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SUCCESS
THROUGH
PERSISTENCE
IN
HOPELESS
SITUATIONS

THE #1 SECRET TO BUILDING A THRIVING
BUSINESS AND FULFILLING LIFE.

Success through Persistence in Hopeless Situations

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The title of this eBook is “Success through Persistence in Hopeless Situations.” Let me say that again. Success through Persistence in Hopeless Situations. Emphasis on two words there. Success – and – Persistence.

We could all probably come up with a thousand of those old sayings about the importance of perseverance, right? Dude, you gotta be persistent, you gotta have that stick-to-itiveness, and all those stories about how the world’s greatest leaders stayed the course and achieved great things, right? We’ve all heard it a million times, right? And they’re all true. There is no argument here about the merits of persistence. You already know it’s good.

The power of persistence. Got it.

It’s kind of common sense, core knowledge at this point, right; we’ve heard it enough times. It’s a basic, universally accepted idea, even, that persistence is necessary in order to succeed.

But it’s easy to say all that and believe in it when things are going well. What about when things aren’t going so well?

Because, trust me, there are times when it is easier to talk about persisting but much harder to do it. You know what I’m talking about. You have something you’re working on, something you’re really trying to achieve, and it’s taking a long time to get to that goal and a long time is starting to feel **too** long. You’ve been at this forever, trying to close that sale, trying to save that money, trying to grow that business, trying to raise money for your non-profit, whatever it is - and you have little to show for it. People keep telling you about the light at the end of the tunnel, but you can’t see it. You start to feel like you’re working for nothing.

And what happens when you start feeling hopeless like that? You give up.

But the thing is, giving up is the opposite of persisting. Even though you know in your mind that persisting is the right thing to do, it’s not how you’re feeling - and so it seems hard to do. How exactly **do** you keep going when you find yourself in those hopeless situations?

In this session I’m going to talk about exactly that.

Persistence is what will define you as a leader in your industry. On the surface it sounds easy right. In the Google dictionary, persistence is defined as a firm or obstinate continuance in a course of action in spite of difficulty or opposition. My definition is much simpler - just keep going until you get it done. On the surface it sounds easy right? Well

if it is so easy then why isn't everyone persistent in the pursuit of their goals and dreams? Better yet, why aren't you persistent in the pursuit of your goals and dreams? In this short time together I am going to share what I have learned from my research, experience and the stories I have heard from the hundreds of leaders and successful entrepreneurs I have had the opportunity to coach, train, mentor and be mentored by. I am going to do my best to share with you the nuts and bolts of what it takes to persist even in the most difficult times.

I want you to close your eyes and imagine you are a carpenter. Your instructions are to build a house. You show up on the job site and there's a big pile of materials – all kinds of wood and nails and pipes and screws, paint, tiles, all the stuff you need to build a house. You stand there looking at all this stuff and you say, okay, I'm going to build this thing, and you reach into your tool belt and you've got only one tool. Just one – let's say, a hammer.

All right! A hammer, that's great. You'll be able to take some boards and some nails and erect a structure, maybe nail on a roof. You're able to get started building your house. We can all agree that a hammer is a powerful tool, even has that claw on the other side so that you can tear out some nails and do some things over if you need to. But a hammer is just one tool. You're going to need other tools if you are going to add bricks, lay tile, install pipes and electricity, and finish building the house, right?

My goal is to give you at least a dozen tools so that you are fully equipped with a big, built-out tool belt. Not only will you have a hammer, you'll have everything else you need to put that persistence mindset into action, no matter what the situation. Hopeless, challenging, daunting – however you want to describe the situation, you'll be able to tackle it and get the job done.

I consider this topic to be one of the most important concepts when it comes to the realization of any goal. Without it, failure is certainly guaranteed. My goal is that by the end of this eBook you will be armed with the tools and inspiration to press through any situation, challenge or circumstance with power, confidence and certainty.



Now let me drop the first value bomb. A value bomb is any piece of information that can drastically improve the quality of your life. It's also the first tool you are going to add to your 'persistent' tool belt. Before we get into any concepts, insights and

strategies, let's start out by sharing where persistence comes from. Let me start by reminding you that persistence is a way of being and not a way of doing.

You can't do persistence, you can only be persistence. You can't have persistence unless you generate it and create it from your being. By now you're probably saying Edward up until now you had me engaged but you just lost me with this being stuff. If this was the case, just hang in there champ. I promise you it's going to be worth the wait. All I ask is that you listen with an open mind.

Now let me ask you a ridiculous question: Are you a human being or a human doing? You are a human being right? Your obvious answer was probably: Of course, I am a human being. What kind of silly question is that? Just bear with me champ! The human part is the flesh that's on our skin right? So you're probably wondering what is the 'being' part of the human being?

"It's real simple. The 'being' part is a space and you fill that space with who you are choosing to be. So if you say you are being love. Love is exactly what shows up in your life. In that moment, this is what your space or being generates to the world and all of those around you. If you are being vengeful, then that is what shows up in your life.

Whatever you declare who you are being, that is what fills your space. What is in your space is going to dictate what you see, how you feel, what actions you take and the results you will end up having. I bet that is starting to make more sense now.

“So, if you choose to fill your space with:

- Aggression
- Anger
- Betrayal
- Bigotry
- Blame
- Cowardice
- Depression
- Cynicism
- Dishonesty
- Envy
- Greed
- Hatred
- Indifference
- Intolerance

- Irresponsibility
- Jealousy
- Pessimism
- Pride
- Resentment
- Revenge
- Sadness
- Selfishness
- Suspicion
- Skepticism
- Thoughtlessness
- Untrusting

Then that is what fills up your space and that is who you get to be.”

But if you fill your space with:

- Love
- Power
- Courage
- Leadership
- Audacity
- Heroism
- Devotion
- Acceptance
- Valor
- Excellence
- Determination
- Authenticity
- Integrity
- Humility
- Honor
- Passion
- Honesty
- Compassion
- Perseverance
- Dignity

Then that is what will fill up your space. In this space you operate at your best. When you choose to come from these positive ways of being, get ready for a different you to show up. Now you show up powerfully. These powerful ways of being end up impacting your career, business, health, family, relationships and other areas of your life that are important to you. This is why it is so crucial to constantly create new ways of being that are going to empower you in the present. This is the first step in causing things to happen. It starts with creating how you want to show up. It starts with creating persistence as a way of being. It starts with verbally declaring that you are going to be persistent.

After explaining this concept once to a young man he asked me if there was a way to condition ourselves so we could spend more time operating in positive ways of being as opposed to negative ways of being?”

I told him that yes there was. I explained that you must choose the ways of being that will empower you to become unstoppable in the areas that are important to you, then intentionally be that over a long period of time. Let’s choose bravery, for example. If you practice being brave long enough, it will become a new way of being. If you keep practicing being brave over a long period of time, bravery will become your default. The same applies to persistence.

If you practice being persistent long enough, it will become a new way of being. If you keep practicing being persistent over a long period of time then being persistent will become your default. You can literally train yourself into any way of being you want through intentional repetition. Now isn’t that amazing. Try that on for size.

Imagine what would be possible if you took on persistence over the next five years regardless of what you were dealing with. Do you think you would come up with the fortitude to keep pressing forward? Imagine the resilience, courage and resolve you would create out of taking on this way of being. Imagine who you would inspire out of this way of being. Imagine what you would create out of this way of being. Imagine where you would live out of this way of being. Imagine how much money you would have in your bank account out of this way of being. Imagine the opportunities that would land on your lap out of who you are being. Just imagine, my friend.

My desire is that you live an extraordinary life but never forget that if you choose to live an extraordinary life, you don’t get to choose the obstacles that will come your way. However, you can choose who you will be in the face of your obstacles and that is why I



decided to share this life changing concept with you at the very beginning of this eBook because it will lay the foundation for the rest of the tools I have in store for you.

Alright, so now let's say you have that hammer in your tool belt, so to speak. **Let's add another success tool.** Let's talk about another tool you can use to keep pressing forward when faced with major adversity. It's called *retrospection*. "Retrospection" is another action you can take in order to keep you moving toward a goal. It's a great tool to help you tweak what you have already been doing. Sometimes you have to change things up and take a different approach. To get you going with a little focused retrospection, I want you to take a close, hard look at a fixed period of your life, say in the last two years. Really think about it and ask yourself these questions.

- What were your consistent habits over that time period?
- What were your dominant thoughts?
- What was your mindset?
- What worked?
- What did not work?

So let's talk about the first question - the one where I asked what your consistent habits were over the past two years. Really think about it for a quick moment. What were they? Were you lazy? Did you keep your word most of the time? Were you late to appointments and meetings on a consistent basis? Did you let your fears and excuses stop you from taking action? Did you request support when you were confused or stuck?

The answers to these questions in large will help you see why you did not persist enough to achieve the goals you set out to achieve in the last two years. If you take on replacing those bad habits with new habits then persisting in difficult situations will not be so difficult. The reason why I say this is because at first you make the habit but after a while the habit will make you.

Reverend Dr. Mike Murdock once said that **a habit is any action, conduct or behavior that you do over and over again.** Anything you do once is called an action, but if you repeat it over and over then it tends to become easier. This repetition process will

create the habit. He believes that “the secret to your success is always hidden in something you do daily. Furthermore, your habits should be seen as vehicles. They will take you into a desirable or undesirable future.

It is important to understand that what you are doing today is creating a permanent you because what you do habitually will determine who you become permanently. But to do so is going to require discipline. Champions become champions by maintaining a discipline until it becomes a habit...a daily routine in their lives. So there you have it. Are you willing to create new habits that will propel you powerfully into the next two years?

The next question I asked was: What were your dominant thoughts in the past two years? Did you constantly doubt yourself? Did your negative thoughts control you? Did they consume you? It's may be to persist when you let these negative thoughts go rampage. If you want the next two years to look different than the past two years then you are going to have to feed your brain with positive information on a consistent basis that in return will fuel your drive to persist regardless of what you are going through.



Whenever I feel bummed out, I like to read an autobiography of someone who achieved something worth admiring or watch an inspiring TED talk. Doing either of these things immediately impacts my attitude. Someone once asked what my definition of attitude was and I said that attitude is an outward expression of what you are thinking and feeling on the inside. So, if you take on ridding yourself of these negative thoughts

and replace them with new positive thoughts, you will create a positive attitude. And this new, positive attitude will help you persist powerfully in the years to come.

The next question I asked was: What was your mindset in the last 2 years? Did you take time to read? Did you take time to associate with powerful people? Did you focus on your personal growth? In the dictionary it says that a *mindset* is a set of beliefs or a way of thinking that determines one's behavior, outlook and mental attitude. So, when you take time to evaluate your beliefs and change the behaviors that don't support you, you start to shift your mindset. You start to shift your outlook on life. I can guarantee you that if you take time to empower your beliefs, then persisting will be much easier.

The next question I asked was to analyze what worked in the past 2 years. When we are failing, we forget to look or analyze what worked. This is where the gold lies. I

remember a time where everything seemed to go south. In my desperation I called a good friend for some advice. Within a few minutes of talking he asked “hey Edward, what is working”? I was dumbfounded. This simple question made me focus on what was working. After a few minutes of talking, I realized that I had several things working for me and that I needed to continue persisting in that direction and to stop doing what was not working.

These questions lead me to the last question I asked you about 6 minutes ago which was what’s not working? Consultant, educator and highly acclaimed author Peter Drucker use to say “we spend a lot of time teaching leaders what to do. We don’t spend enough time teaching leaders what to stop. Half the leaders I have met don’t need to learn what to do. They need to learn what to *stop* doing. This reminds me of a story I once heard which relates to this philosophy. I am going to try to explain it as best as I can. There was once a gentleman who had a thriving business. For the sake of this story let’s call him Bob. He grew his company from zero to millions. He was the CEO and the rainmaker behind that multi-million dollar company.

Everything revolved around him, while his wife stayed at home to raise the family. Suddenly one day he died. Nobody expected this to happen. All of the company’s employees and the Executive Team wondered what would become of their future. Bob’s wife was sad, shocked and surprised with his sudden death. At one point the thought of selling the business crossed her mind. After all she was already in her sixties and she felt she did not need the headaches.

But after much thought and consideration, she decided to keep it because she knew her husband would turn in his grave if he knew she sold his baby. She was up for the challenge even though she knew very little about running a business-much less a business of this magnitude. But while she felt like persisting, she did not know precisely how to go about doing it. After thinking things over she came up with a simple game plan. It’s a really effective formula for success, but don’t take it for granted. This simple formula I am about to share with you helped her quadruple her company’s revenue over a two-year period. If you decide to implement this powerful formula, it will also produce powerful results over the next 2 years of your life. Now that I have your attention, let me share it with you.

The day after she came up with this idea, she decided to have an in person meeting with the 6 managers that ran the entire company. Each one of them ran their perspective departments. The 6 managers showed up on time and were curious with what was going to happen to their future in the company. Frankly, they all expected the worst.

When she arrived the meeting room was quieter than a funeral home. After greeting everyone she shared that she was going to take over the company and that she was going to run a tight ship. She said that every morning they all had to call her and answer 3 questions. That's it one of them asked. That's your master plan to turn around this company. He thought it to himself but did not have the balls to say it out loud. These are the three questions she asked every single day:

- 1- What's working?
- 2- What's not working?
- 3- What actions are you going to take today to move the company forward?

Let's break it down. Once they answered what was working, she encouraged them to continue doing more of it. Once they shared with her what was not working, then she encouraged them to stop doing it. And finally, once they declared their actions for the day, she would hold them to account to their word- not only that, but she would remind them the next day of the promises they made the previous day.

Furthermore, they were told that if they did not honor their word on a consistent basis that it would jeopardize their job. This simple formula was responsible for taking the company to new heights. They broke all kinds of sales records and it helped them to persist with intentionality. Going through that sort of self inventory will provide you with some direction toward where you should focus your energy.

Alright, so evaluating future actions based on past ones - retrospection gives you a second tool.

But keep listening, champion. Your life experience, past and present, is a treasure trove of valuable data and applications.

So here's a third tool for you. Look at where you are today. What is that hopeless situation you're in? Get present in it for a quick moment.

Take a minute to stop now and think about where you would like to be. What would be different? Literally list out what that future would look and feel like. "Well, Edward, I'd have more money. I wouldn't have to worry about bills, or "Edward, I would be 25 pounds lighter," or "I would be salesman of the year because I doubled my quota three quarters in a row." You need to make it real in your mind so that this exercise can work for you.

When you think about that abundant future, how far away does it feel? Be truthful. I'm about to drop another value bomb now so get ready.

There's where you are and where you dream of being. And in between is a big gap. What you need to get is that the gap is the gift. The gap is where you will grow into the person you need to become to achieve your goal. The gap is your training grounds to get to where you want to go. But we fail to see it as the training grounds when we are failing or what occurs as a failure. When the going gets tough that gap gets filled with frustrations and wanting to quit.

Let me give you a vivid example of what I mean. There's you today, hauling away at it hard and working crazy hours, and then there's you, in the future, kicking back and enjoying the rewards of all that hard work you put in, right? That's what's in the gap, that hard work that you still need to put in to get where you're going.

Experience is its own reward. Savor the experiences of those things that you have to do, that work that you have to put in. When you reach your goal, it's going be that much sweeter knowing you worked hard for it. That's the experience that you are meant to have in order to become that person you want to be. So when things are going tough, or you experience a setback, think of it this way.

Serial entrepreneur Russell Simmons, notes that many people fail to finish because they confuse **a setback with failure**. One thing goes wrong, they stumble – and they give up. They think, “I can't do this.”

If you want to persist and succeed then you need to get that a setback is not a dead end, it's just a learning curve on the road. It's all part of the gap.

That's another tool for you – to learn to look at things differently. It's time to change your perception of failure if you want to change the results of the game. Each step you take is a step closer to the goal, even if it was a step back. It's a step back into that gap that we talked about – that learning curve. When you have that setback that is exactly what is supposed to happen. It's a part of the process and part of the journey. The key is to choose to see it as an opportunity to develop into the person you need to become.

Say to yourself, “Okay, I've never done this before. This is my opportunity to develop myself into being the leader that I need to be, to reach the goal.” This is exactly how Michael Jordan developed his skills back in the days. Most people saw the Michael everybody knew on the court when he was flying and twisting his way to the rim ever so beautifully in the air before doing the slam dunks he was known for. But most people never saw what he did behind the scenes to get better.

He actually developed his mental skills after each game. On the following days of each game, Michael would watch the video tapes of his game to see how he could improve

his performance. Even if he had a terrific game he would still watch the tapes to pick up any mistake he could learn from so that he could avoid them in the next game. In some of the videos he saw he needed to communicate more with his team members. In others, he saw he needed to pass the ball instead of going for 100% of the shots. In other videos he saw the mistakes of his team members and how nobody was pointing it out. In other videos he saw how much his leadership was missing on the court.

Instead of complaining about the gap, he decided to capitalize on them by noticing that without them they would never go to the next level. So, whenever you find yourself down and fell like quitting just go and retrieve the tapes of your life and hit the rewind button to go back to see what you could learn from those mistakes, and decide to put in the one thing that will help you expand the most.

Taking action on one thing will get you back into momentum. I call it taking two steps back so you can leap ten steps forward. I bet you can now see that stepping into the gap by embracing your challenges and seeing them as opportunities for training and development to keep growing will be essential to your success.



To illustrate this concept, I'll reference another well-known thought leader. You are probably familiar with "Chicken Soup" author Jack Canfield. In his book, the Principles of Success, Canfield tells the fascinating story of how he and his creative circle of friends took the idea of "act as if" to a whole new level.

Each of the friends had very specific ideas of their dreams and goals, where they wanted to be in ten years. Then they planned a party, during which they committed to think "as if" they were already where they wanted to be. They dressed as if they were already successful in their chosen roles. They hired limos to drive them to the location, where hired "paparazzi" greeted them with flashbulbs and fanfare.

One person dressed like a successful stockbroker and walked around with his cell phone in his hand and made calls acting as if he was closing a big deal. Another female dressed and acted as if she was recently on 'Oprah' and 'The Today Show' because of her book's bestseller fame. Jack Canfield boasted about the success of his books and how he was traveling the world giving speeches because of his International success. Another person came dressed and acted the part of a successful movie director.

Canfield talks about how vivid and invigorating the experience was. Each participant's mind was flooded with powerful images of their impending success, infused with emotion. Canfield tells how the activities that evening literally changed everyone's way of thinking, effectively strengthening their neural pathways, allowing each person to produce new self images that felt so real it seemed inevitable that they would come true.



And they did! Surprisingly, all of the people who acted out their dreams went on to accomplish the very dreams they acted out that night.

Come to think of it, I also applied the 'act as if' philosophy when I first started in the real estate industry. Back then I was a brand new realtor with hopes of doing great things in Real Estate. Turns out that it was a lot harder than I thought.

Persisting in my chosen career has been very difficult. One day I attended a seminar sponsored by the Real Estate Company I worked for. During the event a motivational speaker introduced us to the "Act As If" success philosophy. He said that if we acted the part, talked the part and walked as if we were already successful that I would soon be tasting success. I decided to take it on. I mean I really took it on. Most people thought I was a weirdo for doing this.

They could not understand why I was acting this way, but I didn't care. Truthfully, it felt uncomfortable at first but the more I did it, the more I started to believe it. I not only started to believe it but my colleagues, friends, family and clients started to believe it as well. I acted as if I owned several buildings and had lots of money in the bank.

I acted as if I had a huge sales team. I 'acted as if' I had expensive cars in my possession. I 'acted as if' I had my dream home. I 'acted as if' I was a top agent in my neighborhood. Over time all of those things started to happen. But they happened

because I started to believe it before it happened. It happened because I started to think it would happen long before it happened. It happened because I started to dress the part long before it happened.

So now let me ask you, what do you want to achieve this year? Do you want to be promoted? If this is you then you need to 'act as if' you are already promoted. Do you want to become a millionaire? If this is you then you need to 'act as if' you are already a millionaire. I didn't say to spend your money 'as if you' were a millionaire but to act like one, to walk like one, to talk like one and to dream like one. Do you want to be a courageous person?

If this is you then you need to act like a courageous person would. 'Act as if' you are courageous and courage will show up. If you want to come across as an enthusiastic person then act as if you were enthusiastic. Athletes do it all the time. Its imagination acted out. If you 'act it out' with confidence and be the part and 'act as if' then it will come the time when you will not have to act it out. It will become your norm. It's who you will become.

When you act as if, three things will happen.

- 1- **It activates your "Reticular Activation System"**- Jack Canfield states in "The Success Principles" that when you "act as if", you send powerful commands to your subconscious mind to find creative ways to achieve your goals. It programs the R.A.S. in your brain to start noticing anything that will help you succeed, and it sends strong messages to the universe that this end goal is something you really want.

The first time I applied and activated my R.A.S. was when I first committed to buying my first building. Everywhere I drove, I would scan the streets for sale signs. Everywhere I went, I would ask people if they knew of someone who wanted to sell a building for a good price. Keep in mind that back then I did not have the 30% down payment that was required to make that purchase but I 'acted as if' and my **R.A.S.** activated my two antenna's and it constantly searched for any information that could lead me in that direction. Don't ask me how I did it, but 18 months later I found a building below market value and negotiated with the seller and I only ended up putting down a 3% down payment. Not the required 30% but 3%. My R.A.S. kept me focused and became my ally. Imagine how much more you would persist if you did the same.

2- **It sets a new standard** – When you ‘act as if’, you start to create a new standard. Because you are acting the part, you tend to make fewer excuses and play bigger. You tend to show up powerfully and not as a weakling. You tend to communicate powerfully instead of suppressing your voice. You tend to dress the part instead of dressing casually. You tend to work with urgency instead of being casual. All of these ways of being help you elevate your standard. And it happens because you decided to “act as if”. Now isn’t that powerful, my friend?

3 - **It shuts down the complainer** - The complainer is the little negative voice in your head. He is called the complainer for a simple reason – he’s always complaining. If we allow him to complain all the time he will start to affect your attitude. It will become hard to persist with that negative voice chatting away all the time. If not handled right away he will negatively impact your happiness, productivity and your desire to persist in the pursuit of your goals.

You know it’s the complainer talking when he says:

- Don’t do that
- You are not good enough
- You know it won’t work
- You’ll never rise any higher
- You can’t succeed
- You don’t have what it takes
- You’ve reached your limit
- You know what happened the last time you tried it

But the good news is that when you are ‘acting as if’, the complainer disappears. He doesn’t completely disappear but he hangs out on the sideline waiting for you to play small again. If you slip up and go back into your comfort zone he will start to remind you of your past failures. The good news is that as long as your imagination is being acted out he will not be able to control or dominate you.

So there you have it. There are many benefits to ‘acting as if’ and it will make being persistent look easy. I am not saying that it will be easy but that it will seem easier because of the new view you created for yourself and your life.



Now I want to share a great story of an entrepreneur who exemplifies what persistence means. His name is Apoorva Mehta. Apoorva is the founder of Instacart. Instacart is an Internet based grocery delivery service. Apoorva previously worked at Amazon as a backend logistics engineer, but found himself bored because he hated what he did. So he quit his 6 figure job and decided to move from Seattle to San Francisco. He only knew two people there but he recognized there was more opportunity there because San Francisco was a huge technology hub.

He found a co-founder and immediately they started creating softwares with the hopes of becoming millionaires. They created nearly 20 products in their first year in business and all of the products failed. Twelve months after leaving Amazon and failing product after product launch, it really started to get to him. He started to doubt himself but he persisted. Then he came up with another brilliant idea to start a social media company for lawyers. They created a team, pitched his ideas to other lawyers and investors and saw how bad of an idea it was. One more year was wasted. By now two years had passed since he left Amazon.

After this huge setback he quit his startup and cut ties with his business partner. He needed some time to regroup. He said that that experience taught him a valuable experience. It was this; the reason to start a company should never be to start a company. The reason to start a company should be to solve a problem that you truly care about. And you can only do this if you persist and are passionate about what you do and are clear why you do it. So he went back to the drawing board and brainstormed a problem he would like to solve. After giving this much thought, he realized how he hated grocery shopping. He started to think to himself that if he hated grocery shopping then surely there were other busy professionals who felt the same way. That was his first “aha moment”. He finally discovered a problem that he truly cared about solving.

He immediately went to work on creating a software and phone app to solve the problem of grocery shopping for busy people who had little interest or time to do it. Once he completed the app he again started to doubt himself. His negative voice started to remind him of his past failures but he decided to persist. His next biggest challenge was to raise startup capital and it would be no easy feat because many angel investors had seen similar projects fail before they even got off the ground. As a matter of fact they all failed but yet he continued to persist until he raised \$44,000,000 from one company. Well the rest is history-today his company is growing leaps and bounds and it's all because he kept persisting in spite of his failures.

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It is very clear that Apooora was obsessed with success to the point where he quit his comfortable job at Amazon and moved from Seattle to San Francisco to pursue his dreams. So, my next advice to you is to allow obsession.

Develop persistence by being obsessed with what you want. It means believing – in fact, knowing - that you will achieve your goal. When you feel that strongly about it, giving up is no longer an option. Start by defining your chief target and aiming for it relentlessly. Allow yourself to become obsessed with that target.

Eat, breathe and sleep your obsession. When you are truly obsessed with something, it will override excuses, talent, lack of education and resources. When you are obsessed in reaching a goal, you wake up thinking about that goal. You go to sleep thinking about that goal. It's all you talk about. It literally takes over you. It's a very similar feeling to when you first fell in love. The love is so deep that it consumes you. Yes, I want you to love your goal at this level.

I want to encourage you to become so deeply in love with your goal that the process of solving complex problems and roadblocks invigorates you. Go ahead, lick your lips. Your ultimate achievement is going to taste so sweet, knowing what you've been through to get to it. And you'll go through anything and everything to get to it – that's how important it is to you. Obsession fuels persistence. Indulge your obsession.

Man – it sounds like a sexy perfume ad or something. But this isn't just sweet talk in a squirt bottle – it's really true. Be obsessed. Obsession is another powerful addition to your growing toolbox. When you are obsessed about something you are going to hold on, no matter what. Just as holding on is important, equally so is letting go. Now I'm talking about letting go of mistakes. They are inevitable. They are part of the process. Getting hung up on mistakes is a trap. Mistakes are going to happen. By necessity, they must. The key to that reality is to accept it.

Instead of getting upset over the fact that you made a mistake – “Oh, man, I can't seem to do this right,” accept it for what it is – just another part of the process. By doing something wrong, you learn to do it right. Another one of those old sayings come to mind, “Practice makes perfect.” Mistakes are exactly that practice.

Think of it like body building. In order to develop a muscle, you have to work at it. Mistakes are the exercise that you put in to develop your success muscles!

The benefit of those educational mistakes will last a lifetime. You'll know how to do it better next time. Faster next time. More efficiently next time. You'll have the expertise to help someone else do it better, faster and more efficiently. Mistakes afford you that

opportunity – to show yourself and the world what you are capable of. What you are made of.

Think of it this way. Anybody can make a mistake and mope around afterward; placing blame for what went wrong and not getting anywhere in the process. That's a move for the mediocre. It takes a champion to analyze what went wrong so that they can get up, try again and bust through obstacles. Which one are you? Are you a champ or a chump? Either way the choice is yours.

Champ, I want you to learn from your mistakes and move on from them. Letting go of mistakes opens up new possibilities.

Making a mistake or hitting a wall in your quest for success is not the end. Too many people confuse those bumps in the road with failure. That feeling of defeat makes you want to give up. But here's the thing. Hitting a wall is *not* failure, it's just another part of the experience. To prove this point, I would like to share an article Career mentor Bud Bilanich shared on his blog about 40 Famously Successful People Who Failed at First. I'm going to go ahead and read directly from Bud's blog article in order to break this all down for you in exactly the way he said it.

Bud says that not everyone who's on top today got there with success after success. More often than not, history best remembers those who were faced with numerous obstacles that forced them to work harder and show more determination than others. Next time you're feeling down about your failures in college or in a career or in business, keep these forty famous people in mind and remind yourself that sometimes failure is just the first step towards success.¹

These businessmen and the companies they founded are today known around the world, but as these stories show, their beginnings weren't always smooth.

1. Henry Ford: While Ford is today known for his innovative assembly line and American-made cars, he wasn't an instant success. In fact, his early businesses failed and left him broke five times before he founded the successful Ford Motor Company.

2. R. H. Macy: Most people are familiar with this large department store chain, but Macy didn't always have it easy. Macy started seven failed businesses before finally hitting big with his store in New York City.

3. F. W. Woolworth: Some may not know this name today, but Woolworth was once one of the biggest names in department stores in the U.S. Before starting his own business, young Woolworth worked at a dry goods store and was not allowed to wait on customers because his boss said he lacked the sense needed to do so.

4. Soichiro Honda: The billion-dollar business that is Honda began with a series of failures and fortunate turns of luck. Honda was turned down by Toyota Motor Corporation for a job after interviewing for a job as an engineer, leaving him jobless for quite some time. He started making scooters of his own at home, and spurred on by his neighbors, finally started his own business.

5. Akio Morita: You may not have heard of Morita but you've undoubtedly heard of his company, Sony. Sony's first product was a rice cooker that unfortunately didn't cook rice so much as burn it, selling less than 100 units. This first setback didn't stop Morita and his partners as they pushed forward to create a multi-billion dollar company.

6. Bill Gates: Gates didn't seem like a shoe-in for success after dropping out of Harvard and starting a failed first business with Microsoft co-founder Paul Allen called Traf-O-Data. While this early idea didn't work, Gates' later work did, creating the global empire that is Microsoft.

7. Harland David Sanders: Perhaps better known as Colonel Sanders of Kentucky Fried Chicken fame, Sanders had a hard time selling his chicken at first. In fact, his famous secret chicken recipe was rejected 1,009 times before a restaurant accepted it.

8. Walt Disney: Today Disney rakes in billions from merchandise, movies and theme parks around the world, but Walt Disney himself had a bit of a rough start. He was fired by a newspaper editor because "he lacked imagination and had no good ideas." After that, Disney started a number of businesses that didn't last too long and ended with bankruptcy and failure. He kept plugging along, however, and eventually found a recipe for success that worked.

Now let's talk about the stories of a few scientists and thinkers who persisted in the pursuit of their dreams.

These people are often regarded as some of the greatest minds of our century, but they often had to face great obstacles, the ridicule of their peers and the animosity of society.

9. Albert Einstein: Most of us take Einstein's name as synonymous with genius, but he didn't always show such promise. Einstein did not speak until he was four and did not read until he was seven, causing his teachers and parents to think he was mentally handicapped, slow and anti-social. Eventually, he was expelled from school and was refused admittance to the Zurich Polytechnic School. It might have taken him a bit longer, but most people would agree that he caught on pretty well in the end, winning the Nobel Prize and changing the face of modern physics.

10. Robert Sternberg: This big name in psychology received a C in his first college introductory psychology class with his teacher telling him that, "there was already a famous Sternberg in psychology and it was obvious there would not be another." Sternberg showed him, however, graduating from Stanford with exceptional distinction in psychology, summa cum laude, and Phi Beta Kappa and eventually becoming the President of the American Psychological Association.

Are you fired up? I sure am. As you can see talent will never replace persistence but it will certainly compliment it. We'll focus next on inventors who persisted until they achieved their goals. These inventors changed the face of the modern world, but not without a few failed prototypes along the way.

11. Thomas Edison: In his early years, teachers told Edison he was "too stupid to learn anything." Work was no better, as he was fired from his first two jobs for not being productive enough. Even as an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. Of course, all those unsuccessful attempts finally resulted in the design that worked.

12. Orville and Wilbur Wright: These brothers battled depression and family illness before starting the bicycle shop that would lead them to experimenting with flight. After numerous attempts at creating flying machines, several years of hard work, and tons of failed prototypes, the brothers finally created a plane that could get airborne and stay there.

Now let me share with you the stories of some public figures that achieved some major accomplishments. From politicians to talk show hosts, these figures had a few failures before they came out on top.

13. Winston Churchill: This Nobel Prize-winning, twice-elected Prime Minister of the United Kingdom wasn't always as well regarded as he is today. Churchill struggled in school and failed the sixth grade. After he finished school, he experienced many years of political failures, as he was defeated in every election for public office until he finally became the Prime Minister at the ripe old age of 62.

14. Abraham Lincoln: While today he is remembered as one of the greatest leaders of our nation, Lincoln's life wasn't so easy. In his youth he went to war a captain and returned a private (if you're not familiar with military ranks, just know that private is as low as it goes.) Lincoln didn't stop failing there, however. He started numerous failed businesses and was defeated in numerous runs he made for public office.

15. Oprah Winfrey: Most people know Oprah as one of the most iconic faces on TV as well as one of the richest and most successful women in the world. Oprah faced a hard road to get to that position, however, enduring a rough and often abusive childhood as well as numerous career setbacks including being fired from her job as a television reporter because she was "unfit for TV."

17. Harry S. Truman: This WWI vet, Senator, Vice President and eventual President eventually found success in his life, but not without a few missteps along the way. Truman started a store that sold silk shirts and other clothing—seemingly a success at first—only go bankrupt a few years later.

Now let's talk about a few Hollywood actors you probably heard of. These faces ought to be familiar from the big screen, but these actors, actresses and directors saw their fair share of rejection and failure before they made it big.

18. Jerry Seinfeld: Just about everybody knows who Seinfeld is, but the first time the young comedian walked on stage at a comedy club, he looked out at the audience, froze and was eventually jeered and booed off of the stage. But deep down inside Seinfeld knew he could do it, so he went back the next night, completed his set to laughter and applause, and the rest is history.

19. Sidney Poitier: After his first audition, Poitier was told by the casting director, “Why don’t you stop wasting people’s time and go out and become a dishwasher or something?” Poitier vowed to show him that he could make it, going on to win an Oscar and become one of the most well-regarded actors in the business.

20. Jeanne Moreau: As a young actress just starting out, this French actress was told by a casting director that she was simply not pretty enough to make it in films. The director couldn’t have been more wrong, as Moreau went on to star in nearly 100 films and win numerous awards for her performances.

21. Charlie Chaplin: It’s hard to imagine the film industry without the iconic Charlie Chaplin, but his act was initially rejected by Hollywood studio chiefs because they felt it was a little too nonsensical to ever sell.

22. Lucille Ball: During her career, Ball had thirteen Emmy nominations and four wins, also earning the Lifetime Achievement Award from the Kennedy Center Honors. Before starring in I Love Lucy, Ball was widely regarded as a failed actress and a B movie star. Even her drama instructors didn’t feel she could make it, telling her to try another profession. She, of course, proved them all wrong.

23. Harrison Ford: In his first film, Ford was told by the movie execs that he simply didn’t have what it takes to be a star. Today, with numerous hits under his belt, iconic portrayals of characters like Han Solo and Indiana Jones, and a career that stretches decades, Ford can proudly show that he does, in fact, have what it takes.

24. Marilyn Monroe: While Monroe’s star burned out early, she did have a period of great success in her life. Despite a rough upbringing and being told by modeling agents that she should instead consider being a secretary, Monroe became a pin-up, model and actress that still strikes a chord with people today.

Now let’s talk about the stories of several writers and artist that failed their way to success. We’ve all heard about starving artists and struggling writers, but these stories show that sometimes all that work really does pay off with success in the long run.

25. Vincent Van Gogh: During his lifetime, Van Gogh sold only one painting, and this was to a friend and only for a very small amount of money. While Van Gogh was never

a success during his life, he plugged on with painting, sometimes starving to complete his over 800 known works. Today, they bring in hundreds of millions.

26. Emily Dickinson: Recluse and poet Emily Dickinson is a commonly read and loved writer. Yet in her lifetime she was all but ignored, having fewer than a dozen poems published out of her almost 1,800 completed works.

27. Theodor Seuss Giesel: Today nearly every child has read *The Cat in the Hat* or *Green Eggs and Ham*, yet 27 different publishers rejected Dr. Seuss's first book, *To Think That I Saw It on Mulberry Street*.

28. Charles Schultz: Schultz's *Peanuts* comic strip has had enduring fame, yet this cartoonist had every cartoon he submitted rejected by his high school yearbook staff. Even after high school, Schultz didn't have it easy, applying and being rejected for a position working with Walt Disney.

29. Steven Spielberg: While today Spielberg's name is synonymous with big budget films, he was rejected from the University of Southern California School of Theater, Film and Television three times. He eventually attended school at another location, only to drop out to become a director before finishing. Thirty-five years after starting his degree, Spielberg returned to school in 2002 to finally complete his work and earn his BA.

30. Stephen King: The first book by this author, the iconic thriller *Carrie*, received 30 rejections, finally causing King to give up and throw it in the trash. His wife fished it out and encouraged him to resubmit it, and the rest is history, with King now having hundreds of books published the distinction of being one of the best-selling authors of all time.

31. Zane Grey: Incredibly popular in the early 20th century, this adventure book writer began his career as a dentist, something he quickly began to hate. So, he began to write, only to see rejection after rejection for his works, being told eventually that he had no business being a writer and should give up. It took him years, but at 40; Zane finally got his first work published, leaving him with almost 90 books to his name and selling over 50 million copies worldwide.

32. J. K. Rowling: Rowling may be rolling in a lot of Harry Potter dough today, but before she published the series of novels she was nearly penniless, severely depressed, divorced, trying to raise a child on her own while attending school and writing a novel. Rowling went from depending on welfare to survive to being one of the richest women in the world in a span of only five years through her hard work and determination.

33. Jack London: This well-known American author wasn't always such a success. While he would go on to publish popular novels like *White Fang* and *The Call of the Wild*, his first story received six hundred rejection slips before finally being accepted.

Now let's share the stories of a few musicians that failed their way to success. While their music is some of the best selling, best loved and most popular around the world today, these musicians show that it takes a whole lot of determination to achieve success.

34. Elvis Presley: As one of the best-selling artists of all time, Elvis has become a household name even years after his death. But back in 1954, Elvis was still a nobody, and Jimmy Denny, manager of the Grand Ole Opry, fired Elvis Presley after just one performance telling him, "You isn't going nowhere, son. You ought to go back to driving a truck."

35. The Beatles: Few people can deny the lasting power of this super group, still popular with listeners around the world today. Yet when they were just starting out, a recording company told them no. They were told "we don't like their sound, and guitar music is on the way out," two things the rest of the world couldn't have disagreed with more.

36. Ludwig van Beethoven: In his formative years, young Beethoven was incredibly awkward on the violin and was often so busy working on his own compositions that he neglected to practice. Despite his love of composing, his teachers felt he was hopeless at it and would never succeed with the violin or in composing. Beethoven kept plugging along, however, and composed some of the best-loved symphonies of all time—five of them while he was completely deaf.

Now, let's share the stories of some athletes who had their fair share of failures but kept persisting.

37. Michael Jordan: Most people wouldn't believe that a man often lauded as the best basketball player of all time was actually cut from his high school basketball team. Luckily, Jordan didn't let this setback stop him from playing the game and he has stated, "I have missed more than 9,000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot, and I missed. I have failed over and over and over again in my life. And that is why I succeed."

38. Stan Smith: This tennis player was rejected from even being a lowly ball boy for a Davis Cup tennis match because event organizers felt he was too clumsy and uncoordinated. Smith went on to prove them wrong, showcasing his not-so-clumsy skills by winning Wimbledon, U. S. Open and eight Davis Cups.

39. Babe Ruth: You probably know Babe Ruth because of his home run record (714 during his career), but along with all those home runs came a pretty hefty amount of strikeouts as well (1,330 in all). In fact, for decades he held the record for strikeouts. When asked about this he simply said, "Every strike brings me closer to the next home run."

40. Tom Landry: As the coach of the Dallas Cowboys, Landry brought the team two Super Bowl victories, five NFC Championship victories and holds the record for the most career wins. He also has the distinction of having one of the worst first seasons on record (winning no games) and winning five or fewer over the next four seasons.

***Wow wasn't that
an impressive list
of champions.***



25

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One thing is for sure, all of these champions demonstrated that persistence is a prerequisite to succeed in any endeavor worth pursuing. Who knows, if you decide to persist with that focus, we just might read your testimony along the side of these champions in the future. Now that would really be amazing.

Now let's talk about a final tool. No matter what situation you're in - in fact, the worse off things seem to get - the more important it is to be persistent and keep pushing forward. Just take baby steps, if that's all you feel like you can manage at the time. The key is to keep the direction moving forward. Don't even think about the end goal if that's too much for you at the moment. Just keep focusing on taking that next step.

I think that's important because sometimes, when things aren't going well or are taking too long, we can get frustrated and anxious. You start questioning yourself. You think, "Damn, I've been doing all this hard work. Why aren't things working out the way I want right now, or happening sooner for me?"

Then what happens? Doubt sets in, right? You start second-guessing yourself and over-analyzing things. You get caught up in analysis and operations come to a standstill. You can literally become paralyzed. You know what I'm talking about, don't you?

I know you do, because it's happened to me, too. I've been there. You get what is called analysis paralysis. It's like your mind gets stuck in a loop of what-ifs. "What if I spend the money and the investment fails?" Or, "What if I ask her to marry me and she says no?" Or, I don't know, "What if I order the lasagna and I don't like it?" Whatever it is – you get stuck in a downwardly spiraling tunnel of what-ifs. But there's nothing but darkness down that tube, dude, like a dizzy road to nowhere.

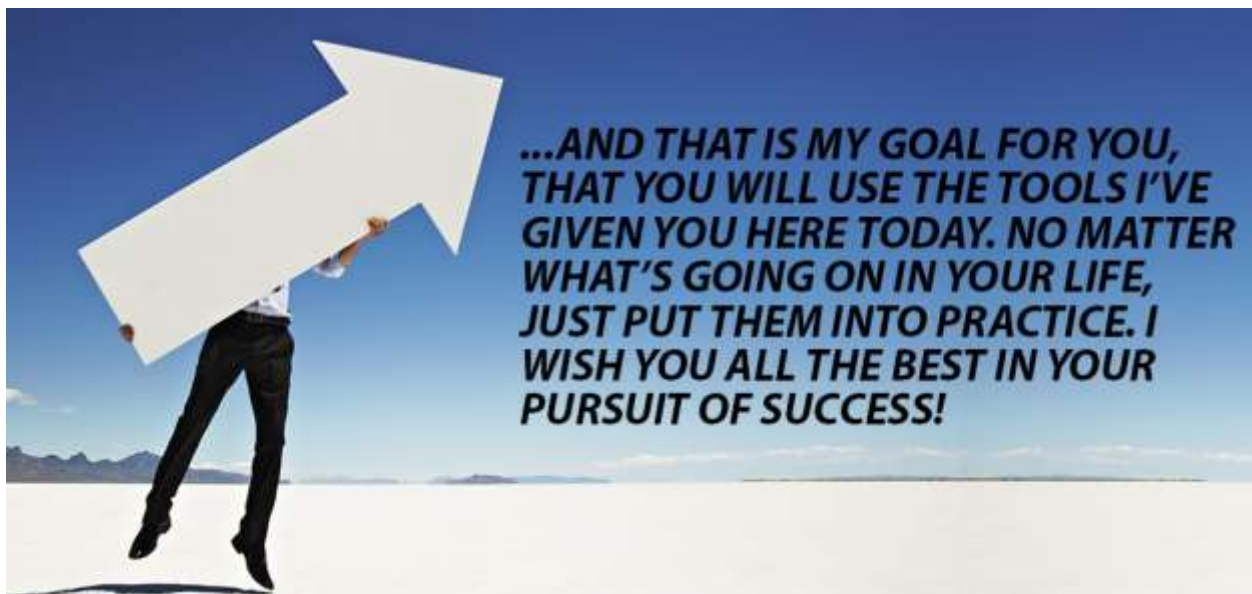
So if this is you, if you're feeling this way now or if you have in the past, learn to become a bounce back person. A bounce back person is a person that bounces back from any situation. Common you know that when times get tough you can't sit back and feel sorry for yourself. You have to be strong and flexible just like the palm tree. Have you ever noticed that when a hurricane comes through any city it takes everything in its path? Even the strongest and biggest trees come down.

When it's all said and done, the only tree standing is the palm tree. You see the palm tree will bend when the 120 miles per hours of wind whistle by but they won't break. They seem like they are going to break but they don't. It's a beautiful thing to witness. They bend so much that at times you think they are going to snap, they even touch the floor but they don't break. You see the palm tree never worries during the storm because he knows that when the wind fades out he will bounce back.

He sees the other trees falling left and right but he is at peace because he knows that when it is all said and done he will be standing. The hurricane in this story represents your problems and challenges. If you learn to bounce back like the palm tree does after every setback you will muster the courage to keep persisting. And never forget that life will test you, life will make you bend like the palm tree but you are not going to break. I'm pretty sure that you have bounced back before and you will do it again.

In closing, please, continue to be tenacious and give it everything you've got. Your goals are worthwhile. Success awaits you. Through persistence, you can create the momentum that you are looking for.

Remember, persistence is more than a state of mind; it's a way of being. By being persistent, you will achieve the success you want, even in what seem like the most hopeless situations.



**...AND THAT IS MY GOAL FOR YOU,
THAT YOU WILL USE THE TOOLS I'VE
GIVEN YOU HERE TODAY. NO MATTER
WHAT'S GOING ON IN YOUR LIFE,
JUST PUT THEM INTO PRACTICE. I
WISH YOU ALL THE BEST IN YOUR
PURSUIT OF SUCCESS!**



Edward R. Munoz

Creator of the www.TheuEffect.com

is an accomplished entrepreneur, an author, a gifted motivational speaker and business coach who believes with a passion that everyone is capable of success. From humble beginnings packing grocery bags on weekends and driving a taxi in Brooklyn's worst neighborhoods to leading a \$100 million real estate sales team, Edward has learned the principles that can help anyone realize their dreams.

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