



MAXWELL
MOMENTS

MASTER WHAT MATTERS

12 VALUE CHOICES TO HELP YOU WIN AT LIFE

JOHN C. MAXWELL

New York Times Bestselling Author



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Nashville • New York

CONTENTS

<i>WINNING AT LIFE</i>	<i>1</i>
<i>1. FOCUS ON TODAY</i>	<i>12</i>
<i>2. SEE THE GLASS AS HALF-FULL</i>	<i>26</i>
<i>3. VIEW EVERYONE AS A POTENTIAL FRIEND</i>	<i>42</i>
<i>4. DO WHAT YOU SAY YOU'LL DO</i>	<i>58</i>
<i>5. PUT IMPORTANT AHEAD OF URGENT</i>	<i>74</i>
<i>6. GIVE YOUR FAMILY YOUR BEST</i>	<i>88</i>
<i>7. MAKE YOURSELF BETTER EVERY DAY</i>	<i>104</i>
<i>8. THINK YOUR WAY TO THE TOP</i>	<i>120</i>
<i>9. NEVER PUT OFF YOUR HEALTH</i>	<i>134</i>
<i>10. KEEP MONEY IN PERSPECTIVE</i>	<i>152</i>
<i>11. MAKE ROOM FOR FAITH</i>	<i>168</i>
<i>12. GIVE MORE THAN YOU TAKE</i>	<i>182</i>
<i>LIVE YOUR VALUE CHOICES TODAY</i>	<i>198</i>
<i>ACKNOWLEDGMENTS</i>	<i>202</i>

WINNING AT LIFE



"IF YOU WANT TO BE SUCCESSFUL,
IT'S JUST THIS SIMPLE.
KNOW WHAT YOU ARE DOING.
LOVE WHAT YOU ARE DOING.
AND BELIEVE IN WHAT YOU ARE DOING."

—Will Rogers



FOCUS

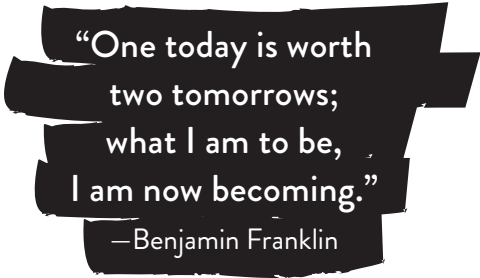
ON

TODAY

Today is the only time you have.

It's too late for yesterday. And you can't depend on tomorrow. You know this. Most people do. But they don't live that way. Their focus is behind them or ahead of them. Neither is helpful. Today is where we need to focus. Today matters. Today is most important. Most of the time, we miss that.

How can you change your mindset?



“One today is worth
two tomorrows;
what I am to be,
I am now becoming.”

—Benjamin Franklin



PVT
IMPORTANT
AHEAD OF
URGENT

“Guard well your spare moments.
They are like uncut diamonds.
Discard them and their value
will never be known. Improve them
and they will become the brightest
gems in a useful life.”

—Ralph Waldo Emerson

Given the choice, would you rather save time or money?

Most people focus on dollars. But how you spend your time is much more important than how you spend your money. Money mistakes can often be corrected, but when you lose time, it's gone forever. **Your time is priceless.**

YOU CANNOT CONTROL TIME

Have you ever found yourself thinking, “I need more time”? Well, you’re not going to get it! No one gets more time. There are 1,440 minutes in a day. **No matter what you do, you won’t get more.**

Since you can’t change time, you must instead change your approach to it. Most people are driven by the urgent, by whatever comes up next. To win at life, you can’t do that.

“Time management has nothing to do with the clock, but everything to do with organizing and controlling your participation in certain events that coordinate with the clock. Einstein understood time management is an oxymoron. It cannot be managed. You can’t save time, lose time, turn back the hands of time or have more time tomorrow than today. Time is unemotional, uncontrolled, unencumbered. It moves forward regardless of circumstances and, in the game of life, creates a level playing field for everyone.”

—Myers Barnes