

## YOUR OPINION IS RESPECTFULLY REQUESTED: "THE ZIG ZIGLAR PARADIGM" - TNNW Survey #89

Dear Friends and Colleagues:

Many of us grew up with the teachings of Zig Ziglar, a widely-known and highly respected motivational speaker and sales coach.

I recently came across this quote on Twitter, placed there by Tom Ziglar, Zig's son, which summarizes the *Zig Ziglar Paradigm*:

**TomZiglar: Our Philosophy** - "*You can have everything in life you want, if you will help enough other people get what they want.*" - **Zig Ziglar**.

Born in 1954, I am a Baby Boomer, and I have witnessed a great deal of social and technological change since I began my career in 1980. As every philosophy and belief must withstand some questioning and re-examination from time to time as the world changes, there are some questions that **THE NATIONAL NETWORKER** (subscribe free at <http://twitlik.com/OK>) has regarding Mr. Ziglar's classic rule for business success. We encourage you to offer us *your* views:

1. Do you believe that this standard is still essentially true today?
2. If you do not, please explain why not.
3. If you do, then please explain why you think it is true.
4. What modifications or qualifications would you make to this rule to make it more applicable (if possible) to the times in which we now conduct our business?
5. Generally speaking, do you believe that people have changed in terms of their willingness to help others, and to reciprocate? If so, what alternative strategy would you offer for dealing with people? How would you choose (i.e., what criteria might you employ to select) those individuals who were worth your expending your time and energy cultivating in your networking and relationship-building efforts?

Please submit your opinion, and be counted!

Click on <https://ciof.wufoo.com/forms/your-response-to-a-tnnw-survey/> to submit your response. Please remember: In the subject line of your response, reference "**TNNW Survey #89**".

The results of this survey will be accumulated, analyzed and published in ***THE NATIONAL NETWORKER*** Newsletter, Linked In, Twitter and a wide variety of internet-based social media.

Please respond at your very earliest convenience.

Faithfully,

Douglas Castle

**NOTE:** These surveys are conducted regularly by TNNW SURVEYS™ and they are posted at <http://TheNationalNetworkerSurveys.blogspot.com> . We welcome you to visit the site to view earlier surveys and their results, or to present us with your own ideas for polls or surveys which you would like for us to create and publish for your organization.