

## Change Your Life And Business With the 'P' Word and Two Frogs

By Linda Ogier of Fox Copy

The 'P' word.

It's not power.

It's not passion.

It's not performance.

It's something recognised over and over again as a proven way to success, and it's inspired many sayings and proverbs....

- 'Fall down seven times, get up eight'. (Japanese Proverb)
- 'When you have gone so far that you can't manage one more step, then you've gone just half the distance that you're capable of'. (Greenland Proverb)
- 'Constant dripping hollows out stone'. (Lucretius)

Of course the magic 'P' word is....

....Persistence.

Imagine if JRR Tolkien had not persisted for the 11 years it took to write The Lord of the Rings, and had lost faith after it was first rejected.

What if Colonel Sanders had stopped trying to sell his special chicken recipe before he knocked on the door of the 1010<sup>th</sup> restaurant on his list and finally sold it? There'd be a lot less finger lickin' going on.

The greatest theme park in the world would not have opened if Walt Disney had given up after being refused by the first 203 banks he asked to finance Disney Land.

And Thomas Edison, the inventor of the electric light bulb, is said to have conducted over 10,000 separate experiments before eventually succeeding.

*'Genius? Nothing! Sticking to it is the genius!'*

--Thomas Edison

Many wonderful, innovative, and history making things would be absent from our world if the will to persist was not part of true drive to succeed.

Often people perceive failure or rejection as a cart blanche statement about their probability of success, their talent, or their overall self worth.

Or they become impatient, fail to defer gratification, and move around too much.

Put simply.....

.... they give up too soon.

Children's author Madeleine L Engle had no trouble getting her early novels published, but then went through ten years of rejection. Twenty-six publishers rejected 'A Wrinkle in Time' - which went on to win the Newbery Award and today is

still one of the best-selling children's books in the world.

The power of persistence is awesome indeed.

But, like all qualities, persistence has to be tempered with wisdom.

If you feel in your gut that your idea, product, or service is a dud, then persisting with it is... well.... probably just plain daft. You won't put in the necessary hard work or have the energy to persevere if you believe it lacks quality, usefulness, or the ability to make a difference somehow.

And if you don't give two hoots about whatever it is you're trying to achieve, then why are you trying to achieve it?

So find something you truly believe in, and use intelligent persistence. Vary your methods, think outside the box, and be prepared to adapt.

Any new venture or idea destined for success is going to require hard work, dedication, and perseverance.

Getting a new business off the ground is difficult, and teething problems are usually inevitable. Giving up when the going gets tough or because the grass seems greener elsewhere is a great way to avoid the pain of failure and rejection, but also a short cut to creating a long list of 'could've beens'.

*'There are no shortcuts to anywhere worth going'*

-- Beverly Stills

If you start a business but fail to stick around for very long your customers will never get to know you. You'll never develop a good reputation. You'll never get the chance to improve your skills, learn from your mistakes, or build up a returning clientele.

If you stick to what you really believe in and give it a rip roaring go, your success will be much more rewarding. Failure is simply another way to learn, and mistakes are just that... a mis-take. Something that didn't take the first time, but can be used as a stepping stone to bigger and better things.

But what of those frogs in the title of this article?

What have they got to do with persistence?

Well, having persisted this far, you now get to read the story of The Two Frogs. Whenever you feel like giving up, just think of the frogs... you never know what can happen if you just keep on trying.

### **The Two Frogs:**

Two young frogs fell into a bucket of milk. Both tried to jump to freedom, but the sides of the bucket were steep and no foundation was to be had on the surface of the liquid.

Seeing little chance of escape, the first frog soon despaired and stopped jumping. After a short while he sank to the bottom of the bucket and drowned.

The second frog also saw no likelihood of success, but he never stopped trying.

Even though each jump seemed to reach the same inadequate height, he kept on struggling.

Eventually, his persistent efforts churned some milk into butter.

From the now hardened surface of the milk, he managed to leap out of the bucket.  
(Anon)

The moral of the story is.....

....you know what the moral is.

Finally, it seems appropriate to leave you with a rather strong, but popular saying amongst those successful in the business world.

You can make excuses, you can make money, but you can't make both.

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