

Get Persistence, Get What you Want

It continually amazes me to see that the people who succeed in life are frequently NOT the ones that are the best at what they do. Often it's simply that they keep trying again and again, ending up the only ones left in the race when it counts - at the finishing line. As they say, persistence definitely pays off in the end!

Last year I was given a referral for a woman looking for a coach to help her transition into her own business. It took me eight phone calls, leaving messages on her answering machine, before she finally called me back to book in the complimentary session. Three weeks into our coaching sessions I asked her why she had chosen me out of the three coaching companies she approached. One of the key reasons was that I was the only one that bothered to keep calling. Each of the others gave up after two phone calls!

Usually getting something bigger and better in life requires foregoing smaller things along the way and pulling through a heap of testing obstacles. As a result, most people give-in to the immediate gratifications of comfort and ease, at the expense of facing the trials and tribulations required to gratify what they want long-term.

Persistence involves accepting the natural progression of things in business and in life. It is about being willing to do what it takes to get what you want. It is about getting up and trying again and again, despite a 'failure' or 'rejection'. It is about staying focused on your purpose and vision even when things get tough or when a big fat orange carrot is waved in your face to tempt you to waver.

Are you someone that stays true to your path and persists with vigour?

Or do you give up at the sight of discomfort and go running to the next playground?

If you fall into the 'playing the field' type ballgame, don't give up just yet! There are lots of ways to improve your persistence...

1. Get a Clear Focus

Know what it is you want long term and get a clear mental picture of what that is. Think about athletes who spend four years working toward one clear focus - winning gold at the Olympics. Everything they do is with this focus in mind.

What is your focus? Is that focus strong enough to hold you true to your path or do you need to adapt it to make it even more attractive?

2. Know the Reasons Why

In order to stay motivated toward a goal or vision that is going to require a daily injection of persistence, you need to have in your mind all the reasons why you want to achieve it. You want to be able to easily draw upon the 'why's' so that they override the temptations to pull you off course. Tony Robbins refers to this as being clear about all the 'pain' that will be avoided and the 'pleasure' that will be gained long-term through achieving the goal.

Make up a huge big fat list of all the pains will you avoid and pleasures you will gain by following through and achieving this goal/vision? The more you can think of the better.

3. Surround Yourself with Believers

Surround yourself with people who believe in you and your ability to achieve your main focus. Ask for their help to keep you on track; to pick you up on the hard days and acknowledge you for your successes. [A coach is perfect for this]

Develop your own inspirational network. This is an array of individuals that inspire you to be at your best, who always leave you feeling uplifted and capable of anything. They could be mentors, colleagues or even friends that you can call upon when an extra strong dose of persistence power is required.

4. Make the Decision to Do What Ever it Takes

It all comes down to a big fat decision. Decide that no matter how hard the road ahead – you won't give up until you get what you want!

The temptation of running to the next playground of life will always be huge in any endeavour. Yet the reward is miniscule compared to the grandiosity that arises from sticking to your guns and getting what you really set out to achieve!

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Sacha Crouch
Coach & Speaker

Activ8 Change... Release Your Uniqueness!
+61 2 9938 3905
contact@activ8change.com.au
www.activ8change.com.au