



*A Tale of Triumph over Negativity*

Lives in the Land of

**NO**

by bestselling authors

**BJ Gallagher**

*A Peacock in the Land of Penguins*

**& Steve Ventura**

*Walk Awhile in MY Shoes*

An Excerpt From

*Yes Lives In The Land Of No:  
A Tale Of Triumph Over Negativity*

by BJ Gallagher and Steve Ventura  
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# Preface

It's no secret that we live in a world full of NOs. Seems like everywhere we turn, we're confronted by shaking heads, thumbs down, brick walls, brush-offs, closed doors, and, of course, the NO word itself. NOs surround us — in our workplaces, in our communities and places of worship, in government, in social settings, in schools, and even within our families. Some days we wonder, "Why bother?" Trying to find happiness and success in this endless landscape of negativity is just too hard, it seems.

But then we remember . . . there are also YESes out there among the many NOs. There are fewer YESes than NOs, to be sure, but usually all you need is one — the right one. Whether you're applying for a job, making a request, looking for a house, dating to find the right mate, seeking some type of approval, selling a product or an idea (or yourself), or trying to organize others into getting something accomplished, you're going to encounter many NOs. The challenge is: how do you persist and persevere in your quest for the YES that you know is out there somewhere?

We have good news for you: Help has arrived!

Think of this book as a personal travel guide for your journeys in the Land of NO. The first half is the tale of others' adventures with negativity — some successes, some failures, and lots of lessons learned along the way. The second half offers a collection of tips, strategies, quizzes, and tools to help you find your own way through the Land of NO — at work and in your personal

life. Taken together, the two parts of this book provide a how-to manual that's both practical and entertaining. It will help you find the YESes you seek — faster, more effectively, and with a lot less discouragement and despair in the process.

Read it and reap . . . great results!

BJ Gallagher  
Steve Ventura  
March 2006

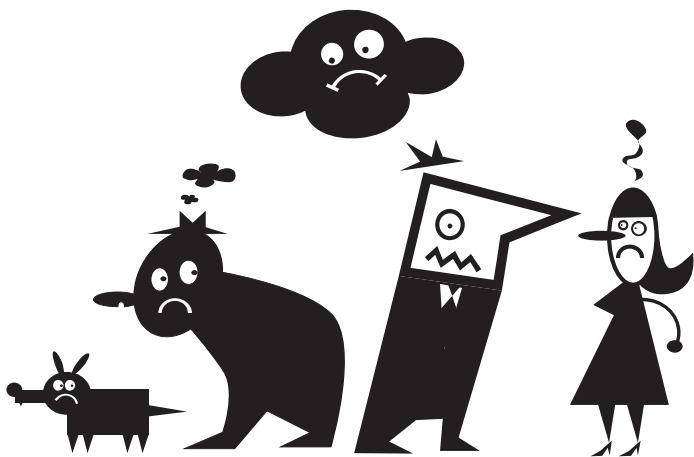
Part I

# THE PARABLE



The Land of NO  
is a discouraging place —  
populated by frowns  
and shrugs,  
scowls and  
furrowed brows.

Everyone is so solemn,  
so somber,  
so deadly serious,  
you'd think they were expecting  
the end of the world.



If you have an idea,  
Naysayers point out  
how “it will never work.”

If you're looking for opportunity,  
doors are politely but firmly  
shut in your face.

If a project excites you,  
a wet blanket is promptly dispatched.



And heaven forbid  
you should dream of new possibilities!  
There are more than enough  
Soldiers of Stagnation  
to trample your spirit.



Despite all that,  
I keep traveling to  
the Land of NO —  
not because I love it so,  
but because of what I learned some time ago:

The Land of NO  
is where YES lives.

YES?

Yes.

YES lives in the Land of NO.

“It is a most curious thing,”  
I’ve often thought  
and remarked to others,  
“how YES resides  
with all his Negative Neighbors.”

And it’s definitely a challenge  
to find YES at all  
in the midst of such  
Sorrowful Souls.



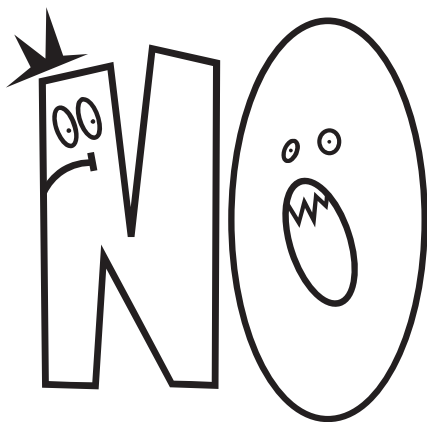
How strange,  
    how odd,  
        how perplexing,  
and also  
    how frustrating!

So what's a person to do —  
a person like me  
in search of YES?

In the beginning,  
my forays into the Land of NO  
were dismal failures.

I bumbled and fumbled,  
wobbled and bobbed.  
All those NOs really threw me.

My intentions were good,  
my idealism high,  
but I was young,  
inexperienced,  
and naive.



When I encountered a NO,  
I'd get stopped in my tracks.

Sometimes I'd sulk,  
sometimes I'd seethe,  
and every once in a great while  
I even cried.

I wanted so desperately  
to find a YES,  
but I hadn't a clue  
how to do that.



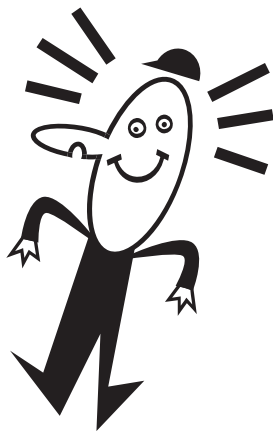
I looked around  
and saw others  
making their way  
into the Land of NO.

“Maybe I should watch them  
and see how it’s done,”  
I thought to myself.  
“They obviously know something  
I don’t know.”



The first person I chose to watch  
was my good friend N. Thusiasm.  
He's a very excitable fellow  
who's often bubbling over  
with lots of good ideas.

I've always enjoyed  
his zest and his verve.



His energy was high  
as he rushed into the Land of NO  
one day.

He didn't take much time  
to look around.

He just burst through  
the first doorway he came to.

Don Rock de'Boat looked up  
from the pile of papers  
on his desk.

"N. Thusiasm,  
how are you today?"

N. Thusiasm couldn't contain himself.  
He told Don all about  
his idea  
for a new kind of widget  
he thought  
the Land of NO should make.



Don Rock de'Boat listened politely  
as N. Thusiasm rattled on,  
    his pace racing  
        and his pitch rising  
            in intensity.

Finally he paused  
for breath,  
and Don Rock de'Boat  
tried to rein him in:  
"I appreciate your creativity,  
really I do,  
but our current product line  
is doing just fine.  
"I don't see the need  
for this new widget you're proposing.  
"Thanks for stopping by,  
but I have a ton of paperwork to do."

He nodded toward the door,  
indicating that N. Thusiasm  
should leave.

Poor N. Thusiasm.  
His high hopes  
    had been dashed.  
I watched him as he left  
Don Rock de'Boat's office,  
    his head down,  
    his shoulders slumped.

He was so disappointed.  
    I could understand why.

Running into NO  
    really brings you down  
    with a thud.

Sometime later  
I noticed someone else venturing into  
the Land of NO.

Wynot Now was his name.

I didn't know him well,  
but I'd seen him around  
the Land of NO before.





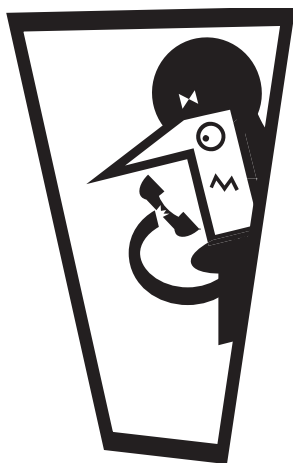
I nodded hello  
as he passed me.

He smiled hello in return.  
“Can’t stop to chat,” he said.  
“I have something that needs approval  
right away.”

“OK, catch you later,”  
I replied,  
as he hurried on his way.

I watched  
as he knocked on a door  
and then went in.

May B. Later was on the phone,  
and she motioned for him  
to hold on  
while she finished  
her conversation.



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