will appear, from dry lakes fish will appear, and after sterilizing broth, bacteria will form. To many the process of spontaneous generation explained the origin of life. This belief was held for over two thousand years. Aristotle stated in

his book he wrote in 350 B.C., *The History of Animals*:

Now there is one property that animals are found to have in common with plants. For some plants are generated from the seed of plants, whilst other plants are self-generated through the formation of some elemental principle similar to a seed; and of these latter plants some derive their nutriment from the ground, whilst others grow inside other plants, as is mentioned, by the way, in my treatise on Botany. So with animals, some spring from parent animals according to their kind, whilst others grow spontaneously and not from kindred stock; and of these instances of spontaneous generation some come from putrefying earth or vegetable matter, as is the case with a number of insects, while others are spontaneously generated in the inside of animals out of the secretions of their several organs.¹

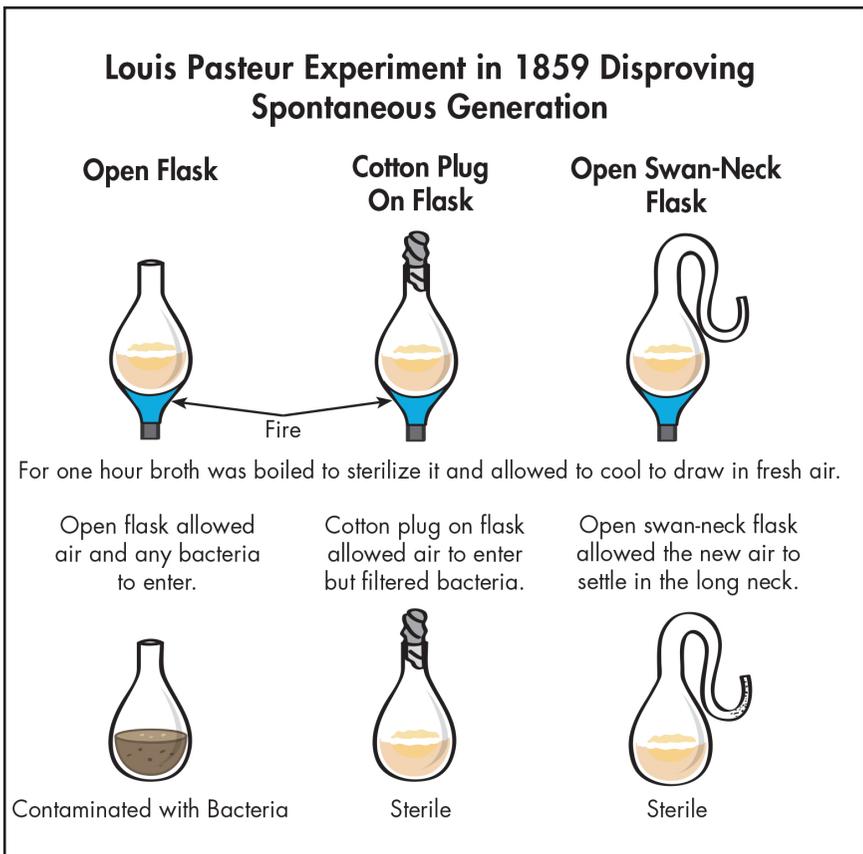
In 1668, Italian biologist, Francesco Redi, did an experiment disproving spontaneous generation. He took three jars and put meat into them. He left one jar open, another jar he covered with gauze, and another jar was sealed. The open jar produced maggots from flies. The gauze-covered jar prevented the flies from landing on the meat. However, flies smelled the decaying meat and deposited their eggs on the gauze. The third covered jar produced no maggots. Redi disproved the common belief that life can come from nonlife.



Examining the World

Later, when scientists began to examine bacteria and other microorganisms, the problem reappeared. If you sterilize broth by boiling it, and the broth is left standing, bacteria will form in the broth. Many believed this supported the theory of spontaneous generation. However, Louis Pasteur, a chemist, microbiologist, and inventor, did an experiment disproving spontaneous generation. He took three flasks with broth and heated the flasks to sterilize the content. One flask was left open to the atmosphere, the other flask was plugged with cotton, and the other was a swan-neck flask left open. The swan-neck allowed air to enter when the broth cooled, but prevented bacteria from falling into the flask.

The open flask left alone produced bacteria that was present in the air. The plugged flask was bacteria free, as well as the goose-neck flask. Pasteur proved life only comes from life. It was a blow to spontaneous generation.



Evolutionists Still Cling to the Unscientific Theory of Spontaneous Generation

Evolutionists' claim that all living life originated from inorganic matter is a belief in the theory of spontaneous generation. In spite of being scientifically proven that life only comes from life, evolutionists still cling to their unscientific theory. There's only one other logical explanation for the origin of life: Almighty God created life. In biblical times the heathen often created gods to satisfy their lustful ambitions; rather than submit to that which is holy and righteous. Read what the Apostle Paul wrote 2000 years ago. Compare what he said to what is going on today in our society.

Because, although they knew God, they did not glorify Him as God, nor were thankful, but became futile in their thoughts, and their foolish hearts were darkened. Professing to be wise, they became fools, and changed the glory of the incorruptible God into an image made like corruptible man—and birds and four-footed animals and creeping things. Therefore God also gave them up to uncleanness, in the lusts of their hearts, to dishonor their bodies among themselves, who exchanged the truth of God for the lie, and worshiped and served the creature rather than the Creator, who is blessed forever. Amen. For this reason God gave them up to vile passions. For even their women exchanged the natural use for what is against nature. Likewise also the men, leaving the natural use of the woman, burned in their lust for one another, men with men committing what is shameful, and receiving in themselves the penalty of their error which was due. And even as they did not like to retain God in their knowledge, God gave them over to a debased mind, to do those things which are not fitting; being filled with all unrighteousness, sexual immorality, wickedness, covetousness, maliciousness; full of envy, murder, strife, deceit, evil-mindedness; they are whisperers, backbiters, haters of God, violent, proud,

Examining the World

boasters, inventors of evil things, disobedient to parents, undiscerning, untrustworthy, unloving, unforgiving, unmerciful; who, knowing the righteous judgment of God, that those who practice such things are deserving of death, not only do the same but also approve of those who practice them (Romans 1:21-32).

General Revelation and Special Revelation

Have you ever been wowed by creation? Today's ability to investigate microorganisms, to pierce the universe with powerful telescopes, and to view the immense diversity of the animal kingdom should put an awe into everyone about the greatness of our great Creator.

God reveals himself to us in two ways: general revelation and special revelation. General revelation refers to truths we can learn about God concerning the moral code of right and wrong through observing nature. The Bible declares,

The heavens declare the glory of God;
And the firmament shows His handiwork.
Day unto day utters speech,
And night unto night reveals knowledge.
There is no speech nor language
Where their voice is not heard.
Their line has gone out through all the earth,
And their words to the end of the world.
In them He has set a tabernacle for the sun (Psalm 19:1-4).

The Apostle Paul said, "For since the creation of the world His invisible attributes are clearly seen, being understood by the things that are made, even His eternal power and Godhead, so that they are without excuse" (Romans 1:20). The careful observation of the universe demonstrates the eternal power of God and makes everyone accountable that God exists. To rebel against this revelation of God in nature incurs the

wrath of God. Romans 1:18 says, “For the wrath of God is revealed from heaven against all ungodliness and unrighteousness of men, who suppress the truth in unrighteousness.”

The question often arises, “How will God judge the heathen who have never heard the gospel?” The patriarch Abraham pleaded with God concerning those living in Sodom. In his plea he said, “Shall not the Judge of all the earth do right” (Genesis 18:25)? All I can say when everyone will stand before the Lord to be judged, the Bible declares the Judge of all the earth will do right.

But general revelation does not reveal the Gospel, we need special revelation. The Lord has provided humankind special revelation through the Bible so we may learn his truth. Apostle Paul wrote, “All Scripture is given by inspiration of God, and is profitable for doctrine, for reproof, for correction, for instruction in righteousness, that the man of God may be complete, thoroughly equipped for every good work” (2 Timothy 3:16-17). In the inspired Scriptures one learns about the redemptive work of God in both the Old and New Testament, and about Jesus Christ, his preexistence, birth, miraculous ministry, death, and resurrection.

But what do many do? Instead of marveling at the creation of God and submitting to him, they invent theories to discredit God as Creator and devise beliefs to justify a hedonistic lifestyle. To make matters worse, to mention a Creator or an Intelligent Designer is being banned today in many of our schools and universities. One wonders why evolutionists are so fearful of counter arguments to their theory they claim is a proven scientific fact.

The Law of Thermodynamics and Our Awesome Universe

The first law of thermodynamics states, “Energy can be transformed from one form to another, but it cannot be created or destroyed.” If that’s true, then the universe is scientifically impossible. Pinch yourself, you’re a human being. You’re alive. You’re not a dream or a thought. Prick yourself

Examining the World

and blood will appear. The famous French philosopher and mathematician René Descartes said, “I think, therefore I am.”

You want me to explain the origin of God. I can't even explain the origin of a speck of dust. God always was. He's the Alpha and Omega; he has no beginning and no end. Look at the universe God created. It staggers the imagination. In *Universe Today* on “What is the Biggest Star in the Universe?” it reports, “University of Minnesota professor Roberta Humphreys recently calculated its upper size at more than 1,540 times the size of the Sun.”² *Cool Cosmos* reports the sun “is so large that about 1,300,000 planet Earths can fit inside of it.”³ Do the math. One can place 1,300,000 earths into the sun, and one can put 1,540 suns into the largest star. Can you even think of the enormity of that star? And that's only one star! It's estimated our own Milky Way has around 300 billion stars. *Sky and Telescope* reports, “Astronomers estimate that the observable universe has more than 100 billion galaxies.”⁴ The number of stars staggers the imagination. The Bible says, “The heavens declare the glory of God” (Psalm 19:1). God created a “Wow!” universe. Just look up in the sky and worship him who created such an amazing spectacle.

It Just Happened



God is also a great artist. Look at the diversity of animals, the colorful birds, fish, and flowers. Go to a zoo and marvel at God's creation. Gaze up to the heavens and wonder about the sun, moon, and stars. Look at the beautiful fish around earth's coral reefs. Did all this just happen?

Look at some of the amazing capabilities of God's creation. Take the salmon. They swim thousands of miles away from where they were born. They will instinctively find their way back to the same stream where they

were born, just for the sole purpose of bringing life to the next generation of salmon, and then die. There are birds and insects that fly thousands of miles and find their way back home. Contrariwise, we humans often can't find our parked cars at a shopping mall. I'm so grateful for my key remote. I've used it many times to find my car.

I'll give you something to think about. The next time you go to the restroom and have nothing to read, think about all the functions of your digestive system. The food enters your mouth, and your stomach digests the food and supplies nutrients for your entire body. Those nutrients find a way to nourish your—heart, liver, eyes, brain, intestines, and your various systems: circulatory, muscular, urinary, respiratory, and reproductive. Think about the complexity of this process, and imagine it all took place, as some evolutionists claim, eons ago just through the accidental process of atoms colliding and adhering to one another over and over again in some unknown mysterious way. Did this just happen? Or did God create this marvelous body?

If someone told you, "While walking with a guide through the deep jungles of Africa, I found a red hex-shaped graphite pencil with an attached eraser and a printed logo."

"How did the pencil get there?" you ask.

"It just happened," the person said. "Evolutionary forces created this hex-shaped graphite pencil and its eraser. You won't believe this, but by this pencil I saw little red pencils growing. I just picked up the tallest pencil."

No way would you, or any other rational individual believe that statement. Someone had to make that pencil. Atoms of wood, graphite, rubber, a metal sleeve that holds the eraser, and a printed logo could never have evolved to form a hex-shaped pencil, along with little pencils. Yet our bodies, which are also able to reproduce, are billions of times more complex than a hex-shaped pencil. Yet some claim, "It just happened."

God Is Almighty

Some people have trouble in believing in a Creator because they make God to be a human being. They try to explain miracles in

Examining the World

human terms. God is Almighty. He created this enormous universe. He performs miracles that cannot be explained. Jesus rose from the dead. That's impossible. Jesus ascended into heaven. It's impossible in human terms. But Jesus is God, and all things are possible with God. God isn't bound by earthly laws. Our God is a creator. He answers prayers and heals the sick. The Bible says, "Jesus Christ is the same yesterday, today, and forever" (Hebrews 13:8).

You don't have to throw away your faith to believe in science. Leslie Wickman, Ph.D., former astronaut, and Chair of Engineering and Computer Science, as well as Director of the Center for Research in Science at Azusa Pacific University says, "You can be a faithful Christian as well as a successful scientist."⁵

Wickman was an engineer for Lockheed Martin missiles and Space, where she worked on NASA's Humble Space Station Programs.⁶ In commenting about if the Big Bang proves the existence of God," Wickman reports:

The prevalent theory of cosmic origins prior to the Big Bang theory was the "Steady State," which argued that the universe has always existed, without a beginning that necessitated a cause.

However, this new evidence strongly suggests that there was a beginning to our universe.

If the universe did indeed have a beginning, by the simple logic of cause and effect, there had to be an agent – separate and apart from the effect – that caused it.

That sounds a lot like Genesis 1:1 to me: "In the beginning God created the heavens and the Earth."

So this latest discovery is good news for us believers, as it adds scientific support to the idea that the universe was caused – or created – by something or someone outside it and not dependent on it.⁷

Wickman has also written a book, *God of the Big Bang, How Modern Science Affirms the Creator*. Let's examine atheism and theism.

Atheism

Origin of Matter

Two possible conclusions:

Always existed

Self-created

Unscientific
and illogical

Origin of Life

All life originated from
inorganic matter

Unobservable
and unproven

Scientific Evidence

Spontaneous generation proven to be
unscientific

Meaning of Life

Purposeless

Results

Moral relativism: everyone lives by
their own values: wealth, power, plea-
sure, revenge, status, self-indulgence,
control, lust, self-exaltation, fame

Hedonistic lifestyle: If it feels good do it

A Nation of Atheists

Everyone is looking out for them-
selves. There is no right and wrong.
Sexual immorality reigns with many
suffering from their sexual activi-
ties. Substance abuse causing crime,
domestic violence, illness. Lack of
respect for life by killing the unborn
and euthanasia. Massive social costs
due to crime, drug abuse, and sexual
immorality.

Theism

Origin of Matter

God created the universe

Origin of Life

God created all
various forms of life

Matches what
can be observed

Scientific Evidence

No organic connection between spe-
cies. Just as the Bible reports.

Meaning of Life

Eternity with God or separation from
him

Results

Moral absolutes: everyone lives
by God's standard: love, kindness,
respect, generosity, humility, honesty,
forgiving, selflessness, merciful

Holy lifestyle: Loving God and others

A Nation of Theists

Everyone sharing and helping others.
Values are desired, such as: integrity,
respect, justice, empathy, patience,
tolerance, and goodness. Results:
Great reduction in crime. Sex only in
marriage. Respect for the body. Sanc-
tity of life both for the unborn and the
elderly. Massive reduction in social
costs due to lack of crime, drug abuse,
and premarital sex.

Blessed is the nation whose God is the LORD, Psalm 33:12

The Great Dilemma

Atheists are in a great dilemma. Their theory is unscientific. The theory of spontaneous generation is proven to be invalid. An atheist may say, “Spontaneous generation is not unproven. Only short-term spontaneous generation is untrue. If you give atoms billions of years to develop, some, by the law of averages, will unite and form life.”

The scientific facts have proven it has not happened. It’s an unproven theory. Observable facts support theism not atheism. Now honest atheists must face the fact, that if there’s a God, then there must be values that God demands from them. No longer may they live according to their own lifestyles.

Some atheists will humbly bow before the altar of truth. Others, however, will cling desperately to their unproven theory, in spite of the only logical conclusion that there is a God. Also many atheists will do anything to disprove God so they can be their own God and live their self-pleasing lifestyle.

The Purpose of the Universe

God created the universe for a purpose. He created man and woman for a purpose. God desires to share his life with others. The Bible says, “So God created man in His own image; in the image of God He created him; male and female He created them” (Genesis 1:27). God created humans in his own image so they would choose to obey and worship him of their own free will. Jesus said, “But the hour is coming, and now is, when the true worshipers will worship the Father in spirit and truth; for the Father is seeking such to worship Him. God is a Spirit, and those who worship Him must worship in spirit and truth” (John 4:23-24).

Marvin Olasky, editor-in-chief of *World* magazine asked John Stonestreet, who offers radio commentaries from a Christian point of view, what he would say if he were a presidential candidate and a reporter asked him if he believed in evolution.

The most important part of that question is the consequences that flow from whether you believe in God. H. G. Wells said, “If there is no God, nothing matters. If there is a God, nothing else

matters.” I believe that because God is the Creator of all things, that He created every single person with inherent dignity from the moment of conception to the moment of natural death.⁸

If there is no God, life is meaningless. There is no ultimate value except to make oneself happy. If there is no God, nothing is right or wrong. So if someone steals your car and in the process stabs you and you become paralyzed for life, is it evil if that incidence made him happy? Can any society survive with that jungle mentality?

So if you lived your life helping others or you were like Hitler, Stalin, Mao Zedong, or Pol Pot where they slaughtered millions of their people, if there’s no God it doesn’t make any difference. Without God there’s no morality. The grave is the end. Life becomes a meaningless existence. There’s no standard for right or wrong. Man may impose his man-made standards, but why should one feel obligated to obey them?

Many years ago I came across the book, “You Can Trust the Communists,” by Dr. Fred Schwarz. It was a book that opened my eyes to what atheistic communism really was. Schwarz says, “The Communist invariably tell the ‘truth,’ but it is the Marxist-Leninist ‘truth.’ Those who believe that the Communists will lie in the interests of Communism are mistaken. In fact, it is not possible for a Communist to lie in the interests of Communism. By definition, if a statement is in the interest of Communism, it is the truth.”⁹

The natural outcome of atheism is moral relativism—absolute right or wrong doesn’t exist. Each individual is free to choose their own value system. The consequence for a nation that practices moral relativism is moral anarchy. Gangs roam our cities robbing and killing people, sexual predators become rampant, the practice of infanticide is justified, and the nation is awash with moral uncertainties.

With God as our law giver, there are morals of right and wrong. There are also consequences for disobedience to his laws. Life becomes meaningful, and living a life of morality produces value. With God, life has meaning and purpose. Do we believe in God just to find purpose? Not only to find purpose, but also because faith in God is scientific. Evolution,

Examining the World

with its theory of spontaneous generation, is scientifically disproven. The scientific observable facts conform to what the Bible says. The historical evidence of biblical facts is overwhelming. Faith in God is an intelligent belief.

Problem of Evil

A question often arises, “If God is so good, why is there so much evil in the world?” First of all, God didn’t create evil. Evil is a consequence of freedom. God desires pure worship. But one cannot have worship unless there is freedom to choose. God didn’t create robots who would worship him. It would be like parents recording their child saying over and over, “I love you. I love you. I love you.” Parents want their children to say “I love you,” but it must come from their own free will. God is the same. God created humans with free will so they could choose either to obey or disobey.

Adam and Eve lived in a perfect environment, with one simple condition. They were not to eat fruit from the Tree of the Knowledge of Good and Evil. It was a test of obedience. But what did Adam and Eve do? They foolishly listened to the deceitful lies of Satan who disguised himself as a serpent. They partook of the fruit of the forbidden tree and sin entered the world.

God punished them and expelled them from their perfect environment. Note carefully what the serpent said to Eve, “You will not surely die. For God knows that in the day you eat of it your eyes will be opened, and you will be like God, knowing good and evil” (Genesis 3:4-5). Satan promised that if Eve ate of the forbidden fruit, her eyes would be open and she would become like God, knowing good and evil. In Eve’s mind this was a wonderful promise. God said, “No.” Satan said, “Yes, you’ll become like God, knowing good and evil.”

The Bible says, “Trust in the LORD with all your heart, and lean not on your own understanding; in all your ways acknowledge Him, and He shall direct your paths” (Proverbs 3:5-6). Eve foolishly listened to her understanding instead of God’s command. After she ate of the forbidden fruit, she received the knowledge that Satan promised of evil: expulsion

from the garden, pain in childbirth, sickness, sorrow, getting the news that her firstborn son murdered his brother, old age, and finally death. Never forget, all of Satan's beautiful apples have worms in them.

I stated earlier that God is a great artist and that he created a world filled with beauty. But what does Satan want to do? He encourages humans to use their beauty to entice others to sin. The Bible says in 1 Timothy 2:9, "In like manner also, that the women adorn themselves in modest apparel." But what do many women do? They flaunt their sexuality with tight clothes and partially expose sexual parts of their bodies. It's a great shame how many woman dress, even some Christian women. The Lord loves beauty. But beware—don't fall into Satan's trap and use beauty to entice men to lustful behavior. What you wear should reflect your Christian values.

The question arises, "Where did Satan come from?" Again it has to do with free will. God didn't create an evil Satan. God created Satan as a perfect angel. In his freedom, Satan, along with disobedient angels, now demons, rebelled and were banished from heaven.

The Bible speaks about the righteous and the unrighteous. God hates sin. He sent his son into the world so we could be forgiven of our sins. Some will humble themselves and accept Christ as their Lord and Savior, and others will refuse to give up their sins. The Bible declares the unrighteous "will go away into everlasting punishment, but the righteous into eternal life" (Matthew 25:46). The Bible states God is "not willing that any should perish but that all should come to repentance" (2 Peter 3:9). Jesus said, "God did not send His Son into the world to condemn the world, but that the world through Him might be saved" (John 3:17). God doesn't want anyone to go to an everlasting hell.

Searching the Word of God

After being discharged from the Marine Corp, I went back to my job as a tool and die maker. Shortly after, I dated a good Christian girl from my church, a year and a half later got married, and then we went to Bible school. Instead of getting a minimum job locally, I'd spend hours in the library studying the Bible, unrelated to my school work. I was searching

Examining the World

for answers. During the summer break, I'd go back to my job as a tool and die maker in Brooklyn, work overtime, and earn good wages. The student librarian wrote in my graduation yearbook, "You have almost seemed like a fellow co-worker with me in the library. I trust you gained many "nuggets" from your timeless hours of study."

I'd also question and challenge teachers. One teacher chewed me out publicly for asking so many questions while studying the beginning chapters of Genesis. But that didn't stop me from asking questions in other classes. Shortly after, that teacher was dismissed. Another student wrote in my yearbook, "It's been a pleasure to know you. I shall always remember the dull classes you made interesting by the questions you asked."

For one whole year, I went and studied all the difficult verses in the Scriptures. Since this was before computers, I'd pull different commentaries off the shelf to find answers. Take for example Elisha when 42 children mocked him saying, "Go up, thou bald head; go up, thou bald head" (2 Kings 2:23 KJV). Elisha cursed them in the name of the Lord and two she bears came and killed all of them. On the surface this seems cruel. The King James Version says, "Children," but other versions say, "Youths."

If you read the story it was in Bethel. When there was a civil war in Israel during the time of Rehoboam, the son of Solomon, Jeroboam became the king of the ten tribes that rebelled. In fear that Jews would go back to Jerusalem to worship where Rehoboam was king, King Jeroboam instituted idol worship in the cities of Dan and Bethel. So these youths were undoubtedly Jewish young men who were Bethel idol worshippers who were mocking the man of God, Elisha. God saw fit to punish them.

Many seemingly problems can be solved if you take time to study the Word of God. The end results of my year-long study? I'm a firm believer in the inspiration of the Bible. One of the major difficulties is that many make God like Santa Claus. God is much more loving than Santa Claus, but he's also a holy God who punishes sin. God also destroys nations for their rebellion.

Prosperity of the Wicked

What about people who live wicked lives but they still prosper? The

Bible tells about the psalmist who had great difficulty thinking about the prosperity of the wicked. He wrote, “But as for me, my feet had almost stumbled; my steps had nearly slipped. For I was envious of the boastful, when I saw the prosperity of the wicked” (Psalm 73:2-3). It was very painful for him. Then something happened that caused him to change his mind. I’ll let him tell it, “I went into the sanctuary of God; *then* I understood their end. Surely you set them in slippery places; you cast them down to destruction” (Psalm 73: 17-18). Always remember, the wicked may enjoy their life of pleasure, but there’s another world coming where the scales of justice will be balanced justly.

What Will You Do with Your Freedom?

The question arises, “What will *you* do with your freedom?” God won’t force you to worship him. Will you choose to obey the Creator of the universe, or will you choose to disobey him and serve Satan? The Bible says, “The devil walks about like a roaring lion, seeking whom he may devour” (1 Peter 5:8). Jesus taught, “Enter by the narrow gate; for wide is the gate and broad is the way that leads to destruction, and there are many who go in by it. Because narrow is the gate and difficult is the way which leads to life, and there are few who find it. Beware of false prophets, who come to you in sheep’s clothing, but inwardly they are ravenous wolves” (Matthew 7:13-15).

Any wimp can serve the devil. Just go with the flow. Whatever the crowd does, follow. Believing in God in a secular, hedonistic culture is a gutsy faith where one must face the onslaughts of the enemy. It can be lonely at times. That’s why we need to belong to a body of believers. But what an eternal future awaits those who are obedient, and what a damnable eternal future awaits those who refuse do obey God’s commands! Note when Jesus spoke about the narrow and wide gate, he warned believers to watch out for deceivers. That leads us to the next subject.

Which Belief Is Right?

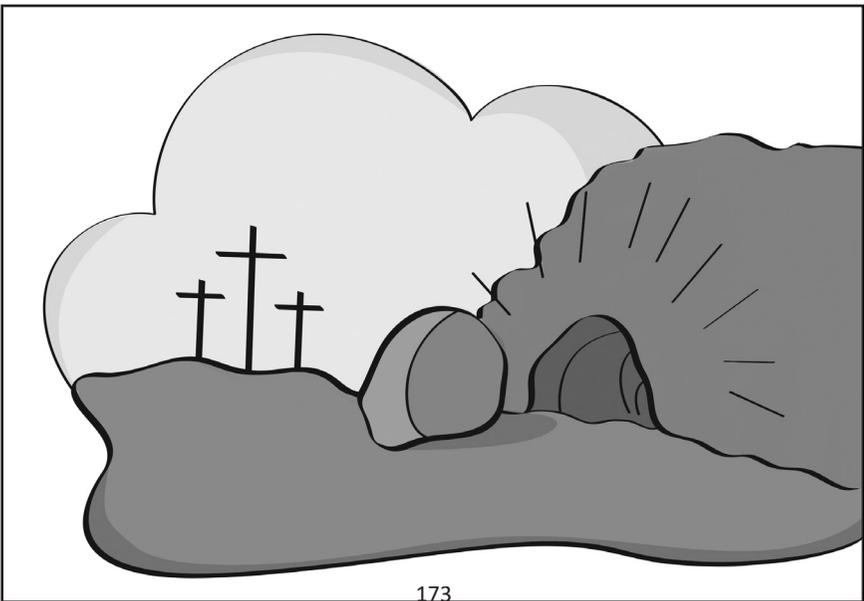
Many belief systems exist in the world, such as: Christianity, Islam, Buddhism, Hinduism, Confucianism, Shintoism, Zoroastrianism, Taoism,

Examining the World

Voodooism, Bahai, and other faith systems. They all claim to be the way of truth. Some glibly say, “All religions are good and true.” It sounds good, but if anyone studies these various religions, one will find they contradict each other. So they can’t all be true.

Some claim one supreme God, others many gods and goddesses. Jesus said, “I am the way, the truth, and the life. No one comes to the Father except through Me” (John 14:6). Many prophets of other religions also claim, “Follow me. I am the way.” However, there’s only one religion where the prophet said, “Follow me. I am the way” and proved it by rising from the dead and publicly ascended into heaven.

When Jesus was put on the cross by the Romans, a Roman soldier thrust a spear into his side to make absolutely sure he was dead. From the side of Jesus came out blood and water. To make certain the disciples wouldn’t steal the body of Jesus from the tomb and claim he had risen from the dead, Pontius Pilate, governor of Judea, ordered Roman soldiers to guard the tomb and make it secure. If a Roman soldier slept during guard duty, he was put to death. In spite of tight security to make sure the body wasn’t stolen, Jesus rose from the dead. Jesus appeared to the frightened disciples, who at first didn’t believe in his resurrection. Christianity is the only religion which has an empty tomb proving that Jesus rose from the dead.



After his resurrection, Jesus appeared to the disciples. The Bible states he appeared to over 500 brethren as well. Then, 40 days after his resurrection, in the presence of his disciples, Jesus physically ascended into heaven. The resurrection of Christ and the infilling of the Holy Spirit on the day of Pentecost so animated the disciples that they spread the Word of God everywhere.

The early Christians were despised by both the Romans and the Jewish leaders. If these leaders could have found the body of Jesus, it would have destroyed the early church. But they never could find the body of Jesus because he rose from the dead. Historians tell us all the disciples died martyrs' deaths, except John. The fact of the physical resurrection of Christ is the bedrock of the Christian faith. No other religion has it.

Sean McDowell, who has earned his Ph.D. in apologetics, gave this challenge to atheists and evolutionists.

- *The origin of the universe.* Why is there something rather than nothing?
- *The origin of consciousness.* How does mind emerge from matter?
- *Cambrian explosion.* What natural process explains the explosion of life?
- *Free will.* How can matter spawn free choice?
- *Human value.* How can human value emerge from a valueless process?
- *Beauty.* Where does beauty come from?
- *Objective morality.* How does an amoral universe develop morality?
- *Fine-tuning.* Why is the universe so exquisitely fine-tuned for life?
- *The Resurrection of Jesus of Nazareth.* How do you explain the powerful historical evidence that Jesus rose from the dead?¹⁰

Warning

One of the dangers of defending the faith is that we become arrogant, instead of presenting God's truth with kindness, mercy, and truth. A woman may ask you, "If God is so good, why does he allow so much suffering?"

You may offer your apologetic answer about free will and feel proud you gave an intelligent answer. But if this woman had just lost a three-year-old son, it wouldn't bring comfort to her. Sometimes the wisest approach is ask why a question was asked, and then respond accordingly. Apologetics is much more effective when done with love and with a compassionate heart. The Bible says, "Rejoice with those who rejoice, and weep with those who weep" (Romans 12:15).

Wisest Decision

As I look back on when I was a young person I made the decision to repent of my sins and accept Christ as my Lord and Savior. It was the wisest decision I've ever made. I urge you, if you haven't done so, do the same. You'll never regret it. It will be a beacon of light that will provide you a purpose for living. Here's a slight glimpse of what the Bible says our future will be:

Now I saw a new heaven and a new earth, for the first heaven and the first earth had passed away. Also there was no more sea. Then I, John, saw the holy city, New Jerusalem, coming down out of heaven from God, prepared as a bride adorned for her husband. And I heard a loud voice from heaven saying, "Behold, the tabernacle of God is with men, and He will dwell with them, and they shall be His people. God Himself will be with them and be their God. And God will wipe away every tear from their eyes; there shall be no more death, nor sorrow, nor crying. There shall be no more pain, for the former things have passed away" (Revelation 21:1-4).

What a future awaits all true believers who obey God's Word! I hope I meet you there.

Part 6

Obtaining True Success

The Importance of Character for Success

Character is moral excellence. People of character are honest, respectful, responsible, open-minded, teachable, humble, fair, compassionate, friendly, cooperative, diligent, and self-disciplined. Many young people don't realize the importance of having character, but having positive character traits is one of the most important keys to success at employment, relationships, marriage, and life in general.

If a person tells a lie, can he or she ever be fully trusted again? There'll always be doubt. If a person says she'll meet you at a certain time, but comes 15 minutes late three times in a row without an excuse, won't you begin to question that person's dependability? If you observe someone hitting and pushing those who are weaker, you'll recognize quickly he's a bully. He's only interested in pleasing himself and doesn't care about anyone else.

What Is Character?

Character is who we are when no one is looking. Character is also revealed when we're in a tight situation. But remember, character that must act in emergencies is not born in a moment. One needs to have a constant desire for character. When I was operations manager, I was in the office with the president of the company. It apparently was early in the morning before the secretary came in, because when the phone rang I picked it up. The person on the phone asked to speak to the president. When the president heard who it was, he waved his hand and whispered, "Tell him I'm not here."

I always tell the truth. Here I am with a high-paying job as operations manager and the president is telling me to lie. What's more important, my job or my integrity? I didn't hesitate, I handed him the phone. He looked at me in disgust and took the phone. I didn't lose my job, but even if I had, my integrity was more important than my job.

Our company was in need of a tool and die maker. We had placed an ad in the papers for that position. I had instructed those who answered the phone to give me all the calls so I could weed out the applicants. One applicant told me he could do anything as a tool and die maker. "Did you work on compound, blanking, and progressive dies?" I asked.

"Yes," was his immediate reply. He kept affirming his ability to do any kind of tool and die work. The way he talked, I was suspicious of his abilities. Then I asked, "Did you work on an EDM machine?"

"Yes," he quickly replied.

"What kind of work did you do on the EDM," I asked.

"What kind of machine?"

"EDM."

"No. I never worked on an EDM," he finally replied.

You think I hired him? Do you think I wanted a liar working for me? Never!

The Importance of Integrity

Integrity, or honesty, is one of the most important virtues for success. Alan Loy McGinnis, in *Bringing Out the Best in People*, had this to say about the importance of integrity:

The Center for Creative Leadership in Greensboro, North Carolina, recently studied 21 derailed executives—successful people who were expected to go higher in the organization but who reached a plateau in their careers and were fired or were forced to retire early. They were compared with 20 "arrivers"—those who made it all the way to the top.

The researchers found the two groups astonishingly alike. Every one of the 41 executives possessed remarkable strengths, and everyone was flawed by one or more significant weaknesses.

The Importance of Character for Success

So a person can make a lot of mistakes and have certain weaknesses, evidently, and still rise to success. But closer study of the derailed executives showed that certain types of flaws kept cropping up in a large number of them, and that one error, when committed, always led to their downfall. The researchers called it “the unforgivable sin—betraying a trust.” Integrity here means more than simple honesty. It embodies consistency and predictability built over time that says, “I will do exactly what I say I will do when I say I will do it. If I change my mind, I will tell you well in advance so you will not be harmed by my actions.”¹

Thomas J. Stanley, in *The Millionaire Mind*, asks “What are the top five factors most often mentioned by millionaires as being very important in explaining their economic success?” This is what they said:

- **Integrity—being honest with people**
- **Discipline—applying self-control**
- **Social skills—getting along with people**
- **A supportive spouse**
- **Hard work—more than most people**²

In *Developing the Leader Within You*, John C. Maxwell said, “According to 1,300 senior executives who responded to a recent survey, integrity is the human quality most necessary to business success.”³ Then he quoted Dwight Eisenhower, Supreme Commander of the Allied Forces in Europe during World War II, and the 34th president of the United States:

In order to be a leader a man must have followers. And to have followers, a man must have their confidence. Hence, the supreme quality for a leader is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office. If a man’s associates find him guilty of being phony, if they find that he lacks forthright integrity, he will fail. His teachings and actions must square with each other. The first great need, therefore, is integrity and high purpose.⁴

Zig Ziglar in *Top Performance* illustrates the importance of integrity:

The Forum Corporation of Boston, Massachusetts, did an in-depth study of 341 salespeople from eleven different companies in five different industries. Of this group, 173 were top salespeople and 168 were average salespeople. The primary difference between the two groups was not skill, knowledge, or ability. The 173 super salespeople were more productive because their customers *trusted* them, and customers are far more likely to *believe* the honest salesperson. They discovered that people do not buy based on what you tell them *or* what you show them. They *do buy* based on what you tell them *and* show them, which they believe.⁵

Skill, knowledge, and ability are certainly important, but this study shows that unless there's integrity where customers can trust you, you'll never reach the top. As a young person, I made it a goal to have integrity—whatever I said, I'd do. For years, I've been carrying a pen and three by five cards, and now paper with me in a separate wallet with my business cards. I do this because I'm a writer, and also because when I say I'll do something, I want to write a note so I don't forget. I strongly desire to be a person of integrity. I've met leaders, even ministers, who say they'll do something, but then fail to do it. After a few repeated failures, I no longer trust them when they say something. In my eyes, they lost their integrity.

Some of you reading this will become parents. What's the key to successful parenting? The key is to have integrity. As a parent, it's critical you model the behavior you want your children to learn. You walk the talk. If you have the habit of smoking and you tell your child, "Don't let me ever catch you smoking," how effective is your warning? Your actions speak so loudly that your children don't hear what you're saying.

It's a shame the loss of integrity we find today in our culture. Many will lie and cheat in order to make money. We need people putting character first, above making money. Don't believe the lie you can't be honest and be in business. You can definitely be honest in business. When I started my business, I determined I'd pay all my taxes. Now don't

The Importance of Character for Success

get me wrong, I don't want to pay any more taxes than I have to, but I'm determined to keep my integrity. Yes, there are thousands of ways to cheat the government when you own a business, but to me, integrity is much more valuable than accumulating riches. One day I must stand before the Lord. I want to hear those words, "Well done, good and faithful servant" (Matthew 25:21).

Ingredients of Leadership

Warren Bennis is a university professor with significant impact on the fields of leadership and management. *Forbes* magazine called him the "dean of leadership gurus." *The Financial Times* labeled him "the professor who established leadership as a respectable academic field." In *The Guru Guide*, Joseph Boyett and Jimmie Boyett list Warren Bennis's basic Ingredients of Leadership:

Guiding Vision: You have a clear idea of what you want to do—professionally and personally—and the strength to persist in the face of setbacks, even failures.

Passion: You have an underlying passion for the promises of life, combined with a very particular passion for a vocation, a profession, a course of action. You love what you do.

Integrity: Your integrity is derived from self-knowledge, candor, and maturity. You know your strengths and weaknesses, are true to your principles, and have learned from experience how to learn from and work with others.

Trust: You have earned people's trust.

Curiosity: You wonder about everything and want to learn as much as you can.

Daring: You are willing to take risks, experiment, and try new things.⁶

Read and study these six principles. What's your vision and passion? Do you have integrity and have you earned people's trust? Are you curious and willing to step out, even if you fail? These principles make great and successful leaders.

Jim Collins in his popular book, *Good to Great*, stresses the importance of getting the right people on the bus. "In determining 'the right people,' the good-to-great companies placed greater weight on character attributes than on specific educational background, practical skills, specialized knowledge, or work experience. Not specific knowledge or skills are unimportant, but they viewed these traits as more teachable (or at least learnable), whereas they believed dimensions like character, work ethic, basic intelligence, dedication to fulfilling commitments, and values are more ingrained."⁷

Compassion

What is compassion? It's a deep desire to help others in need. It's one of the critical keys for living a successful life. Unfortunately, many young people have only a love affair with themselves. They want the world to spin around their axes. They don't care about others. They're egocentric.

I've got news: If that's you, you'll be unhappy. A selfish life will always be miserable. Senator John McCain graduated from Annapolis as a naval aviator. He was shot down over North Vietnam and for five years was a prisoner of war. A soldier in the communist army took a great risk to show compassion to McCain. Here's McCain's story from National Public Radio:

Years later, I saw an example of honor in the most surprising of places. As a scared American prisoner of war in Vietnam, I was tied in torture ropes by my tormentors and left alone in an empty room to suffer through the night. Later in the evening, a guard I had never spoken to entered the room and silently loosened the ropes to relieve my suffering. Just before morning, that same guard came back and re-tightened the ropes before his less humanitarian comrades returned. He never said a word to me. Some months later on a Christmas morning, as I stood alone in

The Importance of Character for Success

the prison courtyard, that same guard walked up to me and stood next to me for a few moments. Then with his sandal, the guard drew a cross in the dirt. We stood wordlessly there for a minute or two, venerating the cross, until the guard rubbed it out and walked away.

To me, that was faith: a faith that unites and never divides, a faith that bridges unbridgeable gaps in humanity. It is the faith that we are all equal and endowed by our Creator with inalienable rights to life, liberty and the pursuit of happiness. It is the faith I would die to defend.⁸

On National Public Radio's "The America I Believe In," Colin Powell spoke about his immigrant parents' arrival from Jamaica. They worked hard and instilled in their children and grandchildren optimism and a love of America. As Powell travelled, he met anti-American sentiment, but underneath people still had respect. People still wanted to come to America. Then Powell said:

An America that each day gives new immigrants the same gift that my parents received. An America that lives by a Constitution that inspires freedom and democracy around the world. An America with a big, open, charitable heart that reaches out to people in need around the world. An America that sometimes seems confused and is always noisy. That noise has a name, it's called democracy and we use it to work through our confusion.

An America that is still the beacon of light to the darkest corner of the world.

Last year I met with a group of Brazilian exchange students who had spent a few weeks in America. I asked them to tell me about their experience here. One young girl told me about the night the 12 students went to a fast food restaurant in Chicago. They ate and then realized they did not have enough money to pay the bill. They were way short. Frightened, they finally told the waitress of their problem. She went away and she came back in a little while saying, "I talked to the manager and he said, 'It's ok.'"

The students were still concerned because they thought the waitress might have to pay for it out of her salary. She smiled and she said, “No, the manager said he is glad you are here in the United States. He hopes you are having a good time, he hopes you are learning all about us. He said it’s on him.”

It is a story that those young Brazilian kids have told over and over about America. That’s the America I believe in, that’s the America the world wants to believe in.⁹

That prison guard took a great risk to help McCain, and the manager could have demanded payment from those Brazilian students, but they both showed compassion. That’s the American spirit. Unfortunately, many today are living in the “me generation.” If *I* can’t benefit, don’t bother me.

Humble and Teachable

In *Good to Great*, Jim Collins speaks about the Level 5 Executive—the highest level of leadership, who “builds enduring greatness through a paradoxical blend of personal humility and professional will.... Level 5 leaders channel their ego needs away from themselves and into the larger goal of building a great company. It’s not that Level 5 leaders have no ego or self-interest. Indeed, they are incredibly ambitious—but *their ambition is first and foremost for the institution, not themselves* [italics in the original].”¹⁰

This is what Collins discovered about Level 5 leaders: “We were surprised, shocked really, to discover the type of leadership required for turning a good company into a great one. Compared to high-profile leaders with big personalities who make headlines and become celebrities, the good-to-great leaders seem to have come from Mars. Self-effacing, quiet, reserved, even shy—these leaders are a paradoxical blend of personal humility and professional will. They are more like Lincoln and Socrates than Patton or Caesar.”¹¹

John Maxwell in his *Leadership Wired Blog* stated, “With a spirit of humility, leaders recognize that they will likely fail, but that their perseverance allows them to stand back up after the fall and move forward with confidence. Humble leaders are modest about their success, and make it known to everyone that their failures don’t define them. Instead, they

The Importance of Character for Success

finish the drill, fail forward and let their spirit of humility help them to benefit from adversity.”¹²

Then Maxwell presented four ways to create a spirit of humility:

Don't think less of yourself, just think of yourself less.

Allow yourself to fail, but know it's not the end of the world when you do.

When mistakes are made, recognize the problem, solve it and move forward with new knowledge.

Live with the mindset that there is always something to learn from everyone.¹³

A proud person is unteachable. I've met youth that way. They immediately reject what their parents say. They're the wise ones. I've seen these teenagers grow up to mature adults, but they live a life of misery because of their rejection of parental advice. I've discovered long ago there are many people much smarter than me. King Solomon, the wisest king that Israel ever had, taught, “Counsel in the heart of man is like deep water, But a man of understanding will draw it out” (Proverbs 20:5). Learn to draw water from the wells of the wise. By the way, this book has gone through various revisions because of other people's input.

Jim Collins, in *How the Mighty Fall*, says, “Like inquisitive scientists, the best corporate leaders we've researched remain students of their work, relentlessly asking questions—why, why, why?—and have an incurable compulsion to vacuum the brains of people they meet.”¹⁴

I remember working as operations manager for a large tool and die stamping shop. We had large power presses that stamped out metal parts. To call a serviceman to fix these machines was very costly. I learned to get on the phone and ask these professionals how to fix these machines. As a result, I've saved the company thousands of dollars. If I see a wise person who I believe can help me, I ask questions.

One of the most destructive attitudes to have is being proud and unteachable. Humility and being willing to learn and take corrections are the hallmark signs of great leaders. These leaders recognize the contributions of others. They're willing to change their minds. If they make a

mistake, they're quick to admit it and not put up a defense. They're eager to learn from others. They're willing to take risks and fail. They examine failures so they can learn from them. They're not on an ego trip to win the applause of people; they're on a trip to build a great company.

Seeking Advice

When I started my EDM company, I called up companies to speak to owners about the best wire EDM machines to buy. Some spoke to me for a long time. I urge you, learn to seek advice and wisdom from the wise. On the other hand, don't be gullible. Check things out.

In the early days of our company, I did some comparison shopping for a new EDM machine. To give you an idea, some of these machines cost today from \$80,000 to over \$1,000,000. Both companies claimed to be cutting about the same speed. Fortunately, I made an appointment to view their machines cutting. I flew to Chicago, Illinois, to investigate. The one wire EDM manufacturer's claims of cutting speed were about half of what they claimed they were. They increased the power on the machine, but the wire that did the cutting kept breaking. I went to the other manufacturer, and their machine cut at the speed they said it would. Yes, the trip was costly, and it took a lot of time. But it was one of the wisest business decisions I've ever made. Guess whose machines we have today? The company that proved to be reliable.

I examined these machines because I wanted my business to become one of the most efficient EDM machining companies. One of the critical elements for a successful company in a free enterprise system is to be competitive, striving always to be more efficient. That's the beauty of the free enterprise system. Inefficient or outdated companies go out of business, and efficient and modern enterprises prosper. By being efficient, a company can produce products at a lower cost, which in turn, reduces costs for its customers.

In his book *Built to Last*, Jim Collins states:

Visionary companies focus primarily on beating themselves. Success and beating competitors comes to the visionary companies not so much as the end goal, but as residual *result* of relent-

The Importance of Character for Success

lessly asking the question, “How can we improve ourselves to do better tomorrow than we did today?” And they have asked this question day in and day out—as a disciplined way of life—in some cases for over 150 years. No matter how much they achieve—no matter how much far in front of their competitors they pull—they never think they’ve done “good enough.”¹⁵

Servant Leadership

One of the biggest hindrances to greatness is the selfish desire to become great. The root problem is pride. Pride says, “Look at me! Look at what I’ve accomplished!” Jesus taught his disciples about servant leadership. In speaking to his disciples, Jesus said, “Yet it shall not be so among you; but whoever desires to become great among you, let him be your servant. And whoever desires to be first among you, let him be your slave” (Matthew 20:26-27). On another occasion Jesus said, “But he who is greatest among you shall be your servant. And whoever exalts himself will be humbled, and he who humbles himself will be exalted” (Matthew 23:11-12).

The Apostle Paul said this about Christ, “Let this mind be in you which was also in Christ Jesus, who, being in the form of God, did not consider it robbery to be equal with God, but made Himself of no reputation, taking the form of a bondservant, and coming in the likeness of men. And being found in appearance as a man, He humbled Himself and became obedient to the point of death, even the death of the cross” (Philippians 2:5-8).

If you desire to become successful in life, master servant leadership. Be people-centered; not self-centered. Become a lover of people and endeavor to help everyone. Don’t look at your power as a means to get people to serve you. Greatness in the eyes of the Lord is determined by service, not power. Servant leadership is the key to having a successful:

Marriage—each mate is constantly aiming to please and helping each other (a servant to each other)

Parents—aiming to help their children to stand on their own two feet (a servant to your children)

Success for College, Careers, and Life

Teachers—teaching your class that’s always helping your students to succeed (a servant to your students)

Business—ultimate goal to please customers (a servant to your customers)

Government—aiming to help your constituents to be happy and content (a servant to the people)

You want to be great? Many people do. One day the disciples of Jesus came to him and asked, “Who then is greatest in the kingdom of heaven?” I want you to notice very carefully what Jesus did and said. It’s one of the critical ingredients to becoming successful.

Then Jesus called a little child to Him, set him in the midst of them, and said, “Assuredly, I say to you, unless you are converted and become as little children, you will by no means enter the kingdom of heaven. Therefore whoever humbles himself as this little child is the greatest in the kingdom of heaven” (Matthew 18:2-4).

Making Right Choices



Sex is one of the severest tests you'll ever encounter in life. But sex is also a gift from God when used properly. Satan is always trying to pervert sex to destroy you. Let's examine how to make right choices, and the many benefits it brings.

Dating and Marriage

One of the biggest things that can affect your entire future is the person you'll date and one day marry. Choose the wrong person, and you can live a life of utter misery. Sadly, way too many marriages end in divorce. The battles, tears, anger, and sleepless nights that occur before the divorce are unseen. Many peoples' dreams of blissful futures have turned into dreaded nightmares. Some of these divorces involve children, making matters much worse.

The solution for a happy marriage is to choose wisely. Don't be a fool and only go for looks. It's the heart that counts, not looks. Choose someone who truly loves, respects, and cares for your well-being. There are handsome men and beautiful women who would make your life totally miserable. There are men who know how to tickle a woman's heart, but whose only interest is to fulfill their selfish sexual lusts. For those who do end in marriage, statistics show those living together before marriage

have a higher divorce rate. If anyone wants to have sex before marriage, drop that person immediately. Insist on sexual purity until marriage.

The secret to a happy marriage is to date someone who practices Golden Rule thinking: he or she is concerned about helping others. Check to see if this person is selfish or unselfish. Women, imagine having an unselfish husband whose great desire is to make you happy. Men, imagine having an unselfish wife whose great desire is to make you happy. That would be a utopian marriage.

A Great Personality Test

If you want to find out if the man you're dating is caring, see how he treats his parents. The way he treats his parents is the same way he'll treat you. The same holds true for the girl you're dating. "But I have goose bumps running up and down my spine with the one I'm dating," you may say. "I'm deeply in love. I don't need to examine my lover."

Stop! Don't be blinded by your emotions. There are many who had these goose bumps and today are living miserable broken lives. "Yes, I know this. I know my lover has some flaws, but I'm certain we can iron them out when we're married."

That's what you think. If he's selfish and unkind to his parents, you can be assured he'll treat you the same, and probably worse. The same goes for the girl. Don't expect your love and charm will change someone. Does your man or woman lose his or her temper? You can be certain this will be part of your married life. I happened to hear an attractive girl angrily arguing with her father. Inwardly, I pitied the poor man who would marry her. This is what King Solomon said, "Better to dwell in a corner of a housetop, than in a house shared with a contentious woman," (Proverbs 21:9). Aim to get a Proverbs 31 wife.

Unequally Yoked

I'd like to share an important issue about dating. I was saved for about one and half years when I was drafted into the Marine Corps. I lived in New York City, and after going to boot camp and training I was transferred to Camp Pendleton, California. The Bible says, "Do not be unequally yoked together with unbelievers. For what fellowship has

Making Right Choices

righteousness with lawlessness? And what communion has light with darkness? And what accord has Christ with Belial? Or what part has a believer with an unbeliever?" (2 Corinthians 6:14-15). I aimed to always obey God's instruction, so I made it a rule I wouldn't date any girl who was an unbeliever.

The Bible does not allow us to have a trial marriage. If the marriage doesn't work out, we'll just separate. A true biblical marriage is until death. The great advantage of marriage until death is regardless what happens to either one of us, we'll never depart. If my wife becomes crippled, I'll always take care of her. She'll never have to fear I'll leave her. In that atmosphere of caring, there's trust and love.

When I served my time in the Marine Corps, I went back to my church, and there was this girl who really loved the Lord, Hildegard. I asked her out for a date, and one and a half years later we were married. I'll be eternally grateful for that decision. Yes, we had some difficulties, but overall we have a very happy marriage. I want to stress the wisdom in living a life that God approves, and the great benefits one receives when one obeys them.

Happily Married

A number of years ago an interesting incident happened to my wife and me. Our publishing company had a booth at the American Library Association in Washington, D.C. Since our hotel was near a park close to the White House, we decided to rest a while by sitting on a bench under a flowering crepe myrtle. I had my arm around my wife, and we held hands. Two women came by. Seeing us being affectionate with each other, one of the women asked with tears in her eyes, "How long have you been married?"

"We've been married 52 years," I replied. (We're now married over 61 years.)

We talked awhile, and this woman told us she hoped she would have a marriage like ours. Her ten-year marriage was filled with difficulties. Here we were, an old couple just showing our affection for one another in an unobtrusive way. Everyone longs to be loved; it's universal. My love

for my wife is not a put on. We kiss each other when we get up in the morning, when one of us leaves the home, when we return, and when we go to bed. I often tell my wife, “I love you.” Now don’t laugh, but I still call my wife sweetie, honey, sweetheart, and babe. My goal in life is to make my wife happy. That’s her goal, too. We’re not perfect, but the ideal marriage is one when both husband and wife constantly aim to make each other happy.

This is what the Bible commands husbands to do: “Husbands ought to love their own wives as their own bodies” (Ephesians 5:28). I am commanded to love my wife as my own flesh. The Bible also commands wives to love their husbands. Titus 2:4 tells older women to, “Admonish the young women to love their husbands, to love their children.”

Think how revolutionary that would be if all married men would constantly love their wives and make them happy, and all married women would constantly love their husbands and make them happy. That’s God’s command. Blessed are those men and women who make it their goal to always love their mates. Do you see the wisdom of following God’s Word? I often thank God for our happy marriage.

Often I introduce my wife as “my sweetheart.” When I mention how long we’ve been married, the response I often get is, “Don’t hear of marriages lasting that long anymore.” The reason we hear marriages aren’t lasting so long is because so many people have failed to live according to the Word of God. Be wise—make the Bible your guidebook. You’ll never go wrong.

Some of you reading this book may be contemplating marriage. Whatever you do, put the Lord into your marriage. Include in your marriage ceremony a message to your relatives and friends about serving the Lord. At our marriage ceremony we had two preachers. I asked one of them to speak about salvation. I had invited some employees where I was working, and my wife also invited some from where she worked. Some desire a destination wedding where those wanting to attend have to take costly transportation. How much wiser to go to your desired destination for your honeymoon and have a wedding celebration near your home that can be a witness to the unsaved people you know.

Best Book on Marriage

If you're not planning on getting married, put what I'm going to say into the back of your head. The best book for marriage is the Bible. If you follow God's Word you'll never go wrong. The Bible says, "Wives, submit to your own husbands, as to the Lord. For the husband is head of the wife, as also Christ is head of the church; and He is the Savior of the body. Therefore, just as the church is subject to Christ, so let the wives be to their own husbands in everything" (Ephesians 5:22-24). The biblical concept of leadership in marriage is the husband has 50.0001% authority, and the wife has 49.9999% authority. The world stresses equality; each partner has 50% authority. But marriages like this often end up having constant arguments.

In the world we often see one leader: Governments have a president; businesses have executives; schools have principals; and the military has generals. Carl Robinson, Ph.D., business psychologist and executive coach, focuses on the development of high performance leaders. In discussing why partnerships fail, he stated, "Partnerships are breeding grounds for conflict because everyone is a chief, or thinks they are."²

In regard to leadership, Jesus said, "You know that the rulers of the Gentiles lord it over them, and those who are great exercise authority over them. Yet it shall not be so among you; but whoever desires to become great among you, let him be your servant" (Matthew 20:25-26). Biblical leadership is not lordship mentality; it's servant leadership. Yes, there will be conflicts in marriage. But servant leaders listen, they're not bent on doing things their way. They possess empathy and have a strong desire to be fair in resolving conflicts.

When problems do arise, a godly husband will lovingly listen to his wife's objections and solutions, and a godly wife will lovingly listen to her husband's objections and solutions. In marriages like this in which both partners truly love the Lord, they'll usually find a solution. However, if there's still a disagreement, the Bible commands, "Just as the church is subject to Christ, so let the wives be to their own husbands in everything," (Ephesians 5:24). What a wise solution to conflicts. Husband and wife

both listening to each other. If they're still undecided, the wife gladly yields to her husband's decision. What a beautiful concept for a happy marriage. Blessed are those marriages built on God's Word.

A beautiful example of servant leadership is when Jesus, the Son of God, took a towel and a basin filled with water, and washed the feet of his disciples. After he had washed their feet, he said to them, "Do you know what I have done to you? You call me Teacher and Lord, and you say well, for so I am. If I then, your Lord and Teacher, have washed your feet, you also ought to wash one another's feet. For I have given you an example, that you should do as I have done to you" (John 13:12-15). You men, practice Jesus' example and practice servant leadership. Avoid lordship. Apostle Peter also warned ministers, not to be "lords over those entrusted to you, but being examples to the flock" (1 Peter 5:3).

Women, choose only those men when dating who desire to obey these commands and who you can support and respect their leadership. And men, choose only those women who will obey these words and respect your leadership. You'll avoid many problems. The Bible says, "Charm is deceitful and beauty is passing, but a woman who fears the LORD, she shall be praised" (Proverbs 31:30).

The Power of Bad Habits

People of character also know how to avoid bad habits. Many youth think they are strong and can quit a habit anytime they want. They're wrong. Much money is spent trying to break habits adults started when they were young. Let's look at smoking. It may seem like a little habit that can easily be stopped. I typed "quit smoking" with quotes in Google and received over 16 million hits. This is what the American Lung Association said on its website: "Every year in the U.S. over 392,000 people die from tobacco-caused disease, making it the leading cause of preventable death."¹

When I was operations manager, the foreman of our tool and die department smoked. I'd warn him about smoking those coffin nails, but he ignored me. About ten years later, he visited me in the foyer of my company, a dying sick man. He had started his own company, but now had lung cancer. A few months later he died. Think about it! He died an

Making Right Choices

early death just because of the stupid habit of smoking cigarettes!

Once in a while when I see my employees smoking, I warn them about its dangers. It's a costly habit, and many have been doing it for years. I had one smoker quit. He was 32 years old. He quit after the doctors made an eight-inch cut into his chest for open heart surgery and warned him to stop smoking. It took open heart surgery to finally convince him to stop smoking.

Dr. Oz, in *TimeHealth*, "Irony in Progress," reported, "I have spent a lifetime opening people's chests and seeing with my own eyes the damage tobacco does to hearts and lungs. As a physician, I also signed up for the responsibility of telling family members that their spouses and parents won't be around very long because of tobacco-ravaged organs."³

Some people listen only when a sledge hammer slams them on the head. Parents, teachers, clergy, and friends warn them; but they refuse to change. Some people abuse drugs to get high. But these recreational drugs can cause liver failures, seizures, brain bleeding, memory loss, depression, insomnia, anxiety, suicidal behaviors or attempts, and even death from overdose.

Time magazine, "Balding, Wrinkled and Stoned," pointed out:

Of the more than 75 million baby boomers who came of age in the 1960s and '70s, millions experimented with drugs during their impressionable teenage years, and millions went on to enter middle age—and are now headed into their senior years—with decades-long addictions....

What makes the problem especially hard for seniors is that the wages of drug abuse are cumulative. A lifetime of recreational chemistry also means a lifetime of neglect of overall health—as a recent morning meeting at Odyssey House illustrated. There were too many canes in evidence for a group so comparatively young—the legacy of joints wrecked by years of undertreated diabetes—and too many bad hearts and bum livers and vascular systems fighting hypertension. "This is the first generation to have a high incidence of using recreational drugs," says SAMH-

SA [Substance Abuse and Mental Health Services Administration] epidemiologist Joseph Gfroerer. “All this puts them at risk for problems.”⁴

I know those reading this are young, but let me warn you. One day you’ll likely pay for abusing your body. Would you like to join those in middle age walking around with the aid of a cane with bad hearts, bum livers, and vascular systems fighting hypertension because of some foolish things you started when you were young? Or would you like to join millions of others who refused to be pressured into following a destructive lifestyle and today have healthy bodies?

Quitting Bad Habits

There’s another type of young person, those recognizing they made wrong choices and want to quit. They recognize the habit or habits they have are unhealthy and can lead to destruction. They know quitting won’t be easy, but they are determined to succeed. The problem with habits is there are two forces within us: the force that wants to quit the bad habit and the force that enjoys the bad habit. To break the bad habit, the determination to quit must be stronger than the desire to yield to the pleasant feelings produced by the habit.

The best thing is to do is surrender your life to the Lord and be courageous and unashamedly speak out that you’re forsaking your destructive lifestyle. You may be ridiculed, but don’t let it faze you. Expect it. Brush all oppositions aside. You’re now in the driver’s seat of your life, not those around you. A great help in overcoming bad habits is to find new friends who aren’t following the destructive lifestyle you’re trying to overcome.

But regardless what happens, you’re determined to fight every one of your faults. You welcome corrections. You want to be disciplined. You want the Lord to be pleased with your life. You won’t give up until you’re victorious. You’re willing to go through the painful process of self-examination. Is it easy? Absolutely not! But those with courage to quit bad habits and are desirous of sterling character will do everything possible to change.

Making Right Choices
How to Say, "No!"

1. Be firmly committed, "Peer pressure will not influence or control me."

2. Understand the serious consequences of: smoking, drugs, alcohol, premarital sex, and eating unhealthy food. Be determined to take care of your body as the temple of the Holy Spirit.

3. Refuse to be embarrassed or intimidated by those who smoke, drink, take drugs, or are sexually active.

4. Be more concerned about having a successful future than some temporary joy ride that can result in a lifetime of suffering. Avoid tempting situations like parties where alcohol and drugs are present to break down your resistance.

5. Don't let your mind and heart become a garbage dump. Act as an intelligent being by protecting your body, mind, and heart. Refuse to look at soft and hard-core pornography on cable, Internet, magazines, and videos. Avoid sexually suggestive music, and television shows promoting sex, drugs, and alcohol. Be determined to save sex for marriage.

6. Be bold and let your commitments be known. Strongly abhor evil, and obey your conscience: the moral code that tells you what's right and wrong.

7. Make decisions to build healthy relationships. Don't pursue the motto: "I'm only young once." One bad decision can result in a lifetime of remorse.

8. Be mature enough not to feel lonely and left out when others participate in activities you don't believe in.

9. Find out where young people who share your convictions meet and join them. Make it your aim to associate with like-minded individuals. If you hang around with the loose crowd, what can you expect?

10. Read the Bible every day to discover God's will and promises. Pray every day, and faithfully attend a Bible-believing church. Live a life that pleases the Lord.

Courage

You can sum up these ten principles of saying “No!” to peer pressure in one word—courage. Courage means not being afraid to stand up for your beliefs. Courage means you’re willing to be different and ridiculed. Courage is a willingness to stand alone.

Is it easy? No! You wouldn’t need courage if it were a simple thing to do. But courageous individuals are willing to stand up tall and straight for what’s right. The reward? You’ll reap a lifetime of benefits. In contrast, many will pay a high price for their foolish decisions to yield themselves to alcohol, drugs, and sex. The key to avoid destructive habits is to not take the first step.

A great help to find like-minded individuals is to attend faithfully a Bible believing church, and if you’re in college find a Christian group and join them. Jesus said, “On this rock I will build my church” (Matthew 16:18). Hebrews 10:25 says we should not forsake “the assembling of ourselves together, as is the manner of some, but exhorting one another.” As busy as I am, I always find time to worship the Lord in church. Even when I’m on a vacation, or I’m traveling on the road. I’ll pull into a town and look for a church. If you want to be strong and live right, do what God commands. Beware in your pursuit of success you don’t neglect the things the Lord wants you to do.

Philosophical Question

Jesus asked a philosophical question: “For what will it profit a man if he gains the whole world, and loses his own soul? Or what will a man give in exchange for his soul?” (Mark 8:36-37). Think deeply about what it would mean to possess all the wealth of the world but lose your soul. Imagine having a mansion the size of a hotel, a vault filled with gold, and closets full of apparel. Remember, you can only sleep in one bed and wear one garment at a time.

How valuable is your soul? It’s the most precious thing you possess. Your soul will last for all eternity. You’re going to live forever and ever. Billions and billions of years either in heaven or hell. Your greatest prior-

Making Right Choices

ity in life should be to make sure your soul is in right relationship with the Lord. Here's what the Bible says about those who refuse to put God into their lives, "The fool has said in his heart, "There is no God"" (Psalm 14:1). Are you a fool, or are you wise? If you don't believe there's a God, the Bible calls you a "Fool."

After Jesus asked, "What will a man give in exchange for his soul?" he warned believers, "For whoever is ashamed of Me and My words in this adulterous and sinful generation, of him the Son of Man also will be ashamed when He comes in the glory of His Father with the holy angels" (Mark 8:38). So be determined with the help of the Holy Spirit, you'll never be ashamed of Christ. You'll do whatever God's Word tells you to do. That's a person of wisdom. All other lifestyles are futile.

Saving Your Life Will Lose It and Losing Your Life Will Save It

Jesus challenged his disciples saying, "Whoever desires to come after Me, let him deny himself, and take up his cross, and follow Me. For whoever desires to save his life will lose it, but whoever loses his life for My sake and the gospel's will save it" (Mark 8:34-35). How can one by saving his life lose it? Self-preservation is foundational to human living, and Jesus says if we save our life we lose it.

But when you closely analyze what Jesus is saying, it's the formula to living a life of joy. Much of the world is focused on pleasing oneself: How can I make *myself* happy? The results? Multitudes live a life of misery, having broken and divisive homes, divorce, rebellious children, anxiety, and depression. The key to living a happy life is not focusing on oneself, but denying oneself and focusing on making others happy. It's not a life of Me! Me! Me!; it's a life of pleasing others. Implement this unselfish lifestyle and you'll be amazed at what can happen.

Temptations

In life you'll face many temptations. The Bible says Jesus "was in all points tempted as we are, yet without sin" (Hebrews 4:15). Temptations are not sin. Temptation becomes sin, not just when we commit the sinful act, but also when we have a lustful desire for sin. Jesus said, "Whoever

looks at a woman to lust for her has already committed adultery with her in his heart” (Matthew 5:28). John the Apostle said, “Whoever hates his brother is a murderer, and you know that no murderer has eternal life abiding in him” (1 John 3:15).

Before I accepted Christ as my Savior, I thought I lived a good life, but when I measured myself by God’s standard of righteousness, I discovered how rotten I was. The Bible declares, “For all have sinned and fall short of the glory of God” (Romans 3:23).

We live in a world permeated with pornography. If you go on the Internet, you’ll come across it searching even for innocent material. It’s on our billboards. It’s unavoidable. There’s an old saying, “You can’t stop the birds from flying over your head, but you can stop the birds from building a nest in your hair.” We must immediately refuse to let our minds lust after what we see. The Bible says, “Do not love the world or the things in the world. If anyone loves the world, the love of the Father is not in him. For all that is in the world—the lust of the flesh, the lust of the eyes, and the pride of life—is not of the Father but is of the world. And the world is passing away, and the lust of it; but he who does the will of God abides forever” (1 John 2:15-17). But thanks be to the Lord, though we live in the midst of sin, the Bible teaches we can through the power of the Holy Spirit overcome all temptations and live a life of success.

Living a Life of Success

What's the solution to living a life of success? That's the good news. It's extremely simple. The first thing you have to do is acknowledge you're a sinner. Once you admit you're a sinner, you must repent of *all* your sins. Jesus said, "Unless you repent you will all likewise perish" (Luke 13:3). Biblical repentance is a change of mind that forsakes all sin. There's no such thing as partial salvation. Jesus gave his all by dying on the cross, so we must also surrender our all and make him ruler of our lives.

After you repent and ask the Lord to forgive you of your sins, here comes the great news. The Bible declares, "If we confess our sins, He is faithful and just to forgive us our sins and to cleanse us from all unrighteousness" (1 John 1:9). Jesus said in John 3:16, "For God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life."

Maybe you're thinking, "But when I do this, I don't feel anything." That was my situation when I first came to the Lord. I looked for some feeling or confirmation for my salvation. Our salvation has nothing to do with our feelings. Our confirmation comes from the Bible. God's Word says, "But without faith it is impossible to please Him, for he who comes to God must believe that He is, and that He is a rewarder of those who diligently seek Him" (Hebrews 11:6).

To please God one must have faith in God's promises. The Bible is God's inspired Word. God promises that if we confess our sins, he is faithful and just to forgive us our sins. Once I understood this, then I got the assurance of my salvation. Your feelings will go up and down, but God doesn't fluctuate because of your feelings. Learn to trust what God has spoken in his Word, instead of trusting your emotions.

Called to be Transformers

Or maybe you've taken that step of faith. You repented of your sins and made Christ the Lord of your life, and now you think life will be like walking on soap bubbles. God never promised that. This is what the Bible promises: "All who desire to live godly in Christ Jesus will suffer persecution" (2 Timothy 3:12). As believers, we will encounter problems and difficulties. But remember, overcoming problems and difficulties mold our character.

Look at Joseph who was sold by his brothers as a slave. He became a slave to Potiphar, and Potiphar's wife falsely accused him of attempted rape. Joseph was thrown in jail. While in jail he interpreted Pharaoh's dreams and became prime minister of Egypt. Moses was rescued as a baby and trained in all the wisdom of Egypt. He had to flee at the age of 40 and lived in the desert herding sheep for 40 years. God called him at the age of 80 to deliver the Jews from Egypt. David, as a shepherd, killed the giant Goliath. King Saul became jealous and tried to kill him. David fled to the mountains and lived in caves. Then David became the most powerful king of Israel.

We need to have dynamic faith to trust God even when encountering difficulties. We need to offer up ourselves as living sacrifices to do whatever the Lord wants us to do. The Bible says, "I beseech you therefore, brethren, by the mercies of God, that you present your bodies a living sacrifice, holy, acceptable to God, which is your reasonable service. And do not be conformed to this world, but be transformed by the renewing of your mind, that you may prove what is that good and acceptable and perfect will of God" (Romans 12:1-2). God wants us to live a holy life where everything we do is according to his will. We're not to conform to this world; we're to transform the world.

Some foolishly think that since they once had an experience with God, it doesn't matter how they live. They're still going to heaven. Here's what the Bible says, "Now the works of the flesh are evident, which are: adultery, fornication, uncleanness, lewdness, idolatry, sorcery, hatred, contentions, jealousies, outbursts of wrath, selfish ambitions, dissensions, heresies, envy, murders, drunkenness, revelries, and the like; of which I tell you beforehand, just as I also told you in time past, that those who practice such things will not inherit the kingdom of God"

(Galatians 5:19-21). The Bible says very forcibly that those living in willful sin, “will not inherit the kingdom of God.”

We're to live holy lives so we can transform this world. Just before ascending into heaven, Jesus gave us this charge: “Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you; and lo, I am with you always, even to the end of the age” (Matthew 28:19-20). God wants us to be his witnesses to the world. The best witnesses are those who, along with sharing the gospel, live a holy life.

Straight Talk and Being Imitators of Jesus

In writing this book, I used straight talk to help individuals to live a life of success. Some may be offended by this. One of my goals is to imitate Jesus. I examined how Jesus spoke, and these are some of the expressions he used speaking to the scribes and Pharisees: fools, hypocrites, full of lawlessness, blind guides, blind, whitewashed tombs, serpents, and brood of vipers. Read Matthew 23 and see how Jesus spoke. Speaking with bluntness is not meant to destroy souls, but to edify.

One of the most important messages Jesus preached was to love people. The straight talk by Jesus was a means that hopefully would change the lives of the scribes and Pharisees. Apostle Paul said, “Therefore I write these things being absent, lest being present I should use sharpness, according to the authority which the Lord has given me for edification and not for destruction,” (2 Corinthians 13:10).

The prophet Isaiah cried out saying, “Cry aloud, spare not; lift up your voice like a trumpet; tell My people their transgression, and the house of Jacob their sins” (Isaiah 58:1). Apostle Paul told Timothy, “Preach the word! Be ready in season and out of season. Convince, rebuke, exhort, with all longsuffering and teaching” (2 Timothy 4:2). “All Scripture is given by inspiration of God, and is profitable for doctrine, for reproof, for correction, for instruction in righteousness, that the man of God may be complete, thoroughly equipped for every good work” (2 Timothy 3:16-17). There are times when presenting God's truths we're to correct and rebuke those refusing to live according to the teachings of Scripture. Lovers of truth will always receive correction backed up by the Word of God.

I'm going to stick my neck out and say some things some may consider racially biased. I can say it with firm conviction, being racially biased is a sin in the sight of God. The Bible says, "Whoever hates his brother is a murderer, and you know that no murderer has eternal life abiding in him" (1 John 3:15).

Let me say this outright, I love black people. I spent nine and a half years pastoring a predominantly black church. After graduation from Bible College, I started a church across from a multi-racial housing project in Queens. The surrounding area was predominantly white. I knocked on every door in that housing project and invited adults and children to attend. Those who came were mostly black.

No one supported me financially. I worked part-time as a tool and die maker. By the time I turned the church over to a black church organization, my wife and I had five children. I was offered a foreman's position in the shop I worked, but I turned it down because of the ministry. One time I saw a sofa that someone threw out. I picked it up and replaced mine. In nine and a half years the church gave me about three to four thousand dollars. I'm not saying this to boast, but to show my love for black people.

Excuses for Low Achievement

I've taught students for years, and to investigate the schools for the book I was writing, I became a substitute teacher in 27 different schools in all five boroughs of New York City. This included lower East Side, South Bronx, Bedford Stuyvesant, and Harlem. Some schools were good, but many were truly "blackboard jungles."

I'm a strong believer that all people are equal, and because of that belief I treat all races the same. If students don't do the required class work, whether black, brown, yellow, or white, I'd fail them. It really riles me when students claim I'm racially biased. One day a black student complained that the white race prevents the blacks from learning. I said, "Look around."

I had put notes on the board to help students pass the midterm test. There were at least four failing black students who didn't bother to write down the notes. Besides, the one who complained had failed my course the previous term.

When I have issues like this, I often confront the one complaining. I looked this student straight in the eye and slowly walked toward him while speaking to the class. I said that many of them wouldn't get a good job because they were too dumb. It didn't matter what the color of the boss was. At the end of the class the complaining student came to me and said I was a good teacher because I tried to teach.

What's so sad is this complaining student had high self-esteem, but he was lazy. His excuse for ignorance wasn't his laziness, but that the white race tried to keep him down. Does racial prejudice exist? Certainly. There'll always be those who are racially biased. This is true for all races.

Look around. Many people from different races have succeeded in today's marketplace. I'll tell you why they succeeded. They didn't go around being lazy, making excuses, and blaming others for being unsuccessful. They made the best of the situation they were in. They studied and applied themselves, and today many are high paid employees, entrepreneurs, presidents of large corporations, and in Congress.

One of the most destructive attitudes is always blaming others for your failures instead of looking at yourself and examining what you can do. It's like the time I went to the employment agencies in downtown Manhattan trying to find employment in a machine shop. No one would hire me. I couldn't use the race excuse, because the ones rejecting me were the same race as I was. I wasn't rejected for my race; it was because of my ignorance of the machining trade. What did I do? I went to night school and took machine shop classes.

Bitterness

There's another extremely destructive attitude that leads to failure. It's having a bitter attitude towards another race. I've taught in many diverse schools, and I've met many pleasant students of all races. Unfortunately, I've met many bitter ones who take great offense at proper authority. Some are so bitter that they're ready to fight with teachers or students over the slightest issue.

I was a substitute teacher in a minority junior high school in Brooklyn. I mispronounced a girl's name while taking attendance. The girl became highly insulted and scolded me. I rebuked her for being so touchy. I could do this because I was only going to be there for one day. In some schools,

if a student of another race accidentally bumps into someone, they're quick to fight. These bullies are filled with rage and dare anyone to challenge them as they strut around. In many schools they get away with this attitude because of the permissiveness in the schools.

Let me warn you. I'll say some blunt and strong words in order for you to become successful. You can take it or leave it. For this book I reread many of my experiences of when I was a substitute teacher in 27 different schools throughout New York City. I met many bitter and defiant students. I know when these defiant students enter the workforce, they'll have a rude awakening. The world of work is nothing like their permissive school environment.

Let me introduce you to the real world of work. I'm going to speak to you as a business owner. I'm going to be frank in saying things that some might consider racist. But my great desire is to help all races. Now as a businessman, I couldn't care less about the racial makeup of my workforce. (By the way, close to half of our employees are minority, and our top foreman is a minority.) For years I've hired people of different races. My primary interest is having intelligent employees who are hardworking and teachable. But bitter, defiant employees who carry a chip on their shoulder are people I don't want working for me. I don't care what race they are. If I detect that attitude when I interview them, you can rest assured they won't be hired by me or by thousands of other employers. Results? Many of these defiant individuals are unemployed.

Some will try to justify themselves and say we're holding them back because of their race. Nonsense! We're not racists trying to hold you back. We don't want bitter defiant employees working for us. That's not how you build successful companies. George Washington Carver said it well, "Ninety-nine percent of failures come from people who have the habit of making excuses."

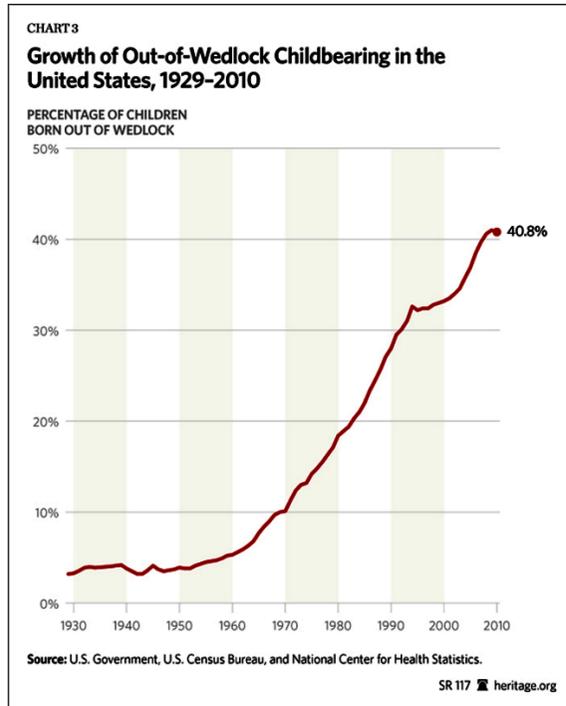
Helping Others to Live a Life of Success

Here's another big reason for failure. An article in the *Houston Chronicle*, stated, "72% of Black Babies Born to Unwed Moms," quotes Natalie Carroll, obstetrician/gynecologist, who has brought thousands of babies into the world, "The girls don't think they have to get married. I tell them children deserve a mama and a daddy."¹ Then *Chronicle*

states, “The black community’s 72 percent rate eclipses that of most other groups: 17 percent of Asians, 29 percent of whites, 53 percent of Hispanics and 66 percent of Native Americans were born to unwed mothers.”²

In a report by The Heritage Foundation titled, “Marriage: America’s Greatest Weapon Against Child Poverty,” by Robert Rector, it declares in its abstract, “Child poverty is an ongoing national concern, but few are aware that its principal cause is the absence of married fathers in the home. Marriage remains America’s strongest anti-poverty weapon, yet it continues to decline. As husbands disappear from the home, poverty and welfare dependence will increase, and children and parents will suffer as a result.”³

Note that one of the strongest anti-poverty measure is marriage with a father living in the house. We need to help people make the right choices. Here’s a chart that was presented about the rise of unwed mothers from 1929-2010. Note that, “Wedlock Childbearing Not the Same as Teen Pregnancy.”³



Wedlock Childbearing Not the Same as Teen Pregnancy

It reported, “Of all out-of-wedlock births in the United States in 2008 only 7.7 percent occurred to girls under age 18. Three-quarters occurred to young adult women between the ages of 19 and 29. The decline in marriage and growth in out-of-wedlock births is not a teenage issue; it is the result of a breakdown in relationships between young adult men and women.”⁴

Revolutionary Concept in Solving Poverty and Society’s Social Problems

Here’s a revolutionary concept that will have a tremendous effect in solving poverty for millions of Americans so they can live successful lives. Proclaim the biblical message of: No Sex Until Marriage. Jesus said, “For out of the heart proceed evil thoughts, murders, adulteries, fornications, thefts, false witness, blasphemies” (Matthew 15:19). Fornication is premarital sex, and premarital sex is sin.

The key to solving many of our nation’s social problems, such as: drug addictions, alcoholics, broken homes, crimes, abortions, and sexually transmitted diseases can be greatly remedied if people would simply allow God to rule their lives. Proclaiming biblical truths to this generation will have a dramatic effect of turning lives of failure into lives of success. Christians should always aim to be the salt and light of the earth.

This morning as I was writing this book, I did my chin ups and then took a short walk around my block. I live in a predominately Hispanic neighborhood, mixed with some white and black families. I happened to see a parked car with four flat tires. I know the house belonged to a black family, for sometimes they would be sitting outside and I’d greet them. It disgusted me to see what happened.

I decided to help. I had an air compressor that plugs into a cigarette lighter. I went to the house with my air compressor and knocked on the door. A young muscular black man came to the door. “Your car outside has four flat tires,” I told him. “Do you have an air compressor?”

He didn’t have an air compressor, so I said, “I give you this air compressor.” Then I asked if he had a pressure gauge. His dad had one, but he lived far away. I went to my car and gave him mine. Then I said, “Welcome to our neighborhood.”

He recently was in the penitentiary for six years. I shared my testimony about how I was a street kid and accepted Christ as my Lord and Savior. I shared the gospel with him. He prayed and accepted Christ. I encouraged him to read the Bible, pray, and go to church. I invited him to come with us to our church. He must have told me six times, “I really appreciate what you’re doing.”

He introduced me to his sick grandmother who was dying, and I said I would come back with my wife. When we came back I found out the tires were slashed. I gave him some money for tires, and then my wife and I visited his sick grandmother. I read the Bible to her, we sang, and prayed for her. She was so appreciative.

Drug Dealer Transformed

In an article about, “Amazing Stories; Real People,” it tells the story of: “Former ‘Street God’ Takes Jesus to the Projects.”

Dimas Salaberrios began dealing drugs at age 11. By his mid-20s, he had reached “Street God” status—meaning most drugs dealt in New York City could be traced back to him.

But his crimes caught up with him, and soon Salaberrios was running from the police. He fled to North Carolina, where three women prayed over him. He felt the power of God pour over him and instantly swore off his drug-dealing ways. He returned to New York and turned himself in to the authorities, but the judge was so impressed by his repentance that she pardoned his sentence.

Since then, Salaberrios has made it his mission to bring Jesus to his community. He became a pastor and started Infinity Bible Church in the Bronx River Housing Projects, home to some of the poorest residents in the nation and the birthplace of hip-hop. Church members started a Thursday morning prayer group and walked through the community, praying for the residents. In the last 11 years, the church’s impact has been dramatic.

“Former police commissioner Ray Kelly of New York City came and sent his staff to let us know that they documented that crime had basically come to a halt and murders came to a stop from the

moment we started our ministry,” Salaberrios says. “I couldn’t ask for any better PR than the world saying, ‘We see the difference in the church, and without them, we would be in trouble.’”

Salaberrios hopes his story can be an inspiration to all Christians. Here he was a kingpin for drugs, but he reports:

“Those three women were not pastors or clergy or anything, they were committed Christians (who) were willing to step in, and when they prayed for me, they shut down a pipeline of drugs coming from New York to North Carolina. They shut down guns being smuggled from North Carolina to New York City, and they shut down a crack and marijuana industry. They’re now responsible for thousands upon thousands of people coming to love the Lord.”⁵

His church’s website reports:

In 2010, Dimas spearheaded a team of 4 men who were among the first responders to bring much needed aid, food and ministry to Haiti 5 days after the devastating earthquake. His efforts have been a lifeline to three camps in Haiti where he has sent over 50,000 tons of food and water and medical assistance and there is an ongoing rebuilding effort that has restored over 20 family homes to date. For three years, Dimas held the post of Associate Chaplain at The Children’s Village—the largest residential treatment facility in the United States—where he pastored nearly 300 “at risk” young men each week. Dimas has also worked with World Vision and The Salvation Army. He was the Director of Youth for Christ–New York City, which galvanizes inner-city youth into making informed decisions about Christ.

In 2004, Dimas was appointed by the Billy Graham Evangelistic Association to Co-Chair the Youth Committee of their 2005 Greater New York Crusade.⁶

We need a new generation of men and women to lift up their voices like a trumpet against the evils of our society and not fear being called derogatory names. We need voices who are more concerned to be biblically correct rather than politically correct. Hopefully all of you reading this will become such a voice. But be prepared for strong opposition.

Turn Failure into Success

Sin may cause you to fail for standing up for truth. But the Bible provides the solution. Repent and ask God for forgiveness for your failure. Then with a sincere heart desire trust the Lord to help you not to fall into sin again. Even Apostle Peter failed when he denied he knew the Lord. But Peter repented. After we repent of our sins, then we need to accept God's promise: "If we confess our sins, He is faithful and just to forgive us our sins and to cleanse us from all unrighteousness" (1 John 1:9).

What should I do if others won't forgive me? That's their problem. God has forgiven you, and that's all that matters. That's the wonderful news of God's grace. We don't deserve forgiveness, but because we repented of our sins, God's grace forgives us. The Bible says, "For by grace you have been saved through faith, and that not of yourselves; it is the gift of God, not of works, lest anyone should boast. For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand that we should walk in them" (Ephesians 2:8-10). We are now God's workmanship, created in Christ Jesus for good works. Now make it your aim every day to please the Lord in everything you do.

The Secret of Living an Overcoming Life

You may say, "But it's so difficult to control sexual temptations." The Bible provides the solution: "Walk in the Spirit, and you shall not fulfill the lust of the flesh" (Galatians 5:16). Jesus said, "Abide in Me, and I in you. As the branch cannot bear fruit of itself, unless it abides in the vine, neither can you, unless you abide in Me. I am the vine, you are the branches. He who abides in Me, and I in him, bears much fruit; for without Me you can do nothing," (John 15:4-5). The secret of living an overcoming life is walking in the Spirit and abiding in Christ the vine. It's God's power that gives us the ability to overcome sin.

Here's a wonderful promise: "No temptation has overtaken you except such as is common to man; but God is faithful, who will not allow you to be tempted beyond what you are able, but with the temptation will also make the way of escape, that you may be able to bear it" (1 Corinthians 10:13). It's a promise that God will never let us be tempted above what we're able to bear. Because of this promise I often say, "I'll look the devil straight in the eye." We don't have to fear the devil. The Bible says, "He who is in you is greater than he who is in the world" (1 John 4:4). That's why it's so important to have a disciplined lifestyle of praying and reading the Bible every day. It's Christ living within us that gives us the power to have victory over sin. Philippians 4:13 promises, "I can do all things through Christ who strengthens me."

The Bible commands, "Abhor what is evil. Cling to what is good" (Romans 12:9). Notice what Jesus said and promised, "Blessed are those who hunger and thirst for righteousness, for they shall be filled." (Matthew 5:6). Too many Christians are half-hearted serving the Lord and live a defeated life.

When I first got saved, I'd look at people. But I soon learned to look at the Lord and not people. Sometimes your greatest disappointments and discouragements will come from believers and even ministers. Even among the disciples of Jesus there was one who was a thief and a murderer—Judas Iscariot. I can tell you of ministers who have fallen into sin, and even committed adultery. Many of them because they became proud and wouldn't listen to godly counsel. On the other hand, I've met many godly ministers and individuals through the years. Unfortunately, the rotten apple stands out the most among the many good apples. Remember, man may disappoint and discourage you, but not the Lord.

I love what the Apostle Paul declares: "Who shall separate us from the love of Christ? Shall tribulation, or distress, or persecution, or famine, or nakedness, or peril, or sword? As it is written: 'For Your sake we are killed all day long; we are accounted as sheep for the slaughter.' Yet in all these things we are more than conquerors through Him who loved us. For I am persuaded that neither death nor life, nor angels nor principalities nor powers, nor things present nor things to come, nor

height nor depth, nor any other created thing, shall be able to separate us from the love of God which is in Christ Jesus our Lord” (Romans 8:35-39).

Does it really work? Absolutely. I proved it in my own life. As a young person I accepted Christ as my Savior. There was a dramatic change in my life. I was a shy kid. I was never in a school play, and I hated speech. But I could fight. I wouldn't start a fight, but neither would I walk away from one. For three years, from the age of 16 to 19, I lifted weights. At 19 I weighed 162 pounds, and I could military press 180 pounds (a military press is lifting a barbell slowly over your head). If you go to www.CarlSommer.com, there's a video that talks about my life. In the beginning of the video you'll see what I looked like at that age. You'll also see me doing one arm chin-ups, handstand on parallel bars, and my time in the Marine Corps. But since my conversion, I've never been in a fight.

I've been living for the Lord for over 65 years, and by God's grace I never backslid. I'm not saying in those years I've never sinned, but when I did sin, I repented. One of the things that helped me live a victorious life was my earnest desire to live by the Word of God. One and a half years after my conversion, the Korean War was going on and I was drafted into the Marine Corp. The associate pastor of the church I attended recommended a Bible study in which one was to read one chapter of the New Testament for half an hour (if the chapter was long, divide the chapter in half), and then pray over that chapter. I did that Bible study, reading a chapter of the New Testament in three different versions. Then I prayed a half an hour over that chapter, on my knees in the barracks before all the marines.

The first time I knelt down by my bunk bed in front of the marines it was in boot camp. It wasn't an easy thing for me to do. But Jesus said, “For whoever is ashamed of Me and My words in this adulterous and sinful generation, of him the Son of Man also will be ashamed when He comes in the glory of His Father with the holy angels” (Mark 8:38). I was determined not to be ashamed of my Lord, so I knelt down and prayed.

The Best Course I've Ever Taken

That Bible study course I took in the Marine Corps was the best course I've ever taken, even better than any I've taken at Bible college. For there on my knees, I let the Bible be the Bible. Whatever the Bible said, I wanted it to be done in my life. I did this throughout my time in the Marine Corps. From reading my Bible and praying, I've also learned a very important lesson. When you meet a new group of people, don't be ashamed of the Lord. Let them know right away about your faith in Christ.

I had just finished boot camp in Parris Island, South Carolina, and was getting ready for my transfer. At that time I was living in a tent. I was kneeling at my bunk bed and praying over the fifth chapter of Matthew where it says, "Therefore if you bring your gift to the altar, and there remember that your brother has something against you, leave your gift there before the altar, and go your way. First be reconciled to your brother, and then come and offer your gift" (Matthew 5:23-24).

Just before doing my Bible study, I'd gone to the head (Marine Corp term for restroom) where there was a guard on duty. For some reason, I sassed him. As I was praying, I felt convicted. I got up from my knees, went to that guard, apologized, and then went back to prayer. To this day, that's still my prayer: Let the Bible be the Bible in my life.

The Bible says this about the church in Ephesus, "Nevertheless I have this against you, that you have left your first love. Remember therefore from where you have fallen; repent and do the first works, or else I will come to you quickly and remove your lampstand from its place—unless you repent, (Revelation 2:4-5). The Lord told Apostle John, "And to the angel of the church of the Laodiceans write, 'These things says the Amen, the Faithful and True Witness, the Beginning of the creation of God: I know your works, that you are neither cold nor hot. I could wish you were cold or hot. So then, because you are lukewarm, and neither cold nor hot, I will vomit you out of My mouth'" (Revelation 3:14-16).

Too many Christians have lost their first love. They once had a heart that was passionate for the Lord, but slowly that passion faded. Mark 4:14-20 reports Jesus' account of the sower and the seeds.

Living a Life of Success

The sower sows the word. And these are the ones by the way-side where the word is sown. When they hear, Satan comes immediately and takes away the word that was sown in their hearts. These likewise are the ones sown on stony ground who, when they hear the word, immediately receive it with gladness; and they have no root in themselves, and so endure only for a time. Afterward, when tribulation or persecution arises for the word's sake, immediately they stumble. Now these are the ones sown among thorns; they are the ones who hear the word, and the cares of this world, the deceitfulness of riches, and the desires for other things entering in choke the word, and it becomes unfruitful. But these are the ones sown on good ground, those who hear the word, accept it, and bear fruit: some thirtyfold, some sixty, and some a hundred.

What's the key not to lose that first love and become lukewarm? Jesus gave the answer, don't let "the cares of this world, the deceitfulness of riches, and the desires for other things entering in choke the word." Make obeying the Word of God *always* your top priority. Don't just read the Bible, but read the Bible with a strong desire to implement its teachings into your life.

The whole time I was in the Marine Corp, I read my Bible, prayed, and attended church faithfully. After I was honorably discharged from the Marines, I went back to my church, and there was this girl who loved the Lord. I asked her out for a date, and one and a half years later got married. Did I have sexual temptations? Absolutely. But I kept it under control through the power of Christ. We were both virgins when we were married. Our entire life we never had to worry about any sexually transmitted diseases because my wife and I had obeyed God's Word.

Finding Answers

Now as a believer, my constant desire was to find answers on how the Lord wanted me to live. One of the big questions I had was how do you raise children? Before I share what I did, I'd like to share my childhood. When I was five years old, I went through a very traumatic experience. My father was furious that my mother had attended a church and began

living a true Christian lifestyle. “I’ll convert you,” he yelled. He was going to knock out that conversion from my mother. In a violent rage, my father dragged my mother around the room by her hair. He broke a chair, then picked up a part of the chair and began beating my mother on her arms and legs. He then hit her on the head and made a gash. Then he smashed her head through a window. Thank God, my mother refused to give up her newfound faith.

Because of the constant tension in my home, I lived my life as a street kid. I slept and ate at home, but I didn’t want to be around the home with my dad. I was baptized as a baby and received confirmation at age 12. After that I stopped going to church. We were forbidden to go to my mother’s church. My mother had a great influence on my life. So from my earliest years I always had a desire for the Lord. I’d often stop and listen to street corner preachers. Since we weren’t allowed to listen to religious programs in my home, sometimes I’d take a radio to bed with me and listen to religious broadcasts under the bed covers. One day I visited a church where people really worshipped and lived for the Lord. I accepted Christ as my Lord and Savior.

Early in my walk with the Lord, I read Psalm 34:8: “Oh, taste and see that the LORD is good; blessed is the man who trusts in Him!” I tend to be philosophical, so I reasoned, “If God is good, then I’ll do whatever he wants me to do.”

I was 28 years old, married with one child, another one on the way, and my last year at college to earn a B.A. in Bible. I remember going outside where we were living and lifting up my hands to heaven and declaring to the Lord, “I will do whatever you want me to do.” The belief in the goodness of God has been the guiding principle of my life to this day. Whatever the Bible said, or I was led of the Spirit to do, I would obey. It was a matter of logic.

Logic:

If God is good, then the only logical thing was to let Him guide my life.

Since I couldn’t look at my childhood to help me raise children, I searched God’s instruction book, the Bible, on what it had to say about

raising children. That was one of the smartest moves I ever made. The Bible says, “Train up a child in the way he should go, And when he is old he will not depart from it” (Proverbs 22:6). I implemented regular family devotions with my children where I taught them God’s Word. We faithfully took our children to church. My motto became the same as Joshua’s when he told the Israelites, “But as for me and my house, we will serve the LORD” (Joshua 24:15).

We also did many fun things as a family, such as camping, fishing, playing ball, hiking, playing all sorts of games, having wrestling matches with my children, bouncing them on my shoulders and throwing them down on a bed. As a family, we either drove through or camped in all 48 states while sleeping in a tent. We had lots of fun. My kids also loved family night. Even though I was busy pastoring and working part time, having family time was extremely important to me. I’m grateful that all my children and grandchildren attend church.

When I gave up the pastorate for the church, I got a job as a foreman of a tool and die shop in Brooklyn. While working there I passed the test to become a New York City high school teacher. I loved my job as a teacher. I was making maximum pay as a high school teacher. I taught for seven years, and I was 48 years old. But I felt God wanted me to move to Houston, Texas. To the natural mind it was foolish with five children, and all the retirement benefits I would lose by obeying God’s leading. But this was what the Lord wanted me to do, so we obeyed. The Bible says, “Trust in the LORD with all your heart, and lean not on your own understanding; in all your ways acknowledge Him, and He shall direct your paths” (Proverbs 3:5-6). This is one of life’s important truths I discovered:

When the Lord reveals what you should do, the wisest action is to act in faith and obey, regardless what your logical mind thinks or others say.

Never become wiser than God. Trust in the Lord’s goodness. You’ll never be disappointed. We can only see our past and our present, but God can see our future. That’s why we should trust the Lord always and obey his leadings. We came down to Texas with three of our younger children in the summer to investigate. We lived in a tent. Then I came down alone

to find employment, a church, and a home for our family of five children. A church for my children was a top priority. When I first came to Houston, I slept in my station wagon to save money. I had taken a leave of absence from teaching for writing my book, *Schools in Crisis: Training for Success or Failure*, so money was scarce.

When I applied for a teaching job in Houston, the pay was insufficient to support my family, so I went back to my trade as a tool and die maker. If you would examine my life from the outside, I was a failure. I had graduated from college with a BA in Bible, I had pastored, and now I'm working as a tool and die maker. But I was writing my book, *Schools in Crisis: Training for Success or Failure?* That was my ministry. To me, having the smile of God was far more important than what people thought.

Then I became a tool designer for a large tool, die, and stamping company. While there I applied Golden Rule thinking and gave the owner many ideas to make his companies profitable. He liked my ideas, and after six months he made me operations manager. I kept giving him ideas about making the company successful, but after a while the honeymoon faded away. He began rejecting my suggestions. He told me he was intimidated by me. His son-in-law started to work for us, and he took over a major portion of the work I was doing. The owner then put me over the tool and die makers.

My aim was to make the tool and die shop productive. When I showed a worker how to do a grinding job much faster, the worker complained to the owner. The owner corrected me. Things were getting worse and worse. I typed up a new resume because I felt I would be laid off soon. Then I got a creative idea: start my own electrical discharge machining (EDM) business with my son. My son at that time ran the EDM department of this company.

Launching Out Into a New Career

I prayed over what I should do, and I felt led to start my own business. I had never taken a business course, but I trusted the Lord. I rented a building and bought a used lathe, milling machine, grinder, wire EDM machine, and the necessary tooling to do machine work. We got a great offer for two very old EDM machines and a computer which we needed

for \$10,000. We got one of the old EDM machines running, but it was so old and inefficient we never cut a part with it.

So with one EDM machine in operation, I decided to do a Bible study on *Biblical Principles for Success*. It was my belief that God was much smarter than I, so I was determined to apply God's principles in my business. I give the Lord the credit for making Reliable EDM the largest EDM company of its kind in North America. Due to the prosperity of my machining company, it has supported my publishing and recording adventures. Advance Publishing has sold hundreds of thousands of my character-building children's books, and they have been translated into foreign languages. From our video studio, we've produced value-promoting videos based on my children's books, which are shown for a number of years on TV in the United States and on the web around the world.

But what if I stayed in New York City and retired as a high school teacher? Imagine sitting home and twiddling your thumbs for the last 20 years. I can't think of a more boring life. I'm glad I'm still working. I could have retired many years ago. But retirement isn't on my agenda. My goal in life is to please the Lord in everything I do.

My first six picture books were copyrighted in 1997. I was 66 years old at that time. Since then I've written 36 more children's books with read-alongs and videos. My children's books, DVDs, and read-alongs have won 85 prestigious national awards. I exercise and eat right so I can better serve the Lord. My motivation to exercise is, "I can serve the Lord better with a healthy body than with a sick body." I'm still dreaming. Go to www.SommerLearning.com to discover all that God has allowed me to accomplish. I don't take credit. I give the Lord all the glory.

You may ask, "Why is a man who is in his mid-eighties, with a very successful business, working full-time producing a children literacy program that he has worked on for over 25 years that has 60 readers for kindergarten, 72 readers for first grade, and 42 readers for second grade, and a book teaching young adults how to become successful?" Romans 15:13 says, "Now may the God of hope fill you with all joy and peace in believing, that you may abound in hope by the power of the Holy Spirit." I love both young and old, I have great joy and peace in

doing God's will.

I don't know how many more years I have to live, but I serve a God of hope that one day I'll live with him forever. For me, the best is yet to come. I'm not rushing to depart from this life. I'm a happy old man with no plans to retire. When I think of my eternal future—it brings me enormous joy. I'm not afraid to live, and I'm not afraid to die. I've made my peace with God, and he has promised a most glorious future not only for me, but also to everyone who lives a righteous and holy life. Is God good? Absolutely. God will be good to anyone who trusts and obeys him. I want to stress that God was good to me when I had nothing.

But what a great future awaits us who have repented of our sins and made Christ Lord. Because of this hope, I have the joy of the Lord and great peace. My prayer is that by reading this book that you'll also discover this life that is full of hope, joy, and peace that comes to those who fully obey the Lord and his Word.

Living Victoriously

Can the Lord keep you from falling into sin? Definitely. We're more than conquerors through Christ. Stand up. Living for Christ is a gutsy faith. Never be ashamed of Christ. Be determined to abide in Christ and abhor evil. If you fail, repent. Then trust God's promises that he will forgive you. Obey God's Word and make Christ the Lord of your life. Don't follow the crowd. Do what God wants you to do. If you're a committed believer, you'll follow the biblical admonition not to forsake "the assembling of ourselves together" (Hebrews 10:25). You'll honor the Sabbath day to keep it holy. You'll also endeavor to find a church, or if you're in college, a campus ministry that promotes a biblical lifestyle. It's critical and biblical to maintain fellowship with believers.

I only pastored for nine and a half years. I would have gladly pastored again, but I never believed I should. Now I'm ministering around the world. I never dreamed of that. But as a layperson, my family and I were always faithful to church. When my youngest child was three weeks old, we took him with us to church for Sunday morning and

evening services. It is extremely important for your spiritual welfare to be faithful to the church.

For those in college, search for a campus ministry. Speak to your pastor, as he may help you. Search for a church that really proclaims the Word of God, and be faithful in attendance.

Living Committed

David Barton, founder and president of Wallbuilders, a national pro-family organization that presents America's forgotten history and heroes, and George Barna, founder of Barna Group, who is hailed as "the most quoted person in the Christian church today, coauthored an article: "U-Turn: How the Church Can Save America." They report:

Jesus' final command to His followers was to make disciples of people. The essence of discipleship is transformation: allowing God to have His way with us in order to deliver us from a life devoted to worldliness into a life devoted to righteousness.

Research has shown that the major obstacle that keeps most Christians from becoming the people God made them to be is accepting brokenness. Numerous studies by the Barna Group have revealed that while tens of millions of Americans have uttered the "salvation prayer," only a small fraction of those have allowed God to break them of their addictions to sin, self and society. Most American Christians try to have it both ways, attempting to satisfy God by saying the right words while simultaneously living a secular-minded life that the culture recognizes and rewards.

Make no mistake about it. God wants (and deserves) all of you. He will not settle for anything less: His terms are nonnegotiable. The prevailing notion among American Christians that you can be transformed, mature follower of Christ without being fully broken, surrendered and totally committed to God is one of the most insidious and widespread lies of this age.⁷

What you have just read, lines up perfectly with what Apostle Paul admonishes believers to become "transformed by the renewing of your

mind, that you may prove what is that good and acceptable and perfect will of God” (Romans 12: 2).

Lillian Trasher, known as the “Nile Mother” of Egypt was the founder of the first orphanage in Egypt, is a perfect example of a committed life. After hearing a missionary from India speak at an evangelistic service, she felt called to be a missionary to Africa. Trasher broke her engagement ten days before her wedding to a minister because he didn’t share her calling. She worked 50 years in Egypt with orphans and other forgotten people. From starting with one orphan, the orphanage grew to 1,200 children. A news reporter once asked Lillian Trasher, “What is the secret of your success?”

She quickly replied, “I just stayed! I did not quit. I stayed with the work God gave me to do.”⁸

I mentioned I was a shy kid. The root of shyness is pride. I feared people’s reaction. Then I discovered that God hates pride. I saw it as sin. Now my main concern was having the approval of God. For my first book, *Schools in Crisis: Training for Success or Failure?* I was on the national Oprah Winfrey show. Here’s a wonderful promise that Jesus gave to his disciples, and it’s still good for us today. “Now when they bring you to the synagogues and magistrates and authorities, do not worry about how or what you should answer, or what you should say. For the Holy Spirit will teach you in that very hour what you ought to say” (Luke 12:11-12). With a promise like that, I was not the least bit worried what I would encounter on Oprah Winfrey.

Having that spirit of boldness to do things that God wants you to do, regardless of opposition or people’s reaction, is critical in having a joyful and successful Christian life. An added benefit is the confidence you’ll have in your social contacts with individuals.

You may come from a culture where shyness and timidity is honored. Now as a believer, you need to adopt the biblical culture. The disciples were ordered not to speak to the people about Jesus. They disobeyed, and were brought before the council. The Bible tells what happened. “The high priest asked them, ‘Did we not strictly command you not to teach in this name? And look, you have filled Jerusalem with your doctrine, and intend to bring this Man’s blood on us!’ But Peter and the other apostles answered and said:

“We ought to obey God rather than men” (Acts 5:27-29).

The apostles were beaten and again commanded not to speak in the name of Jesus. This is the reaction of the disciples: “So they departed from the presence of the council, rejoicing that they were counted worthy to suffer shame for His name. And daily in the temple, and in every house, they did not cease teaching and preaching Jesus as the Christ (Acts 5:41-42).

A Lover of Wisdom

The book of Proverbs speaks much about wisdom. The book was written by King Solomon, the wisest king of Israel. Listen to what he has to say:

To know wisdom and instruction, to perceive the words of understanding,

To receive the instruction of wisdom, justice, judgment, and equity;

To give prudence to the simple, to the young man knowledge and discretion--

A wise man will hear and increase learning, and a man of understanding will attain wise counsel,

To understand a proverb and an enigma, the words of the wise and their riddles.

The fear of the LORD is the beginning of knowledge, but fools despise wisdom and instruction.

I urge you to read and pray over this portion of Scripture repeatedly until it becomes firmly entrenched into your heart. Become a lifelong seeker of wisdom and truth. Note the wise will hear, increase learning, and will obtain wise counsel. Wisdom and truth seekers are open-minded. They're teachable and willing to receive correction. Proverbs 12:1 says, “Whoever loves instruction loves knowledge, but he who hates correction is stupid.” Let these words sink deep into your heart. It's one of the critical keys for success.

I've been greatly grieved because I've seen ministers fail. A major reason they failed was because they lost that holy desire for truth. They

desired success, but not truth. Jesus said,

For God did not send His Son into the world to condemn the world, but that the world through Him might be saved. He who believes in Him is not condemned; but he who does not believe is condemned already, because he has not believed in the name of the only begotten Son of God. And this is the condemnation, that the light has come into the world, and men loved darkness rather than light, because their deeds were evil. For everyone practicing evil hates the light and does not come to the light, lest his deeds should be exposed. But he who does the truth comes to the light, that his deeds may be clearly seen, that they have been done in God (John 3:17-21).

The purpose of Jesus coming was not to condemn the world, but that the world should be saved. The condemnation is that men love darkness rather than light. I've spoken to some of these ministers who failed, and they didn't want to hear the truth of God's Word. One minister started a church and it grew to over 1000 people. He had great success, but he had to leave the church because they discovered he had committed adultery. Another minister who pastored a church and had a high position in the national office. He also committed adultery and had to leave the church. I've attended these churches, and I left them before these ministers failed because of their rejection of truth from God's Word.

Lovers of wisdom and truth will *always* be willing to come to the light to have their actions evaluated by the Word of God. The psalmist David prayed, "Let the words of my mouth and the meditation of my heart be acceptable in Your sight, O LORD, my strength and my Redeemer, (Psalm 19:14). Did the failure of these ministers affect my walk with the Lord? No. I've long ago determined, I'm serving the Lord, not people.

In the next chapter there will be some practical ideas for young adults to have success.

Practical Ideas for Success

I've put together a list of 20 practical ideas for success from the previous chapters so you can conveniently read and pray over them until they become part of your life. Be determined that you'll be a man or woman God will be pleased with. Having the smile of God on one's life is ultimate success. These practical ideas can have a major influence for your future.

1. Be a person of character—bold, courageous, honest, moral, respectful, responsible, open-minded, humble, fair, compassionate, friendly, cooperative, diligent, and self-disciplined.
2. Be determined to have integrity—walk the talk.
3. Avoid living a destructive lifestyle: don't smoke, drink, take drugs, gamble, or engage in premarital sex. Women, dress modestly. Your attire should reflect your Christian values.
4. Learn to take care of your health. Exercise and eat right. You can serve the Lord better with a healthy body than with a sick body.
5. Resist peer pressure and be firm in your values. Choose friends carefully. If you're a college student, join Christian groups on or off campus. Attend church faithfully.
6. Be careful in your dating life. Don't just go for looks, but be committed to choose only one person with character and a devoted follower of Christ.
7. Don't be a pessimist and a complainer. If you have nothing good to say, keep quiet.
8. Don't defend your mistakes; apologize quickly. Learn from other people's experiences. Experience is the best teacher, but

a wiser way is to learn from other people's experiences.

9. Don't be a goof off when you find employment. Give your employer an honest day's work, even if you're the only one doing so. Do your work as unto the Lord. Make it a habit to always be on time. Become an employee that employers dream of hiring.
10. As an employee, think like an owner by being skilled and efficient. Become an expert in your field of work. Read books and trade magazines. Stay abreast of technology. Often such employees advance and earn top wages. Do you see a problem? Aim to become a solution.
11. If you leave a job, don't burn your bridges. Build a reputation as a good employee. Your reputation follows you.
12. Be an enthusiastic learner. Be willing to go to school to further your knowledge. Get enough rest. You can't be a good student or employee if you're always tired.
13. Be teachable and welcome correction, even from your parents. Make it a practice to seek advice and counsel. Be a lover of wisdom and truth.
14. Don't just aim to make lots of money; learn to help others and smell the roses. If you make lots of money, share your wealth to further God's kingdom.
15. Don't dream of achieving success without working hard.
16. Don't fall apart when trouble strikes; trust the Lord to take care of you.
17. Endeavor to avoid debt. Don't be proud and live a life to impress others. Learn to live within your means. Be thankful and learn to appreciate what you have.
18. Live the Golden Rule by being a lover of people. It's the key for successful living.
19. Have a disciplined devotional life where you read your Bible and pray every day. Be faithful to church.
20. Above all, always aim to have the smile of God on your life by obeying everything the Bible says—that's true success for the present, for 100 years from now, and for all eternity.

True Success

Some define success from selfish reasons and others have noble purposes of helping others. It's only when you learn to give and think of others that you'll attain a life of success. John Wesley, the founder of Methodism, said we should gain as much as we can, save all you can, then give all you can. My purpose of building the largest EDM job shop in North America was not to see how much money I could take to the grave with me. Accumulating wealth for wealth's sake is foolish. The Bible says,

Now godliness with contentment is great gain. For we brought nothing into this world, and it is certain we can carry nothing out. And having food and clothing, with these we shall be content. But those who desire to be rich fall into temptation and a snare, and into many foolish and harmful lusts which drown men in destruction and perdition. For the love of money is a root of all kinds of evil, for which some have strayed from the faith in their greediness, and pierced themselves through with many sorrows.

But you, O man of God, flee these things and pursue righteousness, godliness, faith, love, patience, gentleness. Fight the good fight of faith, lay hold on eternal life, to which you were also called and have confessed the good confession in the presence of many witnesses. (1 Timothy 6:6-12).

Furthermore the Bible says,

Command those who are rich in this present age not to be haughty, nor to trust in uncertain riches but in the living God, who gives us richly all things to enjoy. Let them do good, that they be rich in good works, ready to give, willing to share, storing up for themselves a good foundation for the time to come, that they may lay hold on eternal life (1 Timothy 6:17-19).

Money isn't evil. It's the love of money that is the root of evil. Money can be given to help various ministries. Remember, you came into this world naked, and that's the way you'll leave this world. The Egyptian

pharaohs filled their pyramid tombs with all sorts of treasures in hopes of a better future life. All their efforts were in vain. Many of these tombs were robbed. Those that weren't, many of the treasures are now displayed in museums. The only treasures you take with you when you leave this earth are those treasures that you laid up in heaven.

The Lord has richly blessed my machining company, and my desire is to help others with what God has blessed me with. My present goal is to have an online literacy program for kindergarten to grade two. The world wants to learn English, and through this literacy program I can promote the character principles as taught in God's word (www.SommerLearning.com). My ultimate goal in life is to hear these words spoken by the Lord when I stand before him, "Well done you good and faithful servant." That to me is success.

Setting Goals for Your Life

Success is simply accomplishing a desired goal. The first thing you must do is make goals for your life. I often challenge young people with this philosophical question:

"One hundred years from now what constitutes value?"

In other words, what's really important in this life? One hundred years from now, there's a great probability you won't be living. Once you're dead, what really matters? Usually people I question pause, think, and offer various answers. But there is only one answer that covers it all. "Value is having the smile of God on your life." It's a life which is focused on doing God's will.

After we discuss the first question, I often ask a second question, "Give me a definition of success?" Again, many people pause and think. Then I tell everyone that success is the same answer. "Success is having the smile of God on your life."

Some people say, "Success is doing things right with your family." That's an answer, but my reply is, "If you have the smile of God on your life, you'll do things right with your family and everything else God requires of you."

Practical Ideas for Success

Once you get that thought into your heart that success is having the smile of God, it delivers you from the rat race that many people are engaged in: I want a big house, I want a new car, I want that promotion, I want, I want, I want. God, I just want your smile on my life, nothing else. If my job is cleaning floors, and I'm in God's will, I'm thankful. The Bible says if we have food and clothing, be content (1 Timothy 6:8). That doesn't mean you can't strive to have a better life, but it does mean you're not going to grumble and be miserable because you don't have everything you wish for. Going to bed at night and having the peace of God is a tremendous blessing.

The Bible offers us some wonderful promises as we seek God's goals for our life, "Be anxious for nothing, but in everything by prayer and supplication, with thanksgiving, let your requests be made known to God; and the peace of God, which surpasses all understanding, will guard your hearts and minds through Christ Jesus. Finally, brethren, whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report, if there is any virtue and if there is anything praiseworthy—meditate on these things" (Philippians 4:6-8).

In our journey of pleasing God as our objective, we should be "anxious for nothing." What a promise! What we should do is pray and offer supplication with thanksgiving. If we do that, the Bible promises the Lord will give us "the peace of God, which surpasses all understanding." And that peace, the Bible says, "will guard your hearts and minds through Jesus Christ." The Lord want us to meditate on these things: "whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report, if there is any virtue and if there is anything praiseworthy." We're not to let our minds become a garbage dump for Satan. There's an old saying, "You can't stop the birds from flying over your heads, but you can certainly stop them from building a nest in your hair." Imagine a life of peace and being anxious for nothing. It's yours if you obey the Lord and trust him.

What do you want to accomplish? What's your dream? You're young,

so dream big. Whatever you do, put God into your dream. Dream realistic dreams that are built on your desires and abilities, then be willing to work hard to fulfill your dreams. Make sure you remove any obstacles that will hinder you from reaching your goals. Once you have established your goals, ask yourself, “What must I do to accomplish these goals?” Then take this difficult step: Be disciplined to make the proper choices to bring your goals to fruition. Everyone has dreams, but few are willing to pay the price to achieve them.

How to Keep Dreaming in Spite of the Naysayers

Sometimes the biggest dream destroyers will be your friends and family. Jesus said, “Do not think that I came to bring peace on earth. I did not come to bring peace but a sword. For I have come to set a man against his father, a daughter against her mother, and a daughter-in-law against her mother-in-law; and a man’s enemies will be those of his own household. He who loves father or mother more than Me is not worthy of Me. And he who loves son or daughter more than Me is not worthy of Me. And he who does not take his cross and follow after Me is not worthy of Me” (Matthew 10:34-38).

Keep your focus on the smile of God. If you have God’s approval, don’t give up. Don’t expect accolades from family or friends. Just recently, Clair Green, the president of Parents’ Choice Foundation, said about my voice, “Each read-along audiobook is cheerfully illustrated and easily readable. The timeless character building lessons are valuable to be sure, but the strength of each presentation is Sommer’s delivery. Like an avuncular Mel Brooks, it’s simple, clear, and warm.”¹

Since I don’t go to movies, I have never heard of Mel Brooks. But he’s a famous actor, comedian, filmmaker, composer, and songwriter who has won an Emmy, a Grammy, and an Oscar. Do you think I’ve ever heard my family or friends say, “You have such a great voice?” Never! But one thing I do when I speak for my audiobooks and my video programs which are shown around the world, I speak with passion. I have a heart to help children who are listening or seeing me on video.

Prepare for your dream. To write my first book, I studied how to

write. I bought books. My literacy background was poor. But I had a passion to learn. It took me ten years to write my first book, *Schools in Crisis: Training for Success or Failure?* It was written on a typewriter. Believe me, I love computers. I received excellent reviews for my book on schools, and I was even on the Oprah Winfrey show because of the book. My children's books have won many awards. I mention this to stress that we must apply ourselves to fulfill our dream. A major objective for my publishing company is I insist on quality work.

Endeavor to become an expert in the field of your dream. Take classes, read books, search the Internet, interview people, etc. Have a quest for excellence. King Solomon said, "Do you see a man who excels in his work? He will stand before kings; he will not stand before unknown men" (Proverbs 22:29). But whatever you do, don't put the Lord in second place in your life to fulfill your dream. Regardless how busy I am, I always read my Bible, pray every day, and faithfully attend church.

It may take years to fulfill your dream, but keep dreaming. You'll undoubtedly face difficulties. But remember, it is often from our difficulties that we learn life's most important lessons. The Bible says, "My brethren, count it all joy when you fall into various trials, knowing that the testing of your faith produces patience. But let patience have its perfect work, that you may be perfect and complete, lacking nothing" (James 1:2-4)

Loving People

Zig Ziglar, an internationally known motivational speaker and authority on high performance, was formerly the top sales person in several companies before starting his own organization. He has written over two dozen books. In his book, *Top Performance*, he writes this startling fact, "Fifteen percent of the reason you get a job, keep that job, and move ahead in that job, is determined by your technical skills and knowledge—regardless of your profession! That's what human engineer Cavett Robert says. What about the other 85 percent? Cavett quotes Stanford Research Institute, Harvard University, and the Carnegie Foundation (which spent one million dollars and five years in the research) as having *proved* that 85 percent of the reason you get a job, will keep that job, and move ahead in

that job has to do with your *people skills and people knowledge!*²²

Remember what Zig Ziglar had said. “You can have everything in life you want if you will just help enough other people get what they want.”³ It’s simply “Golden Rule thinking,” putting yourself into other people’s situations. It’s obeying the second greatest commandment, “Love your neighbor as you love yourself.” It’s the key to successful living: loving people wherever you are.

Our church had a senior outing to visit Veterans Museum of Texas. When I went on the bus, I saw someone I knew who had just lost his wife of 68 years. Ray was sitting alone in the last seat of the bus. I decided to sit by him instead of sitting with my wife. I was a Korean War Marine Corp veteran, and Ray was a World War 2 Navy veteran. We were four years apart in age. We chatted together on the bus. Ray’s knees were bad, and he walked with a cane. I helped him get off the bus.

We walked around the museum looking at the various exhibits. But Ray soon was unable to go further because of his bad knees. So he sat down. When I saw the Navy exhibit, I remembered Ray was in the Navy. I went to search for him. When I found him I said, “You got to see this Navy exhibit.”

Some of the ladies of our group were also sitting, and they said, “They have wheelchairs.” I got a wheelchair and wheeled Ray to the Navy exhibit. Ray lit up when he saw a mock-up of a battleship. It brought back memories of his time serving on a battleship. His battleship had destroyed a Japanese sub and had also been attacked. Ray spoke about the Higgins boat on display, a landing craft used for amphibious landings. It also brought back memories of when I invaded California two times for amphibious training. I often say, “Thank God it was not the real thing.” Ray greatly enjoyed himself seeing this Navy exhibit.

How do you think I felt seeing this 89-year old man joyfully bringing back memories? It gave me tremendous joy. He told me afterwards, “You made my day.” When I saw him at church the following Sunday, he again told me how much he appreciated what I did. Jesus said, “For whoever desires to save his life will lose it, but whoever loses his life for My sake will find it” (Matthew 16:25). If you want to live a happy successful life, lose your life and aim to love people. Take advantage of opportunities to

share the good news of salvation. When you go shopping, standing in line, social media, or wherever you are, allow the Holy Spirit to use you.

Living Your Life Over

I did something that had a major impact on my life. I've heard people say, "If I had to live my life over, I'd do things differently." That's wishful thinking. You can't live your life over. You have only one chance to live your life. However, as a young person I envisioned myself lying in a coffin as an old man. Then I said, "I'm going to live my life now so when I'm older I won't have any regrets." From that day on I purposed to obey the Lord in everything I did.

What are your goals in life? After you state them, keep repeating the question, "And then what? And then what? And then what?" Eventually you'll come to the time of your last day on earth. Will you just deteriorate in the grave or burn into ashes? Or is there life after death as the Bible claims, a heaven or a hell? If you're an atheist, you may choose to eat, drink, and be merry. But I warn you, you'll never really be happy. You'll experience temporary joy. Leading a life devoted to self-pleasure never leads to a life of happiness.

If you're a believer, I urge you to commit your life fully to the Lord Jesus Christ. Hold nothing back in your service for the Lord. You may be persecuted, but deep down you'll experience a fullness of joy. Just as Paul and Silas, for their faith, were beaten with rods, thrown into prison, and had their feet fastened in stocks, yet at midnight they prayed and sang hymns to God (Acts 16:16-34). We can have joy in the midst of sorrow because we have a purpose in life and an eternal reward in heaven. You'll never regret the decision to serve Christ.

I once heard an evangelist tell a story about a man walking on a cliff in the dark of the night. He reached the end of the cliff and fell off. He desperately reached out hoping he could grasp something. Finally, he hit a tree, grabbed a branch, and hung on for dear life. But as time went on, his grip became weaker and weaker. He couldn't see anything, so he didn't dare lose his grip. Finally, he couldn't hold any longer. He fell. He was two inches off the ground. That's the way Satan likes to present giving one's life

over to the Lord Jesus Christ. A life of misery of do's and don'ts. It's a lie. Jesus said, "These things I have spoken to you, that My joy may remain in you, and that your joy may be full" (John 15:11).

A Great Privilege of Making the Creator of the Universe to be Your Guide

When I look back at my life before I was saved, and now after being saved, I wouldn't trade anything in the world for that experience. Yes, I had to make some difficult decisions. But at the time of my conversion, I made Jesus my Lord. I was going to obey him in whatever he wanted me to do. That's a great privilege of making the Creator of the universe to be your guide. I urge you to do the same. It's a great honor and privilege to make Jesus the captain of your life and to make sure everything you do is good, acceptable, and in his perfect will.

God as Creator and Man as Creator

In Genesis 1:26-28, God said, "Then God said, 'Let Us make man in Our image, according to Our likeness; let them have dominion over the fish of the sea, over the birds of the air, and over the cattle, over all the earth and over every creeping thing that creeps on the earth.' So God created man in His own image; in the image of God He created him; male and female He created them. Then God blessed them, and God said to them, 'Be fruitful and multiply; fill the earth and subdue it; have dominion over the fish of the sea, over the birds of the air, and over every living thing that moves on the earth.'"

We know that God is a creator. But note that God said, "Let us make man in Our image." God also said that man is to "subdue the earth." So man, created in the image of God, is to subdue the earth. God could have revealed the secrets of how automobiles, airplanes, radios, television, computers, Internet, and other technologies work, but God gave that creative duty for man to discover. We're created in the image of God, and God wants us to be creative.

When one hears the word creativity, often individuals think of music, poetry, artist, or perhaps a filmmaker. But one can be in a creative

enterprise by writing a book, being an entrepreneur, or some idea to get things done in a more efficient manner to help others. Unfortunately, some use their creativity to cheat, destroy, and kill. Christians need to arise to use their creative capacity to make this world a better place to live.

Eric Teetsel, a young man who directed the Manhattan Declaration, a national movement of Christians for life, marriage, and religious freedom, said about great leaders who were important mentors in his life, “But what they do have, all in common, is a deep sense of purpose innovated by their faith. The idea that God has put them on this earth for a reason. And that they have a responsibility, a burden truly, to steward the gift that they’ve been given, and the opportunities that they’ve been given, for kingdom purposes. And they take it very seriously.”⁴

Certainly entering the ministry is a worthy goal, but also being a politician, educator, business owner, or an entrepreneur can be a worthy pursuit for a Christian. Many men and women have the aim to become financially successful in order to support their family and to support the work of the Lord. Some have a passion for serving others by developing products that make life better.

Many young people want to live a significant life that aims to help others and make this world a better place. What can be done to create a thriving society of happiness both for the now and tomorrow? Today’s humanistic philosophy of, “If it feels good, do it,” is creating destruction for millions of individuals who have embraced its hedonistic philosophy. Will you become a voice and example to help people find the answer for the purpose of life by following the Lord Jesus Christ?

What kind of a person do you want to become when you leave college? Pursue your dreams, and be diligent to take proper measures that will help you obtain your dreams. But whatever you do, make sure that pleasing the Lord is your top priority. The Bible says, “And whatever you do in word or deed, do all in the name of the Lord Jesus, giving thanks to God the Father through Him” (Colossians 3:17).

Causing Others to Want You

Have you ever noticed the energy of positive people? Their smiles and enthusiasm for life attract people like magnets. You like to be around them. These people have problems, but they look through a positive lens. Their lives illustrate the promise God has given to everyone who loves the Lord that all things work together for good. They beam with radiant joy and are always eager to help others. These same individuals have self-esteem that allows them to joyfully accept themselves as the Lord created them. These people live successful, happy lives.

Then there are others who are always complaining. Anything that happens to them, they magnify the negative. They hate the way God created them. Life is one big problem. If it's a sunny day, they complain about the heat; if it's cloudy, they complain the sun isn't shining. Result? No one wants to be around them. These people are miserable.

Could that Person Be You?

In *Top Performance*, Zig Ziglar asks this question: "As a manager, if someone with the following qualities applied to you for a job, would you find a spot in your company or department for him or her?"⁵ Then he describes this person.

This individual has the evidence and can prove that he/she is honest, enthusiastic, intelligent, disciplined, dependable, caring, knowledgeable, humble, hardworking, persistent, loyal, organized, motivated, dedicated, patient, ambitious, energetic, friendly, goal-directed, personable, responsible, loving, and thoughtful. Not only that, but this individual has a positive mental attitude, is wise, has faith, is a good listener, has a marvelous sense of humor, a fine character, and shows integrity.

Question: Do you think this person would have a fair shot at success with your company? Two things. First, we both know this person would succeed with your company or with proper training in just about any job or profession he/she chose to enter. Second, odds are long that you think such a person doesn't exist—but I urge you, if you have that thought, *think again*.

Actually, the person with all these winning characteristics is *you*.⁶

Could that individual be *you*? Why not? It's your choice. It's not my disposition. I wasn't born this way. The Bible says, "Therefore, if anyone is in Christ, he is a new creation; old things have passed away; behold, all things have become new" (2 Corinthians 5:17). When I was born again I received a new nature. God will do the same for you. The Bible says that God "is able to do exceedingly abundantly above all that we ask or think, according to the power that works in us" (Ephesians 3:20). Don't limit what God can do.

The Bible speaks about the old and new man. Ephesians 4:22-24 says, "That you put off, concerning your former conduct, the old man which grows corrupt according to the deceitful lusts, and be renewed in the spirit of your mind, and that you put on the new man which was created according to God, in true righteousness and holiness." Colossians 3:12-14 defines further what we should put on, "Therefore, as the elect of God, holy and beloved, put on tender mercies, kindness, humility, meekness, longsuffering; bearing with one another, and forgiving one another, if anyone has a complaint against another; even as Christ forgave you, so you also must do. But above all these things put on love, which is the bond of perfection."

Don't make excuses why you can't have that dynamic winning personality. Remember, what God commands us to do, he provides us the ability to perform. You won't get it by just wishing. You get it by having a deep passion of obeying and believing God's Word and in loving people.

The Royal Law of Love

James 2:8 says, "If you really fulfill the royal law according to the Scripture, 'You shall love your neighbor as yourself,' you do well." Apostle Peter said, "Since you have purified your souls in obeying the truth through the Spirit in sincere love of the brethren, love one another fervently with a pure heart" (1 Peter 1:22). "And above all things have fervent love for one

another, for ‘love will cover a multitude of sins’” (1 Peter 4:8). God wants us to have a fervent love for people. When you do show love, don’t do it to draw attention to yourself. Paul Kazim, AG Regional Education Director for Latin America, said, “It is amazing what you can accomplish in ministry if you do not care who gets the credit.”

Let these powerful words from God’s Word speak deeply into your heart about the importance of possessing the royal law of love: “Though I speak with the tongues of men and of angels, but have not love, I have become sounding brass or a clanging cymbal. And though I have the gift of prophecy, and understand all mysteries and all knowledge, and though I have all faith, so that I could remove mountains, but have not love, I am nothing. And though I bestow all my goods to feed the poor, and though I give my body to be burned, but have not love, it profits me nothing” (1 Corinthians 13:1-3).

The Bible says, “Love suffers long and is kind; love does not envy; love does not parade itself, is not puffed up; does not behave rudely, does not seek its own, is not provoked, thinks no evil; does not rejoice in iniquity, but rejoices in the truth; bears all things, believes all things, hopes all things, endures all things” (1 Corinthians 13:4-7). I challenge you to pray over these virtues until they become part of your life.

You may end up becoming a great orator swaying thousands with your eloquent speeches, or you may have spent years getting numerous degrees so you can understand all mysteries and all knowledge, or you may have become a person of such great faith so that you can move mountains, or you are so generous that you gave all our wealth to feed the poor, or you are so firm in your faith that even the hot flames from being burned alive at the stake would not cause you to deny the Lord, but if you do not have love, the Bible says, “*It profits you nothing.*” If you don’t have love, the Bible declares all your achievements worthless.

What is the sign of true disciples? Jesus provides the answer, “By this all will know that you are My disciples, if you have love for one another” (John 13:35). A true disciple of Christ is a radiant lover of people. Jesus commanded us, “Love your enemies, bless those who curse you, do good to those who hate you, and pray for those who spitefully use you and

persecute you” (Matthew 5:44).

The Scribes and Pharisees were known by their phylacteries and ceremonies. Soldiers are known by their uniforms. Athletes are known by their achievements. But the badge of a true believer is their fervent love for people. Apostle John said, “Beloved, let us love one another, for love is of God; and everyone who loves is born of God and knows God. He who does not love does not know God, for God is love” (1 John 4:7-8).

Ambassadors for Christ

Here is a biblical mandate for all believers. It is a natural outflow of having the love of God in our hearts. Read it carefully, for it will transform your life. It’s one of the major keys for living a successful Christian life.

Therefore, if anyone is in Christ, he is a new creation; old things have passed away; behold, all things have become new. Now all things are of God, who has reconciled us to Himself through Jesus Christ, and has given us the ministry of reconciliation, that is, that God was in Christ reconciling the world to Himself, not imputing their trespasses to them, and has committed to us the word of reconciliation. Now then, we are ambassadors for Christ, as though God were pleading through us: we implore you on Christ’s behalf, be reconciled to God. For He made Him who knew no sin to be sin for us, that we might become the righteousness of God in Him. (2 Corinthians 5:17-21)

As true believers, we have been reconciled to Christ. Therefore, the ministry of reconciliation has been given to us. We ought to always have a desire in our hearts to share with everyone the wonderful news of Christ. Every believer should be a passionate soul-winner. Start where you are now.

A New Generation of Transformers

We need a multitude of men and women to refuse to capitulate to the secularistic and humanistic culture, but instead be world transformers.

Success for College, Careers, and Life

The world needs a new generation of young people with sterling character to stand up, put their shoulders back, and be determined to transform our world for the better. We need individuals to take a stand and with lifelong commitment to support biblical values, even when threatened by friends, government, school officials, employees, or anyone else. It won't be easy, but determined believers will do what's right, and be whatever God calls them to be.

If you commit yourself to fully obey the Lord's will, you'll discover God's goodness in all your conflict. And above all, when that day comes when you stand before the Lord, you'll be glad to hear him say, "Well done, good and faithful servant. Enter into the joy of the Lord."

Let the love of God radiate from you as you live your life loving him with your all. Then be amazed what the Lord can accomplish in your life as you go forth fervently loving others. I wish you the best success. Always remember:

Success Is Having the Smile of God

Notes

1. Purpose of the Book

2. Dare to Dream

1 Joseph Boyett and Jimmie Boyett *The Guru Guide*, (New York: John Wiley & Sons, 1998), 20.

2 Ibid. 20-21.

3 Ibid. 21.

4 Jim Collins, *Good to Great* (New York: Harper and Collins Publisher, Inc., 2001), 73.

5 BrainyQuote, “Helen Keller Quotes,” http://www.brainyquote.com/quotes/authors/h/helen_keller.html (accessed February 19, 2015).

6 U.S. Constitution, “The Constitution,” <http://www.usconstitution.net/dream.html> (accessed February 19, 2015).

7 Debra Viadero, “Majority of Youths Found to Lack a Direction in Life,” *Education Week* (June 11, 2008).

8 Alan Loy McGinnis, “Why Some Fast-Trackers Fizzle and...How ‘Average’ People Excel,” *Readers Digest* (August 1992).

9 Ibid.

10 Joseph Boyett and Jimmie Boyett, *The Guru Guide* (John Wiley & Sons, New York, 1998), p. 42.

11 John C. Maxwell, *Developing the Leader Within You* (Nashville: Thomas Nelson Publishers, 2005), 80.

12 “Learning the Tricks of Managing Money,” *US News & World Report* (May 19, 2008).

13 “Let’s Stigmatize Debt Culture the Way We Do Smoking,” *Houston Chronicle* (June 15, 2008).

14 Ibid.

15 Thomas J. Stanley and William D. Danko, *The Millionaire Next Door* (New York: Pocket Books, 1996), 27.

3. Quest for Knowledge

1 Geoffrey Colvin, "What it Takes to Be Great," *Fortune Magazine* (October 19, 2006).

2 Alan Loy McGinnis, "Why Some Fast-Trackers Fizzle and...How 'Average' People Excel," *Readers Digest* (August 1992).

3 Thomas J. Stanley and William D. Danko, *The Millionaire Next Door*, Pocket Books, 1996, p. 1-2.

4 National Heart, Lung, and Blood Institute, "What Are the Health Risks of Overweight and Obesity?" <http://www.nhlbi.nih.gov/health/health-topics/topics/obe/risks> (accessed September 28, 2015).

5 Ibid.

6 "American Management Association," <http://www2.acenet.edu/credit/?fuseaction=browse.getOrganizationDetail&FICE=300021> (accessed March 4, 2015).

7 BrainyQuote, "Henry Ford Quotes," http://www.brainyquote.com/quotes/authors/h/henry_ford.html (accessed February 19, 2015).

8 Dale Carnegie, *How to Stop Worrying and Start Living* (New York: Pocket Books, Inc., 1948), 200.

9 Tom Hopkins, *How to Master the Art of Selling* (New York: Warner Books, 1980), 14-15.

10 Ibid., 14.

11 Proverbs 27:5-6.

12 "The Farther Shore," *Readers Digest*, August, 2008.

13 Ibid.

14 BrainyQuote, "Henry Ford Quotes," http://www.brainyquote.com/quotes/authors/h/henry_ford.html (accessed February 19, 2015).

15 James Meenaghan, "Braving a New World," *Vital Speeches of the Day* (June 15, 1981).

4. Golden Rule Thinking

1 James A. Worsham, *The Art of Persuading People* (New York: Harper & Brothers Publishers, 1938), 8-9.

2 Ibid., 41-42.

3 Quotes & Sayings, "Bill Gates Quotes," <http://www.quotesandsay->

ings.com/gbillgates.htm, (accessed February 19, 2015).

4 Doug Hall, “What’s In It for Customers?” *Business Week SmallBiz* (April/May, 2007).

5 “Getting Your Own Way—The Easy Way,” *Readers Digest* (November, 1983).

6 “5 Questions That Will Change Your Life,” *Guideposts* (August, 2006).

7 Mary Kay Ash, <http://www.marykay.com.ph/mkpweb08/company/Founder.asp> (accessed February 25, 2015).

8 Ibid.

9 Thomas J. Peters and Robert H. Waterman, *In Search of Excellence* (New York: Warner Books, 1982), 157-158.

10 Ibid.

11 Tom Butler-Bowdon, *50 Prosperity Classics* (Boston: Nicholas Brealey Publishing, 2008), 1.

12 “Never Quit,” *Readers Digest* (April, 1982).

13 Brandon Busted, “Show Students Your Care: It Makes a Difference,” *Education Week* (October 1, 2014).

14 Zig Ziglar, *Top Performance* (New York: Berkley Publishing Group, 1986), 59.

5. Understanding the Free Enterprise System

1 Alan Greenspan, *The Age of Turbulence*, (New York: The Penguin Press, 2007), 295.

2 Ibid., 300.

3 Catherine Pulsifer, “Zig Ziglar Quotes,” Inspirational Words of Wisdom, <http://www.wow4u.com/zig-ziglar/index.html> (accessed February 19, 2015).

4 “History of the Containership,” <http://www.marinelink.com/news/article/history-of-the-containership/303137.aspx> (accessed February 25, 2015).

5 Ibid.

6 “Shipping Containers,” *Bloomberg Businessweek*, (December 8, 2014).

- 7 Zig Ziglar, *Top Performance* (New York: Berkley Publishing Group, 1986), 215.
- 8 Dale Carnegie, *How to Win Friends and Influence People* (New York: Simon and Schuster, 1936), 133-134.
- 9 Ibid., 104-106.
- 10 “The Shoes of the Other Guy,” *Guideposts* (September, 1978).
- 11 Joseph Boyett and Jimmie Boyett, *The Guru Guide* (New York: John Wiley & Sons, 1998), 15-16.
- 12 Tom Hopkins, *How to Master the Art of Selling* (New York: Warner Books, 1980), 13.

6. Advancing on the Job

- 1 “Getting Along With Your Boss,” *Readers Digest* (July, 1987).
- 2 Zig Ziglar, *Top Performance* (New York: Berkley Publishing Group, 1986), 207.
- 3 “Is what you wear hanging up your promotion?” *Houston Chronicle*, July 23, 2007.
- 4 Ibid.
- 5 Ibid.
- 6 *Business Insider*, “Here’s what hiring managers REALLY think of your tattoos.” <http://www.businessinsider.com/what-hiring-managers-really-think-of-your-tattoos-2016-1> (accessed July 27, 2017).
- 7 Ibid.
- 8 George B. Yancy, Chante P. Clarkson, Julie D. Baxa, and Rachel N. Clarkson, “Examples of Good and Bad Interpersonal Skills at Work.” <http://www.psichi.org/?page=073EyeSpring03dYance&hhSearch-Terms=%22interpersonal+and+skills%22> (accessed February 25, 2005).
- 9 American Management Association, “Interpersonal Skills for Managers,” <http://www.amanet.org/training/seminars/Interpersonal-Skills-for-Managers.aspx> (accessed February 25, 2015).
- 10 Jim Collins, *Good to Great*, Harper and Collins Publisher, Inc., 2001, pp. 215-216.
- 11 Ibid., 74.
- 12 Ibid., 56.
- 13 Ibid., 67.

7. The Free Enterprise System and America's Foundation

1 Transparency International, "Our Organization," <http://www.transparency.org/whoweare/organisation> (accessed February 19, 2015).

2 "Global Corruption Barometer 2013," p.3, http://issuu.com/transparencyinternational/docs/2013_globalcorruptionbarometer_en/5?e=2496456/3903358 (accessed February 25, 2015).

3 Jim Collins, *Built to Last* (New York: HarperCollins Publishers, Inc., 1994), 51-52.

4 US History website, "The Declaration of Independence," <http://www.ushistory.org/declaration/document/index.htm> (accessed February 19, 2015).

5 National Archives Museum, "Bill of Rights Transcript," www.archives.gov/national_archives_experience/bill_of_rights_transcript (accessed February 19, 2015).

6 Saul K. Padover, *The Washington Papers* (New York: Grosset & Dunlap, 1967), 263.

7 *Ibid.*, 447.

8 *Ibid.*

9 *Ibid.*

10 "Battered Pillars of the American System," *New York Teacher* (June 27, 1976), 21-22.

11 "Why We're Happy," *Readers Digest* (July, 2008).

12 Carl Sommer, *Character Under Attack and What You Can Do About It* (Houston: Advance Publishing, 2006), 25-29.

8. The Battle to Restore Our Moral Foundation

1 Alliance Defending Freedom, "Speak Up," <https://ratiochristi.org/media/blog/downloads/University-FAQ.PDF> (accessed September 3, 2016).

2 Alliance Defending Freedom, "Freedom of Expression at Public Universities," <http://www.alliancedefendingfreedom.org/content/docs/issues/university/University-FAQ.pdf> (accessed February 19, 2015).

3 Adam Bernstein, "Richard Rorty, 75: Leading U.S. Pragmatist Philosopher," *The Washington Post*, <http://www.washingtonpost.com/>

wp-dyn/content/article/2007/06/10/AR2007061001268.html (accessed February 25, 2015).

4 Frank Schaeffer, “Do Atheists Borrow Religion’s Morality?,” <http://religiondispatches.org/do-atheists-borrow-religions-morality/> (accessed February 26, 2015).

5 Leigh Jones, “Vanderbilt Squeeze,” *World* (August 25, 2012).

6 Centers for Disease Control and Prevention, “Start Talking, Stop HIV,” <http://www.cdc.gov/actagainstaids/campaigns/starttalking/index.html> (accessed February 19, 2015).

7 <http://www.nationalreview.com/bench-memos/420378/chief-justice-robertss-dissent-ssm-case-ed-whelan> (accessed 12/17/2015).

8 Marvin Olasky, “Survivor’s Guide,” *World Magazine* (September 3, 2016) p 64.

9 Leith Anderson, “Connecting & Representing Evangelicals,” <http://nae.net/> (accessed February 19, 2015).

10 National Association of Evangelicals, “For the Health of the Nation: An Evangelical Call to Civic Responsibility,” <http://transformmn.org/wp-content/uploads/2014/01/NAE-For-the-Health-of-the-Nation-Public-Policy.pdf> (accessed February 19, 2015).

11 <https://www.christianhistoryinstitute.org/study/module/polycarp/> (accessed December 17, 2015).

12 Ibid.

13 Lee Strobel, “Mismatched Marriage,” <http://www.thrivingfamily.com/Features/Magazine/2012/mismatched-marriage.aspx> (accessed February 26, 2015).

14 The National Aviation Hall of Fame, “Wernher von Braun,” <http://www.nationalaviation.org/von-braun-wernher/> (accessed February 19, 2015).

15 Bible & Science Library, “Wernher von Braun,” http://creationsafaris.com/wgcs_4vonbraun.htm (accessed February 19, 2015).

9. Intelligent Defenders

1 Alliance Defending Freedom, <http://www.adflegal.org/issues/>

religious-freedom/university (accessed November 14, 2015).

2 A. J. Fluehr, “Acts of intolerance will not be tolerated at Penn State,” <https://www.adflegal.org/detailspages/client-stories-details/aj-fluehr> (accessed November 14, 2015).

3 Cornea Research Foundation of America, “How the Human Eye Works: A Gateway to Vision,” http://www.cornea.org/index.php/hope/how_eye_works (accessed February 19, 2015).

4 Carl Zimmer, New York Academy of Sciences, “How the Eye Evolved, posted October 9, 2009, <http://www.nyas.org/publications/detail.aspx?cid=93b487b2-153a-4630-9fb2-5679a061fff7> (accessed September 16, 2015).

5 <http://www.talkorigins.org/faqs/ce/3/part8.html> (accessed December 16, 2015). Charles Darwin in *The Origin of Species*, J. M. Dent & Sons Ltd, London, 1971, p 167. (p 18 of The Revised Quote Book)

6 “Admission of Function,” *World Magazine*, July 9, 2016.

7 Ibid.

8 World Record Academy, “Most Expensive Bull: Idaho Bull Breaks Guinness World Record,” http://www.worldrecordacademy.com/nature/most_expensive_bull_Idaho_bull_breaks_Guinness_world_record_213275.html (accessed February 19, 2015).

9 Merriam-Webster Dictionary, <http://www.wordcentral.com/cgi-bin/student?book=Student&va=scientific%20method> (accessed February 26, 2015).

10 Roger Patterson, “Science and Origin Stories,” *Teachers of Vision, Back to School*, 2017.

11 “A Time to Talk Back,” *World*, May 30, 2015.

12 Chuck Colson and Nancy Pearcey, *How Now Shall We Live?* (Wheaton, Illinois, Tyndale House Publishers, Inc. 1999), x1.

13 Ibid. 55.

14 “A Time to Talk Back,” *World*, May 30, 2015.

15 *Huffington Post*, “White House Petition Calls For Federal Ban On Creationism, Intelligent Design In Classrooms,” http://www.huffingtonpost.com/2013/06/19/white-house-petition-creationism_n_3464918.html, (accessed 8/8/17).

10. Examining the World

1 http://classics.mit.edu/Aristotle/history_anim.5.v.html (accessed April 11, 2015).

2 Fraser Cain, "What is the Biggest Star in the Universe," <http://www.universetoday.com/13507/what-is-the-biggest-star-in-the-universe/> (accessed February 26, 2015).

3 Cool Cosmos, "How Large is the Sun Compared to Earth?" <http://coolcosmos.ipac.caltech.edu/ask/5-How-large-is-the-Sun-compared-to-Earth-> (accessed February 19, 2015).

4 Maria Temming, "How Many Stars Are There In The Universe?" <http://www.skyandtelescope.com/astronomy-resources/how-many-stars-are-there/> - (accessed February 19, 2015).

5. *Charisma*, "Former Astronaut Shows Student How Science Supports Faith," July, 2015.

6. Leslie Wickman's website, <http://www.leslieannwickman.com> (accessed July 3, 2015).

7. *Charisma*, "Former Astronaut Shows Student How Science Supports Faith," July, 2015.

8. *World*, "Surviving a Grilling," August, 2015.

9. Fred Schwarz, *You Can Trust the Communists (to be Communists)*, Englewood Cliffs, N.J., Prentice-Hall, Inc. 1960.

10. Why Evolution is True, from a *CNN* report, <https://whyevolution-istrue.wordpress.com/2014/03/22/cnn-piece-suggests-that-cosmic-inflation-finding-is-evidence-for-god/> (accessed November 14, 2016).

11. The Importance of Character for Success

1 Alan Loy McGinnis, *Bringing Out the Best in People* (Minneapolis: Augsburg Publishing House, 1985), 143.

2 Thomas J. Stanley, *The Millionaire Mind* (Kansas City: Andrews McMeel Publishing, 2000), 11.

3 John C. Maxwell, *Developing the Leader Within You* (Nashville: Thomas Nelson Publishers, 2005), 38.

4 *Ibid.*

5 Zig Ziglar, *Top Performance* (New York: Berkley Publishing Group, 1986), 101.

6 Joseph Boyett and Jimmie Boyett, *The Guru Guide* (New York: John Wiley & Sons, 1998), 3.

7 Jim Collins, *Good to Great* (New York: HarperCollins Publishers Inc., 2001), 51.

8 John McCain, “The Virtues of the Quiet Hero,” <http://www.npr.org/templates/story/story.php?storyId=4959134> (accessed February 19, 2015).

9 Colin Powell, “The America I Believe In,” <http://www.npr.org/templates/story/story.php?storyId=4583249> (accessed February 19, 2015).

10 Jim Collins, *Good to Great* (New York: HarperCollins Publishers Inc., 2001), 20-21.

11 Ibid., 12-13

12 The John Maxwell Company, “The Importance Of A Spirit of Humility,” <http://www.johnmaxwell.com/blog/the-importance-of-a-spirit-of-humility> (accessed February 19, 2015).

13 Ibid.

14 Jim Collins, *How the Mighty Fall* ((New York: HarperCollins Publishers, Inc., 2009), 39.

14 Jim Collins, *Built to Last* (New York: HarperCollins Publishers, Inc., 1994), 10.

12. Making Right Choices

1 American Lung Association, “Stop Smoking,” <http://www.lung.org/stop-smoking/> (accessed February 19, 2015).

2. Carl Robinson, Ph.D., “Why Partnership Fail and Steps to Prevent Failure,” <http://www.leadershipconsulting.com/why-partnership-fail-and-steps-to-prevent-failure.htm> (accessed July 4, 2016).

2 Mehmet Oz, “Irony in Progress,” *TimeHealth* (June 21, 2010).

3 Jeffrey Kluger and Jeffrey Ressler, “Balding, Wrinkled and Stoned,” *Time* (January 23, 2006).

13. Living a Life of Success

1 Houston Chronicle, “72% of Black Babies Born to Unwed Moms,” June 19, 2015, <http://www.chron.com/life/mom-houston/article/72-of->

black-babies-born-to-unwed-moms-data-1709669.php, (accessed June 19, 2115).

2 Ibid.

3 <http://www.heritage.org/research/reports/2012/09/marriage-americas-greatest-weapon-against-child-poverty>

4 Ibid.

5 *Charisma*, “Former ‘Street God’ Takes Jesus to the Projects” (December 2015).

6 <http://www.infinitybiblechurch.com/dimas-salaberrios> (accessed 12/18/15).

7 David Barton and George Barna, “U-Turn: How the Church Can Save America,” *Charisma* (February 2015).¹ David Barton and George Barna, “U-Turn: How the Church Can Save America,” *Charisma* (February 2015).

8 https://www.agts.edu/faculty/faculty_publications/gill/gill%20resources/hardcastlek_lillian_trasher.pdf (accessed December 21, 2015).

14. Practical Ideas for Success

1 http://www.parents-choice.org/product.cfm?product_id=33636&StepNum=1&award=aw (accessed February 8, 2016).

2 Zig Ziglar, *Top Performance* (New York: Berkley Publishing Group, 1986), 9.

3 Ibid., 10.

4 <http://erictetsel.com>, and https://www.youtube.com/watch?v=4C_bvOveLrA&index=2&list=PLJyom89ts_KAAx9IRQmp7LgCWDonyq5WD (accessed 12/14/2015).

5 Zig Ziglar, *Top Performance* (New York: Berkley Publishing Group, 1986), 37.

6 Ibid., 37.

Index

A

- Advancing on the Job 91
- Agnosticism 143
- America's Foundation
 - Battle to Restore Our Moral Foundation 119
 - Bill of Rights 107
 - Sentiments of the Founders of Our Nation 107
 - Supreme Court's Prayer and Bible Reading Decisions 111
- America's Foundation and Free Enterprise System 105
- Atheism 143, 165
- Atheist Transformed 137
- Author, About the 11

B

- Bible
 - Best Course I've Ever Taken 214
- Bible Reading 131
- Bible Reading and Prayer 131
- Bitterness 205

C

- Carnegie, Andrew 53, 63
- Carnegie, Dale 47
- Car Purchasing 34
- Character
 - Importance of Character for Success 177
- Choosing a Faith System 171
- Churchill, Sir Winston 26
- Colgate-Palmolive Soap Company 48
- College Students of Faith Attacked

120

- Collins, Jim 182, 185
- Colson Center for Christian World-view 153
- Colson, Charles 153
- Compassion 182
- Courage 197
- Credit Cards 31

D

- Dating 189
 - Great Personality Test 190
 - Unequally Yoked 190
- Debt
 - Buy/Lease 34
 - Credit Cards 31
 - Dream Destroyer 31
 - Key Money Lessons 35
 - Lottery 35
 - Purchasing a Car 34
- Deming, Edwards W. 87
- Dept
 - Key Shopping Tips 36
- Discipline 41
- DNA, Claimed to be Junk 149
- Dream, Dare to 25
- Drug Dealer Transformed 209
- Drugs 195
 - Drug Dealer Transformed 209

E

- Eating Right 42
- Eisenhower, Dwight 179
- Elephant Ears, Eagle Eyes, and a Pin-hole Mouth 91
- Employment

Success for College, Careers, and Life

Advancing on the Job 91
Elephant Ears, Eagle Eyes, and a
Pinhole Mouth 91
Enthusiasm 96
The Attire 97
Entrepreneur
Importance of Quality, Service, and
being Competitive 86
Launching Out Into a New Career
218
Loving Your Customers 89
Secrets of Success 88
Starting a New Company 86
Successful Management 102
Evolution 150
Evolutionists Still Cling to Sponta-
neous Generation 160
Microevolution and Macroevolution
151
Scientific Evidence Lacking 152
Spontaneous Generation 157
Examining the World 157
Exercise 43
Exercise and Eating Right 42
Eye 145
F
Failure
Excuses for Low Achievement 204
Permissive Management 101
Turn Failure into Success 211
Flea and the Elephant 95
Ford, Henry 25, 52
Free Enterprise System 71
Ants and the Grasshoppers 74
Encourages Innovation 77
Free Enterprise System and Ameri-
ca's Foundation 105
Karl Marx, the Founder of Commu-
nism 73

Socialism and Capitalism 71
Free Videos 37
Friends
How to Make People Like You 82
Friends, How to Have 82
G
General Revelation and Special Revela-
tion 161
God as Creator and Man as Creator
234
God Is Almighty 164
God is Good 216
Golden Rule Thinking 55
Auto Salesman—Sold Twice as Many
Cars 61
Causing Others to Want You 236
Compassion 182
Doing Your Best 79
Focus on Customers 56
Loving Autistic Student 65
Loving People 231
Please the Customer First, Last, and
Always 57
Pleasing Customers 85
Praising People to Success 60
Satisfy Wants 55
Servant Leadership 187
Thinking of Others 80
Think Like an Owner 77
Great Dilemma 167
H
Habits
How to Say, “NO!” 196
Power of Bad Habits 194
Quitting Bad Habits 196
Secret of Living an Overcoming Life
211

Health 42
Henning, Charles 11
Homosexuality 121
Hopkins, Tom 48
Horse, Owning a Thoroughbred 45
How Now Shall We Live? 153
Humanism 112

I

Integrity, The Importance of 178
Intelligent Defenders 141
Intelligent Faith 153
Interpersonal Skills 98
It Just Happened 163

J

James, William 64

K

Keller, Helen 26
King, Martin Luther 26
Knowledge and Success 39
Knowledge, Quest for 41

L

Law of Thermodynamics 162
Leadership, Ingredients of 181
Lincoln, Abraham 80, 82
Living a Life of Success 201
Living Victoriously 220

M

Making Right Choices 189
Marketing, The Key to Effective 58
Marriage 189, 191
 Best Book on Marriage 193
 Happily Married 191
 Servant Leadership 187
Maxwell, John 30, 184
Miss America Boldly Stands Up 142

Moral Relativism 115

N

Naturalism 112

O

Olasky, Marvin 129, 149, 167
Overcoming Failure 29
 Failure 29
Overweight 44

P

Parental Advice 52
Pasteur, Louis 159
Peer Pressure 197
Pencil 164
Persecution
 Believers Attacked for Their Faith
 134

Personality Test 190
Poverty, Solving 208
Practical Ideas for Success 225
Prayer
 Watch and Pray 133
Problem of Evil 169
Professors Ridicule Student's Faith 125
Prosperity of the Wicked 170
Purpose of the Book 15
Purpose of the Universe 167

Q

Quest for Knowledge 41
Quitting Bad Habits 196

R

Redi, Francesco 158
Relativism 115
Resurrection of Christ 172
Roosevelt, Theodore 29

Success for College, Careers, and Life

S

Same Sex Marriage, Supreme Court's Ruling on 122

Seeking Advice 186

Servant Leadership 187

Sex 189

- How to Say, "NO!" 196
- Human Papillomavirus (HPV) 51
- Oral Cancer 51
- Premarital Sex 50
- Secret of Living an Overcoming Life 211

Shopping Tips 36

Smoking 194

Sommer, Carl

- High School Teacher 19
- My Background 17

Spontaneous Generation 157

Stanley, Thomas J. 43, 179

Straight Talk 203

Success

- Continual Education 46
- Delayed Rewards 45
- Enthusiasm 96
- Hard Work, Perseverance, Planning, and Self-Discipline 42
- How to Keep Dreaming in Spite of the Naysayers 230
- Improving Interpersonal Skills 100
- Interpersonal Skills 98
- Living a Life of Success 201
- Loving Your Customers 89
- Management That's Fair, Firm, and Loving 101
- Obtaining Wisdom from the Elderly 53
- Practical Ideas for Success 225
- Secret of Living an Overcoming Life

211

Secrets of Success 88

Seeking Advice 186

Setting Goals for Your Life 228

Successful Management 102

Success Is having the Smile of God 240

The Importance of Seeking Advice 47

True Success 227

When Wrong, Admit It 95

Yearn for Wisdom and Caring 62

Supreme Court's Prayer and Bible Reading Decisions 111

Survivor's Guide 129

T

Teachable 184

Temptations 199

Theism 143

- Examining the World 157

Three Logical Beliefs: Theism, Atheism, and Agnosticism 143

Tolerance Movement, Hypocrisy of the New 120

- Intolerance of Colleges and Universities 124

Transformers 202

- Ambassadors for Christ 239

U

Unequally Yoked 190

V

Videos, Free 37

- Debt: Dream Destroyer 37
- Key Money Lessons 37
- Understanding Debt and Loans 37

W

Walk the Talk 133

Wernher von Braun: The Father of
Space Travel 138

Wesley, John 227

Wisdom

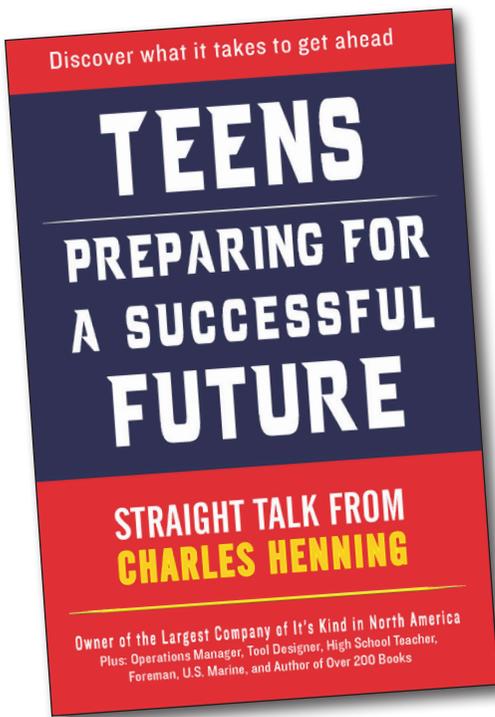
A Lover of Wisdom 223

Obtaining Wisdom from the Elderly
53

World Magazine 129

Z

Ziglar, Zig 77, 180, 231, 236



**A Great Book for
Juniors and Seniors
in High School**

Preparing Teens for Today's World

Explore:

- The Challenge and Your Dream
- The Technology Explosion
- Choosing and Preparing for Education and Your Career
- The Resume, the Interview, and Advancing On the Job
- Elephant Ears, Eagle Eyes, and a Pinhole Mouth
- Golden Rule Thinking
- Dating, Marriage, and Handling Peer Pressure
- How to Handle Failure
- Defending Biblical Values in Today's World
- Discovering Life's Ultimate Purpose

Order from: DoveMedia.com or your favorite book seller.
Available also as an e-book.