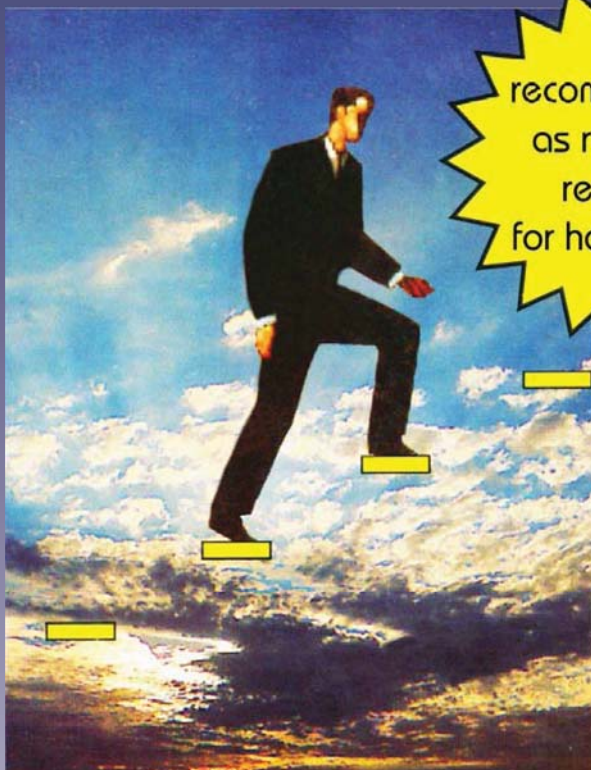


BE BETTER

THE FIRST BOOK OF PERSONAL SUCCESS
Easy to read and easy to understand



recommended
as required
reading
for hard times

ALEJANDRO LUNA ERREGUERENA

PROMEXA

Alejandro Luna Erreguerena

Human beings are called
to improve day by day; you just need
the
right thought, will,
the discipline.

In his long career as
businessman,
the author used many of these
motivational thoughts for their
friends, colleagues and partners.
The result indicated its utility:
They used to be better.

*Be
Better*



Alejandro Luna Erreguerena

PROMEXA

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*To God for everything he has given me
(much and very good!)*

*In memory of my father for his example.
To my mother, for giving me life and love.*

To my wife, for her love.

To my children, for their response.

To my grandchildren, for their smiles.

To my relatives, for their support.

To my friends, for their friendship.

And to you reader, for your desire to be better.

God made
men simple,
but men
grew to be
complicated.

The end
results are
more
important
than the
start up
issues.

Be a person
of quality and
everything
you do will
have quality

Try to
understand
before being
understood.

Ask...

Listen...

Ask...

Listen...

Ask...

Listen...

Mighty is the
one with power
over everyone
else, but the
All Mighty is
the one with
power over
himself.

EXCELLENCE
is a habit.

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The Doing
is in the
Willing

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Demand
from yourself
what you
demand
from others.

Resolve your
client's
necessities
to avoid
problems.

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We are
what we
do...
repeatedly.

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Don't make a
storm in a
glass of water
and don't try
to fit a storm
in it either.

Don't fear
your
competition,
fear
incompetence.

If my
company is
doing well,
I'm doing
well.

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If you don't
ask the right
questions,
you won't get
the right
answers.

The religious man
is the one that
instead of feeling
responsible for
something...feels
responsible for
someone.

Go hard at
the
problem,
not at the
people.

The
client is
first

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Face
your
fears!

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Plan ahead,
run the play
that makes
the next
one easier.

Accept the
inevitable
and make
something
useful out of
it.

Ask and listen. If
you are the only
one speaking, you
won't get the
chance to hear
other's opinions...
there lies the
important stuff.

Set your
destination
to the stars
and
beyond.

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Don't
depend on
what
others tell
you.

Bloom
where you
are planted
and then
harvest the
goods.

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May your
steps leave a
mark on the
path you
leave behind.

No one beats
me at being
humble... is
that really
being
humble?

Ask hard for
god's help,
but be
ready to
work hard
for it.

Learn to
attend to
your
neighbor's
needs

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Learn to
attend to
your client
and
worker's
needs.

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Don't sell to
your
clients... Help
them buy!

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Visiting a
country;
what you
see... you
shall repeat.

Look
beyond the
bad things
until you
see the
good things.

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Dare to:
Take the risk
Say No
Be Honest
Accept your
mistakes
Be professional
Break paradigms
Be different

Emphasize
on the
details rather
than on the
general
stuff.

Train and prepare
your workers to
be able to work
anywhere
else...but moti-
vate them
enough to make
them want to
stay.

Brush and
clean only
the teeth
you want to
keep.

Commitments,
not promises...
That's the
difference.

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Whether what
you're doing is
a success or a
failure... ask
yourself WHY?
in either case.

Take care of
your clients,
and your
clients will
take care of
you.

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BE CAREFUL in
prosperous times,
if there are
problems deep
down...when the
water level drops,
these problems
will surface again.

The most
giving
person is
the most
selfish one
too.

Whose pride
can be
affected by
your ideas
or your
actions?

Tell me
why it CAN
be done,
not why it
CAN'T.

Money is
important
but not
the most
important.

**DO IT
NOW!**

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The best
system is
the one
that
works.

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Yesterday's
gone and
tomorrow may
come, all that
matters is
what is done
TODAY.

The goal
can never be
reached if
there aren't
any actions
behind it.

Men without
a purpose
are like boats
without a
steering
wheel.

The big
difference
is in the
small
things.

Success is in
your hands.
If things go
wrong...
Don't blame
others.

Fear knocked
on the door
and Faith
answered just
to find out
there was
nobody there.

The secret
for success
is in the
constancy
of the
purpose.

It's better to
see once,
than to
listen a
hundred
times.

HAPPINESS is
within you.

Don't go
looking for it
somewhere
else.

Be firm
with
principles
...soft with
the forms.

Winning
means
we both
won.

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Many don't
have
water... use
only what
you need.

It doesn't
matter how big
or good is the
idea, if you
don't act upon
it...it won't
come through.

Feedback
is breakfast
for the
successful.

What
hurts us,
makes us
learn.

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Don't
celebrate too
early,
anything
can happen.

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Favors are
to be
thanked
for, not
paid for.

Winners
are those
who listen
best.

Better
colorful
once,
than pale
forever.

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A goal is:
Specific
Clear
Challenging
Measurable
Achievable
Result-oriented
A Commitment to
yourself

A
Commitment
to others

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No one can
resist joining
a united
work force
for the
better.

No one can
make you
feel less if
you don't
let them.

No one
can give
what they
don't
have.

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It's not
about
working hard;
it's about
working
smart.

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It doesn't
matter what
you do, there
is always an
alternative.

Don't be a very
good friend of
money;
nonetheless let
money be your
friend.

Don't fixate
on what
others do...
Do It
Better.

Never look
to where
you don't
want to
go.

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Don't wait for
things to be
given to
you...get up
and earn
them yourself!

Don't get
solutions from
someone if
you don't
know what his
problems are.

To be an
enthusiast
...Act with
enthusiasm!

Sins more the
one that sees
the mistake
and doesn't
say anything,
than the one
that makes it.

Thinking is
being relaxed,
apart,
concentrated,
focused, and
reflexive (with
paper and pen
in hand).

Ask
yourself
Why?

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First comes
obligation,
then
devotion.

A
professional is
who
performs the
best way
nonetheless.

A
professional is
who makes
the difficult
things appear
to be easy.

What are you going
to do?

How?

With whom?

When?

Where?

For what?

For Whom?

Who loves
you right,
will make
you cry.

Laugh at
yourself and
you will
accept
others
laughing at
you.

No one
knows
what they
have until
it's gone.

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If you want to harvest in
one year, plant cereal.

If you want to harvest in
ten years, plant fruits.

If you want to harvest in
a hundred years, plant in
people.

-Confucius

If it's
complicated, it
surely is part of
the problem...
If it's simple, it
may be part of
the solution.

If you are going
to speak up
...What you
say, must be
better than
your
silence.

If there are
no
questions,
there are
no answers.

If I win and
you
lose...
neither of
us wins.

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**YOU
CAN
DO IT!**

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If God were
to judge you
right now...
What would
he say?

If you're better
and you show
it...

You'll earn
more sooner or
later.

If you have an
idea and I have
another one,
when we share
them, we'll both
have two; and
together we will
surely find
another one.

Dear Lord,
If I get too
busy and
forget about
you, please
don't forget
about me.

Always
be alert,
nothing is
definitive.

Only those who
have the
strength and the
will to challenge
today's beliefs
will be able to
create a new
tomorrow.

The better
the money
was earned,
the better it
will feel
spending it.

Your job...

DO IT...

DO IT well...

DO IT in
time!

For the Boss:
Would you pay
all of your
employees
their salary
out of your
own pocket?

You are
important, but
don't
overestimate
yourself,
nobody is
irreplaceable.

Does your
client really
matter as a
person to
you?

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Better
late
than
never.

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One can't
teach
leadership, one
can only help a
person find it
in himself.

Always give
more than
what's
expected
of you.

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What we
think is
obvious,
many times
is not even
true.

Don't bring
me
problems
without
solutions.

It's easy
finding faults
and
complaining
about them.

Have you
proposed any
solutions?

If it's man
made, it
can be
improved.

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Today is the
beginning of
the rest of
your life, have
a great day.

Everyone has
an opinion,
but... few
have ideas
and work on
them.

Steady...

Always

ready.

Don't just give
to people,
teach them
how to provide
for
themselves.

The only
things worth
learning are
those learned
after believing
that you knew
it all.

The opposite
of progress is
not
regression...
it's
CONFORMISM!

Plan ahead,
run the play
that makes
the next one
easier.

Rich is not
the one that
has more...

Rich is the
one that
needs less.

Peace is the
respect of
other
people's
rights.

Big
confidence
brings big
mistakes.

Here we
teach you
to make a
bigger
effort.

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Bravery isn't
the absence
of fear...
Instead, it is
choosing to
ignore it.

You are
the limit
of your
success.

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It is better
aiming for
perfection and
missing, than
aiming for
mediocrity and
getting a
bullseye.

The one that
doesn't live
to serve...
doesn't
deserve to
live.

Where are you
now? And where
would you like to
go?

The voyage
requires time and
effort, but it's
worth every step

What is
the best
use of my
time right
now?

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Words are
useless when
the facts
speak for
themselves.

Legitimate
humility is
wonderful.

The path you
choose is
useless if you
don't know
where you're
headed.

What you are
is so loud
that it
doesn't let
me hear
what you say.

Is there
congruence
between
what you
think, say,
and do?

If you expect
and don't
receive, you'll
suffer.

If you don't
expect and
receive, enjoy
it.

The boss has the
obligation of
improving his
subordinate...

But the
subordinate has
the obligation of
improving his boss.

Lord, please don't
let me open my
mouth if I don't
know what I'm
going to say!

It's nice
being
important
but it's more
important
being nice!

Would you
like if others
did to you
what you
do to
them?

What
goes
around
comes
around.

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There are no
insensitive
people...

There are
either
distracted or
hypocrite
people.

Whose pride
can be
affected by
your ideas
or your
actions?

The
omission Sin:
Haven't done
what you knew
should've been
done at that
time.

Be CONCRETE,
CONCISE, and
PRECISE... Not
PROFUSE,
CONFUSE or
DIFFUSE.

Finish what
you've started;
if it's well
done, you'll be
successful.

A place for
everything
and
everything
in it's place.

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Opportunity
is a
cardinal
virtue.

The bigger
the
friendship,
the bigger
the respect
between
them.

The
pursuit of
happiness
ends
within you.

If not today,
when? If not
me, who? If I
do it thinking
only about
me, then who
am I?

Companies are
neither good
nor bad; they
are the result
of what their
members do
with them.

If you don't
act as if the
business is
yours... then
you'll never
make progress
in it!

Steady
wins
the
race!

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Nobody is
perfect,
but...are
you trying
to be?

Learning
depends
more in the
student than
in the
teacher.

Don't judge
by
appearance,
look more
carefully and
you'll see
what's real.

Are you
giving your
body what
it's asking
for?

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He who knows
what he's doing,
succeeds one
time... He who
knows WHY he's
doing it,
succeeds
forever.

Extinction
is
forever.

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Success is
not a
place; it is
a way of
living.

There's
more in
giving than
in receiving.

What we
plant is
what we
harvest.

Plant an action and
you'll harvest a
habit.

Plant a habit and
you'll harvest
character.

Plant character and
you'll harvest a
destiny

LOVE

Pay in advance
with love and don't
expect anything in
return. If love is paid
back; thank it and
enjoy it; if it
doesn't come...be
patient!

It's all in
your hands;
don't blame
others if you
don't make
it.

If you mess
up...
acknowledge it
quickly.
Otherwise the
problem will
grow and you'll
feel worse.

Learn to say, "I
may be wrong"
when you give
your opinion or
judgment... you'll
avoid many
problems.

It's not about
imposing your truth.
It's about finding it
amongst other
truths; if you see
something
differently than
anyone else...go and
search with others
for the real truth.

Lessons are sent to us as a test to evaluate our life's improvement; they are NEVER above our abilities to solve. It's within us to accept them and solve them so we can move on with life and what it has to offer.

It doesn't
matter what
you are now,
but what
you can
someday be.

If you believe
you can do it,
and you set
your mind to it,
it will give you
the energy to
DO IT.

Search for the
wealth nobody can
take from you.
Do you have it?
If so, why don't you
share it and make
less fortunate people
happy for at least a
moment.

You don't judge
based on what
you see. You
judge based on
your own
perception of
things.

Pain makes
men think;
Thought makes
men wise;
Wisdom
teaches men to
live.

BEAUTY is not
in what we
see, but in the
eyes and
sensibility of
who is seeing.

You can have
an excellent
teacher, but if
you're not
willing to learn,
it's all useless.

Excuses
are the
shelter of
the
cowards.

Excuses are
the traps the
mind creates
so you don't
do what you
have to do.

Opportunity
is an art
we have to
practice.

If you are
doing it,
do it
well-timed

The truly good things aren't always in plain sight, look and look hard for them, when you think it is becoming impossible...keep searching.

If you really want to
make progress,
always give more
than what is
expected from you.
Give a 110%...that
extra 10% will
become useful for
an opportunity you
will receive later on.

Have you
given thanks
to the Lord
for this day?
What will you
do with it?

For an
instant of
pleasure will
you risk a
lifetime of
happiness?

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If you live
under
constant
pressure,
learn to relax
on the way.

When the
body asks
for a rest,
pause so you
can keep
going.

If your faith
were the size
of a mustard
grain, you
would move
mountains.

Its better
to be
safe than
sorry.

Rich or Poor
are not
measuring
units for
happiness.

Harmony
is god by
your side.

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Be conscious
of the value
of balance
and search
for it in your
life.

When
you give
more
you'll have
more.

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Generous
giving is not
expecting
anything in
return.

If you give in
order to
receive...
you are only
negotiating.

Get to know
yourself, if you
don't, how will
you be able to
get to know
anyone else?

Wake up to life
around you,
many live in a
dormant
state... don't
be one of
them.

Good
pride is
good.

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You have the
freedom to
choose what
will become
of your life..

Without a
WHY? or a
WHAT FOR?
You won't
achieve your
goals.

Your body
goes
where your
mind takes
it.

Your
thoughts
may very
well be the
reason of
your fatigue.

Fill your
life with
positive
thoughts.

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It is difficult
doing
something
you're not
motivated
for... Are you
motivated?

That work you
have to do will
never be
completed if
you don't have
your mind set
on it.

The net of
success is woven
by tying a knot
every day.

These nets
can't be
bought... How is
yours going?

May every thought
that enters your
mind be positive.
Remember if your
mind
accepts it as
possible, it will be...
believe and you will
succeed.

Learn to be
a master in
small
details.

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The key to
what you
are doing is
in the
intention.

Bad days
with good
company
are
better.

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When
silence is
better than
words...
remain
silent.

How much
did the
deceased
leave
behind?
EVERYTHING!

It can't be
done?

Could it be that
YOU can't do it?

Or even worse,
that you won't
do it?

Don't do
good things
that may
look bad.

Because of
always envying
others and their
possessions, you
never appreciate
yourself or what
you have.

Further from
doing things
right...make
them seem
right..

Good poise
and good
manners
open doors
with golden
banners.

May your
life's
compass
always be
oriented to
God.

The Great
Pyramids
are rocks
placed upon
more rocks.

Our
thoughts
forge our
destiny.

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Have you
done your
daily good
deed?

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Why search
for God at
church if you
can find Him
by opening
your eyes?

Instead of
criticizing
people, go
and point out
what you like
about them.

Exercise your
senses to be
able to see
the good in
people.

There are
many
beautiful
songs...but
also many
others are just
junk.

Thank you
Lord for this
new day you
are letting
me live.

Being
thankful
brings
along
many
benefits.

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Do you do it for
the pay?
Because you like
it? Or
because it
serves others?
What is your
MOTIVATION?

Is it possible
to correctly
resolve a
problem that
is wrongly
identified?

Do you
bring joy
to your
workplace?

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Keep your words
soft and sweet
because you
may have to
swallow them
afterwards.

Before pointing
out my
mistakes clean
the finger you
are pointing
with.

If what you
own
doesn't
own you...
you are
free.

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The way
you receive
depends on
the way
you ask.

Today is
unique...
what are
your plans
for today?

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Don't tell
people what
you'll do...
let them
see you DO
IT!

How will
people see
themselves
after
spending time
with you?

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Humans main
mistake is that
we don't think
ahead.

Don't spend
time thinking
about what
could've
been...risk
the failure.

That
purpose you
have...
Do It Today!

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Measure the
intensity of
your work,
and rest
your body
when

Give your
work sense
and
dimension.

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In the end,
people will
ask you for
results...
What will you
show them?

God's
strength is in
a socket you
just have to
plug yourself
in.

To live a long
and happy life,
learn to treat
kindly other
people's ego.

You can try
to fool others
but you will
never fool
yourself.

A good
teacher is the
one that
makes
students
WANT to
learn.

Have you
noticed that
you hold the
power to turn
on and off your
TV? Don't let it
control you.

Drugs
are for
losers.

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In learning
the most
important
aspect is the
student's
attitude.

Love God
above it all
and learn
to love
others.

Having your
feelings hurt
doesn't depend
on the offender,
instead, it
depends on you
allowing it to
hurt.

We preach by
example...
are you
worthy of
being
followed?.

That of what
you are
worrying
about now...
will it still
matter in
ten years?

If you really are
friends and one
of you is truly
mistaken, you
have the
obligation of
pointing it out
with a helping
attitude.

Appearances
are an
illusion.

Be very
careful with
what you
feed your
belly and
your mind.

Distrust is that
feeling you get
right before
learning
something
new.

You are
what you
ARE not
what you
do.

Every day we
learn
something
new... we
must be
open to it.

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Any idea
your mind
believes
possible...IS
POSSIBLE.

Credit is more
important
than money...
take good care
of it and keep
your promises.

If you spend
more than
what you
earn... you'll
end up
broke.

Speak from
the heart as
much as
you can.

Family is
given. On the
other hand,
friends are
chosen, so
choose
wisely.

If what you'll
say about
someone is
bad... don't
even bother.

You can
destroy a person
with your words,
so be very
careful next
time you lash
out at someone.

How many
ideas have
ended up in a
rut for a lack
of persistence?

Move
forward;
don't slow
your roll even
if others try
to stop you.

Attitude is a
huge thing,
don't
underestimate
it.

The difference
between a
successful person
and everyone else is
neither the lack of
strength nor the
lack of knowledge...
it's the lack of
devotion.

If you believe
you can do it,
and you set
your mind to it,
it will give you
the energy to
DO IT.

The Client is
our last and
most
important
supervisor.

When we
care for our
clients...we
care for
ourselves.

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Rule Number 1:
If we don't
take care of
our client,
someone else
will.

It takes
months to
find a client,
but only a
second to
loose him.

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Always give
people more
than what
they expect
to receive.

Team Work
means
more US
and less ME.

Excellence can be reached
if you:

Pay attention to what
others perceive irrelevant.

Risk more than what
others think is safe.

Dream more than what
others believe practical.

Demand more from
yourself than what others
consider possible.

Attitudes are
contagious...
is yours worth
spreading
out?

Quality is never
an accident. It is
the result of big
effort, high
intention, smart
guidance, and a
precise
execution.

There is just
one boss: The
Client.

He can fire us
all spending his
money
somewhere
else.

At times
someone thinks
he is doing
perfectly...
That is the
time to check
him and be
sure.

A bad
make-up is
always better
than a good
break-up.

Face bad
times with
a can-do
attitude.

Better
hurry a
slow pace.

Jealousy
means
insecurity.

Idleness is
the mother
of all
addictions;
make good
use of your
time!

Each person
is a whole
different
universe.

Outer
beauty will
fade...Inner
beauty,
never will.

Eyes are the
mirrors of
the soul.

Chains are
only as
strong as
their
weakest link.

Anger
doesn't bring
any good, it
annoys you
and the ones
around you.

They can
take what
you have but
they will
never take
what you are.

Be
yourself.

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It is possible
that a disease
touches your
body, but don't
let it touch
your soul.

One
succeeds
when he
makes
others
succeed.

A man shows
his greatness
by the way
he treats
those below
him.

Making a
mistake is bad;
but not as bad
as doing
nothing to fix
it.

Don't hope to
light up the
world before
lighting up the
corner you live
in.

A good
consciousness
is a good
pillow.

Give your
kids two
things:
Roots for
stability &
wings to fly.

The wise
don't speak
and those
who speak
don't know.

Luck is what
happens
when
preparation
meets
opportunity.

The world is
full of
problems...
Please don't
become
another one.

Tact is the
ability to
state a
critique
without
creating an
enemy.

Leadership
means
achieving an
extraordinary
performance
with an
ordinary team.

I hear and
forget; I see
and
remember; I
do and
understand.

Character is being
strict with
integrity, firm
combined with
justice and a
humanist
expressed with
humor and
cordiality.

Abuses
represent a
lack of life
purpose.

Being
congruent
shows
discipline,
maturity,
class, and
honesty.

Instead of
thinking what
people can do
for YOU, think
on what you
can do for
THEM.

If you speak
the truth you
won't need
to remember
what you
said.

You are
never
alone.

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May your
silence be
better than
your words.

Mimic the good things
your parents taught
you and forget the
bad ones.

What will you do when
you are a parent?

So... you already are?

How are you doing?

What do your kids
think of you?

God gave you
your parents.
Love them,
Respect them,
Be there for
them,
And don't judge
them.

Speak the
truth and
nothing but
the truth.

Carpe Diem
Make good
use of your
day...

The truth is
uncomfortable
but always
better than a
lie.

A good
fright is
worth more
than a
good

Lord, help
me live
always in
your
presence.

The mind is
like a
parachute; it
only works
when it's
opened.

Have courage to fix
the fixable things,
patience to
withstand those
that are unfixable
and wisdom to
recognize the
difference between
them.

When a good
opportunity
knocks on the
door, many are
looking for a
four-leaf clover in
the backyard.

The one that
looses health
looses a lot; the
one that looses a
friend looses
more, but the one
that looses hope,
looses everything.

There is no one true color when many people are looking at one thing; the color depends on the crystal through which each person is looking at it.

We don't stop
playing
because we
grow old; we
grow old
because we
stop playing.

To triumph,
do your best
wherever you
are and with
whatever you
have.

He who
knows how to
live with
himself, will
never feel
lonely.

Bad temper
will get you in
a lot of
trouble and
pride will keep
you in it.

The solution
to your
problems
might be in
front of you.

You are the
creator of your
own fate. You
have the
freedom to do
with it whatever
you want,
hopefully
something worth
your time.

Your parents
will grow old.

**DON'T
ABANDON
THEM.**

Forgiving is a
generous
act. Get that
weight off
your
shoulders.

If you work
on your
qualities,
your defects
will diminish.

We must
learn to
obey in
order to
command.

Fight negative
thoughts that
want to enter
your mind.

We focus on what
someone does
wrong to criticize
them instead of
focusing on what
they do right to
reward them.

Promise
yourself never
to make the
same mistake
you once did.

Hate is a
poison that
flows through
your veins into
your heart to
darken it.

What do you
get from that?

Don't work
for a
house...work
and make a
home for
your family.

Routine,
selfishness, and
carelessness
take the
blame for
ending a
marriage.

In your
wedding day
you don't
only get
married, you
get a new
family.

Marriage, like a
bonfire needs
attention, if
not, it will fade
and eventually
extinguish.

We all die
sooner or
later...Are
you
prepared?

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Marriage
needs
loving work
to keep it
alive.

**BE
BETTER**

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Honesty is a
great
virtue; insist
on living
with it.

Winning is
better
without
any
violence.

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The less you
need
something
or someone,
the better.

Getting to
know and
understand
the problem
is already half
of the
solution.

People can
forget what you
said or what
you did... but
they'll never
forget how you
made them
feel.

Come
on! You
can do it!

BE
BETTER.

Don't educate
your children to be
rich. Teach them
how to be happy,
so when they
grow up they
know the real
value of things
and not their
price.

The one who
has received has
the obligation
to give.

When the sun
comes down
we will all be
measured by
the love we
harvested.

Being better
doesn't mean
we are more
important
than anyone.

If your message
came from the
brain, it will not get
far. If it came
from the heart, it
will reach out
further than you
can ever imagine.

I finished the
easy stuff, I'm
working on the
hard stuff, and
the impossible
will take more
time but I'll
make it.

WORDS IN DANGER OF EXTINCTION:

- Please
- Thank You
- I was wrong
- Sorry

Don't let them die.

If your
dreams don't
frighten you,
they are too
small.

The secret to
staying young
and happy is
loving what
you do and the
person next to
you.

Eat what's good for
you, not what
tastes good.

Do what you have
to do, not what you
want to do.

Don't stop
exercising and love
yourself as you are.

Don't ever
become a
couch potato!
Stand up and
live your
dreams even if
it's difficult.

You will never
grow younger.
Today's the
youngest you'll
ever be so get
the most you
can from today.

Don't ever
stop doing
what you
love...

Listen

Love

Live

Your body knows
what to do and
your mind follows
it.

It hasn't been easy; bringing an idea to life is never easy. This book was created with the sole purpose of helping you.

If any of these thoughts has helped you be better and be happier, that makes ME happy.

Tell me about your journey at aleluna12@hotmail.com

*T*he Zohar says ((Book of Splendor), "The words do not fall into the void" That's right, the words fall into the human ear and bloom in consciousness or poison the mind.

I know that Alejandro Luna's desire is to gather the words, it is flourishing.
-German Dehesa.

The set of references that form the content of the book Be better concerning the varied range of everyday human. I can say that the work not only for its fun amenity, but it means a kind of source of comfort and optimism to persevere in the good, avoid possible bad and correct the mistakes that our natural proclivity all We make.

-Dr. Ignacio Burgoa.

Alejandro Luna is a professional worth in this noble attitude that since the days of Gutenberg printing became known. By metaphors which is so rich Castilian language, We can now say that we passed with such aphorisms their "Impressions" about life. Claiming that his work contains a collection of valuable concepts would be little, we expressed its convictions, those clear ideas that take root in the heart; ideas, moreover, that materially embody the traits typographical varied and are associated with them and strengthened.

-Dr. Carlos Llano,
Member of the Board of IPADE

I marveled with its conciseness: No doubt that is an art say much with few words, and as saysphilosopher George Santayana: "Because the way to be the man current, be concise amounts to be inspired. "

Hair-Clement,
CEO of Grupo Nacional Provincial, SA