

**Original Quotations Attributed to Author/Speaker Andy Masters**  
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**PERSONAL DEVELOPMENT**

**“Confidence is when your strengths lift you higher than your faults bring you down.”**  
– Andy Masters, Author/Speaker

**“Ninety percent of the conversations about you are when you are *not* in the room. The other ten percent are sugar coated.”**  
– Andy Masters, Author/Speaker

**“When one door closes, another door opens. But you must have the strength to close the first door first.”**  
– Andy Masters, Author/Speaker

**“Never underestimate the value of last impressions, which is the impression someone is left with the last time they saw you.”**  
– Andy Masters, Author/Speaker

**“If you want to be like everyone else, do what everyone else does.”**  
– Andy Masters, Author/Speaker

**“Never say ‘no’ to inspiration.”**  
– Andy Masters, Author/Speaker

**“Never say ‘maybe later’ to inspiration.”**  
– Andy Masters, Author/Speaker

**“Talents are just like knives. You must sharpen them, or they will become dull.”**  
– Andy Masters, Author/Speaker

**“It doesn’t matter if it’s \$100 bill, a \$5 bill, or a nickel. Integrity is a character trait.”**  
– Andy Masters, Author/Speaker

**“To find a mentor, just ask. Deep down, most relish being looked up to, and sharing their road to success with someone who sincerely wants to listen and learn. Besides, they probably had a mentor, too.”**  
– Andy Masters, Author/Speaker

**“We should eliminate, delegate, lessen, or ignore those things which we aren’t good at, and conversely channel our attention, energies, and emotions towards those things we are good at.”**  
– Andy Masters, Author/Speaker

**“People will want to date you, hire you, and buy from you if they like you.”**  
– Andy Masters, Author/Speaker

**“Everyone has an image, whether you like it or not. Dictate what you want yours to be.”**  
– Andy Masters, Author/Speaker

## **BUSINESS**

**“Sales and service are just like dating and relationships.”**

– Andy Masters, Author/Speaker

**“Networking is about relationship building, not contact building.”**

– Andy Masters, Author/Speaker

**“Good news for service: Since the recession, companies value their customer more, and employees value their job more.”**

– Andy Masters, Author/Speaker

**“Loyalty isn’t achieved from being average. Loyalty is achieved from being awesome.”**

– Andy Masters, Author/Speaker

**“When we find average, we keep passing by. When we find awesome, we stop in our tracks.”**

– Andy Masters, Author/Speaker

**“People only make excuses for things they really don’t want. If what you have to offer is awesome enough, people will find the time and money for it.”**

– Andy Masters, Author/Speaker

**“We can target who we want our clients to be. We can also target who we *don’t* want our clients to be.”**

– Andy Masters, Author/Speaker

**“Mistakes and problems are simply opportunities. Opportunities to strengthen relationships.”**

– Andy Masters, Author/Speaker

**“Just because customers don’t say a word to you, doesn’t mean they aren’t saying a word.”**

– Andy Masters, Author/Speaker

**“In a world of tight budgets, often the smallest gestures are what keep a customer coming back for more.”**

– Andy Masters, Author/Speaker

**“Even if someone isn’t capable of buying your product now, they might be capable in the future. Even if someone doesn’t need your product now, they might know someone who does.”**

– Andy Masters, Author/Speaker

**“The real trick of capitalizing on social media is understanding how we can use such forums to provide value for relevant followers and engage potential customers with real problems.”**

– Andy Masters, Author/Speaker

**“We must undergo a transformation from doing a job, to creating a bond.”**

– Andy Masters, Author/Speaker

## **LEADERSHIP**

**“A leader is not one who takes on all responsibilities. A leader is one who empowers others to achieve as a team for the greater good of the organization.”**

**– Andy Masters, Author/Speaker**

**“A title does not make you a leader.”**

**– Andy Masters, Author/Speaker**

**“Just because you are in a leadership position, this does not make you a leader.”**

**– Andy Masters, Author/Speaker**

**“You don’t have to be in a leadership position to play a leadership role.”**

**– Andy Masters, Author/Speaker**

**“You are always going to have critics. Just refocus yourself on your supporters and the people who believe in you. Most importantly, that should be you.”**

**– Andy Masters, Author/Speaker**

**“People must R-E-S-P-E-C-T you before they F-O-L-L-O-W you.”**

**– Andy Masters, Author/Speaker**

## **TIME MANAGEMENT / WORK-LIFE BALANCE**

**“Control your schedule; Don’t let your schedule control you.”**

**– Andy Masters, Author/Speaker**

**“The majority of stress is completely self-inflicted.”**

**– Andy Masters, Author/Speaker**

**“Ask for rope to be thrown down before you drown.”**

**– Andy Masters, Author/Speaker**

**“Your goals and dreams will always be ‘someday’, unless you start ‘today’.”**

**– Andy Masters, Author/Speaker**

**“You can’t achieve your goals by lying around on the couch watching TV.”**

**– Andy Masters, Author/Speaker**

**“Write down when you are going to do something, not when something is due.”**

**– Andy Masters, Author/Speaker**

**“While prioritizing means doing the most important thing first, few actually do it. Most prioritize by doing what they feel like doing, and put off what they don’t feel like doing.”**

**– Andy Masters, Author/Speaker**

**“There are two types of people in this world: Those that lift people up, and those that bring people down. We have a choice of who we spend our valuable time with.”**

**– Andy Masters, Author/Speaker**

## **LIFE / HUMOR**

**“He who argues with pregnant wife, will endure a miserable life.”**

**– Andy Masters, Author/Speaker**

**“The two greatest mysteries of mankind are who shot JFK, and why it takes women so long to get ready.”**

**– Andy Masters, Author/Speaker**

**“Don’t accept ‘no’ as an answer. That is, unless they get a restraining order.”**

**– Andy Masters, Author/Speaker**

**“You can have thousands of contacts in this world, but it won’t do you any good if none of them like you.”**

**– Andy Masters, Author/Speaker**

**“Dysfunctional is the new normal.”**

**– Andy Masters, Author/Speaker**

**“Sometimes we need to remember to make our loved ones feel as special as we do our clients.”**

**– Andy Masters, Author/Speaker**

**“Flattery is a reflection of the person giving the compliment.”**

**– Andy Masters, Author/Speaker**

**“Service can impact you more than whom you serve.”**

**– Andy Masters, Author/Speaker**

**“Everyone is great at at least one thing.”**

**– Andy Masters, Author/Speaker**

**“Greatness is always in demand.”**

**– Andy Masters, Author/Speaker**

**“You don’t have to be the best to succeed. You just have to be better than the worst who do.”**

**– Andy Masters, Author/Speaker**

**“There are some friends I wouldn’t recommend anyone to hire. There are other friends I would bend-over-backwards for until the day I die. Which type of friend are you?”**

**– Andy Masters, Author/Speaker**

**“The human spirit is wired to offer us hope that our brightest day just might follow our darkest night.”**

**– Andy Masters, Author/Speaker**

## **RISK**

**“For better or worse, we are all a current realization of our prior self-fulfilling prophecies.”**  
– Andy Masters, Author/Speaker

**“Magical opportunities come our way throughout our lives. When one does, we have two choices: We can grab that opportunity and run with it, or we can keep watching it go by.”**  
– Andy Masters, Author/Speaker

**“Don’t let too many ‘What if’s’ pass you by in life. You can’t control ‘What if’s’. You can only control ‘What can be.’”**  
– Andy Masters, Author/Speaker

**“I would rather deal with fear of failure, than live a life overwhelmed with missed opportunities. In fact, that’s not living a life at all.”**  
– Andy Masters, Author/Speaker

**“Change, risk, and commitment are an ally to happiness. People must take action today to be happier tomorrow.”**  
– Andy Masters, Author/Speaker

**“Action is taken once the desire of the outcome becomes greater than the fear of failure.”**  
– Andy Masters, Author/Speaker

**“The happiest and most successful people are motivated by their desire, not squelched by their fear of failure.”**  
– Andy Masters, Author/Speaker

**“Fate has a very small window.”**  
– Andy Masters, Author/Speaker

**“Opportunities are often disguised as risk.”**  
– Andy Masters, Author/Speaker

**“Listen to the side of you that wants the challenge, and ignore the side of you that wants the easy way out.”**  
– Andy Masters, Author/Speaker

**“Your accomplishments in life are in direct correlation with your expectations in life.”**  
– Andy Masters, Author/Speaker

**“We are conditioned to set our goals too low in life. If we set goals which are high, it’s more likely we will fail. Therefore, we lower our goals to a ‘realistic and attainable’ level. This isn’t goal setting. It’s goal settling.”**  
– Andy Masters, Author/Speaker