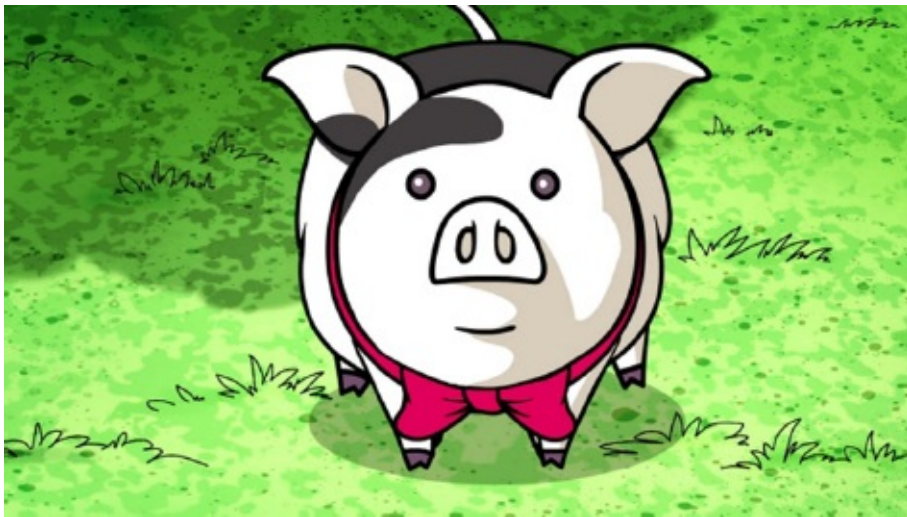


Secret #8

If You Fail, Try Again

SECRET #8 Failure is not falling down; it is staying down.

Ready for another secret? It's all about being positive about failure.



A successful business is always trying new things—like trying to sell new products. But not every new product is successful and managers of a good business learn from failure.

“Trying new things” and knowing that you will make mistakes in life is important to understand—because *today’s* failure can lead to *tomorrow’s* success!



Think about it: What wonderful things could you do in life if you knew you could not be stopped by failure? Failing is not falling down; it is staying down.

And that's exactly what Elena learned when she raised a potbelly pig named TRUFFLES for the Fun Farm Yard Contest!



At first, Elena was confident and very organized. She created a simple budget on her smartphone to keep track of “pig food,” “pig grooming,” and “pig training.” Unfortunately, Truffles became very, well, “piggish.” Elena couldn’t find a food her pig liked, or the right bath shampoo, or even the proper pig toy, so she panicked about losing the contest.



She dashed over to Pet's Pete Shop where PETE was having troubles of his own. He couldn't keep track of the pet supplies he ordered, so both Elena and Pete Junior thought of themselves as failures until I told them my favorite story about THOMAS EDISON.



When he was busy inventing the light bulb, Edison failed more than 10,000 times. But the great inventor never saw it as 10,000 failures, saying, "I just found 10,000 ways that *won't* work." In other words, Thomas Edison never let failure stop him.

With that helpful advice about never giving up, Pete Junior became determined to try again and soon discovered a simple way to keep track of ordering pet supplies.



At the same time, Elena discovered the right food for Truffles, as well as the proper shampoo and best pig toy ever. And Elena's efforts were rewarded when she won a blue ribbon in the contest.

Back at *Secret Millionaires Club* headquarters, even Jones learned a lesson from Elena's pig adventure, saying, "If I fail at least once a day, maybe I could be even *more* successful than Mr. Buffett!"



As I always like to say, "The more you learn, the more you'll earn," so remember:

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