

## Contents

About the Author .....	9
<b>1. The Challenge.....</b>	<b>11</b>
My Background .....	13
Marine Corps.....	14
New York City High School Teacher and Assistant Dean of Boys .....	15
Founder and Owner of Three Businesses .....	16
Your Dream .....	18
<b>2. The Importance of Education.....</b>	<b>25</b>
Technology Explosion.....	25
The Arrival of the Computer .....	25
Changing Structure of the U.S. Economy .....	28
The Value of Education .....	29
I'm Thinking of Quitting School.....	30
High School Dropouts .....	31
Earning Statistics Between Dropouts and High School Graduates .....	32
Excuses for Dropping Out of School .....	32
I Don't See the Value of Schooling .....	34
Be a Dummy and Quit.....	36
Solutions for Failing Students .....	36
<b>3. Educational Success.....</b>	<b>39</b>
What Leads to Success or Failure? .....	39
Using Failures as Stepping Stones to Success.....	43
Gritty Determination .....	44
Lazy Students.....	46
Excuses for Low Achievement .....	48
Bitterness.....	51
<b>4. The Secret to Educational Success.....</b>	<b>53</b>
Taking Responsibility .....	53
Discipline .....	55
Delayed Rewards .....	59
Importance of Literacy and Math Skills .....	60
Continual Education .....	61
The Importance of Seeking Advice .....	63
Parental Advice .....	66

## **5. Choosing and Preparing for the Right Career ..... 77**

Choosing Between Agriculture, Industry, or Service Employment .....	80
Occupational Outlook Handbook from U.S. Department of Labor .....	80
Exploring Career Information from Bureau of Labor Statistics .....	81
Wrong Choices .....	82
Hasty Decisions .....	83
Finding a Job During School and Summer .....	84
Debt .....	84
Avoid Debt Like a Plague .....	88
Gambling.....	89
Key Money Lessons .....	90
Key Shopping Tips .....	92
Dating and Marriage.....	94

## **6. The Resume and the Interview ..... 97**

The Resume .....	97
Inferiority Complex .....	99
Healthy Self-Esteem .....	100
The Handshake .....	102
The Interview .....	103
Employers Reluctant to Hire Teens .....	107
Extra Steps.....	107

## **7. The Free Enterprise System and America's Foundation.... 109**

Socialism and Capitalism .....	109
Karl Marx, the Founder of Communism .....	111
Sentiments of the Founders of Our Nation .....	114
Bill of Rights.....	115
Fruits of Moral Relativism .....	121
Be Knowledgeable and Assertive in Your Beliefs.....	124
Miss America Boldly Stands Up .....	125

## **8. The Importance of Understanding the Free Enterprise System.... 127**

Think Like an Owner .....	127
Innovation .....	128
Doing Your Best.....	130
Thinking of Others .....	131
How to Have Friends.....	133

How to Make People Like You .....	134
Putting Yourself in the Other Person's Shoes.....	136
Pleasing Customers.....	137
Starting a New Company .....	138
Secrets of Success.....	139
Loving Your Customers.....	141
<b>9. Advancing On the Job .....</b>	<b>143</b>
Elephant Ears, Eagle Eyes, and a Pinhole Mouth .....	143
Listening Ears.....	143
Eagle Eyes.....	145
Shut Up .....	147
When Wrong, Admit It .....	148
Enthusiasm .....	150
The Attire .....	152
Interpersonal Skills .....	154
Management That's Fair, Firm, and Loving .....	156
Permissive Management .....	157
<b>10. The Importance of Character for Success .....</b>	<b>159</b>
The Importance of Integrity.....	160
Compassion.....	164
Peer Pressure .....	168
Sexual Peer Pressure.....	171
The Power of Bad Habits.....	174
How to Say, "NO!" .....	178
Courage .....	180
Quitting a Bad Habit .....	180
<b>11. Golden Rule Thinking .....</b>	<b>183</b>
Satisfy Wants.....	183
Focus on Customers.....	185
Please the Customer First, Last, and Always .....	185
The Key to Effective Marketing .....	187
Promoted to Management.....	188
Praising People to Success.....	190
Auto Salesman—Sold Twice as Many Cars as Any Other Human Being.....	190
Thread of Caring.....	192
Choose to Learn and Help Others .....	193

## Teen Success In Career and Life Skills

<b>12. The Choice .....</b>	<b>195</b>
What Is Success?.....	195
Never to Complain.....	196
Your Goal.....	199
Ingredients of Leadership.....	199
Practical Ideas for Teen Success.....	200
Free Will to Choose.....	203
A New Generation of Teens .....	204
<b>Questions.....</b>	<b>205</b>
<b>Notes.....</b>	<b>225</b>