

# Preface

## What is “Quote”Notes™?

The “Quote”Notes™ system was conceived, researched and developed over a period of ten years. The core of the “Quote”Notes™ system is a database of 1,500 quotations . . . but not just any quotations. The quotes included in this book were selected after a painstaking review of literally hundreds of thousands of quotations—some well known, some obscure. These 1,500 quotes represent the very best I've accumulated on a cornucopia of subjects.

But “Quote”Notes™ is much more than just an amalgamation of quotations. Such compilations are numerous. Many attempt to overwhelm the user with quantity—for example, one CD ROM product contains over a *million* quotations. The number of quotation sources on the internet seems almost limitless. However, such resources have the same limitations . . . they are so overwhelming, with hundreds of uncategorized subject listings, that it is almost impossible to find a quote quickly . . . and it's very easy to overlook a pertinent one. They also share the “quantity vs. quality” syndrome . . . the vast majority of quotations are of very little value and practical application. As Christian Bovee said, “*A book should be luminous, but not voluminous.*”

“Quote”Notes™ overcomes these problems by, first, limiting the database to only outstanding, useful quotations. Then, structure is provided by extensively indexing each quotation within a network of Categories, Subjects and Topics. This categorization and cross-referencing, as discussed later, enables the user to find the right quote quickly. U.S. writer and humorist James Thurber said it best, “*So much has already been written about everything that you can't find out anything about it.*” The “Quote”Notes™ system allows you to find exactly what you're looking for with minimal effort.

“Quote”Notes™ can be a useful and purposeful communications and authoring tool. It can be used by professional speakers and writers to illustrate and support presentations, speeches, books, columns, advertising, and other forms of communication. Likewise, it can be used by other professionals—managers, clergy, teachers—to more effectively express and communicate ideas and concepts, as well as inspire and motivate.

The following pages will explain the “Quote”Notes™ system and illustrate what a powerful tool it can be. I hope you get as much value and enjoyment out of this system as I have. Most likely, your opinion of “Quote”Notes™ will be one of the following:

- ❑ “*Your manuscript is both good and original; but the part that is good is not original, and the part that is original is not good.*”  
— Samuel Johnson (1709-1784), English scholar
- ❑ “*When love and skill work together, expect a masterpiece.*” — Charles Reade (1814-1884), English novelist & playwright

I hope it's the latter. Your comments, suggestions and recommended additions to the “Quote”Notes™ system are welcomed and appreciated. Contact me at: POB 817, Hendersonville, TN 37077, email [QuoteNotes@aol.com](mailto:QuoteNotes@aol.com), or visit my web site at [www.BrightPath.com](http://www.BrightPath.com).

— William C. Wilson, Jr.



# How to Get the Most Out of This Book

"Quote"Notes™ is divided into three main sections—**Quotes**, **Authors**, and **Key Words**. These sections are the heart of the *reference system* and are outlined below. In addition, "Quote"Notes™, as discussed later, can be used as an *authoring tool* to facilitate brainstorming and overcome "writer's block."

## The QUOTES SECTION

Unlike other quotational compilations that assign each quote to only one of hundreds of subjects, "Quote"Notes™ uses a categorization and indexing system to allow a database of multi-faceted quotes to be accessed from more than one topic.

The "Quote"Notes™ section is divided into four **Categories**: *Success*, *Intellect*, *Morality*, and *Society*. Each category is further divided into four **Subjects**—for example, the Category "Morality" is split into the Subjects of *Virtues*, *Vices*, *Ethics*, and *Religion*. Finally, each Subject area is broken down into several **Topics**—the Subject "Vices" consists of the Topics *Anger*, *Hate*, *Dishonesty*, *Greed*, *Envy*, and *Ego*. For easy reference, the first three pages of the QUOTES SECTION include categorical and topical indices—by quote number and page number.

Each of the 1,500 quotes is assigned to a **primary** Topic, although it may be **cross-referenced** from several other Topics. To illustrate, take a look at the excerpt below from the QUOTES SECTION:

TOPIC...  
Synonyms

**PERSEVERANCE** ... *Tenacity, Will, Determination, Self-Discipline, Sacrifice*

0133 *"Perseverance is not a long race; it is many short races one after another."* — Walter Elliott  
**PERSEVERANCE**, Perception

0141 *"Never give up. Never give up. Never, never give up."* — Sir Winston Churchill  
**PERSEVERANCE**, **Optimism**, **Winning**, **Failure**, **Courage**, **Self-Confidence**, **Adversity**

0145 *"Courage and perseverance have a magical talisman, before which difficulties disappear and obstacles vanish into air."* — John Quincy Adams  
**PERSEVERANCE**, **Courage**, **Adversity**

Humorous  
Quote

0153 *"If at first you don't succeed, try again. Then quit. No use in being a damned fool about it."*  
 — W. C. Fields  
**PERSEVERANCE** Failure, Adversity

Quote  
X-References

TOPIC  
X-References

**PERSEVERANCE Cross-References:**  
 Excellence—70 • Winning—79 • Motivation—89, 107-108, 112 • Optimism—117 • Planning—166 • Courage—193 • Self-Confidence—203 • Adversity—288-289, 295-296 • Fear—336 • Doubt—348 • Sadness—383-384 • Failure—388, 391, 396, 400 • Attitude—410, 413 • Personal Management—424, 427, 436 • Potential—487, 489 • Knowledge—568 • Chance—662 • Decision-Making—689 • Genius—701, 713 • Patience—749-750 • Character—933 • Sin—1018, 1023-1024 • Accountability—1159 • Reward—1198, 1205, 1214 • Health & Fitness—1477 • Habit—1496, 1498

Let's take a look at the structure of this excerpt from the QUOTES SECTION and illustrate each of the features that make this such a powerful reference system:

- **Topics.** Each Topical section has a heading—in this case “*PERSEVERANCE*”. Each Topic is followed by a list of synonyms for that Topic—in this case, *Tenacity, Will, Determination, Self-Discipline, and Sacrifice*.
- **Quotes.** Each Topic includes a list of quotes that are primarily assigned to that Topic (the example on the preceding page is an excerpt and does not actually include all of the assigned quotes). Each quote starts with a unique quote number (all quotes in this section are in numerical sequence) followed by the quote itself and its author or source. More information can be found about the source of the quote in the **AUTHORS SECTION**.
- **Quote Cross References.** Immediately below each quote is a short list of Topics. The Topic in capital letters is the current Topic to which the quote is primarily assigned. The remaining Topics are cross-references to Topics that the quote may also indirectly refer to. For example, the John Quincy Adams quote (#145) is assigned to the Topic “*Perseverance*”, but it is also related to “*Courage*” and “*Adversity*”. By using the **Topical Index** at the beginning of the Quotes Section, you can branch from this quote to related quotes under those cross reference Topics, a feature that significantly enhances the use of the “Quote”Notes™ system in brainstorming and authoring.
- **Topic Cross References.** Note on the preceding page that each Topical listing concludes with a “**Cross References**” listing. This listing references quotes (by quote number) that have been primarily assigned to another topic, but are also related to the current Topic. This feature, and the one above, facilitate the ability to reference quotes to and from more than one Topic. Remember, too, that these are *quote*—not *page*—numbers.
- The previous two points illustrate one of the most powerful features of the “Quote”Notes™ system. Most quotational compilations would place the John Quincy Adams quote under only one subject listing. “Quote”Notes™ assigns it to one Topic, but also references it from others. For example, if you were reviewing quotes under the “*Courage*” Topic, you would find this quote (#145) in the “**Cross References**” section at the end of the “*Courage*” listing. This ensures that you will not overlook a pertinent quote and effectively gives you more than 1,500 quotes to work with.
- Finally, notice the “**H**” under quote #153 on the preceding page? Some quotes have been further categorized as a “**P**”—**Pearl**, “**C**”—**Classic**, “**H**”—**Humor**, and/or “**A**”—**Analogy**. This classification system enables you to do the following:
  - PEARLS.** These quotes, in the author's (my) opinion, represent the very best quotes in this book. Although many are not well known, they can be very effective in expressing an idea or emotion, in distilling an important concept into one simple statement. They can be invaluable openers or closers in a presentation or article.
  - CLASSICS.** For the most part, these are quotes that many, if not most, people have heard before. They are useful in improving retention of oral or written concepts since they can be used to tie the concept to a memorable phrase.
  - HUMOR.** Humorous quotes and anecdotes are an effective way to get an audience's or reader's attention. If your presentation, book, or article is in need of a touch of humor, simply scan the quote numbers under a particular Topic for an “**H**”, without having to read through all of the quotes in that section.
  - ANALOGY.** Perhaps the most effective way to make a point is with an analogy or metaphor. Like an “**H**”, quotes can be quickly scanned for an “**A**” in order to find the appropriate analogy with minimal effort.

## INTRODUCING “QUOTE”NOTES™

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Just one more—pardon the pun—“note” about the QUOTES SECTION. Notice that space has actually been provided for notes . . . thus the name “Quote”**Notes**™. This area can be used to jot down ideas that come to mind when reviewing the quotes, for adding quotes of your own, to identify the audience(s), or article(s), and dates where you have used a particular quote, and many other possibilities.

## The AUTHORS SECTION

This section is an alphabetical listing, by last name, of all of the known quotation authors or sources. Each person's complete name is provided, with the last name in **bold** type for easy reference. Where known, each author's year of birth and (if applicable) death is shown.

Frank A. **Clark** (b. 1911), U.S. writer, **1379**  
Henry **Clay** (1777-1852), U.S. senator & secretary of state, **672**  
Sarah Norcliffe **Cleghorn** (1876-1959), U.S. poet & author, **1328**  
Samuel Langhorne **Clemens** . . . *see Mark Twain*  
Harold **Coffin** (b. 1926), U.S. economist & writer, **231, 1191**  
Herb **Cohen** (b. 1935), **1178**  
Samuel Taylor **Coleridge** (1772-1834), English poet & essayist, **588, 790, 994, 1016**

If an author has an alias (e.g., Samuel Clemens above), both names are included and cross-referenced. Also, if known with certainty, a brief bio is given for each author. Finally, each author's listing concludes with the number(s) of the quote(s) attributed to them in the QUOTES SECTION. Remember that these are *quote*—not page—numbers.

## The KEY WORDS SECTION

The last section of the book is an alphabetical listing of all Key Words in every quote. Exclusive of common words such as “and”, “the”, and so forth, this section lists all words in all of the quotes contained in the QUOTES SECTION. Each Key Word is followed by the quote number(s) of the quote(s) in which the Key Word occurs. Remember, again, that these are *quote*—not page—numbers.

abide, 962  
ability, 121, 243, 435, 482, 487, 536, 1129, 1388  
able, 43, 66, 68, 1116, 1138  
ablest, 668  
aboard, 476  
abound, 772  
above, 444, 703, 962  
absence, 182, 235, 641, 993

This section is a vital part of the “Quote”Notes™ system. Often you may remember a word or phrase from a quote, but not the entire quotation. You may be uncertain about the Topic to which the quote is assigned. For example, you remember the word “*talisman*” from the John Quincy Adams quote mentioned earlier, but can't recall where to find it in the QUOTES SECTION. A quick visit to “*talisman*” in the KEY WORDS SECTION will reveal that you are looking for quote #145.

## Using the “Quote”Notes™ System as an Authoring Tool

Most often you will probably use “Quote”Notes™ as a reference system to find an appropriate quote to annotate your presentation, article, memo, or other form of oral or written communication. We have already seen how effective this indexed and cross-referenced system can be . . . as U.S. writer Archibald Hodge said, “*He is wise who knows the sources of knowledge - who knows who has written and where it is to be found.*”

However, “Quote”Notes™ can also be used, not as a support medium, but as an **authoring tool**. One means of doing so is inherent in the use of the aforementioned cross-referencing to “bounce” from one idea to another in a brainstorming frenzy. Another use can be illustrated with a story from my speaking experiences.

Several years ago, I was invited to do a one-hour presentation at a regional conference with the theme “*Success in the ‘90’s.*” While reviewing quotes in the Category “Success”, I came across the following:

0385 *“Failures are divided into two classes - those who thought and never did, and those who did and never thought.”* — John Charles Salak  
 P  
**FAILURE, Thought, Planning, Procrastination, Prudence**

This quote put the seed of an idea into my mind. Assuming all of the other speakers would discuss how to be *successful* (an assumption that proved to be correct), I took a different approach and called my presentation “*Three Guaranteed Ways to FAIL in the ‘90’s . . . or Any Other Decade.*” Because the subject was perceptibly different from anything else at the conference, this session was the best attended and was rated the highest by attendees.

Although I did not use the above quote in a direct attribution, I referred to the author as the source of the idea (always give credit where credit is due) and took it one step further. Following Mr. Salak’s logic, I came up with three types of failures and presented them in a “sleep” metaphor:

- **Dreamers**—*they think but never do.* Lots of Kramden-like grandiose ideas, but never follow through due to procrastination, lack of self-confidence, etc. The causes led to other Topics, ideas and quotations used in the presentation.
- **Sleepwalkers**—*they do but never think.* They run with an idea with little or no thought, preparation, planning, etc. I used quotes from these Topics, particularly those quotes marked as an “Analogy”, to provide illustrations.
- **Zombies**—*they never think nor do!* People who just wander through life without any specific goals. This third category of failure came from my reflection on the quote above and, again, led to further brainstorming on Topics related to goal-setting.

As you can see, I used the “Quote”Notes™ system not so much for support as for illumination. To paraphrase quote #1089, “[*Other quotational books use quotes*] as a drunken man uses lampposts - for support rather than illumination.” While “Quote”Notes™ can be a very effective reference system of quotations, don’t overlook its value as an authoring tool. I have written entire seminars and presentations from the ideas I got reading this book.

## INTRODUCING “QUOTE”NOTES™

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As a final note, let me say that the “Quote”Notes™ system can be used for many other purposes, such as enhancing:

- **Character.** According to the I Ching, or Chinese Book of Changes, *“The superior man acquaints himself with many sayings of antiquity and many deeds of the past, in order to strengthen his character thereby.”* There are some wonderful, thought-provoking quotations in this collection. Many serve to motivate and enable reflection on important issues of life.
- **Wisdom.** Rather than just read the quotes, reflect on them. As Edmund Burke said, *“Reading without reflecting is like eating without digesting.”* Simple reading is nothing more than the acquisition of knowledge. The practical application of knowledge is wisdom. To quote William Cowper, *“Knowledge dwells in heads replete with thoughts of other men; wisdom in minds attentive to their own.”* These quotes can be viewed not as an end in and of themselves (the accumulation of knowledge), but rather as a means to an end (the application of wisdom).
- **Communication.** The quotes in the “Quote”Notes™ system have been purposefully selected to enhance written and oral communications. Two quotes illustrate this quite succinctly. According to Kahlil Gibran, *“The obvious is that which is never seen until someone expresses it clearly.”* A great illustration of this concept is quote #622 by Charles Lindbergh (you look this one up!). Also, English writer Logan Smith said, *“The great art of writing is the art of making people real to themselves with words.”* “Quote”Notes™ will enable you to do this.
- **Brainstorming.** Not only does “Quote”Notes™ itself serve as a useful tool for brainstorming, it also includes quotes that illustrate, for example, methods of overcoming “writer's block:”

**0636** *“Write down the thoughts of the moment. Those that come unsought for are commonly the most valuable.”* — Francis Bacon

**THOUGHT, Originality, Decision Making, Wisdom**

**0716** *“Place one idea upon paper, another will follow it, and still another, until you have written a page. You cannot fathom your mind. It is a well of thought which has no bottom. The more you draw from it, the more clear and fruitful will it be. If you neglect to think yourself, and use other people's thoughts, giving them utterance only, you will never know what you are capable of.”*

— George Augustus Sala

**ORIGINALITY, Procrastination, Wisdom, Arts**

- **Fun.** Use this system creatively. For example, the following quote could be used in a training session “quiz” to illustrate a point: *“That jewel \_\_\_\_\_ is great riches, which is not plundered by kinsmen, nor carried off by thieves, nor decreased by giving.”* What can't be taken away nor decreased by giving? Check out quote #523 to see!

I hope that you get as much out of using the “Quote”Notes™ system as I did in developing it. Well, now that you know how it works, on to the good stuff . . .