

SUCCESS

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SECRET

Pass the “Persistence Test”

Nothing can take the place of persistence.

Talent will not; nothing is more common
than unsuccessful men with talent.

Genius will not; unrewarded genius is
almost a proverb. Education will not;
the world is full of educated derelicts.

Persistence and determination alone
are omnipotent.

—CALVIN COOLIDGE

PERSISTENCE IS THE iron quality of character. Persistence is to the character of man as carbon is to steel. It is the absolutely indispensable quality that goes hand in hand with all great success in life.

And here is one of the great secrets of persistence and success: Program your subconscious mind for persistence well in advance of the setbacks and disappointments that you are going to have on your upward quest toward success. Resolve *in advance* that you will never give up, no matter what happens.

When you are overwhelmed with a problem or difficulty, you do not have enough time to develop the necessary persistence to deal with the setback or disappointment. But if you plan in advance for the inevitable ups and downs of life, when they come, you will be psychologically ready. You will be prepared.

The courage to persist in the face of adversity and disappointment is the one quality that, more than anything, will guarantee your success. Your greatest personal asset can be your willingness to persevere longer than anyone else. In fact, your persistence is a true measure of your belief in yourself and your ability to succeed.

Remember, all of life is a test. For you to have great success, you must pass the "*persistence test*." And this test is often a pop quiz. It can come at any time, usually totally unexpectedly and out of left field. You take the persistence test whenever you are confronted with an unexpected difficulty, disappointment, setback, failure, or crisis in life. This is where you show yourself, and everyone around you, what you are truly made of.

Epictetus, a Greek philosopher, once wrote, "Circumstances do not make the man. They merely reveal him to himself."

The one inevitability in your life is recurring crisis. If you are living a busy life, you will have a crisis every two or three months. In between these unavoidable crises will be a continuous succession of problems and difficulties. And the more goals that you attempt to reach, the bigger your dreams, and the more determined you are to become a self-made millionaire, the more problems and crises you will experience.

The only factor you can control is how you respond to difficulties and setbacks. And the good news is that every time you respond in a positive and constructive manner, you become stronger and better and even more capable of dealing with the next problem or crisis that comes along. Eventually, you will reach a point in life where you become absolutely unstoppable.

You will become like a force of nature. You will be irresistible. You will become the kind of person who never quits, no matter what the difficulty. No matter what obstacle is put in your path, you will find a way to go over it, under it, around it, or through it. You will be like the Energizer Bunny in the television commercials. You will keep going and going and going.



ACTION EXERCISE

What is the most difficult situation you are facing in your life today? Whatever it is, imagine that it has been sent to you at this time to teach you a valuable lesson that you need to learn to be even more successful in the future. What could that lesson be? From this moment onward, always seek the valuable lesson in every setback or difficulty. You will always find it, and it will help you in your quest to become a self-made millionaire.