



FIRST 3 WEEKS

The image features a dark background with abstract, flowing lines in red and blue. A vertical white line is positioned to the left of the text. The text 'FIRST DAY...' is centered in white, sans-serif font.

FIRST DAY...

STEVE SWALE'S LETTERS HOME

Dear Dad & Mom,

(First letter, June 04, 1986) "I sold 5 customers for a profit of \$107.30—MYBEST DAYYET. Today I sold only 2 customers and cleared \$75.00. It just wears on me, however, to hear the same excuses time after time. I had the second most customers this week for a first year student, but still I don't feel I'm doing particularly well. Those who are not selling as well have it pretty tough, I bet."

(Second letter, June 06, 1986) "Well, it's Friday at 5:40 a.m. and I can't sleep. Sorry to say, and I didn't think it would happen, but I'm really hating this. I dread waking up in the morning. Each day is just like the last—house to house until 4 p.m. It is frustrating not knowing if your efforts will be rewarded....to find no one home, and if home, they are not interested. If interested, there is the money problem....and if not money, then, "I must talk to my husband first."

(June 10, 1986) "I miss you. I think constantly about home. I wish I could just quit. I hate this. They told us we would get these feelings, but I had no idea they would be so intense."

(June 14, 1986) "Boy, I don't know if I can deal with this all summer long. ANYTHING would be easier than this!"


(June 16, 1986) "This is not getting any easier, even though I'm doing well. Monday through Thursday is especially hard. Sunday is the only day I look forward to."

(June 19, 1986) "Last week I finished 3rd in Units Sold, 2nd in Number of Customers, and 1st in Number of Sets Sold. Well, things are getting a little better now. It's tough, but I'm having a better attitude about it every day."

(June 21, 1986) "I really actually enjoyed this week of work. The people were friendly, and those who weren't didn't bother me. I just kept moving and kept laughing Well, I had my best week yet and have met my goals each week. I just keep talking and smiling through their objections and act like I'm supposed to be there! My sales have gone like this: 79, 81, 150, 235."

(June 30, 1986) "I know for sure that I will be here all summer now. The roughest part is over, and my responses and reactions in various circumstances are becoming habit. I'm not even nervous anymore."

(July 05, 1986) "I had my best day yesterday—more profit in one day than for working two weeks in the store back home. This is toughing me up and teaching me how to face all kinds of people, problems, and situations eachday."




„FIRST 3 WEEKS ARE TRAINING AND YOU
WILL NOT LIKE IT, BUT IT WILL GET BETTER
SO BE PATIENT , KEEP WORKING AND
CONTROL THE CONTROLLABLES.“



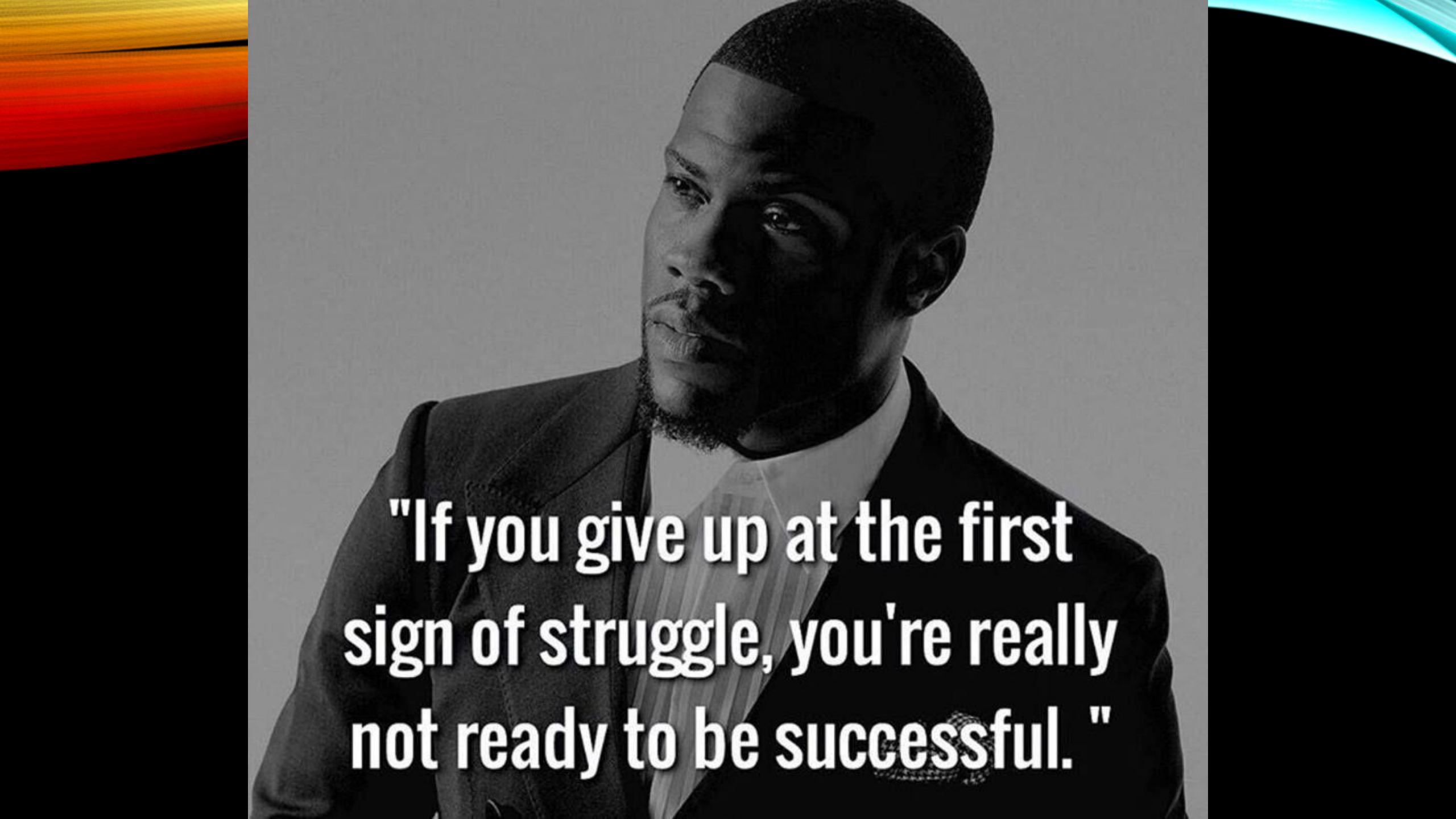
Beginnings are
always hard.

Julie Andrews

A man in a dark suit and tie is shown in profile, looking towards the right. He is standing in a dark environment, possibly a stage or a dimly lit room. The background is mostly black, with some faint, out-of-focus lights. At the top of the image, there are vibrant, curved light streaks in shades of orange, red, yellow, and green. The overall mood is contemplative and professional.

THERE'S NO SUCH THING AS AN

**OVERNIGHT
S U C C E S S**



"If you give up at the first sign of struggle, you're really not ready to be successful."



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AND YOU WILL NOT LIKE THEM, BUT YOU
NEED TO KEEP WORKING, BE PATIENT
AND CONTROL THE CONTROLLABLES.“