

**BC** BILL CLARK  
AUTHOR

# ATTITUDE

## THE WARRIOR WAY

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AUTHOR:

**Master Clark**



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### **Attitude**

The Warrior Way

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*To the instructors and students who have been part of my journey for the past 50 years.*

This book reflects not just our shared experiences but also the collective attitude we've nurtured— one of resilience, determination, and mutual respect. To the mentors who've instilled in me the power of a positive attitude, your unwavering support has been my guiding light. Your lessons have taught me that the right mindset is the cornerstone of success.

To the students whose vigor and curiosity have continually inspired me, your willingness to embrace challenges with a positive attitude has reinforced my belief in the transformative power of learning.

Our journey together has been a testament to the fact that attitude shapes our path as much as our actions. This dedication is a tribute to you all, acknowledging the indelible impact of our attitudes on our collective pursuit of knowledge and growth.

Thank you for embodying the spirit of positivity and resilience that this book celebrates.

With deep appreciation,

  
**BILL CLARK**  
AUTHOR



# Attitude

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## INTRODUCTION:

# The Importance of Positive Attitude

"If there were just one word I could use to describe a successful person, it would be attitude." —**Bart Starr**

**G**etting someone to admit that they actually have a bad attitude is about as rare as finding a business that admits to a bad reputation. Over the years, I have met thousands of instructors and students, but I have never met an instructor or student who thinks he or she has a bad reputation or a bad attitude. Strangely enough, however, they can always tell me about a competitor down the street who has a terrible reputation and an even worse attitude!

That's the same story I hear from realtors, insurance agents, gardeners, mechanics, and many other occupations. They're never the ones with the bad reputations or poor attitudes—It's always someone else!

Do you know someone with a bad attitude? I'll bet you do. Probably more than one. What do you think of that person? Is he or she a happy, balanced, and fun-to-be-around individual? I think not! You can tell a lot about a person's attitude by the way other people relate to him, whether acquaintances greet him with a smile or merely nod in his general direction. And if you see a facial expression of cringing, look out!

Attitude has been defined as "the belief or bearing of an individual as it indicates thoughts, feelings, or actions." Our attitudes and moods determine, to a very large degree, the actions, beliefs, and moods of our family, friends, peers, and coworkers. Your attitude is like a flashing sign telling the world at large exactly what to expect. If it's a happy, cheerful, positive attitude, there is little doubt that's what you will get in return. If

it's sullen, dull, and negative, there is likewise little doubt that's what you will get back. Success depends not only on your attitude toward others but also on your attitude towards yourself. I cannot stress this enough!

The successful person knows that attitude, more than aptitude, has again and again proven to be the most important ingredient to success in any endeavor, be it business, sports, or, yes, marriage. Attitude is what holds us back or propels us forward. When things seem to be going well, it is easy to have a positive attitude. It is when things are not going so well that keeping a positive attitude really makes a difference. And when it's the most difficult.

I love the words of William James, who was an American philosopher and psychologist who also trained as a physician: "The greatest discovery of my generation is that a human being can alter his life by altering his attitude." That may be the most powerful thing you take away from this book!

## **Managing Your Outlook for Personal Success**

William James was not alone in the number of great leaders who pegged attitude as being the key factor to success. Clement Stone, author of the classic book *Success Through a Positive Mental Attitude*, said: "There is a little difference in people that makes a big difference. The little difference is attitude. The big difference is whether that attitude is positive or negative."

Your attitude is like a powerful magnet. A friendly, happy, and light-hearted attitude creates an environment of good luck and well-being. It attracts good people and good things to you. But beware, for the reverse is also true. A negative attitude will very often produce negative results. Both positive and negative attitudes and results will become cyclical, which brings about more of the same. So, if you have a positive attitude, you are making optimal conditions for good luck and well-being, and with good luck and well-being, you maintain a positive attitude. This works the same way with negative attitudes and results. Make your choice.

Since your actions reflect your attitudes, you will not be inclined to make strong efforts to accomplish something if your attitude is negative and you do not believe it can be done. Many people will form their reactions to you based on their perceptions of you, the person they are dealing with, rather than your point of view, expertise, or actual product or service offered.

Attitude is a way of thinking about, and looking at, the people and things around you, as well as yourself. It includes your point of view of the way things are now as well as your expectation of the way things are going to be. Because a solidly positive attitude is the necessary foundation for success, your attitude is one of your most valuable personal possessions. Protect it from anything that might harm it, just as you would a priceless treasure.

## **Food for Thought**

Good attitudes are like health food for the mind. The really tasty health food (it exists!). To be successful, you need to feed your mind with positive, healthy thinking. Just as you must continually replenish your body's fuel, so must you continually supply your mind with a positive attitude. When you begin to feel negative and down, that's your mind telling you that it's hungry for "nutritious" positive thoughts. So feed it!

Positive thoughts will help you free up your creative energies. If an event occurs that is not very "tasty" or nutritious in terms of positive thinking, add a little spice by turning the situation around. For instance, if you completely blow a presentation, and there is nothing you can do to save it, just laugh and tell yourself that the rest of the day has to be better by contrast. As my friend and colleague Brian Tracy says, "Get up early and eat a dead frog for breakfast; after that, everything will seem better!" I don't know if he actually does that, but it makes for a good point.

I once knew someone who kept an empty bag of potato chips at her desk. Inside the bag were dozens of slips of folded paper on which were written uplifting affirmations, funny memories, and sometimes jokes. She

would reach into the bag when she needed a "snack," and would even offer "a chip" to coworkers. It might seem silly, but it worked wonders for her!

## **What's Your Attitude Today?**

Chances are that the words of Abraham Lincoln can hold true for you if you let them. To quote him exactly: "Most people are about as happy as they make up their minds to be." The truth is that most of us get out of bed each morning in a state of suspended animation. At this point, your attitude is neither good nor bad: then the shower water turns cold before you have finished showering, the car has a flat on the freeway, and then you get a ticket trying to make up for lost time. How's your attitude now?

Conversely, you get up, put on an outfit you haven't worn for a while, and find \$100 you'd forgotten about tucked nicely into a pocket. In the mail is a much bigger refund check than you expected from the IRS, and the first news you get upon reaching the office is that you have been promoted. Now, how is your attitude?

As you can see, most of us start the day without attitude but quickly let the events of the day influence our attitude and our work accordingly. Attitudes are also learned from our parents when we are young. This is great if your parents usually had a good attitude, but it's not so good if they did not. If your parents had a prejudicial attitude toward a certain group of people, then chances are you at least started out with the same type of attitude. Over time, if you met someone from that group who did something positive for you and became a friend, you might have changed your attitude. You also could have had such a poor attitude toward this group that you never let yourself change your beliefs.

## **Attitudes are formed in three ways:**

1. From beliefs or knowledge
2. From feelings and emotions
3. From tendencies to act in a specific way based on knowledge and emotion

## Personal Review

The first step in making sure your attitudes are consistent with those of successful people is to make a quick and honest review of them. Below is a list of questions for you to answer based on how you would rate yourself overall. On a scale of 1-10 (with 10 being high), indicate where you are right now:

1. What is your attitude to where you are in life? How happy are you? (circle one)

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

2. Do you get up excited every morning at the prospect of a new day?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

3. Do you have clear written goals with deadlines and action plans yet?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

4. How is your attitude towards your spouse or partner?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

5. How is your attitude towards your family?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

6. Do you quickly find the good in people?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

7. What is your attitude towards your job?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

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8. How is your attitude towards your coworkers?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

9. How is your attitude to new people?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

10. Do you have a good sense of humor?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

11. Do you let go of your anger?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

12. Do you view the glass as half full instead of half empty?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

13. When you are feeling sorry for yourself, do you try to talk yourself out of it?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

14. Do you want to improve?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

15. Do you view mistakes as an opportunity to learn?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

16. Do you surround yourself with positive people?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

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17. Do you feed your brain positive food every month, life-enhancing books, videos, seminars, etc.?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

18. Do you tune out the negative news, social media, and talk shows?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

19. How do you feel about your fitness level?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

20. Do you take time to enjoy small pleasures for yourself?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

21. Do you offer solutions to problems or just complain?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

22. Do you review what's right in your life often?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

23. Do you often help others?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

24. Do you enjoy life to the fullest, or are you leaving some things out?

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

If your answer to any of these questions is less than four, break it down further and ask yourself why you have this attitude. What shaped your thinking into this mold even though you know that it may well be counter-productive? We will be revisiting these questions at the end of the book, where you will be armed with an action plan for improving your attitude.

## **Twenty Ways To Keep Your Attitude Positive**

In the chapters that follow, I will be detailing twenty ways in which you can keep your attitude positive. Some of them may seem obvious, and others may seem silly, but I can guarantee you that each one of them is effective if you take the time. Even if you choose to focus on only one of them, I'm confident that you will notice an improvement. A positive attitude begets even more positivity. Think of the first time you succeeded at something, whether it was writing your name in crayon or shooting your first basket. These small victories kindle a desire for more. Experiencing the benefits of a positive attitude will make you want to extend it out even further. I encourage you to read these twenty things with an open mind and a willingness to hear the message: Maintain a positive attitude and make your happiness.

"It does not matter how long you are spending on the earth, how much money you have gathered or how much attention you have received. It is the amount of positive vibration you have radiated in life that matters," — **Amit Ray**

## CHAPTER 1:

# Resolve To Be Happy

"The greatest part of our happiness depends on our dispositions, not our circumstances." — **Martha Washington**

**B**eing happy is not about circumstances or any other outside force. Happiness is a decision we make. Choose to be happy. Be responsible for your attitude. That probably sounds grossly oversimplified, but the very act of saying it's oversimplified is a means of diminishing its truth. Or perhaps this resistance stems from it being something we already know.

"Happiness is a decision we make. Choose to be happy. Be responsible for your attitude." Three short, punchy sentences—fifteen words—makes it sound so easy. And the reality is....it is easy. The difficult part, which we already know, is training yourself to adopt a new attitude. We've all heard the adage, "You can't teach an old dog new tricks," meaning that once we're firmly ensconced in adulthood, we can't be taught anything new. But, as with many adages, it's simply not true.

Research has shown that dogs are innately good learners. They are naturally inquisitive and are eager to grasp new experiences. In fact, if a dog is awake, he is learning. They constantly observe their environment and respond to what they see, hear, and smell. Even though young pups may be more actively curious, dogs never stop learning. In fact, adult dogs are often easier to train than their younger canine friends, specifically because they are not as active. Older dogs are not as easily distracted as pups and can focus for longer periods of time. This ability to concentrate helps them learn new routines more easily.

Let's get right to the point, though—we are people, not dogs, yet the answer is the same: It's never too late to change your life for the better and

learn new tricks. Our lives are in constant motion and change. Some changes are welcomed, while others are pushed to the back burner. This raises the question (and I'd like for you to answer them), how often do we:

- Limit ourselves from experiences?
- 

- Not cross-off items on our bucket list?
- 

- Are you getting too fixated on not being able to do something?
- 

The bottom line is that we avoid change, especially change that will help us, but as I've already said, it's never too late to change your life. You can grab the moment and eliminate the mindsets that throw up roadblocks.

Without doing any special reading or Googling, think about what steps you can take and what you can do to be happy or happier right now, given who and where you are. Don't spend more than an hour or two doing this. Write down and record your thoughts and ideas about the specific steps you can take to be happy or happier right now in clear, simple statements. Be specific and realistic, and when you're finished, put your list somewhere prominent where you will see it every day because you're going to refer back to it. Here are some examples:

- "I will be happier if I stop getting involved in other peoples' arguments."
- "I will be happier and feel better about myself if I stop going overboard on junk food, exercise, and eat a healthy diet."
- "I will be happier if I can shake this constant bad mood."
- "I will be happier and feel better about myself if I lose weight."
- "I will be happier if I get a better job."





anything you can learn to make your life better, and you don't want to try, then stay stuck. The rest of us will move on to happier, more fulfilling, and satisfying lives.

Life is so much more enjoyable and rewarding when we are energized and happy. We truly are at our best and able to perform at our best when we are happy. Why live any other way? Why not try to be happy all of the time? Why put up with mind-numbing apathy, continual fatigue, or pervasive meaninglessness? We are far more confident, creative, and caring when we are happy. Why let bad moods or bad situations drag us down, distract us, and detract from our ability to enjoy life and perform well?

Resolving to be happy means deciding and becoming determined to make changes that bring greater happiness and spiritual success into our lives. Conscious change is much more successful and powerful when we decide we must do things differently because we are no longer willing to accept or put up with the way things are. Deciding to detach from bad situations and discard bad habits of thought and action allows us to embrace and enjoy new ways of living and viewing the world that brings greater happiness.

Happiness doesn't come from wishing for it. Most of us have no idea of what we can do to bring greater happiness into our lives. That's what this book is for. There absolutely are things that you can do to bring about the changes that you want. It means consciously recognizing and rejecting bad thoughts, actions, and feelings that cause misery, as well as embracing new perspectives and skills that bring greater happiness. Resolving to do so is the easy part.

"To get up each morning with the resolve to be happy is to set your own conditions to the events of each day. To do this is to condition circumstances instead of being conditioned by them." — **Ralph Waldo Emerson**