

Tough Times Never Last But Tough People Do
(Overcoming Obstacles, Adversities and Discouragement)
Book Excerpt From, “The Science Of Success Achievement Course”
By Rick Gettle © 2006

NINETY-FIVE PERCENT OF ALL NEW BUSINESSES
GO OUT OF BUSINESS WITHIN THE FIRST FIVE YEARS OR LESS.

WHY DO THEY FAIL?

There are many starters in life - but very few finish what they start. When the going gets tough, most people fold. They don't persist hard enough or persevere long enough. They don't have a red-hot flaming burning desire to succeed. They don't make it their *DEFINITE MAJOR PURPOSE*. They don't take enough personal initiative to make it happen – they don't go the extra mile. They don't want it bad enough. They don't have enough self-control and discipline. Shall I go on? I could write a book on why so many people fail, but I'd rather talk about those who succeed.

There Are Three Kinds Of People

People who *make* things happen – people who *watch* someone else make it happen – and people who *don't know* what's happening.

The Make-It-Happen People

Thomas Edison persisted through 4,999 different attempts to invent and perfect the incandescent lamp. He finally succeeded on his 5,000th attempt. This is a recorded fact.

What do you suppose he had that others didn't have? Successful people keep moving. They make mistakes, but they don't quit. Success seems to be largely a matter of hanging on after others have let go.

“Never, never, never, never give up”.... Winston Churchill

“The majority of people meet with failure because of their lack of persistence in creating new plans to take the place of those which fail” – Napoleon Hill

What Is Persistence?

It is the power to hold on in spite of everything, to endure—this is the winner's quality. Persistence is the ability to face defeat again and again without giving up—to push on in the face of great difficulty. Persistence means taking pains to overcome every obstacle, to do all that's necessary to reach you goals.

To go on resolutely -- in spite of difficulties – endurance. Having a fixed purpose -- free from doubt or wavering. Firm in adherence to whatever one is bound to by duty or promise. Stubborn

– Unyielding – never giving up – never surrendering – willing to die for - never yielding to physical force – even when tortured – would rather die than betray or give up information. Refusing to relent. To be steadfast in purpose - To prevail, endure, remain, last.

The Greatest Tragedy In Life

Millions of people come into this world and leave this world and never ever realize or develop their full powers and potential. They bargained in life for a penny, and life would pay no more, not realizing that any wage they would have asked of life – life would have gladly paid. Some of those people never even tried, they just settled for mediocrity. Others, got a dream, an idea, a desire or goal, and decided to go for it, but then dropped out when the going got tough. There are many starters in life, but very few finish. Too many people give up on their dreams too soon in life.

No matter what the level of our ability, we have more potential than we can ever develop in a lifetime. Deep within every man and woman dwells those slumbering powers; powers that would astonish them, which they never dreamed of possessing; forces that would revolutionize their life if aroused and put into action.

Potential means: *undeveloped* -- and *unrealized* -- Powers, Possibilities, and Capabilities -- **that can -- but have not yet come into being**. In other words, the best is yet to come! You have powers and talent you have not developed or used yet. You also have dreams and fantasies you have not realized yet. Your unlimited possibilities are still alive, just waiting for you to give them power.

Tough Times Never Last - But Tough People Do.

How would you like to see a permanent end to all of your problems? We all have problems – and **our problems only end - when we do**. The only people without problems are in the cemetery. I'd like to stick around – problems and all. How about you?

No matter what problems you have to face today, there is a solution, because you have nothing to deal with but your own thoughts. As long as you think that your destiny is in the hands of other people, the situation is hopeless. You will need to confront your problems with courage, boldness and action.

There's an old Chinese saying that goes, "If you live with a problem long enough, it could eventually become a blessing." Within every adversity in life, there is always a seed of an equivalent or greater benefit. We have to look for it - find it - and act on it.

We learn courage - when we face danger. We learn patience - when we endure suffering. We learn tenderness - when we taste pain. We learn to prize true friends – when false ones forsake us. We treasure health - when illness strikes. We learn to prize freedom -when we are in danger of losing it. Without trouble we would be like plants that have sprouted, grown, and been nurtured in the overprotected shelter of a hothouse -- too tender ever to live in the open. How can

you possibly become a strong person, if you have an easy life? The tougher it is, the tougher you have a chance to become – if you choose to fight back.

When you see a highly decorated military person all dressed up with rows of battle ribbons and awards on their chest, you are looking at someone who courageously faced and conquered danger, hardships, adversities, problems, life-threatening situations, torture, injury, and heartbreak, watching their buddies die terrible deaths. These people had fortitude - the ability to endure and last. They wouldn't quit, give up or run away. Yes there were times, I'm sure they knew, when they bit off more than they could chew, but through it all when there was doubt – they ate it up – and spit it out – the records show – they took the blows – and did it their way.

We don't just get the sweet out of life without the bitter - we'd like to, but we don't. The sun doesn't always shine; sometimes there are storms, tornadoes, earthquakes, car accidents, fires and death. No one escapes the problems of life. If it doesn't happen sooner in life, it will happen later.

We can overcome just about any problem, obstacle, or adversity that life deals us – if we have a strong enough will. Where there is a will, there is a way. **Create a “bull-dog” determination and a “burning desire,” that will eventually mow down all opposition.** “Success is not measured by what a person accomplishes, but by the opposition they have encountered, and by the courage with which they have maintained the struggle against overwhelming odds” Charles Lindberg. Don't pray for an easy life, without problems – pray to become a strong person. The higher you go in life, the more problems you will have to deal with.

Determination

“ You will be what you *will* to be;
Let failure find its false content
In that poor word, ‘environment,’
But spirit scorns it, and is free.
“It masters time, it conquers space;
It crows that boastful trickster, chance,
And bids the tyrant circumstance Uncrown,
and fill a servant's place.
“*The human will*, that force unseen,
The offspring of a deathless soul,
Can hew a way to any goal,
Though walls of granite intervene.
“Be not impatient in delay,
But wait as one who understands;
When spirit rises and commands,
The gods are ready to obey.”

James Allen

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