

# Attitude is Everything!!

By Paul J. Meyer

FOUNDER OF A JILLION COMPANIES AROUND THE WORLD . . . PRESIDENT OF NONE.

Prepared for the L-K Marketing Group

## The Paul J. Meyer Lifetime Favorite Book List

*A*t a recent meeting with top leaders of L-K Marketing, someone asked me, “What are your favorite books that you have read, or books that have meant the most to you?” This was difficult to answer because I read anywhere from 50 to 200 books a year. But I will give it a shot!

Following is a list of books that made the greatest impression on me, many of them in my 20s and 30s.

**#1 The Bible** - My ultimate source for gaining wisdom, knowledge, courage and strength for life! Actually, the Bible is a “mini library” in itself, containing 66 books.



**#2 The Power of Positive Thinking**, by Norman Vincent Peale. This is the all-time best selling book on having positive thinking and a positive attitude. My mother also sent me Dr. Peale’s weekly sermons for over 20 years. Actually I have read about 2000 other pieces of his work. This book made a great impact on my life as a young man.



**#3 As a Man Thinketh**, by James Allen. I read this book once a year for over 15 years when I was in my 20s and 30s.

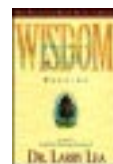
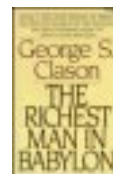


**#4 Acres of Diamonds**, by Russell H. Conwell. Incredible story!! The first place to look for success is within ourselves, and then all around us. It’s more or less right in our own back yard!



**#5 He Can who Thinks He Can!** by Marden. Probably one of the first self-improvement books ever written (about 120 years ago). I liked it.

- #6 The Richest man in Babylon**, by George S. Clason. A simple story which says that a part of all we have is ours to keep – and we should “*put overalls on it*” and put it to work!
- #7 I Dare You**, by William H. Danforth. This is about living a four-square life physically, mentally, spiritually, and socially. This sewed the seed in my mind for the *Plan of Action* covering our six areas of life which is in all the goal-setting programs I have written in the past 40 years!
- #8 How I Raised Myself From Failure into Success in Selling**, by Frank Bettger. This was about the first book on selling I ever read.
- #9 The Greatest Salesman in the World**, by Og Mandino. Og Mandino was a good friend for over 40 years. This book has out-sold all other sales books. I did a major endorsement for it in the early 60s
- #10 I’m Ok, You’re Ok**, by Tom A. Harris. I have received a lot of personal help from this book and have also shared it with hundreds of people.
- #11 Wisdom, The Gift Worth Seeking**, by Larry Lea. In my daily prayers I ask God for wisdom. I ask often. I have read this book several times.
- #12 The Man in the Mirror**, by Patrick Morley. This powerful book invites men to take a probing look at their identities, relationships, finances, time, temperament, and the means to bring about lasting change in their lives.
- #13 Life Strategies**, by Phil McGraw. This is the best book I have read in the last year. I have also bought and given away over 100 copies.



**DEVELOP A PASSION FOR BEING A LEARNER  
AND A LIFETIME STUDENT WITH A BURNING DESIRE  
TO GROW EVERY DAY . . . IN EVERY WAY! - PJM**

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*Attitude is Everything!* Series, by Paul J. Meyer

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P. O. Box 8072, Waco, TX 76714 ♦ Phone 254/741-1575 ♦ FAX 254/741-6700 ♦ E-Mail: [attitudeplus@pjmeier.com](mailto:attitudeplus@pjmeier.com)

Attitude is Everything. Change Your Attitude and You Change Your Life! By Jeff Keller Copyright © 1999, 2001 by Attitude is Everything, Inc. All rights reserved Worldwide. Attitude is everything. court proceedings. Yet, there were so many things about being an attorney that I disliked and that just seemed to drain the life out of me.