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Success Requires Persistence

By Michelle L. Casto

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What do you think makes someone successful? Do you believe them to be lucky? Do they have the perfect product to market? Are they exceptionally smart? While it is true that a little luck, a solid product and being smart helps, true success comes from one thing: persistence. A dictionary definition of persistence is "to continue steadfastly or often annoyingly, esp. in spite of opposition; to be tenacious." When someone is persistent, they are able to take obstacles in stride and even jump over them, they see failure as an essential part of the learning process, and remain committed to their goals, dreams, and aspirations.

Successful people use seemingly "negative" experiences to guide them on their path to success, rather than seeing mis-stakes as proof of their failure to achieve. In fact, some of the best and brightest in our nation's history failed many times over. Thomas Edison who said, "If we all did the things we were capable of doing, we would literally astound ourselves." This comes from the same man who invented and patented more things than any other living soul, and who is best known for creating the light bulb. He literally lit up the world, and only did so because he kept trying. In fact, it is reputed that it took him over 1000 experiments before he found the right combination!

Success is more about what is on the inside of the person than what you see on the outside. It is what they are made up of: a strong will, positive belief system, faith in a higher power, dedication, commitment, and a persistent, even stubborn nature. They won't take no for an answer! They have made up their minds to succeed no matter what. They stay with the course until the end. And most always, they do and re-do, practice, and polish until they get it just right. They understand that success is a process.

It is important that you are aware that you decide for yourself the level of success you think you deserve. It is all a mindset. "What you believe and conceive, you can achieve" is a maxim of the success-minded. Your thoughts influence your feelings, and your feelings influence your actions—all of which have brought you to where you are today.

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There is a man we all know who represents what I am talking about:
Read this story and see if you know who it is.....

2 years old when his infant brother died
7 years old, he almost drowned
Mother died when he was 9
At 10, a horse kicked him and he nearly died
He was 16 years old when he took a job to support his family
19, when his older sister died in childbirth
Lost his job at 23
Defeated for the state legislature at 23
Failed in business at 24

Elected to state legislature at 25
Overcame the death of his sweetheart at 26
Reelected to state legislature at 27
Had a nervous breakdown at 28
Defeated for Speaker at 29
Reelected to state legislature at 29
Reelected to state legislature at 31
Filed for bankruptcy at 31
Filed bankruptcy at 31
Lost a congressional race at 34
Lost re-nomination at 39
Rejected for land office at 40
When he was 41, his son died
When he was 42, his father died
Lost senatorial race at 45
Defeated for nomination for Vice President at 47
Lost a senatorial race at 49
***Elected President of the United States at 52 and reelected for a 2nd term at 56

He was one of our greatest leaders, Abraham Lincoln.

Despite what many people think, success is much more about hard work, knowledge, resourcefulness, and perseverance than anything else. People who experience success in their lives know what they want and they go after it with passion, conviction, and hard work. In fact, someone once said, The only place you find success before work is in the dictionary. In other words, if you want to be successful, you are going to have to work for it.

What is success and how do you achieve it? Success can be defined as the progressive realization of a predetermined, worthwhile goal or dream. This definition of success underlies the importance of having goals. You can't achieve success without developing goals. Goals give life meaning. As humans, we are designed for achievement and accomplishment. H.L. Hunt, who was at one time the richest man in the world, said that he had discovered three steps that would lead to success. 1). Decide what you really want out of life. 2). Develop a plan of action for achieving it. 3). Act, with great

enthusiasm.

When you review the life history of Abraham Lincoln, you can see a similar pattern. He knew what he wanted, he developed a plan, and acted with enthusiasm and persistence. In the end, he accomplished a great deal and left the world in better shape than he found it. If we all could follow our vision, and work with purpose, just think how different the world could be. Now it is time for you to take the lead and become a success in your own time.

***This article adapted from Life Strategy 101: How to live by vision, work with purpose, and achieve more success by Michelle L. Casto

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How to Earn with the Secret of Persistence

By Timothy L. Drobnick Sr.

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This article was originally written to teach my members how to get ISP clients, but you can use it for almost any business that you are in.

How the secret of persistence can help earn high profits as your own Internet Service Provider ISP.

So how do you actually get hundreds of clients to pay you every month for you to host their websites, email services, domain names, and other internet services?

I will reveal the secrets in these series of letters.

The principal of persistence seems too obvious, but therein lies the secret. It is like laying diamonds all over a parking lot. People would assume they were broken glass because if it was so valuable others would have already picked them up.

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I used this secret in my small hometown of Sheridan, Wyoming, (see TimsHomeTownStories.com).

This is how I built a janitorial business in this little town. You will see how these principals can easily be converted to building your own ISP business.

Upon first examination there were many reasons that I could not succeed:

1. With a population of 13,000 people, it would seem my opportunities were limited for building a business.
2. Worse yet my chosen field of business, janitorial, had an abundance of worthy competitors.
3. My competitors were well enforced with uniforms, brand new painted trucks, powerful equipment, and a trained work force for cleaning and marketing, and an extensive advertising budget.
4. There were only 1000 businesses total in Sheridan, Wyoming, and many of those were home based and would not require a janitorial service.
5. We were in the middle of a national recession, and it did not seem that 1981 was a good time to start a business.
5. I had no advertising budget, no equipment, very little professional training with cleaning systems and chemicals, no uniforms, a beat up old truck, and \$17.00 worth of pop bottles.

This surely was a formula for failure.

But there was one more thing that I had: Persistence.

My plan was to make one index card for every business in town, and then to contact every single business one time per month.

The first time I contacted every business, just by chance I found 3 people unhappy at that moment with their janitorial contractor and decided to give me a try. I found \$300.00 per month worth of work.

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After contacting the businesses I would separate the cards into these categories:

1. Those that I felt would never have use for a janitorial service.
2. Those that already had a janitorial service but did not want to change to a new service.
3. Those that did not have a janitorial service but could probably use one.
4. Those that had a janitorial service but indicated that they may change services in the future.

I continued to call categories 2 to 4 one time every month picking up a new contract or two each time. I always made notes on the cards to refresh my memory, and after 6 months of doing this most of the local business owners started to get to know who I was.

I overcame the fact that I did not have a advertising budget for radio, direct mail, or newspaper by going directly to the person that could hire me each and every month.

After a few months I had enough money to buy a uniform for a more professional look and rented a small office for \$50.00 per month. I also printed some business cards with my new address and business name. Now when I visited the owners or called them on the telephone I had a place to refer them to. But remember, I did not let the fact earlier that I did not have these things stop me from persuing the business anyway.

By being persistant I consistantly got "lucky" by calling just at the time a business owner was considering a new janitorial service. But persistence is what created this luck for me. If I had not been calling every month I would never have become "lucky."

After two years of following this system I had obtained \$18,000.00 in monthly contracts. After watching me grow for those two years, two of the three major competitors offered to sell their business to me.

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I suspect they started panicing after they saw me chipping away at their businesses and consistently taking their clients.

They did not know the secret that I did for if they had they could easily have counter attacked me using the same system.

You can use this secret of persistence. You can even use this same method of contacting prospects on a systematical basis.

STEPS FOR YOU TO GET STARTED MARKETING YOUR ISP BUSINESS

1. Using your computer or index cards, (computers are much easier of course), start contacting either via telephone or in person door door, your local businesses.

2. Ask them who is in charge of their website. Ask questions and take notes.

3. Offer to host their existing or future website.

4. They may not be ready for you to server them at this time, but contact then again in 1 month just to let them know you are still available.

5. Divide your cards into these catagories:

a. Those that you believe would never have use for internet services.

b. Those that already have internet services but do not want to change to a new service.

c. Those that do not have internet services but could probably use them.

d. Those that have internet services but indicated that they may change services in the future.

Then contact catagories b to d every month. Of course keep adding new contacts each month.

Using this secret called "persistence" soon you will be

building your own Internet Service business to great heights!

If you want to know more about becoming your own ISP, go to FreeSeminar.biz



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