

## *Wonderland* – Lewis Carroll

*Lesson Number*

8

# TIME: THE MOST PRECIOUS THING IN THE WORLD

(An after-the-lesson visit with Mr. Hill)

White Rabbit:

I'm late, I'm late for a very  
important date.

No time to say hello, good-bye,  
I'm late, I'm late, I'm late.

*Alice's Adventures in*

**GITOMER INSIGHT:** Why do the busiest people in the world ALWAYS have time to do important things? **ANSWER: THEY KNOW THE VALUE OF TIME ALLOCATION AND UTILIZATION.** Think of the most successful people you know. They are always busy **ACHIEVING.** Now think of the people you know that aren't reaching their potential. Odds are they're nowhere near maximum performance level. They **blame others rather than seize opportunity.** There are major answers in this lesson, but **ONLY** if you're willing to invest the time in yourself. More "how" answers at the end of this lesson.

James J. Hill, the great railroad builder, has passed over the Great Divide. Mr. Hill began his career as a laborer, as you know. He was not what the world would call a success until after he had passed the fortieth milepost in life. His real career began at about thirty-eight. BUT – BETWEEN THE AGES OF EIGHTEEN AND THIRTY-EIGHT HE WAS GETTING READY FOR THE SUCCESS THAT NEVER WOULD HAVE COME HAD HE NOT BEEN MAKING GOOD USE OF HIS TIME! He had his share of it and none can say that he didn't make good use of it. To him, TIME was the most important thing in the world.

By nature nearly all of us are lazy. We need constant prodding to keep us moving along in the line of self-development. Some of us are more lazy than others. These are the ones who enjoy

less success – the ones which the world calls failures. Others, by constant self-development, have grown to be more industrious, and these are the ones which the world calls successful. Every one of us who is able-bodied and strong-minded, but who has failed to succeed by the time he has reached the fortieth milepost, can see the man responsible for his lack of success by looking in a looking glass.

From my office, I can look out over the beautiful blue waters of Lake Michigan. Out there in the summer, scores of young people are enjoying life in sail boats, motorboats, and canoes, just as I would like to be doing. I did pretty much as those young people are doing before I reached the age of thirty, but now TIME is too precious to be devoted entirely to pleasure. I MUST WORK FOR I AM RACING TIME AND I ONLY HAVE A FEW YEARS IN WHICH TO WIN THE RACE, UNLESS I SHOULD PROVE TO BE ONE OF THOSE WHO SUCCEED AFTER FORTY!

I am afraid, however, to take a chance on this. I have now come into possession of the most precious heritage that this world has to offer me, namely: A CHANCE TO MAKE GOOD – and I must render a good account of my stewardship. Ten years ago it would have been different. I would have said, “Oh well, what’s the use of my working when I might be out having a good time,” but today I cannot spare a single one of those precious hours which belong to me.

I recently read an editorial in one of our metropolitan dailies, which further impressed upon me the great value of time. That editorial was written by one of the highest-paid newspaper writers in the world, as the editorial itself forcibly indicates. It is an editorial that every man in the world, both young and old, successful and unsuccessful, ought to read. That is why I am quoting it.

It will be especially beneficial to those who have not reached the age of thirty. It will do no harm to those who have reached the age of forty or fifty. It will be beneficial to the man who wants to learn “HOW TO SELL HIS SERVICES,” for it will show him “HOW TO KEEP HIS SERVICES SOLD.” I shall take the liberty of giving this editorial a headline which did not appear in the paper. I shall call it – HOW TO SUCCEED!

SERMONS are tiresome and this is preaching. But a million young men, and another million would be more useful, more happy, if they could apply to themselves this sermon. It tells, in a new form, the old story of the ant and the grasshopper. La Fontaine in his fable told it to the French and to all the modern civilized world. Aesop, the Greek, of two thousand five hundred years ago, taught the story to the French writer. And to Aesop the story came from Asia. Where the Asiatic writer got it, we do not know. But we know that it is a story as old as human intelligence, but always new and true – and here it is again. And you will not waste your time if you think about it. Ant and the grasshopper meet in Cold of Winter.

The ant is comfortable, well supplied with food, for she has been working through the hot weather. The grasshopper shivering, starving, begs for help. "What have you been doing all Summer?" asked the ant. "May it please you," replied the grasshopper, "I have been singing." "Very well," says the ant, "if you have been singing all Summer, now dance in Winter." The hard-hearted ant closes the door, ends the conversation and leaves the grasshopper, who has spent the Summer singing to spend a few minutes of the Winter dying.

You young men who allow youth, which is the Summer of human beings, to drift by, working as little as you dare in Winter, working very little indeed in Summer, YOU ARE THE GRASSHOPPER OF CIVILIZATION. Later on in your Winter, in your old age, when the cold comes, and work and pay are hard to find, you will perhaps wonder at the hard-hearted selfishness of the man who has been working while you were singing, and who says, "You were singing, taking life easily, while you were young, now DANCE TO KEEP YOURSELF WARM."

The world is a great ant that has little sympathy for poverty in old age. The grasshopper of the fable was more fortunate than old men begging for work, asking for a chance that is refused, struggling vainly to make up for days wasted. Far better than cold charity and the poorhouse is the grasshopper's fate when the snow falls and frost comes.

Young men who plan their Summer vacation, and wonder how much time they will have for idleness during the warm

weather, bear this in mind: YOU CAN BE ONE OF THE SUCCESSFUL MEN IF YOU WILL IT. The Successful man is one INDEPENDENT of others. The man who is not independent, lives and dies in slavery. No matter how big your pay, if you do not make yourself independent by hard work, self-control, and saving – independent of job and employer – you are nothing but your employer's slave. He owns your TIME and HE who owns your time OWNS YOU.

The man in this story is one of the human grasshoppers preparing for old age of want. He watches the bees, sees them come and go ceaselessly, all working except the one queen that produces the young bees. He knows that the drones, that do no work, are killed and thrown out of the hive by the workers at a stated time. "Interesting little creatures," says he to himself. He does not realize that he is one of the drones, waiting for old Time, the worker with his sting, to throw him out and put an end to him.

The difference between a miserable drone and worker in the hive is this: The worker has a sting, the drone has NONE. The drone is big, fat, good-looking. He will not work, and he has no sting. When the time comes, the workers attack the drones, sting them to death, drag their dead bodies out of the hive, and proceed with useful work. Young men, the sting is to the bee what WILL POWER IS TO THE MAN. Man can add to will power by CULTIVATING THE WILL, and make the will drive him to work and to independence.

Imagine a man wrecked, out in the middle of the lake, floating idly on his back, and admiring the scenery, hour after hour. You would say to him, "Young man, you had better turn over and swim toward the shore. Darkness is coming on, and you won't find your ways so easily. This is no time to be floating."

To the millions of young men, thinking only of the rest they have not earned, indulging in waste of time that means sorrow in old age, we say this: THIS IS NO TIME FOR YOU TO BE FLOATING ON YOUR BACK. This is no time for you to be admiring the scenery, wondering how you can enjoy yourself and escape unpleasant work. Winter is coming, and old age, which is the Winter of Life, is coming. Time does not stop and rest when you stop. Life is a big ocean, and you are out in the middle of it. This is the time to get toward the shore, toward safety, toward AN INDEPENDENT FOOTING.

Go to the poorhouse, to the parks where the miserable sleep at night, to the prisons, to men vainly looking for work, and you will see men who failed to swim and never reached the shore.

Now a few words for the man who is not idle, who has ambition. For him who looks upon work as the main thing, upon pleasure as secondary, the beginning of this editorial is not needed.

The time to gain success is when others stand still. He who runs while others sit and think will win the race.

The warm Summer days are days of sitting down for the majority of workers.

Everybody runs fast in the BEGINNING of a race. The cool months are the beginning of the race of each year. The hot Summer months are the end of the race. Every race is won at the END, won by the man who keeps running as fast as he can, after others have begun to get tired and go slowly.

Let you young men who have ambition be among those that run as fast in hot weather as in the days of resting, of slowing up, of sitting down.

We do not mean that you should not have reasonable vacation, if you can get it. But make it a sensible vacation. Make it all outdoor life, exercise, regular hours, careful eating, wise reading.

A vacation, reasonable in length, sane and intelligent in its use, is the most profitable part of your working year, adding years to life and efficiency to the hardworking days.

Do not, however, imagine that a reasonable vacation means a vacation free from thought.

THE BRAIN NEVER GETS TIRED.

One little part of the brain used over and over becomes fatigued. The way to rest that tired part of the brain is TO USE THE BRAIN ENERGY THAT HAS LAIN IDLE.

When you go on a vacation, you make it a point to use the muscles that have not been working. Make it also a point to use these parts of the brain that have not been working.

**“A vacation, reasonable in length, sane and intelligent in its use, is the most profitable part of your working year, adding years to life and efficiency to the hardworking days.”**

**– Napoleon Hill**

Read good books, a new kind. Think earnestly on new subjects. Question those with whom you come in contact. Find out how THEY live – the real study of mankind is man, as you know. Study yourself, while you are working, to make sure that you are doing your best. Study others on your vacation, talk with them, question them, LISTEN to them, that you may learn from others, and from the thoughts of others.

When Darwin went on his famous ocean trip, he might have made it a vacation in the usual sense. It was a vacation, but it made him a greater man in science, better, more useful. He brought back knowledge and health from his vacation. See that you do the same.

Ambitious young men, you should realize that days of idleness for others are YOUR OPPORTUNITY.

You can succeed in life only as you succeed in a race, by passing others. And you can succeed most easily while the other man is sleeping in the hammock, drowsing, “floating” on his back getting nowhere, not realizing that he is far from the shore of independence.

HE REPRESENTS YOUR OPPORTUNITY.

For this is a world of competition, and success is built on the failure of others. An intelligent young man said to his father there were too many fools in the world. “Don’t be too hard on fools,” said the father. “If there were not so many fools, we might not be so well off.”

Very cordially yours,



80 East Randolph St.  
Chicago, U.S.A.

## GITOMER'S THOUGHTFUL ACTIONS

### HOW TO IMPLEMENT THIS LESSON

“Time is money.” You’ve heard that expression a thousand times or more. And as many times as you’ve heard it, *you have universally ignored it*. So if time is money, what are you doing with yours? Are you spending it or investing it? And how are your time investments working for you? Hill stresses the value of time and gives examples of how to utilize it for maximum return. Here’s what to do:

**1. Identify your 4–5 most important uses of time.** Family, exercise, sales career, travel, whatever.

**2. Create a WEEKLY TIME ALLOCATION chart.** Divide your daily awake time into 30-minute segments.

**3. Enter the IMPORTANT elements from #1 into the chart as necessary.** This will allow you to concentrate on the IMPORTANT elements of your life.

**“Do not, however, imagine that a reasonable vacation means a vacation free from thought.**

**THE BRAIN NEVER GETS TIRED.”**

*– Napoleon Hill*