

Ah, the Places You'll Go - The Journey to Success

Paul J. Meyer

How many times did you see your parents give up on something? How about your brothers and sisters? What about you? What pushes you to the breaking point? What does it take to make you throw in the proverbial towel and give up?

It happens to all of us at some point: fear steps in. From our earliest years, we are conditioned with a self-image and attitudes that lead to our giving up. We are afraid that if we stick out our necks too far, people will strike back where it hurts the most – deep in our psyche! We fear rejection, hatred, and dissent, and so we do everything within our ability to protect ourselves to the core. Ask yourself, “Am I willing to quit just to protect my psyche?” Most people are, unless they train themselves to think differently. In business, you must overcome this inclination in order to be successful. That is why I believe that **success comes from within!**

There are three main reasons people quit. They lack:

1. Desire
2. Commitment
3. Determination

The amount of desire you have is directly proportionate to your degree of success. When you know what it is you want and are willing to go after it, your success will follow. We all know people whose desire has no sting. You can hear it when they talk about it. On the other hand, there is nothing more exciting than listening to someone who is on fire with desire for something they want. You can see it in their eyes, hear it when they speak. You know it comes from their souls. They are enthusiastic from the waking. It is magnetic, and it magnetizes the condition they seek. When you are one on one with someone, and you have this overwhelming passion, then you are able to get them on the same wavelength. If they entered the conversation as a doubter, then the magic of your desire will serve as an eraser to all of their objections. They want to be a part of whatever is transpiring.

So how big is your desire? If it is big enough, no obstacle will be too big. Desire is the dynamic motivation behind every worthwhile person. It is the inspiration that keeps

the flames of progress burning. The earnestness of your desire indicates the distance you will travel. ***It leaves no room for quitting or giving up, regardless of the obstacles in your way!***

Desire must be coupled with commitment. It is commitment that keeps you climbing over the obstacles even when they seem insurmountable. I was taught growing up to never use the word “try.” You didn’t **try** to do something, you just **did** it. If I told my father that I “couldn’t” do something, he would walk away! Inevitably, I would find a way to do it, and then, after I had finished it, he would talk to me again. Harsh? No, my father was teaching me a great lesson: Commitment is the measurement of your willingness to keep on working toward the goal you set no matter how much it takes. That is the price of success. Commitment says that you are going to draw out of yourself that latent ability, that dormancy, that potential that it will take to accomplish anything you desire.

This leads inevitably to determination - determination to follow through regardless of circumstance, situation, criticism, or what others say. If we allow the voices of nay-sayers to have a place, then they can become overwhelming. People with great talent and dreams give up because of adversity. Because our self-esteem is the

pinnacle of things we protect, we turn our backs on success that is right in front of us. We turn our backs and walk away when we are inches from it because of adversity.

But if you believe that nothing can stop you, then it is exciting. You are in charge of your life if you are inner-directed. My mother taught me that the power of God is within me. How then can an obstacle stop me? How can I then be swayed by the voices that speak out against me? I can’t! You are no different. With desire, commitment, and determination, the world is laid at your feet!

Remember, there is no failure save giving up! It’s always darkest just before the dawn. One or two more experiences and you are there. It is all about momentum.

Never underestimate the power of momentum. Never underestimate the power within you. And never, never, never give up!

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Paul J. Meyer is a best-selling author and founder of over 40 companies, including Success Motivation Institute, Inc. He learned early on to never give up and has had life-long success! It is one of his greatest life passions to share these lessons with others so that they may be successful as well. To learn more about *Never, Never, Never, Never, Never Give Up*, visit www.pauljmeyer.com.

