

“Lipkinism” – *A Truth that Cannot be Denied*

1. Wherever you are is where you're destined to be, because that's where you are.
2. When you don't get what you want, you know you've just received what you need.
3. When the fire dies down, the predators come in.
4. If I tell you, you'll forget. If I teach you, you'll remember. If I involve you, you will learn. If I enroll you, you will act.
5. Seek safety through conformity or pursue distinction through courage.
6. Act now the way you want to “be” later.
7. Those who are unaware are unaware that they're unaware.
8. Fear isn't the great motivator – love and excitement are.
9. Extra-strength is the new regular.
10. Today's wisdom is tomorrow's road kill.
11. Be a conductor, not an insulator. And use the ultimate conductive material: enthusiasm.
12. Your desire to engage may be the most powerful indicator of your future success.
13. No one regrets being generous.
14. Make expectations the starting line.
15. Live as though you plan to leave nothing unused.
16. Passion is the highest-octane fuel.
17. Smart clients buy the person first, the company second.
18. The wise person does immediately what the fool does eventually.
19. Be you, because others are already taken.
20. Action will remove the doubts that thinking cannot solve.
21. Charisma is a simple function of how effectively you help others get what they want in a way that no one else can.
22. The main thing is to keep the main thing the main thing.
23. When people think of your face, do they salivate?