

# IMPORTANT

To begin — Please save this workbook

to your desktop or in another location.

How can you get the most out of this writeable workbook? Research has shown that the more ways you interact with learning material, the deeper your learning will be.

Nightingale-Conant has created a cutting-edge learning system that involves listening to the audio, reading the ideas in the workbook, and writing your ideas and thoughts down. In fact, this workbook is designed so that you can fill in your answers right inside this document.

For each session, we recommend the following:

- ✓ Preview the section of the workbook that corresponds with the audio session, paying particular attention to the exercises.
- ✓ Listen to the audio session at least once.
- ✓ Read the text of the workbook.

At the end of the workbook there are pages for notes.

Remember, the more you apply this information, the more you'll get out of it.

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## Introduction

When was the last time something really excited you – excited you so much that you couldn't wait to share it with others? Often, such a reaction can be triggered by the simplest and most obvious things – such as a tiny puppy, or falling in love, or renewing an old friendship.

The great ideas in *Lead the Field* can have that effect on us, too. They can turn lives upside down. Suddenly, the lights are turned on, and we can see the world much more clearly. Opportunities take on a new luster, even though they have been there all the time, unnoticed, waiting for the great idea to make them all glow.

The multifaceted career of Earl Nightingale, author and narrator of *Lead the Field*, is an affirmation of the effect of great ideas on our lives and the degree of success we attain.

As a teenager, Earl saw the plight of his family and friends in the worst of the Depression. At that time, he couldn't afford any books. So he began seeking the answers, the keys to a better life, in his local library. And as a voracious reader, he kept searching throughout his life.

After serving in the U.S. Marines during World War II, Earl became a well-known broadcast personality and, over the years, authored more than 7,000 radio and television commentaries, as well as numerous audio and video programs and two best-selling books. For his many achievements as an entrepreneur, writer, public speaker, recording artist, and radio and television commentator, he won a number of awards, including a gold record for *The Strangest Secret* LP, for sales exceeding a million copies; the Golden Gavel Award from Toastmasters International; the Napoleon Hill Foundation Gold Medal Award for literary excellence; and he was inducted into the International Speakers Hall of Fame and the Radio Hall of Fame.

In *Lead the Field*, Earl Nightingale will lead you down new paths and old, familiar trails. You'll rediscover the power of words such as *attitude* and *service* and *goals* and *commitment*. You'll learn the use of "intelligent objectivity" and the benefit of being "constructively discontented." And with each repeated listening, you'll unearth new gems from these "acres of diamonds."

This printed guide complements the audio version of *Lead the Field*. It contains a complete transcript of each of the 12 messages in the program. When you want to rehear a passage of the program, you'll find that the transcripts are a quick, convenient reference to help you locate it. As you're reading, you may want to underscore, star, or in some other way highlight passages that are significant to you. You'll find also a corresponding set of exercises for each message, to help you make plans and put the ideas in this program to maximum use in your life.

Over the years, hundreds of thousands of men and women have benefited from this treasury of great ideas in sound. *Lead the Field* is the synthesis of a lifetime of research, reading, and refining by Earl Nightingale. Starting with your first session, “The Magic Word,” the messages you’re about to hear are widely considered all-time classics in the field of personal development.