



**YOU WERE BORN TO WIN!**  
**HERE IS THE BOOK THAT MAKES**  
**I'M OK-YOU'RE OK WORK FOR YOU!**

---

**SUCCESS**  
**THROUGH**  
**TRANSACTIONAL**  
**ANALYSIS**

---

BY JUT MEININGER  
WITH A FOREWORD BY ROBERT L. GOULDING, M.D.

Success  
Through  
Transactional  
Analysis

---

Jut Meininger

---

*with a Foreword by*  
Robert L. Goulding, M.D.



A SIGNET BOOK  
NEW AMERICAN LIBRARY

---

THREE MINORS

# Contents

FOREWORD	viii
PREFACE	ix
ACKNOWLEDGMENTS	xii
<b>1. The Magic of Transactional Analysis</b>	<b>1</b>
How to Have the Right Advice—Always	1
What Repetitive Behavior Patterns Reveal— The Notion of Life Scripts	4
Self-Defeating Patterns of Conversation— The Concept of Games	7
Unraveling the Mysteries of Impulsive Responses	10
<b>2. Getting a Feel for People</b>	<b>15</b>
How Our Brains Store Experiences— The Tape Recorder Principle	15
How the Experts See Us—The Parent, the Adult, and the Child	17
The Key to How We See Life—The Principle of Stroking	24
Some Common Stroking Patterns	25
Some Practical Implications of the Principle of Stroking	32
<b>3. Catching Up with the Experts</b>	<b>34</b>
The Impact of Our First Opinions of Ourselves—The Concept of Life Positions	34
Childhood Decisions Which Affect Our Later Lives	39
How to See People More Clearly	43
Interpreting Everyday Conversations	48

200



**BE A WINNER, NOT A LOSER!**

**Are you acting out the role of Child, Parent, or Adult in your decision-making and your dealings with others?**

---

**Are you playing Kick Me or Anger or Rejection without knowing it?**

---

**Are you following a lifescipt of I'm OK—You're Not OK, I'm Not OK—You're OK, or, better, I'm OK—You're OK?**

The answers to these questions can spell the difference between success and failure in your life. Use the amazing insights of this exciting new method of self-analysis, the method behind **BORN TO WIN, GAMES PEOPLE PLAY,** and **I'M OK—YOU'RE OK.**

This is a breakthrough book that points the way to success in your life and shows you how amazingly easy it is to get there.

85-843