

Today is \_\_\_\_\_

*The six most important things  
to do today are:*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

*Turn the page for:*

**“A \$25,000 Secret That Can Revolutionize Your Life”**

## "A \$25,000 SECRET THAT CAN REVOLUTIONIZE YOUR LIFE"

One day, years ago, efficiency expert Ivy Lee was interviewing Charles Schwab, President of Bethlehem Steel Company. Lee outlined his organization's service to Schwab and ended by saying, "With our service, you'll know how to manage better."

"Hell," said Schwab, "I'm not managing as well now as I know how to. We don't need more 'knowing' but more 'doing.' If you can give us something to pep us up to do the things we already know we ought to do, I'll gladly listen to you and pay you anything within reason you ask."

"Fine," answered Lee, "I can give you something in twenty minutes that will step up your 'doing' at least 50 per cent."

"Okay," said Schwab. "Let's have it. I've got just about that much time before I leave to catch a train."

Lee handed Schwab a blank sheet of note paper and said: "Write down the six most important tasks you have to do tomorrow and number them in order of their importance. Now, put this paper in your pocket and the first thing tomorrow morning look at item one and start working on it until it is finished. Then tackle item two in the same way; then item three, and so on. Do this until quitting time. Don't be concerned if you have only finished one or two. You'll be working on the most important ones. The others can wait. If you can't finish them all by this method, you couldn't have with any other method either; and without some system, you'd probably not even have decided which was the most important.

"Do this every working day. After you've convinced yourself of the value of this system, have your men try it. Try it as long as you wish, and then send me a check for what you think it is worth."

In a few weeks Schwab sent Lee a check for \$25,000 with a letter saying the lesson was the most profitable he had ever learned. In five years, this plan was largely responsible for turning the unknown Bethlehem Steel Company into the biggest independent steel producer in the world. And it helped to make Charles Schwab a hundred million dollars and the best-known steel man in the world.

What worked for Charles Schwab can work for you.