



**SO I
LEARNED
TO RUN!**



Power of Persistence for Speakers

By Michael McGauley

From my own personal experience, I can tell you that **persistence is powerful**. Following a near-fatal accident in 1989, I was told that I would not walk, **so I learned to run**. Today I stand before audiences to share my lessons, in the hope, that I might help others to overcome the challenges, obstacles, and adversities that they face, in both their personal and professional lives. I truly believe, that we can all achieve the goals we set, if we persist.

You have heard it said, "To accomplish anything in life, you need to work hard at it." Most people who are successful will tell you, that between our intent and its accomplishment, lies the need for persistence. The persistence to give it our best effort, again and again, not allowing ourselves to slow down or get discouraged. You need the courage to do what you have to do; to make the sacrifices that might be needed, and to keep going even when you stumble along the way.

"Successful people are ordinary people who got up one more time than they fell down." We can all do that. Abraham Lincoln had two businesses fail, he had a nervous breakdown, and he failed in eight election bids before becoming the president of the United States. He was persistent. You can be too!

For the salesman, it is the discipline of constant prospecting, filling the sales funnel, and making the appointments until they reach the targeted number of sales.

For entrepreneurs; it is regularly networking, creating new customers, while making sure the present ones are happy, to consistently build their businesses.

For speakers, it is speaking, speaking, speaking, writing, writing, speaking, speaking, speaking, and networking, anywhere and anytime they can.

To be a successful, professional speaker, you need it all. You need to be a persistent salesman, entrepreneur, and speaker.

Success = Planned Persistent Action + Period of Time

To be successful you must have 'planned persistent action' over a 'period of time'. You need to clearly create a 'business

plan', a process for building your business, and then persistently repeat it. This business plan would include such things as: networking, marketing, cold calling, writing, and research and development of material

If you are experiencing a lot of hills and valleys in your business, you want to look closely at what you are doing. Look at the 'top of the hill'. What are the things that you have not been taking care of then, that created 'the valley'? Many of us, because of the nature of our work, forget to **keep prospecting**. We book some workshops. We work on **them**, notes, handouts, and customizing. We don't make the time to consistently do the things that drive our business: networking, marketing, cold calling, writing, and research and development of material. The presentation is the top of the hill and we focus on it and it is not until we are in the valley again, that we start to look for more work. To be successful you need to make sure that **some time and effort is being spent on all areas of your business**.

People have a tendency to give up and allow their persistence to wane because they feel overwhelmed. One way around this is to check where you are spending your time. Look at the things you do easily and well, and focus your time on these, and hire someone to do the other things. For example, things you might hire others to do; cold calling, making travel arrangements, typing notes, creating PowerPoint presentations, handling the accounting etc. That way you can focus on the research, material development and actual presentation.

- 1) Know what you want
- 2) Know what you do well
- 3) Find people to work with you
- 4) Create the business plan
- 5) Stick to the plan, even when life interrupts

The last point is the one that throws most of us off.

· Many of us have joined a gym to get in better shape in January. By March, some of us do not even remember which gym we joined.

· We vow to quit smoking and do so, but after 2 months, we get a new job and the pressures comes down on us and we give in, take a cigarette until life is less stressful.

· We commit to losing 30 pounds, and start the diet, but Christmas comes and we slide.

· We plan to make those cold calls, and then decide to write our next presentation **first** and don't get back to the calls.

What can we do to stay on track when life interrupts our plans?

Life is like that. Just when you get going, something **will** happen to interrupt the process. To be successful, you need to know how to get back on track. The better you know yourself the better you will be able to put steps in place to do this.

Steps to Help You Stay on Track:

- 1) Learn what slows you down
- 2) Use the buddy system (someone to support and encourage you)
- 3) Chart your successes and failures
- 4) Celebrate your wins
- 5) Ask yourself every day-
"What did I do today to build my business?"
"What can I do better tomorrow to build my business?"
- 6) Routinely re-evaluate you plan, and make sure it is leading you where you want to go. Plan Act Evaluate Correct *
- 7) Ask for help. (Most of us will help someone who asks, especially when they follow through on the advice we have given.)
- 8) Never give up.

People have a tendency to appreciate the **Power of Persistence** when there is a major catastrophe in their lives. As I learned when I had my accident, a crushed body can heal when persistence is there. However, I truly believe that we must use the **Power of Persistence** everyday and it will not only enrich our lives, but it will propel us to success.

I am always looking for new and innovative ways to improve, if you have a suggestion that keeps you on track, please feel free to contact me at mike@thedreambuildersinc.com.

Michael McGauley
The Dream Builders

www.thedreambuildersinc.com

Giving you the power to make your dreams come true.

Michael McGauley, B.A., ATM, is a national motivational speaker, coach and corporate trainer. For additional articles or to book Michael for your next event, visit www.thedreambuildersinc.com, email mike@thedreambuildersinc.com, or call 1-866-878-8289