Zig Ziglar's Little PDF of Big Quotes
“You can have everything in life you want, if you will just help enough other people get what they want.”

Zig Ziglar
I am often asked what my favorite quote or saying is. Frankly, there are hundreds of inspiring adages that help illustrate the incredible potential each of us possesses. I hope this Little Book Of Quotes will inspire, encourage and motivate you, provide hope and at times a smile.

I trust you will find them insightful and in some context, useful. I hope they make you think, give you new ideas, and extract more of the potential in you.

I am also hopeful that they will collectively reveal a philosophy. In what is essentially an interpretation of the Golden Rule, it is my sincere belief that you can have everything in life you want if you will just help enough other people get what they want.

See You Over the Top,

Zig Ziglar
Ambition
Your business is never really good or bad “out there.”
Your business is either good or bad
right between your own two ears.

The real opportunity for success
lies within the person and not in the job.

It is easy to get to the top after you get
through the crowd at the bottom.

Success is not a destination, it’s a journey.

The most practical, beautiful, workable philosophy
in the world won’t work – if you won’t.

Motivation is the fuel necessary
to keep the human engine running.

Discipline yourself to do the things you need to do
when you need to do them, and the day will come
when you will be able to do the things you want to do
when you want to do them!
What you get by reaching your destination is not nearly as important as what you will become by reaching your destination.

Motivation gets you going and habit gets you there. Make motivation a habit and you will get there more quickly and have more fun on the trip.

The basic goal-reaching principle is to understand that you go as far as you can see, and when you get there you will always be able to see farther.

You are the only one who can use your ability. It is an awesome responsibility.

Ambition, fueled by compassion, wisdom and integrity, is a powerful force for good that will turn the wheels of industry and open the doors of opportunity for you and countless others.

If we don’t start, it’s certain we can’t arrive.

Obviously, there is little you can learn from doing nothing.
Attitude
Positive thinking will let you use the abilities, training and experience you have.

Positive thinking won’t let you do anything but it will let you do everything better than negative thinking will.

We all need a daily check up from the neck up to avoid stinkin’ thinkin’ which ultimately leads to hardening of the attitudes.

It’s not what happens to you that determines how far you will go in life; it is how you handle what happens to you.

You cannot tailor make the situations in life, but you can tailor make the attitudes to fit those situations before they arise.
Of all the “attitudes” we can acquire, surely the attitude of gratitude is the most important and by far the most life changing.

When you choose to be pleasant and positive in the way you treat others, you have also chosen, in most cases, how you are going to be treated by others.

You can disagree without being disagreeable.

I’ve got to say no to the good so I can say yes to the best.

To respond is positive, to react is negative.
Encouragement
Start your child’s day with love and encouragement and end the day the same way.

You already have every characteristic necessary for success if you recognize, claim, develop and use them.

You cannot make it as a wandering generality. You must become a meaningful specific.

The best way to raise positive children in a negative world is to have positive parents who love them unconditionally and serve as excellent role models.

You will make a lousy anybody else, but you will be the best “you” in existence.

You must manage yourself before you can lead someone else.
When someone we love is having difficulty and is giving us a bad time, it’s better to explore the cause than to criticize the action.

Take time to be quiet.

Obstacles are the things we see when we take our eyes off our goals.

The best thing a parent can do for a child is to love his or her spouse.

Your mate doesn’t live by bread alone; he or she needs to be "buttered up" from time to time.

Other people and things can stop you temporarily. You’re the only one who can do it permanently.
Guidance
If you’re sincere, praise is effective.
If you’re insincere, it’s manipulative.

Everybody says they want to be free. Take the train off the tracks and it’s free—but it can’t go anywhere.

Many marriages would be better if the husband and wife clearly understood that they’re on the same side.

The more you express gratitude for what you have the more you will have to express gratitude for.

Kids go where there is excitement.
They stay where there is love.

Duty makes us do things well, but love makes us do them beautifully.
It’s not the situation, but whether we react (negative) or respond (positive) to the situation that’s important.

There’s not a lot you can do about the national economy but there is a lot you can do about your personal economy.

Lack of direction, not lack of time, is the problem. We all have twenty-four hour days.

You can finish school, and even make it easy – but you never finish your education, and it is seldom easy.

The best way to make your spouse and children feel secure is not with big deposits in bank accounts, but with little deposits of thoughtfulness and affection in the “love account.”

You’ve got to be before you can do, and do before you can have.
All of us perform better and more willingly when we know why we’re doing what we have been told or asked to do.

Money will buy you a bed, but not a good night’s sleep, a house but not a home, a companion but not a friend.

Most x-rated films are advertised as “adult entertainment,” for “mature adults,” when in reality they are juvenile entertainment for immature and insecure people.

You don’t drown by falling in water; you only drown if you stay there.

When you give a man a dole you deny him his dignity, and when you deny him his dignity you rob him of his destiny.

Remember, you can earn more money, but when time is spent it is gone forever.
Happiness
I’m so optimistic I’d go after Moby Dick in a row boat and take the tartar sauce with me.

Most of us would be upset if we were accused of being “silly.” But the word “silly” comes from the old English word “selig,” and its literal definition is “to be blessed, happy, healthy and prosperous.”

The chief cause of failure and unhappiness is trading what you want most for what you want now.

Be helpful. When you see a person without a smile, give him yours.
Our children are our only hope for the future, but we are their only hope for their present and their future.

When you put faith, hope and love together you can raise positive kids in a negative world.

Failure is an event, not a person. Yesterday ended last night.

There are seldom, if ever, any hopeless situations, but there are many people who lose hope in the face of some situations.

You cannot solve a problem until you acknowledge that you have one and accept responsibility for solving it.

Character gets you out of bed; commitment moves you to action. Faith, hope, and discipline enable you to follow through to completion.

The door to a balanced success opens widest on the hinges of hope and encouragement.
Integrity
Character
If standard of living is your major objective, quality of life almost never improves, but if quality of life is your number one objective, your standard of living almost always improves.

If people like you they’ll listen to you, but if they trust you they’ll do business with you.

Ability can take you to the top, but it takes character to keep you there.

The quality of a person’s life is in direct proportion to his or her commitment to excellence, regardless of his or her chosen field of endeavor.

Keep your thinking right and your business will be right.

When a company or an individual compromises one time, whether it’s on price or principle, the next compromise is right around the corner.
What you do off the job is the determining factor in how far you will go on the job.

You build a successful career, regardless of your field of endeavor, by the dozens of little things you do on and off the job.

When you exercise your freedom to express yourself at the lowest level, you ultimately condemn yourself to live at that level.

With integrity you have nothing to fear, since you have nothing to hide. With integrity you will do the right thing, so you will have no guilt. With fear and guilt removed you are free to be and do your best.
When I discipline myself to eat properly, live morally, exercise regularly, grow mentally and spiritually, and not put any drugs or alcohol in my body, I have given myself the freedom to be at my best, perform at my best, and reap all the rewards that go along with it.

When we do more than we are paid to do, eventually we will be paid more for what we do.

What comes out of your mouth is determined by what goes into your mind.

You can get everything money will buy without a lick of character, but you can’t get any of the things money won’t buy—happiness, joy, peace of mind, winning relationships, etc., without character.
Self-Image
If you don’t like who you are and where you are, don’t worry about it because you’re not stuck either with who you are or where you are. You can grow. You can change. You can be more than you are.

Some people find fault like there is a reward for it.

Far too many people have no idea of what they can do because all they have been told is what they can’t do. They don’t know what they want because they don’t know what’s available for them.

Man was designed for accomplishment, engineered for success, and endowed with the seeds of greatness.

You were born to win, but to be the winner you were born to be you must plan to win and prepare to win. Then and only then can you legitimately expect to win.

When your image improves, your performance improves.
The greatest single cause of a poor self-image is the absence of unconditional love.

It’s not what you know, it’s what you use that makes a difference.

Success is not measured by what you do compared to what others do, it is measured by what you do with the ability God gave you.

Before you change your thinking, you have to change what goes into your mind.

You are what you are and where you are because of what has gone into your mind. You can change what you are and where you are by changing what goes into your mind.

Don’t be distracted by criticism. Remember – the only taste of success some people have is when they take a bite out of you.
Success
Success

Too many people spend more time planning how to get the job than on how to become productive and successful in that job.

You enhance your chances for success when you understand that your yearning power is more important than your earning power.

The price of success is much lower than the price of failure.

When management and labor (employer and employee) both understand they are all on the same side, then each will prosper more.

When we clearly understand that there is no superior sex or superior race, we will have opened the door of communication and laid the foundation for building winning relationships with all people in this global world of ours.

The only way to coast is down hill.
Success

Remember there is plenty of room at the top – but not enough to sit down.

Selling is essentially a transference of feeling.

If you will pump long enough, hard enough, and enthusiastically enough, sooner or later the effort will bring forth the reward.

You don’t “pay the price” for success – you enjoy the benefits of success.

Success is one thing you can’t pay for. You buy it on the installment plan and make payments every day.

Ability is important in our quest for success, but dependability is critical.
For over three decades Zig Ziglar has been recognized by his peers as America’s most consistent messenger of hope and optimism.

Having shared the stage with Presidents Ford, Reagan and Bush, Generals Norman Schwarzkopf and Colin Powell, Dr. Norman Vincent Peale, Paul Harvey and Dr. Robert Schuller, he is one of the most sought after personal development trainers in the world.

The client list of Ziglar reads like a who’s who in American and global business. Nine of his twenty-three books have been on the bestseller lists and his titles have been translated into more than thirty-eight languages and dialects.

Zig has inspired people from every walk of life to achieve more than they ever thought possible.
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