



## The Power of Persistence

From the wise men of ancient times, through the writings and speeches of contemporary motivational gurus, we've been told that the successful person may fall down seven times, but gets up eight.

It's a concept that really should be engraved in our minds, and yet, how often do we see our friends and associates quitting before they give themselves time to build up the momentum of their network marketing business?

It's disheartening to see those who put in a lot of sweat, blood and tears for a while, and just when they are about to realize the fruits of their labor—just when their downline is ready to start delivering a respectable income—they quit.

Sure, some of them feel that their 'luck' has run out. But MLM professionals know that luck has very little to do with network marketing success. One of the keys to success is consistent action: presenting the products and the business opportunity to more and more people. And keeping at it.

You're going to hear 'no' many times, but if you keep on presenting, you're going to hear 'yes' enough to make it worthwhile. Just keep your eye on your goal, whether it's being able to treat your family to exotic vacations, or buy a new car, or making enough to leave your present job, and make up your mind to be persistent.

Failure to close your next prospect may be a delay, but it's not defeat. Look at it as a temporary detour, not a dead-end street.

That's how one of the top sports personalities Michael Jordan approached his own failures. He once said, "I have missed more than 9,000 shots in my career. I have lost almost 500 games. On 26 occasions I have been entrusted to take the game's winning shot,... and missed. And I have failed over and over again in my life. And that is why I succeed!"

The next presentation you make could just be to someone who will become a dynamic builder in your downline.

Wayne Gretzky said it well, "You miss 100% of the shots you don't take."

So, keep taking your shot. Consistent action will build a thriving business!

*Jimmy Smith*