

THE POWER OF PERSISTENCE



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Introduction

If success came easy, everyone would be successful. At everything. All the time.

Of course, there are the seemingly lucky ones who just seem to get things right the first time. They don't really seem to have to put a lot of effort into anything and still come out on top.

For the most of us, however, we spend more time getting back up and brushing ourselves off than we do hitting the finish line. The good news is, if there is persistence, there will eventually be success.

It also needs to be made clear that those who make things look easy didn't get there by accident. Even those deemed to be 'gifted', usually appear that way because they have developed and practiced whatever is needed to make them successful.

Simply put, success in any field is virtually unreachable without persistence. Any success that is attained without the application of persistence is doomed to be fleeting, and many can relate personally to that.

Persistence underpins, drives and supports all the other positive attributes that are needed to achieve and excel at anything.

This eBook discusses persistence in great depth. You will gain understanding of why persistence is vital to your success, as well as tools for developing persistence, and maintaining it so it becomes a habit.

How Do You Develop Persistence?

*'If you can't fly, then run.
If you can't run, then walk.
If you can't walk, then crawl.
But whatever you do you have to keep
moving forward.'*

– Martin Luther King, Jr



How many unfinished projects are you sitting on right now? We often get distracted and have to put a project to the side in order to handle more pressing issues.

But at one point or another we need to reevaluate and get back on track. We need to rediscover the burning desire we once had for these idle projects.

Otherwise it just sits there, incomplete, and we have failed. We can't be successful without the persistence to finish what we started.

Persistence isn't a *you either have it or you don't* type of characteristic. We can learn it, develop it and hone it, much like any other skill.

When you want to accomplish something you are unfamiliar with, what do you do?

Method 1: Wing it. This is probably how the lucky people live. If you aren't one of the lucky ones, skip to method 2.

Method 2: Research and application.

Example: Let's say you want to go fishing. Well, if you've never been fishing before and you want to actually catch something, you will need supplies; fishing rod and reel, bait, lures, etc.

In order to know which styles of all the supplies, you could look on the internet, talk to people who actually do fish, or even talk to the salespeople at your local sporting goods store. Then you apply what you've learned.

Developing Persistence

Success doesn't come cheap. It takes patience, endurance, confidence, planning, strategizing and... you guessed it, persistence. The following list describes the foundation for developing and maintaining persistence so you can accomplish virtually anything.

Super-size Your *Why*

Know your reason for wanting success. You have to have a why, and it better be big, especially if your desire is complex. Remind yourself often why you started along this path.

Far too often we convince ourselves along the way that it's not that important and we don't have to reach our goals simply because quitting now means no failure later.

Quitting is worse than failing. You can get back up from a failure and try again, but if you quit, that's the end. Make sure your *why* is important enough to keep you from quitting.

"If you can't fly, then run. If you can't run, then walk. If you can't walk, then crawl. But whatever you do you have to keep moving forward."

Martin Luther King, Jr.

Learn from the Successful Ones

No matter the goal, business or personal, look to the people who have done it before you. Don't try to reinvent the wheel. Do a little research and check out their strategies which led them down the road to success.

Block Out All Negativity

Sometimes our friends and family are the most discouraging bunch. There will always be a million reasons why something *won't* work; be the reason it *will*. Avoid those with a negative view on your goals.

Expect a Challenge

Don't go into this half-cocked thinking it's going to be breeze. You are probably going to struggle. You are probably even going to make more mistakes than you can count on both hands. If you have the mindset that you are ready for a challenge, it makes the bumps less tragic. What's more, you are less likely to throw in the towel when you are prepared for a battle.

Build a Network

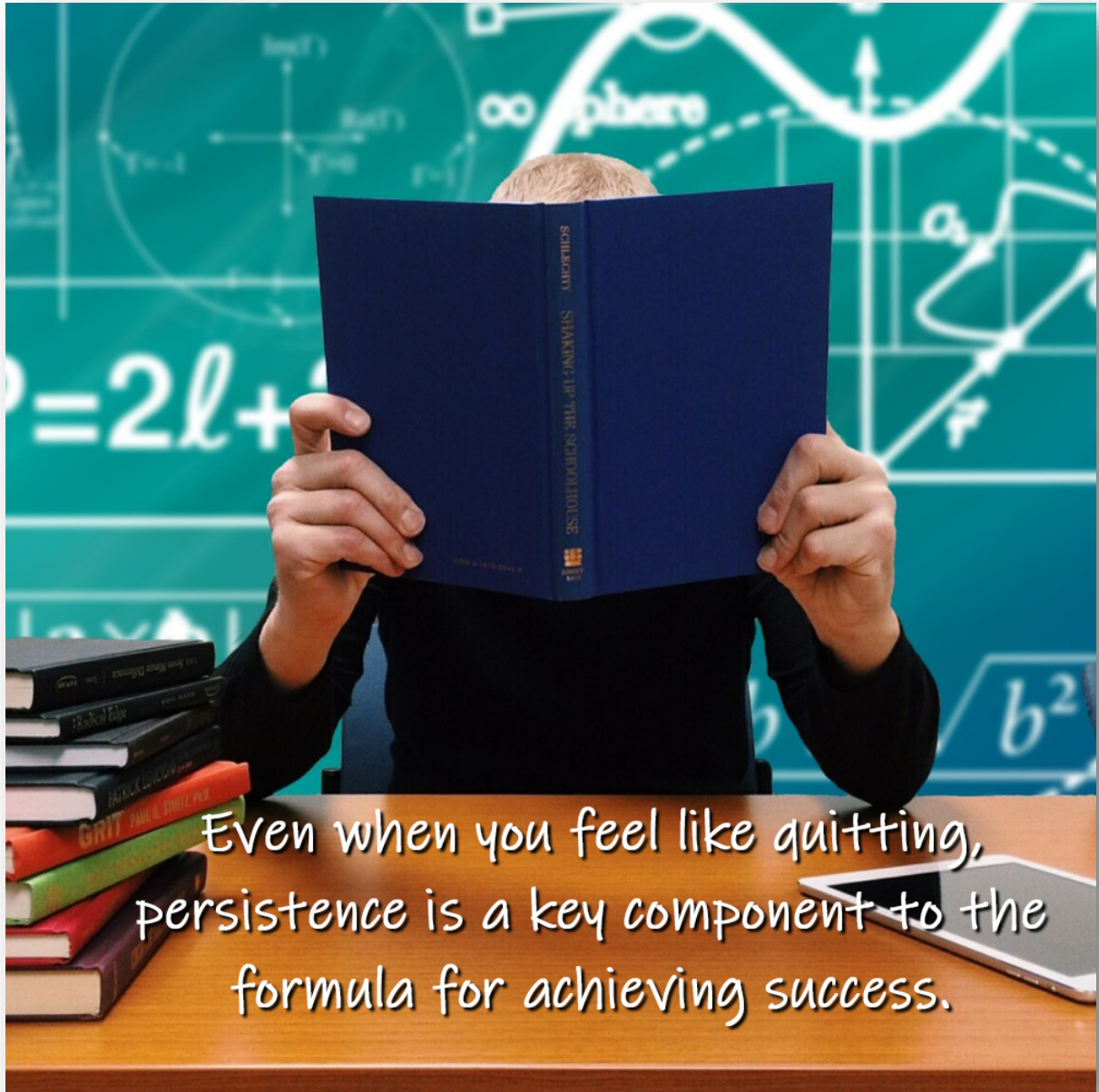
Networking with others in the same field, people with like minds, will help keep your confidence up. You'll likely learn a great deal from them and you can share your wisdom with them as well. A strong network is an invaluable resource for achieving great success.

Create Habits, Not Excuses

This is going to take some work, no doubt about it. Persistence is the direct result of habit. Avoid making excuses why you aren't able to work toward your goals. There will always be distractions. Work on achieving your goals routinely. Creating this habit will train the brain to stay focused.

Want to learn to how to knit? Be persistent. Want to start a new business and quit the 9-to-5 gig? Be persistent. The timeframe will obviously vary, but if your *why* is BIG, you hone-in on being persistent; you can do it!

Power of Persistence in Achieving Success



In business, persistence is crucial for success; both in the start-up phase and for maintenance. Persistence is also critical for achieving personal goals as well.

If you've ever seen a weight loss success story, you can bet your bottom dollar persistence was a big part.

The rewards of persistence are far more than just achieving success. Take a look at some of the other benefits below.

Personal Growth

You are going to put yourself through trials and tribulations when you set your mind to achieving success. With persistence in the driver's seat your confidence will improve, self-worth and self-esteem get a boost, and your sense of purpose will rise to the top.

Greater Likelihood of Success

Obviously, not every goal is going to be successful. Sometimes business ventures just don't pan out for one reason or another. Life has a way of interfering with our dreams.

That's just the way it goes. But when persistence is in play, the likelihood of succeeding is much greater. You can't be a quitter and meet the finish line.

Increased Problem-Solving Ability

You are going to meet up with adversity, probably head-on, and probably more than once. Being persistent helps you build creative thinking skills and problem-solving techniques. If success is the goal, you might be forced to think outside the box and discover different ways of getting things done.

Basically, it's like taking a different route home from work until you find the best one. Maybe you're looking for the fastest or maybe you like to avoid freeways and toll roads.

Whatever the case, brainstorming is going to be like second nature by the time you've reached the top.

Discover Valuable Resources

The persistent one uses their social circle and networking skills to reach out to others. Research never really ends when you are on a mission. Along the way you are bound to make connections with people who are going to be valuable resources for your continued success.

You might just run across a person with the exact skillset you need to employ, and bonus, this person is willing to work for pennies. This is great because as a start-up, you don't exactly have a ton of revenue to spend on paying wages.

Attract Successful People

Happy people like to be around other happy people. The same is true for successful people. They surround themselves with people who have the capability of nurturing their persistence rather than depleting it with negativity.

You are likely to build an entirely new social circle promoting your venture and helping you succeed. Remember, they too were once in your shoes and know the struggles are definitely real.

This makes them more eager to help out when they can; be it an open ear or an investor, they will be there when you fall flat on your face because they know you are going to get right back up and persevere.

Build a Stronger Work Ethic

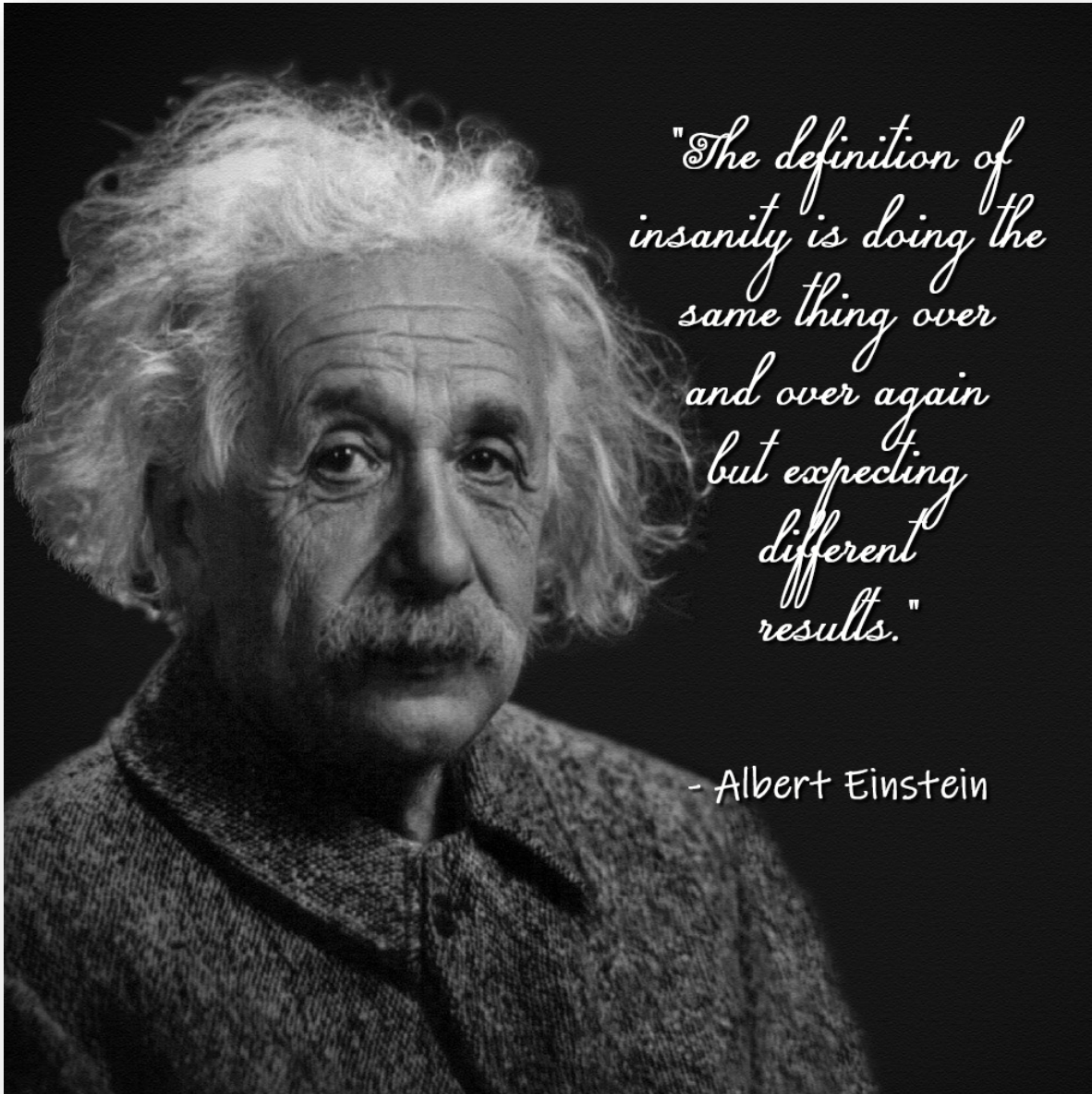
Particularly in the business world, if you have set a goal and are on a mission to achieve it, your work ethics are going to soar like never before. It's likely you will often think about new strategies and adjustments in your plan that could expedite your success.

As an added bonus, it's easy to feel proud of yourself for performing with integrity and grace during circumstances when you could have taken a less ethical road.

It should come as no surprise how many business ventures fall short and personal goals get overshadowed by excuses. It's extremely difficult having the guts and drive to continue down a road that sometimes feels like the end will never justify the means.

It's a long ride on an emotional rollercoaster, and not for the faint of heart. The one with persistence though, knows the fate of their goal is basically in their own hands. No one else has control and no one else is responsible for their happiness.

How Do You Persist When You Want to Give Up?



Get ready! Because if you've set a goal and have your eye on the prize, there is probably going to be a point in time when you want to give up on the dream. Sure, you feel motivated right now and you are moving right along, making progress and have mapped out a detailed plan for your success.

That's great! In fact, that's more than great! You can and will make all your dreams come true... provided you don't give up when the road gets bumpy or the distraction of *life* rears its ugly head.

When you start to feel challenged in pursuit of your goals, be persistent and you'll find success. Persistence is the key to seeing the end-result.

Here are a few tips and tricks to help you persevere even when you want to give up:

Revisit Your "Why"

When you set your goal, in the very beginning, there was a "why". The whole basis of the operation; the *reason* you chose this particular dream to accomplish. Go back there. Remember all of the reasons. Write them down. Pin them on your refrigerator. Make a dream board. Whatever works for you.

Having an emotional and visual connection to your "why" makes a huge difference in the "I want to quit" attitude.

Reevaluate Your Strategy

You might benefit from a small tweak to your strategy. Maybe you'll need a complete overhaul and revamp the whole approach. Either way, if your "why" means enough to you, you'll take a looksee at the "how" and make the necessary changes.

"The definition of insanity is doing the same thing over and over again but expecting different results."

Albert Einstein

Persistence is a beautiful thing, but when you are banging your head against the wall and driving yourself crazy with the same results... it's probably time to reevaluate your strategy.

Celebrate a Sidebar Success

You will need positive reinforcement. You are going to be your biggest fan, your most enthusiastic cheerleader. Along the way, you need to see little successes as you strive and persist and reach your main goal.

It's a morale booster and keeps the fire of desire burning. Fuel that fire with sidebar successes. These little projects could be part of your bigger plan or they could be something entirely separate.

For example, if your main goal is to build a successful business selling homemade jewelry, you could celebrate when you perfect the letter stamping process enabling you to customize with names and phrases, "Faith Love Joy" or "Live Laugh Learn", etc.

For an unrelated success, throw yourself an internal party when you manage to eat a healthy meal or make time for the gym. You can't build a new life if you aren't taking care of your old one! And every baby step toward your exciting and new future is worth acknowledging and celebrating.

Put on Your Blinkers

No, not the blinkers in your car. Blinkers, also known as blinders, are a piece of horse tack. The purpose of the blinkers is to prevent the horse from looking back, or to the side; to keep focus on what's coming ahead.

When you are donning your virtual blinkers, here are some of the benefits:

- Distractions aren't as apparent.
- Your focus will be on the next step, and then the next, and so forth.
- Failures in the past are unable to interrupt your future of success.
- You are more likely to keep chipping away at your goal, piece-by-piece, step-by-step.
- You are less likely to look for a way out.
- Allows you to ignore others and avoid comparing yourself to their progress.

Perspective & Patience

These are two of the key ingredients to persistence. Your vantage point has a great deal to do with achieving success. Throughout the journey you might need to adjust your perspective to keep the dream alive.

“Whether you think you can, or you think you can’t, you’re right.”

Henry Ford

Patience is also crucial. Ditch the clock and perseverating over time. You will get there when you are supposed to get there. When you allow time to have control, you’ll end up treating stumbling blocks as failures instead of stepping stones. Time is your ally, not your enemy.

Whatever your goal, you are bound to meet up with some resistance in one form or another. Complications and obstructions are likely to surface from all directions, and sometimes all at once.

You don’t have to throw in the towel and tuck your tail. You can win and achieve your goals with persistence and an “I’ve got this!” attitude!

Benefits of Being Persistent

A *good* salesperson makes a sale; a *great* salesperson creates a repeat customer. Both the good and the great salesperson have something in common. They are persistent. They ignore their surroundings and keep their eye on the prize. They have a goal and will stop at nothing short of success.



When you are striving to achieve your goals, persistence is definitely a crucial and key component to your success. And it comes with many benefits!

Improved Skillset

Practice makes perfect, right? Well, if you are persistent in your pursuit, your skillset is definitely going to improve. Another added bonus is that as your particular set of skills improves, you get quicker. And being efficient will bring your end goal that much closer.

Opportunity to Learn New Skills

As above you'll hone-in on your particular skillset, but chances are you're going to also learn new skills, particularly if you are starting a business. Expenses matter a great deal, especially in the beginning. It's cheaper to do the work yourself than it is to hire help.

Even in your personal life this benefit applies. For instance, if you set a goal to quit smoking, you can bet your bottom dollar you are going to need to do something with your hands to keep them from grabbing a cigarette.

Many people turn to learning a new form of craftwork, like crochet or knitting. Don't miss out on an opportunity to learn new skills!

See the Results

It sounds pretty obvious, of course you'll see the results if you remain persistent. But it's important because without celebration, there's less drive to continue.

The best way to see a steady flow of results is to break up your goal into mini-tasks. As each small task is completed, you are one step closer to the goal and it's worth celebrating! Use the results for motivation!

Builds Productivity & Structure

As you are persistently working toward your goals, you will notice a new perspective on structure and organization. Things fall into place when there is a method to the madness. And as you get better and faster, productivity is increased. They all go hand-in-hand.

Become More Resilient

There are going to be some hurdles to cross and bumps in the road along the way. There's really no way around that part. This applies to both personal and professional achievements. Someone or something is always going to get in the way, and it might even be *you* getting in your own way.

After you fall on your face a couple of times, getting up and dusting yourself off becomes a little less gruesome. Your mindset changes from a hiccup being a complete and total failure to an obstacle that can and will be overcome, with patience and persistence. And maybe a little creative thinking!

Boosts Confidence

There is no better way to boost confidence than through success. Pure and simple. When you set out to do something and get it done, you feel good. When you quit, you feel awful and guilt-ridden. Persistence is key to building confidence.

And it's even better when your main objective is broken down into smaller tasks. Just think of all the reasons your confidence will soar! Each milestone achieved gets praise. We feed off of praise and positive reinforcement. It's human nature.

As confidence builds, we are also more willing to attempt things we never would have tried in the past. Our goals and dreams get bigger as we get more confidence. Nothing can stand in the way of confidence and persistence!

Enforces an Objective Vantage Point

When emotions are high, stress increases and poor, or less logical, decisions can be made. To reduce the number of mistakes, you will learn how to look at each step of your journey in a more objective mindset rather than subjective. When we process things subjectively, we allow our emotions to control the situation.

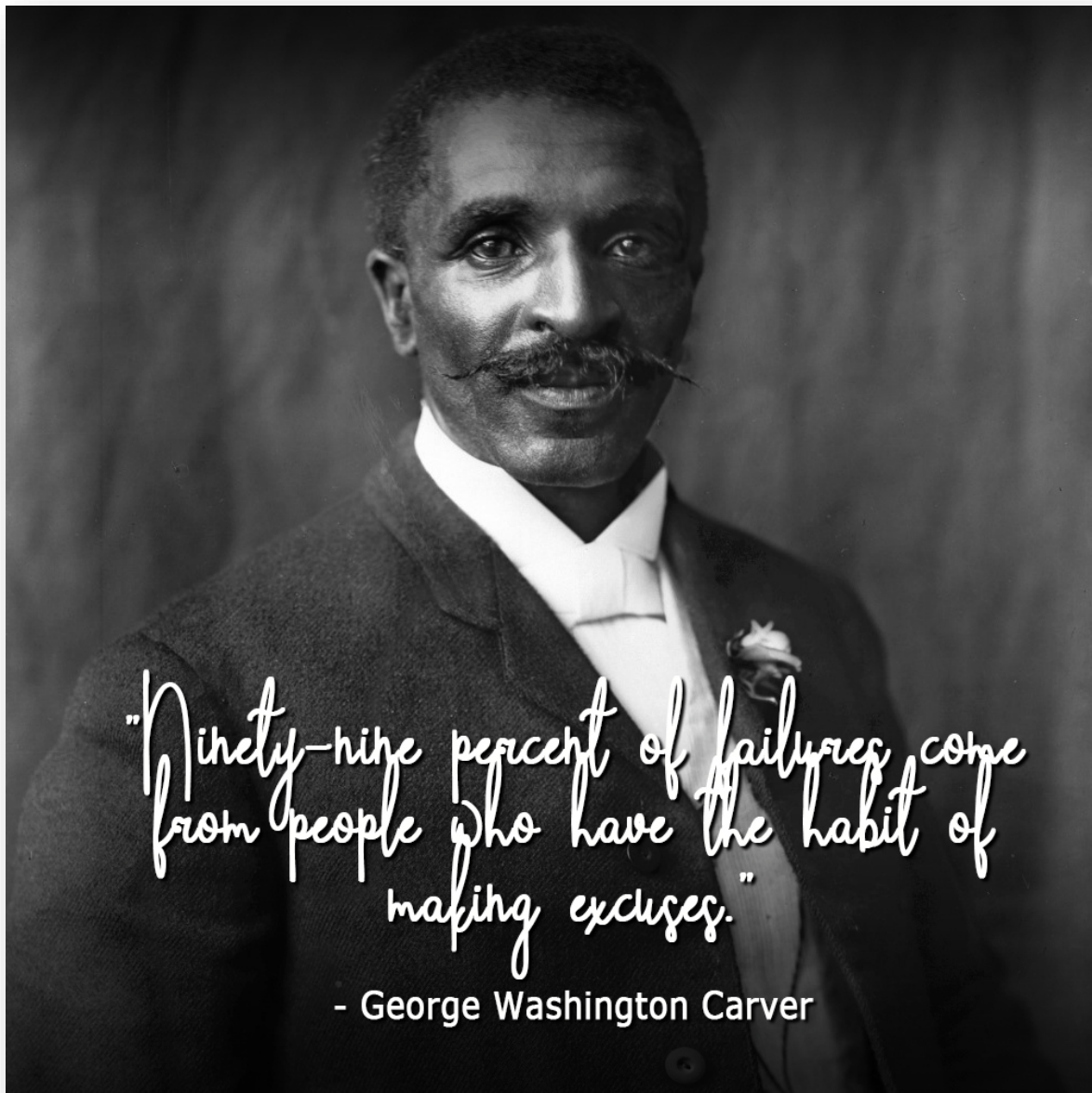
With an objective vantage point we can access the situation with facts instead of feelings. This makes problem-solving much easier. An objective view point is extremely advantageous in business, as well as personal achievements.

As you can see, the benefits of being persistent are plenty and a critical component for putting forth our best foot. Being persistent builds many positive character traits, enhances performance, increased productivity and oftentimes forces us to change our perspective.

Persistence is a vital key to success, yes, but when you add in all the additional advantages, it's hard to believe we often quit right before we reach the prize. It truly is a win-win situation!

Habits of Highly Persistent People

You probably know at least one person who, even when the odds were not in their favor, broke through every barrier and succeeded at something *big*. Maybe they started an online business with very little capital or lost 100 pounds using only diet and exercise.



No matter the goal, they were persistent and followed through until the very end.

Sometimes we stand in awe of these people, wondering where they mustered up the courage and will-power to even start such an adventure. Or maybe we just aren't confident enough in ourselves to take on such a feat, to go out on a limb and be relentless in our pursuit of happiness.

These people, the successful ones... they all have something in common: They are highly persistent.

They also dance to the beat of their own drum. Over time they have cultivated a system that works for them, for their needs, to promote their progress and achievements. They develop habits which help them attain whatever goal they have set.

If you are struggling to reach your target, take a look at the habits of highly persistent people below and decide which ones would enhance your progress.

They:

Know Their “Why” and Revisit It Often

If the reason isn't big, neither is the motivation. Highly persistent people can be relentless in pursuit because their “why” means a great deal to them. Think of fundraising for a cause that has gained national recognition, like Lung Cancer Awareness.

These amazing people are going nonstop in a seemingly never-ending battle of seeking financial support and bringing awareness to lung cancer.

--But why?

Because lung cancer is close to their heart. Undoubtedly, someone in their life has been affected by this horrific disease and they are working incessantly until there is a cure.

They have passion and drive because the “why” is clear and important. When they feel worn out and tired and like nobody cares, they remind themselves of their purpose, why they are doing this in the first place, to reignite the fire and keep going.

Plan It Out

This habit of highly persistent people is critical. They typically don’t just jump in with both feet, willy-nilly, hoping for the best. They have a plan. Once they’ve set their mind on the prize, they determine the easiest and most efficient route necessary.

There is a lot of planning involved. They have considered obstacles which may arise and even how to work around them. It’s impossible to know the future, but they are as prepared as one can be.

They’ve decided how much of their time they will dedicate to pursuing this goal and still find balance in their lives. They have done their research and taken notes. And most importantly, they stick to their plan.

Adapt Well

Change is inevitable. And so is falling off the horse. Instead of throwing in the towel, the persistent person adapts to the change, adjusts the schedule, modifies the plan and keeps pushing forward. Their motivation isn’t easily shaken. They never make a mountain out of a molehill.

Don’t Allow Excuses, Only Results

Excuses are a dime a dozen. Persistent folks make a habit of seeking results, not excuses. An excuse is an opportunity wasted, and successful people don’t let this thought pattern interfere with their end-game.

“Ninety-nine percent of failures come from people who have the habit of making excuses.”

George Washington Carver

Have Great Self-Awareness

Having a sense of self is imperative for success. We all have strengths and weakness. We have personality traits, belief systems, things that motivate us and things that distract us. Being self-aware helps keep your feet on the ground. Highly persistent people know when they are sliding or need to call in for reinforcements. Their perception of self is based in reality.

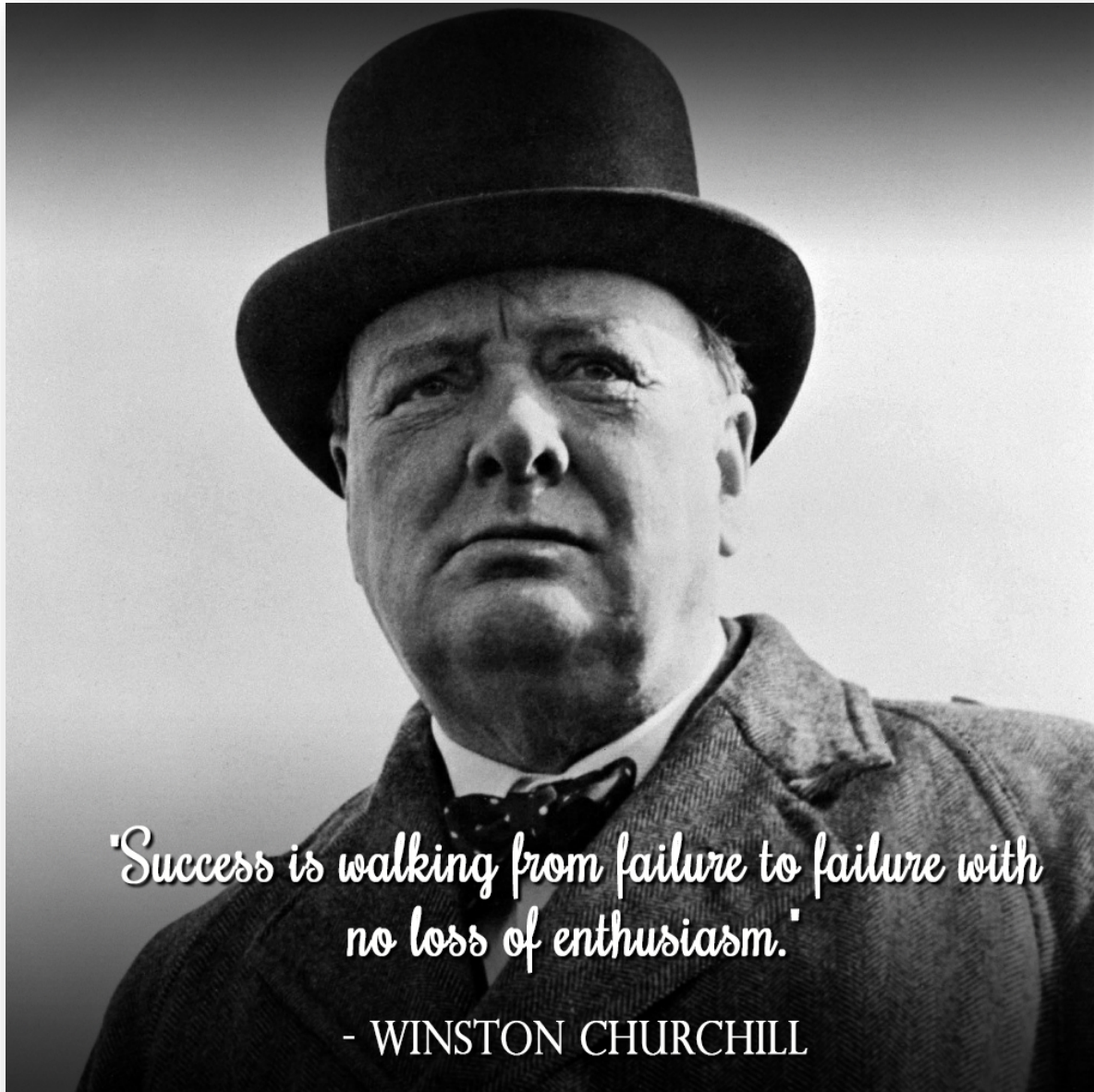
If you are an accountant with a dream of running a landscaping business, you might be on a learning-curve. Sure, your taxes are going to be on point, but can you operate a zero-turn mower with a 3-bucket bagger and chute baffle? Do you know the lifespan of an iris borer or leafhopper?

Or how to eradicate an infestation? These are questions the self-aware person will answer, based on their own strengths and weaknesses, and either learn or employ someone with the skillset necessary to allow for a successful business venture.

It doesn't take a mastermind to be successful and achieve the highest of goals. It takes persistence and the development of habits which will enhance the plan. A culinary genius who knows nothing about bookkeeping can still run a top-notch restaurant.

It's all about forming good habits, being persistent and staying focused. So what's stopping you from achieving your goals?

When Shouldn't You Be Persistent



Much of the time, being persistent is a good thing, especially when related to achieving success. Even when the road gets rough and obstacles are flying in at warp speed, persistence wins the game. You can't win if you quit, right?

"Success is walking from failure to failure with no loss of enthusiasm."

-- *Winston Churchill*

There are times though, when persistence works against you rather than for you. It's vital to know the difference. Being unaware or even simply ignoring times when persistence should be reeled in could cost you a great deal, mentally, spiritually and even physically. On your journey to make your biggest dreams a reality, keep the following in mind regarding the negative side of persistence.

Persistence Can Be Harmful to Self

Plugging along, working toward goals and dreams, many of us neglect our own health and wellness for the sake of "making it". If you're skipping meals, forgetting to take medicines, missing your regularly scheduled workouts, it will eventually catch up to you.

Causing harm to your mental state is also a real concern when anxieties and depression creep in during the process. There are inevitable ups and downs on the road to success. There's no doubt about it.

But if you allow that to control your attitude, mood and emotions, it's going to be a very long and unhealthy road. Be aware of yourself; your basic needs are important, mentally and physically.

Persistence Can Be Harmful to Others

It's true, when we are diligently working on a goal, we sometimes neglect those around us. We generally just expect them to be "okay with it" because it will all be over soon enough. But will it?

When you've successfully established a business or finished school or whatever the goal is, isn't there then another road to travel? Another goal? Aren't you going to utilize your success in the first goal to fuel the next?

Don't make the mistake of forgetting about those close to you. They are your biggest fans, the ones who pick up the pieces while you're pursuing your dreams, the people you ultimately depend on whether you realize it or not.

Guard your personal and professional relationships. Keep a close eye on their fuel tank, and if it's getting a little low, spend some time nourishing and replenishing the bond.

Does the End Justify the Means?

Oftentimes in the pursuit of a goal, our integrity is challenged. We are put in situations where the result might come faster, but at what cost? Do we compromise our core values and climb another rung on the ladder or do we avoid cutting corners and stand firm on what we believe?

It's all a matter of personal conviction really and no one can answer these questions for you. Sometimes persistence blinds us from the actual goal because it's too busy looking for the shortcuts.

Persistence or Perfectionism?

Persistence is healthy. Perfection is impossible. When the need for perfection rears its ugly head, persistence is no longer healthy but potentially damaging to your mental health, as well as physical and spiritual health.

We try so hard to make everything just right. After all, this goal we are striving for is *very important*. It deserves the most attention to ensure perfect results!

Except the outcome is never going to be 100% perfect. And striving for that type of goal weighs heavily on your mind. It might manifest itself as anxieties over every little step, repeating things over and over again until we get the results desired.

It also might show up as depression because we fail every single time to be perfect. We just can't get it to be the exact picture in our minds. Perfectionism

takes over our entire being and we end up neglecting our personal care and health. When you feel you're driving too hard for perfection, it's time to take a break and reorganize.

Being persistent has many positive qualities. The sky is the limit when we set our mind to something and are relentless in pursuit. It is a main ingredient to the recipe for success.

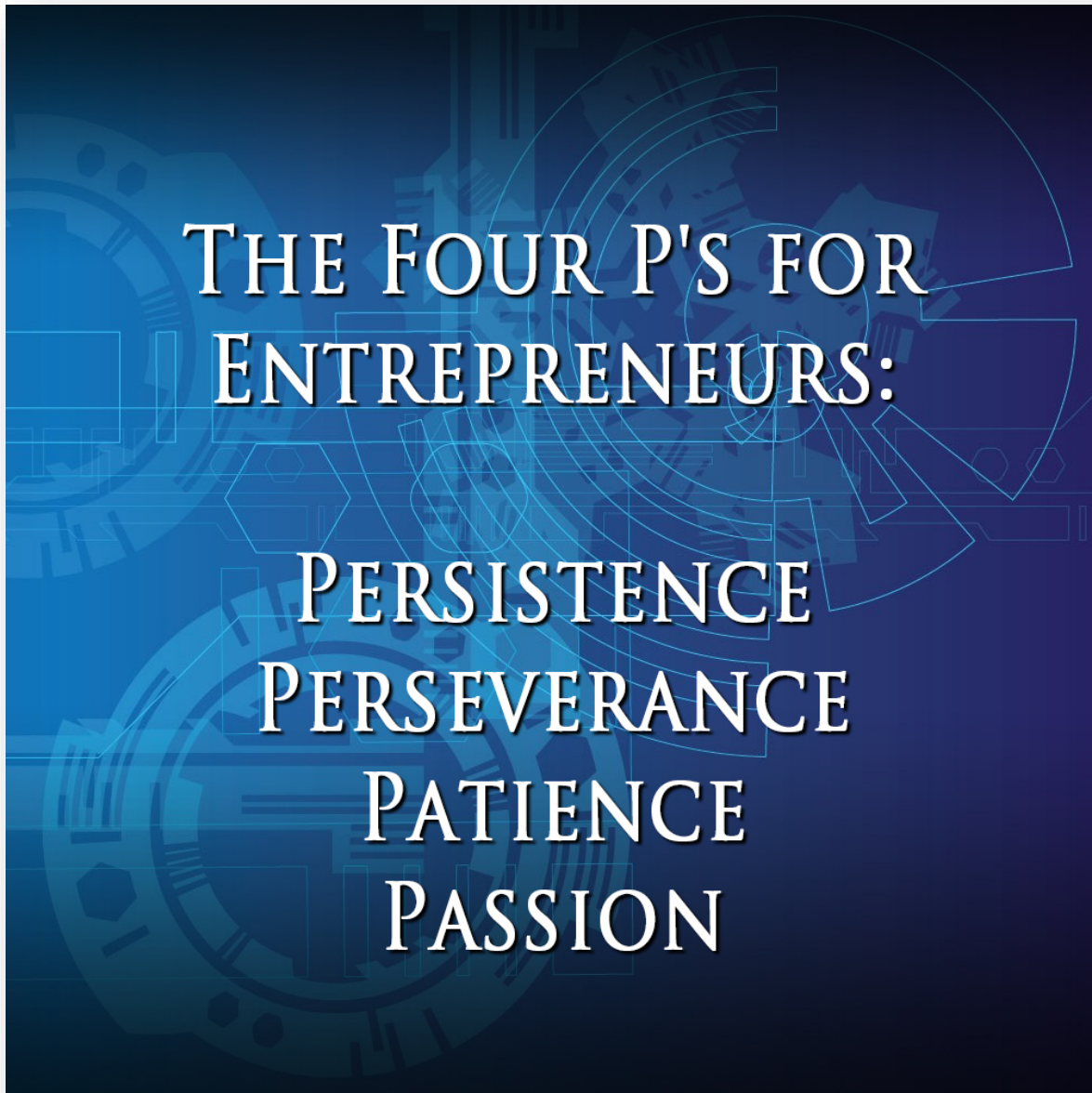
However, there are also times when it's not a positive influence, rather a negative one. The repercussions vary by individual and the project at hand, but they bring forth extreme turbulence to an otherwise sound mind.

The key with being persistent is to always stay in check with yourself. If you neglect your body, you are essentially neglecting the very vessel that is carrying you to your goal. Be aware of your self-care needs, eat a nutritious diet, get in some exercise and stay hydrated.

By being in tune with your mind and body, it becomes easier to recognize when persistence isn't the best route.

The Four P's for Entrepreneurs:

Persistence, Perseverance, Patience & Passion



Every entrepreneur has a dream, an idea or plan they'd like to cultivate and bring to fruition. But what does an entrepreneur need to be truly successful? The dream isn't enough!

There are going to be bumps in the road and hurdles to overcome. Starting a business from the ground up is a lot of work and “wanting it” isn’t going to get the job done.

The four biggest components to being successful are persistence, perseverance, patience and passion. With the combination of these four ingredients, the sky is the limit!

Persistence

Anything worth having is worth the work. Being persistent in the pursuit of a successful business is the cornerstone attribute. Without it, you might as well tuck your tail and head for the hills now rather than waste anymore time.

An entrepreneur is going to meet all sorts of adversity. People are going to say “no” throughout every stage of your business growth; from the very first step until you’ve reached the light at the end of the tunnel.

You also need to get up in the morning and be relentless in achieving success, making this dream come true. Even when you don’t want to, when you’d rather lay in bed or be a couch potato, get up and get after it. That is *true* persistence.

Perseverance

Which brings us to the next “P”. Perseverance plays a crucial part in success. You have to be persistent, absolutely! But when you get knocked off your feet, you will need perseverance to get back up. To start again. To try harder. To try a different approach.

To take it on the chin and keep pushing forward. It gets exhausting and you’ll likely want to throw in the towel more than once.

But it’s the perseverance that keeps you alive, knowing there will be better days and visualizing the light at the end of the tunnel. The feeling that although the

plight up the mountain might be treacherous, the view from the summit is going to be *phenomenal*.

A successful entrepreneur is going to face all sorts of situations. They are going to question themselves, the ones around them, their abilities and worthiness. It's par for the course.

But their perseverance is what will save the day and keep the dream alive. Persistence is the act of relentlessly pushing forward; perseverance is the emotional drive which serves as a fuel for the fire of persistence.

Patience

Along with perseverance, you're going to need an endless storage bank of patience. Some ideas you try will be successful; others will fail miserably. Without patience, you can kiss the dream good-bye. You might be waiting on a contractor to start/finish a job. You might be waiting on a supplier to return your calls or an investor to cut a check.

The wait is going to feel like it will eat you alive, like your hands are tied. And sometimes, they are. You may not be able to move forward with the next step until this one is complete, and that's okay. Be patient. Do it right the first time and you won't have to start all over from the beginning again.

Patience is a virtue, and some of us don't have much of it. A seeming oxymoron: Time Builds Patience. But it's true. It's uncomfortable and grueling, but when your patience is tested and you survive, it gets easier the next time. Built on that. Be patient in the pursuit of your dreams. The end-result is worth the wait.

Passion

This is the big kahuna. Passion is what stands behind every other "P" and prods it forward, never lets the goal out of sight. There is a purpose. When passion is in the driver's seat, there is a constant flow of motivation. And if there is motivation, persistence and perseverance become second nature.

Passion aids in the creative process for entrepreneurship also. The whole process to be alive; a concept which your passion has given life, breath.

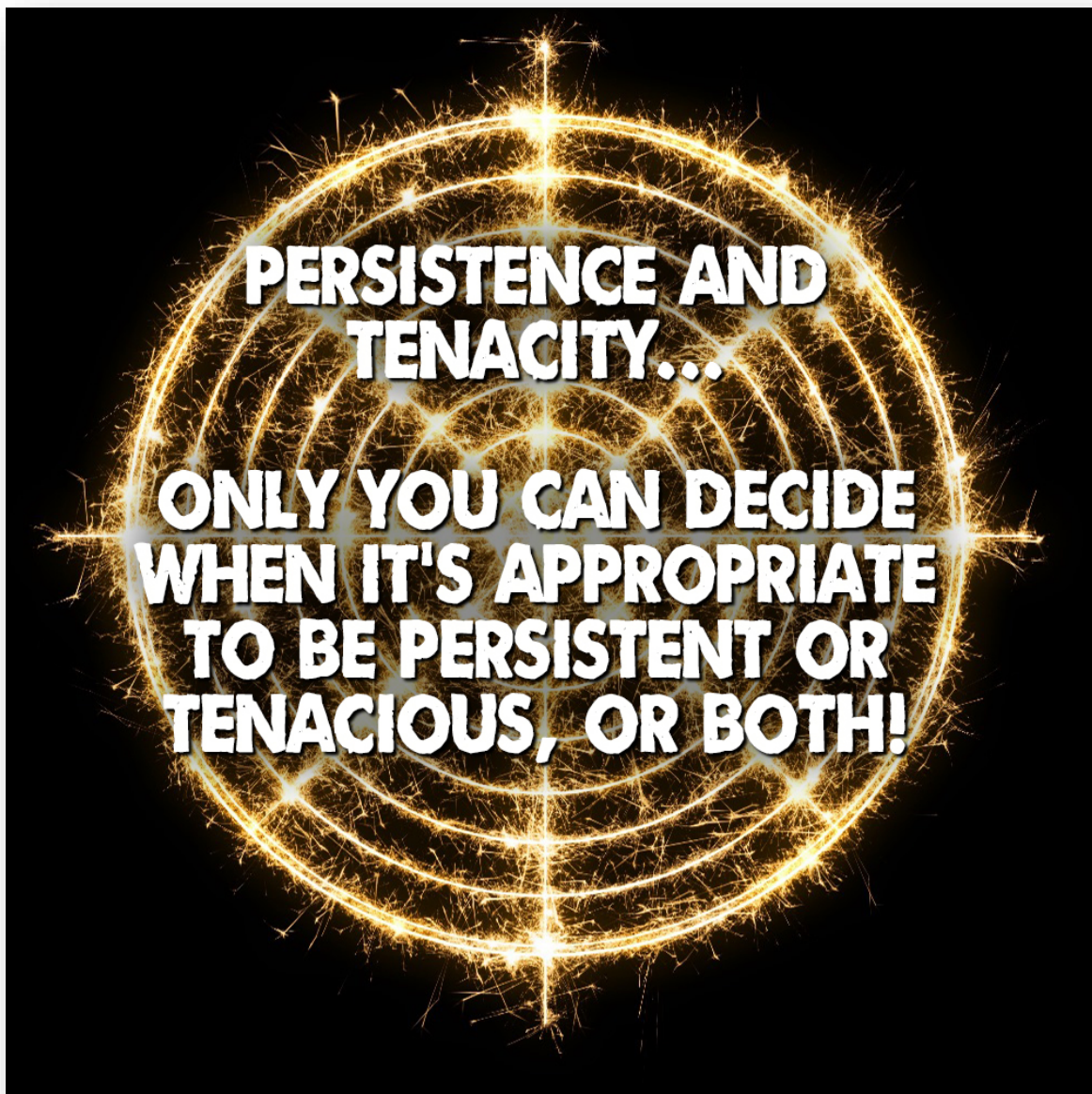
The whole process of triumphant entrepreneurship goes full circle. To truly be successful, you need all four; persistence, perseverance, patience and passion. Skipping one isn't really a viable option if you are hoping to succeed.

Success is not an accident. Devise a strong business plan and follow through. Don't give in or give up. Modify your plan as necessary but remember to keep your eye on the prize.

Through hard work, dedication, a positive outlook, incredible drive and passion the world will be in the palm of your hands.

Is Persistence the Same as Tenacity?

Though the two, persistence and tenacity, are often used interchangeably, they are both very different in definition and necessary for success. Anybody can read the definition in the dictionary or do a simple internet search hoping to find the answer.



Hopefully, by giving a viable example, you'll be able to grasp their true meanings and see how they apply to your goals and plans.

You'll find several comparisons of persistence with Albert Einstein's definition of insanity:

"Insanity is doing the same thing over and over again, but expecting different results."

This isn't a fair assessment of persistence, mostly because those who are persistent aren't looking for different results, they are simply pushing forward even when they don't want to do so.

They get up and put their nose to the grind regardless of the obstacles or naysayers every single day. And this is a true and vital key to success in any business or personal goal strategy. Hard work pays off, which is what a persistent person is betting on.

Tenacity uses persistence as it's driving force, but takes it one step further. There is a critical thinking component in being tenacious. Those with a tenacious appetite for success are constantly looking for ways to achieve their goals in the most efficient manner.

You've probably heard the phrase "Work smarter, not harder" by Allan F. Mogensen. This is the definition of tenacity in the simplest of terms.

Let's put this into perspective.

Let's say you're an entrepreneur and have just opened the doors to your new coffee shop. You need customers. You hire some neighborhood kids to hand out fliers in parking lots, placing them on the cars of shoppers, in nearby locations. This brings in a few customers, but as many as you'd like to see.

The persistent entrepreneur is going to continue doing the same thing, because it works and there are results. If it's not broke, don't fix it. Month after month,

neighborhood kids are trolling through the parking lots and handing out fliers with monthly specials. And that's fine.

The tenacious entrepreneur realizes there's more money to be made and knows there must be a more efficient strategy to bring in additional customers. The fliers are good, but there has got to be a *great* idea.

Next month, instead of the expenses related to printing fliers and paying people to hand them out, the tenacious entrepreneur is going to try to automate things. By spending a few hours *one time* on creating a database of names, fax numbers and email addresses, a fax sent out detailing the monthly special will reach just as many people, if not more, and be more cost effective.

The following month, you have run the numbers and sales have increased. You have even used the money you would have spent on handing out fliers to hire a part-time barista, which was necessary with this new influx of customers.

The Next Step?

If you are persistent, you'll follow the same fax and email schedule using the same list but with the next month's specials. No brainer. It's worked like a charm and business is great.

If you are tenacious, you'll add to your database every month and keep it up to date. You'll also brainstorm on new fliers you could be sending out, maybe for a seasonal special instead of monthly.

A loyalty card to keep your return customers coming back over and over again is another plan that branches off the fax list idea.

How do you know when it's appropriate to be persistent or tenacious? That's entirely up to you. Both have their advantages. You need to be aware of your goals. If you've already reached the level of success you aimed for, continue being persistent to maintain your status.

But if you're still in the growth stage, tenacity could be beneficial to push you even closer. Virtually everyone in the business world is ever-searching for ways to automate processes.

By sending out the fax mentioned above, that business owner has turned a long, drawn out ordeal into a few clicks of the mouse on a monthly basis with the same results.

Saving time and money on expenses and reaping the reward of an increased number of steady customers. Only you can decide when it's appropriate to be persistent or tenacious, or both.

You need to remain aware of your goals and take an objective look at your plans on a regular basis. Achieving success is one thing, but staying on top of the game is a whole new level of achievement.

Persistence vs Motivation for Forming Habits

Consistency is what keeps a business running. Day after day, year after year, it's the habits you form which keep the entire system functioning. So if it is habits we *need*, the real question is how to form habits which will not only enhance our goals, but remain intact for the long-haul.



Motivation enhances the recipe for success and makes it more bearable. Persistence is what keeps everything going forward to make the dream a reality.

The best way to form sustainable habits is with persistence. But you will also need a good dose of motivation from time to time also. Here's why!

Creating Habits through Persistence

Whether your goal is a startup or something more of a personal nature, persistence is going to be your go-to trick of the trade. You are inevitably going to face some ups and down. There will be times of smooth sailing and other times when the water is so choppy you feel even your life vest isn't going to help.

The key is to persist. Keep going and don't quit until your goal has been realized. The road to success isn't easily paved; if it were, everybody would be doing it. Think of all the people you have known over your lifetime who have expressed dreams and never followed through.

Or the ones who have attempted to make their dreams come true, but threw in the towel, and probably right before real success was just within their grasp. And then there is the third group. The group of people who seemed to think, breathe and live their goals. The ones who constantly pushed past adversity and never gave up. The successful ones.

Undoubtedly, they had hiccups along the way, like everything else in life. But they persevered and persisted. They created the most important habit of all: going for it even when you don't feel like it. It became natural for them, part of their routine. And this is what they have in common with the most successful people of the world.

Motivation for Habit Forming

You'd think motivation would be behind the scenes at every turn on the journey to being successful. That's not entirely true. As above, persistence is like the flour in a bread recipe; a main ingredient. Motivation is the yeast. A small amount serves a definite purpose, but it's not the end-all be-all.

In fact, you can make many breads without yeast. If you want the bread to rise, you're going to need yeast. Much like our goals. When we are reaching for the stars, we might need a little motivation here and there.

Motivation is not sustainable for long-term use. It's sort of like an energy drink. You're awake, you're alive, and you're breathing. But sometimes we need a kick in the hind end to get us going, so we drink an energy drink and let it do its magic. That's what motivation is like to a project. It gets the blood flowing again and gives a little push when it's needed.

It would be exhausting to stay hyped up and incredibly motivated 100% of the time, and counter-intuitive, to say the least. Motivation is an emotional response to a want or need. Being emotional when you're trying to make business decisions that might affect the long-term goals isn't beneficial.

What's the Difference?

That said, motivation isn't really the power behind creating habits that will increase your chances of being successful. Motivation pushes you to be persistent. And persistence is a habit. Motivation is a second string back up, a tool we use when we need it.

Persistence is... well, it's being persistent.

Picture yourself at a car door. It just happens to be your dream car, and if you can open the door, it's yours. You've got a box with hundreds of keys in it, and no guarantee one will fit the door. You are only allowed to try one key per day.

Every day, you come back to the box of keys, pick one and try it in the door without success. This goes on for several months.

This daily routine becomes habit. But it becomes mundane and you're beginning to get discouraged. What if this is all for naught? What if the key to your dream car isn't even in the box?

But then motivation kicks in, because you can't give up *just yet!* You are one key away from the car of your dreams! Motivation senses you are feeling defeated, so it perks up and reminds you to look inside the car, to imagine the feel and the smell of the leather seats, to close your eyes and feel the sun through the sunroof gently kissing your skin as you coast along the highway.

So, you pick up one more key and try it in the door one more time, and continue on with your routine, refreshed and a spirit renewed. You are back on track and believe that you will never have the car if you don't try every last key in the box.

Maybe it'll be the next one or maybe it'll be the very last key; the truth is you'll never know unless you push forward and keep trying.

Motivation enhances the recipe for success and makes it more bearable.

Persistence is what keeps everything going forward to make the dream a reality.

Using Scheduling to Develop Persistence

The most successful people are organized and use schedules religiously. That's not to say they don't occasionally veer off schedule, because we all know life can be unpredictable and messy. For the most part though, they try to stick to their schedule.



Why?

Essentially it further develops the habit of being productive, of working toward your goals and dreams consistently and efficiently. Imagine attending high school without a class schedule.

There would be mass chaos. Distractions at every turn and it would be virtually impossible to get anything done due to the lack of organization and structure.

There is a method to the madness of scheduling though, and we will share it below. You can write down every little thing you hope to accomplish in the day, even schedule your entire week or month, but without a system it will inevitably backfire.

The following tips will help get you on the right track for utilizing a schedule to develop persistence:

1 – Early Bird Gets the Worm

Contrary to popular belief, the most successful people don't work long into the night. The real secret is to get up early. If you are in a home where distractions start waking their sleepy little eyes at 7 a.m., get up an hour or two earlier.

Develop a morning routine. It doesn't really matter what you do as your morning ritual, just make sure you carry it out every day. This is the *very beginning* of persistence for the day.

As an added benefit, you are in complete control. With zero distractions demanding your attention, you control every minute, every second.

You are in command. It's a very empowering way to start the day and builds confidence that you can handle anything coming your way. The day doesn't start out crappy, that gradually happens as the day progresses and issues arise.

When you start the day standing strong on both feet, you are more equipped to handle mayhem and keep your nose to the grindstone.

2 – Schedule Big Tasks First Thing

It sounds insane, but it's critical for persistence and achievement. Your brain is refreshed, your stamina renewed, after a good night's rest. Use that to your benefit and schedule tasks that require increased brain-power first.

Take breaks and stretch, but don't allow for interruptions or distractions other than that. Get right back in there and finish what you started.

Another perk to getting the heavy work done first is you've already accomplished something. And not just something, it was something *big*. This is a confidence booster for the rest of the day. When you feel good, you are more productive.

3 – Save the Busy Tasks for Later

Typically, people get to the office and immediately open their email application and start getting caught up. That's exactly opposite of what the most successful folks do who use scheduling to gain persistence and productivity.

Email and other busy tasks like filing, making appointments, following up on phone calls, etc., should be saved for times when your energy level is lower and you don't need the brain power of a genius. In fact, if you can delegate these tasks, even better.

This is also the time when you should reorganize and make changes to the schedule as necessary. It's almost time to wrap up the day and you'll also want to consider what's going to get pushed to tomorrow if time or other circumstances don't allow it to get done today.

4 – Turn Off the Work Brain

When it's quitting time, it's quitting time. Make the commitment to stop work at the same time every day if possible. It will be there tomorrow. If you find you have a hard time shutting off your "work brain" in the evening, try this:

Write down your schedule for the next day and walk away. It sounds too simple to work, but it does. Visualize taking the task out of your brain and placing it on the paper and then leave it there until tomorrow.

You have to achieve a life balance or you will end up neglecting your self-care, dietary and physical needs. You will end up with a run-down version of yourself.

Instead of being persistently productive and creating habits to achieve your overall goals, you'll be too tired, your mood will suffer, and you'll spend half of your time cleaning up after careless mistakes.

Conclusion

We've probably all heard the phrase 'when the going gets tough, the tough get going'. It's all about perseverance and persistence. Overcoming the challenges that come your way and pushing past the obstacles to hit the jackpot.

Even when you feel like quitting, persistence is a key component to the formula for achieving success. For a multitude of reasons, people give up on their goals.

Even worse, they will put them on an eternal back-burner to take care of a more pressing issue and then come up with excuse after excuse why there has been no progress.

Lasting success requires developing persistence as a trait. Persistence isn't a "you either have it or you don't" type of characteristic. We can learn it, develop it and hone it, much like any other skill.

Now you have read about it, apply the learning regularly and repeatedly until they become a success habit. Do it with persistence!

