

To The Reader

Now Is Your Time to Win was first published by Tyndale House Publishers in 1982. Quickly it made its way to B. Dalton's top ten bestseller list, where it remained for twelve consecutive weeks. After many years, fifteen printings and 115,000 copies sold, the book was retired.

Even though no longer available, many requests for *Now Is Your Time to Win* continued to make their way to me. It became evident that even though much of the content of the book has to do with actual events and interviews from many years ago, the 7 Principles shared are just as applicable today. After much thought, the decision was made to revise and reprint *Now Is Your Time to Win*.

The story line remains virtually the same, keeping sales and commission figures relevant to the actual years the events occurred. Wherever possible, current information regarding persons and companies that were quoted in the original manuscript was updated.

Several people that were quoted and very influential to the original book are no longer living today. I will be forever grateful for their contribution to my life and my work. They are Mary Kay Ash, Dr. James Hefley, Colonel Jim Irwin, Coach Tom Landry, Og Mandino, Colonel Harland Sanders, W. Clement Stone and Mort Utley. Their thoughts and comments were very greatly appreciated and continue to inspire.

With the advantage of an additional twenty-two years of experience since *Now Is Your Time to Win* was first released, it is my conviction that the 7 Principles outlined are totally relevant for today as well as yesterday. As you read comments from the great winners interviewed for this book, you will soon be aware that the principles apply to all professions and life in general.

The 7 Principles shared are certainly not original, nor are they profound. However, they are very basic, sound, and have stood the test of time. If you keep the principles in mind, and apply them daily, you will find yourself continuing to make progress toward your goals.

If you hit a bump in the road in your journey for success, as many of us have from time to time, go back to Principle 1 and start working the principles over again. No one desires to have a setback, but as you will read, a setback never has to be final, and with the right attitude, a lot can be learned from one. You can always bounce back if you choose you.

So, let's get to it.

Let me challenge you to dig in and commit to consistently apply the 7 Principles outlined. If you do, you can be assured that NOW IS YOUR TIME TO WIN!

David Dean