









#### DISC

Personally I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms. So when I went fishing I didn't think about what I wanted. I thought about what they wanted. I didn't bait the hook with strawberries and cream. Rather, I dangled a worm or grasshopper in front of the fish and said: "Wouldn't you like to have that?"

- Dale Carnegie