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**Learn How to Fail**

**By Jude Wright**

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Learn How to Fail  
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II bet you've heard the phrase, "Failure is not an option."  
But, let's think about it.

What would happen if no one ever failed – at anything? How would you learn? Learning from past failures, and successes, shows us how we can do it better next time. Without mistakes, we would never appreciate our accomplishments.

There is a lesson to be learned from each mistake. Take that mistake and make it your challenge. Break it into pieces. What was the turning point to change it from success into failure?

Take the first step and analyze it. Did it work like you wanted? Good. Go to the next step. Keep going.

At each step, decide how you can improve the process, wording, product – whatever the problem is. Then, try again.

Even the Wright brothers' first flight failed, but they tried again. What if THEY had given up?

Persevere. Your challenges will lead the way to your successes.

In the middle of difficulty lies Opportunity.  
Albert Einstein

Each major success is made up of a series of smaller successes – and of many failures – yours or someone else's. Learn from the mistake. Make it your goal to find out WHY.

One reason for failure is setting goals that are difficult, even impossible, to achieve. Many baby steps add up to a whole success. Success is accomplished by setting one small, achievable, goal at a time.

We are our own worst critic. When we fail, we make it a reflection of our "self." It seems we usually identify our "self" with our mistakes instead of our achievements. That is one mistake you do NOT want to make. Your mistake is not YOU.

Don't overlook your successes. You need them to look back on when those nasty surprises pop up. Remember them when you think you're a failure.

So, in 2004, don't say, "Failure is not an option." Instead, say, "I can change it to a success by \_\_\_\_\_ (insert your own solution)!"

Jude Wright is a newly retired Internet Junkie. She has five websites of her own and designs sites for others. She caters to the Internet "Newbie." Visit her three main sites at: <http://aboutaffiliates.com>; <http://i-marketingorganizer.com>; <http://nutritious-cooking.com>.

## **Learn To Embrace Failure**

**By Lisa Saylor**

Failure is a must to succeed in business and in life. So often we are told we can not fail, it's a bad thing. From the time we start to school, till we go to the here after, fail, that 4 letter word is a bad thing. It is almost like a curse. My question is how do we learn and continue to grow if we don't fail? How do we succeed in business if we don't fail?

I started my first Home Based Business 2 years ago. I invested over \$6000 just for the web site and the 10 mentoring sessions. That was on top of the \$250 initial fees for set and a merchant account, that doesn't include all the little fees (no one expects). What I received for this was an online store, web site, 2000 free useless hits, link exchanges (that I had to pay for and didn't need to) and oh yes the useless mentoring sessions (that didn't teach me anything). I worked hard on this site for 6 months

## Learn How to Fail

(which doesn't seem like a long time), except they told me I would be able to make back all my invested money in the first 3 months. I made nothing, and eventually lost over at least a \$7000.00 before I decided to shut it down. To top it all off the company I went through gave me a hard time about shutting down the site and my merchant account. I had failed miserably. You would have thought that I would have been angry and upset, and initially I was. I received the "I told you so" looks, the rhetoric 9 out of 10 businesses fail etc. when I told people my business had failed.

But what no one realized is that I had learned so much. Not only did I learn what not to do, I also learned, that regardless of my business "failing," that I loved the ownership of it and that no matter how many times the business didn't pan out that I would continue to learn, grow, and to build businesses.

So since then I have looked over other online businesses, done background research, and have started another; that I am happy to say seems to be doing well. By failing, all that did was whet my appetite to do it again. 9 out of 10 businesses fail, but it is the 1 time that it doesn't fail that I am after. So, when you look at your failures, look at them as a way to succeed, that has given you a wealth of knowledge and that knowledge is what you need to succeed in life and in business.

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Try , or Try not...

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