



Perseverance: The Key to Success

From my experience and the experience of so many others, it seems that **perseverance is the key to success**. You can be the most intelligent and most innovative person out there, but without perseverance you will not achieve the success you desire.

In his book *The Millionaire Real Estate Agent*, Gary Keller shares a wall hanging that was in his childhood home. It read:

Portrait of an Achiever

1832 Failed in Business - bankruptcy
1832 Defeated for legislature
1834 Failed in Business - bankruptcy
1835 Fiancée died
1836 Nervous breakdown
1838 Defeated in election
1843 Defeated for US Congress
1848 Defeated for US Congress
1855 Defeated for US Senate
1856 Defeated for Vice President
1858 Defeated for US Senate
1860 Elected President of the United States of America

This of course was Abraham Lincoln.

Gary goes on to say, "If there is anything that history bears out, it is that failure almost always precedes success." This truth, though possibly hard to swallow, should motivate you to keep trying until you succeed.

If you keep moving in the direction of your dreams and goals **you will reach them**, or you may obtain something better!

Yours for greater success,