

Break or Bounce

The gem cannot be polished without friction nor man without trials.

—CONFUCIUS

Another aspect of personal development is how you handle obstacles, challenges, and setbacks. Great persuaders are able to bounce back in the face of obstacles. When you get hit with a substantial challenge in your life, do you break or do you bounce? I have seen through my years of research and study that how we handle challenges and setbacks defines who we are. I believe that every challenge or obstacle you face in life can become a learning experience that you can use to take your life or income to the next level. When these defining moments hit, they will give you constant mental pain or help you tap into your passion.

It does not matter who you are; you *will* be tested. Ask yourself this question: "Will I pass this test, or will I fail and end up repeating it?" We have to remember that these experiences prepare us and strengthen us. Everything that happens in your life teaches you a lesson. No matter how pointless or painful it might seem, there is always something to be learned from your problems. How you look at challenges will dictate whether you enjoy life or merely endure it. Does your life give you excuses or give you power? Do you fall into self-pity or do you develop self-mastery? Helen Keller said, "Self-pity is our worst enemy, and if we yield to it, we can never do anything wise in the world."

Opportunity often comes disguised in the form of misfortune, or temporary defeat.

—NAPOLEON HILL

Upgrade Your Future Potential

I'd say now is the time to take a careful look at your personal development program. Are there ways it can be enhanced? Every day, you are either learning or deteriorating. You are either closer to or farther away from your goals. Learn to model the best in your field. Find those who excel in your industry and benchmark what will work for you. Pay the price to become an expert in your field. Don't settle for mediocrity. Change the things

in your life that are holding you back. Practice your skills every day. Learn from your setbacks and mistakes. After every persuasive encounter, ask yourself what you did well and what you could do better. If you were not successful, make sure you understand why.

Go to the seminars, buy the books, find a coach, and get the CDs for your car. Remember to judge not by the cost of the program but by the return on your investment. I have heard many of the very best persuaders say that it was a seminar or mentor that changed their lives. Average persuaders say, "Tell me something new or that doesn't really work." I remember being invited to a seminar that cost \$6,000. I first thought that it was too expensive, but then I saw that none of the top producers hesitated even briefly in signing up. I changed my mindset and went to the seminar. That decision ended up changing my skills, my income, and my life. The question is not "What does it cost?" but rather "What will it cost me if I don't go?" Personal development is the key to a successful future. Do you want to learn the cutting edge tools of persuasion? Are you going to treat yourself like a do-it-yourself project?

The Frog and the Ox: A Fable

"Father, Father," said a little frog to his father sitting by the side of the pond. "I have seen a huge terrible monster! It was as big as a mountain, with horns on its head, and a long tail." "Easy son," said old Father Frog. "That was only the farmer's ox. It isn't that big; he may be a little bit taller than I am, but I could easily make myself quite as large; just you see." So he blew himself out, and blew himself out, and blew himself out. "Was he as big as that?" Father Frog asked his son. "Oh, much bigger than that," said the young frog. Again, the old frog blew himself out and asked the young one if the ox was as big as that. "Bigger, Father, bigger," was the reply. So the old frog took a deep breath, and blew and blew and blew, and swelled and swelled and swelled. And then he said, "I'm sure the ox is not as big as . . ." but at this moment he burst.

Meaning: Self-conceit, denial, and blame about your current situation and lack of personal development will lead to self-destruction.

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