



What do Successful People do to Be Successful? (3-3) What do successful people have in common?

They Never Quit!

Three fitting examples of this are listed below.

Edison invented the light bulb and many other things that have changed us forever.

Were the thousands of experiments failures and the one experiment which created the light bulb a winner? No!

Each experiment was one step closer to success. Edison learned from every experiment, and he did not quit. These so-called failed experiments helped him win the final experiment. We all benefit from light 24 hours per day because Edison persevered and did not quit.

"Success is 99% perspiration with 1% inspiration", he stated.

Honda (created by the Honda Corporation)

Mr. Honda started out building motorized scooters. He wanted to build cars. He began to develop the engine for his cars and ran into failure #1 - financial difficulty.

Then, he produced the engine for his cars. World War II started ... there was no metal for the manufacturing of his cars. He went bankrupt - failure #2.

Then, Mr. Honda turned lemons into lemonade! Mr. Honda had several people pick up the steel remnants and he used the salvaged steel for his new autos. Each failure was a success turned inside out.

Honda is one of the largest automakers in the world because he did not quit.

J.C. Penney (Started one of the very first Retail Conglomerates)

Mr. Penney told my grandfather, Carl Landgraf, years ago: *"Carl, success is a collection of good relationships."*

Mr. Penney was in debt to the equivalent of more than \$100 million (in today's value) and was told to file bankruptcy when he owned JC Penney's (the retail store....).



Mr. Penney did not. His vendors, employees, friends, and customers knew what he was about, what he stood for, and his actions were real in how he treated those around him.

He eventually paid back every debtor. He prospered during the depression, because he learned about the real value of people, relationships, and how to treat every single person.

Success is a collection of relationships.

Key Success Tips

- People never fail! They quit.
- Set your goals.
- Write them down.
- Focus on your business as a tool that will get you to where you want to go.
- Focus. Commit. Dedicate.

Set so many hours per week and do not quit! A successful business takes 3 to 5 years to start making a profit. This business requires several months of your consistent efforts.

Only you can make this happen. This is the why behind your reason for working, dreaming, and acting.

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