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What is Persistence?

"Persistence may be abundant in nature but in humans it's a nature that is available abundantly."

David Parsons - Developer of the Theory of Mindset Immunity and founder of Immune To Failure.com

There's one thing about persistence that we've all been told from day one: if you use it you will eventually overcome all obstacles and you will accomplish what you have set out to do.

Sounds good right?

Of course it does. But how can we even begin to apply advice like that unless we understand what it is that were talking about? Exactly what is persistence any way.?

First, let's take a look at it in Dictionary.com:

per·sist·ence – noun

- 1. the act or fact of persisting.
- 2. the quality of being persistent: "You have persistence, I'll say that for you."
 - 3. continued existence or occurrence: the persistence of smallpox.
 - 4. the continuance of an effect after its cause is removed.

Hmm. Not all that helpful is it? Could it be that they don't know exactly what it is either?

I've been looking at this question for almost thirty years now and, while I'm not going to launch into a full scale lecture here, let me just give you my bare bones version of my answer.

Persistence is a drive that is centered in the solar plexus area of the body. It acts spontaneously to support our direct consistent action while by-passing our tendency for extensive analysis and allowing clear thinking and observation to naturally happen.

In other words when our persistence kicks in it is felt as a motivation from deep inside of us.

Unfortunately, most of us can't just turn it on every time we need to and it can't be taught in school. If it could there would be universities dedicated to it. Graduates would be trained to be persistent in all things such as love for others, kindness, and generosity. A gut-based drive like persistence can't be generated from a head-based thought or idea.

What we do know about persistence is that it appears to be the causal backbone of all human achievement. It is an amazing natural phenomenon. In fact I propose that it should be listed as the first wonder of your innerworld because, when you think about it, how could any of the other seven wonders ever get built without it?

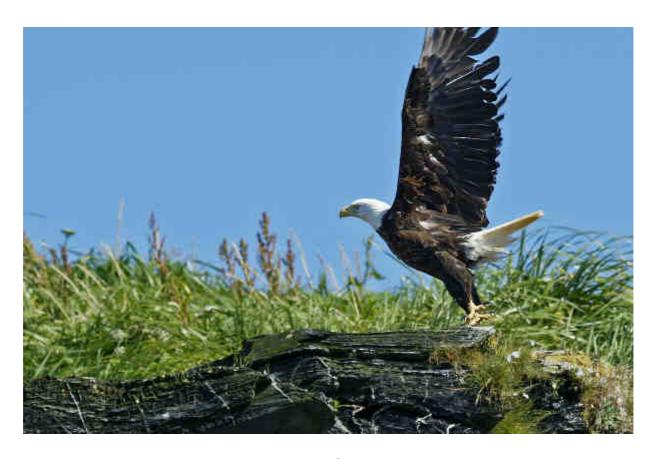
This book is full of examples that reinforce this observation. In it you'll see over fifty hand-picked selections of persistence quotes from famous names in leadership. Origins vary widely from business and politics to education and social commentary.

This book is our gift to you. It is not by any means an extensive catalogue of what all important leaders have said about this subject. We do hope that you'll continue to seek out other examples of what others have said about persistence and how it has changed our world.

Even better, we hope that you will take a moment look into how <u>our new technology</u> can help you in finding the root source of persistence within your own person.

When you are able to more fully apprehend the drive that is persistence, and have its strength become more available when you most need it, perhaps then you might find yourself creating unforgettable wonders of your own.

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Making your mark on the world is hard. If it were easy, everybody would do it. But it's not. It takes patience, it takes commitment, and it comes with plenty of failure along the way. The real test is not whether you avoid this failure, because you won't. it's whether you let it harden or shame you into inaction, or whether you learn from it; whether you choose to persevere.

~ Barack Obama



Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all. \sim Dale Carnegie



Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish.

~ John Quincy Adams



You're not obligated to win. You're obligated to keep trying to do the best you can every day. ~ Marian Wright Edelman



The best way out is always through. \sim Robert Frost



Getting ahead in a difficult profession requires avid faith in yourself. That is why some people with mediocre talent, but with great inner drive, go much further than people with vastly superior talent.

~ Sophia Loren



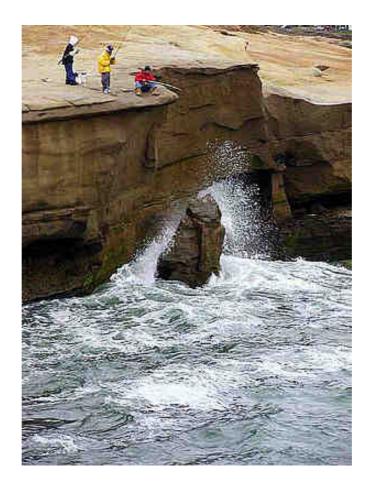
Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan "press on" has solved and always will solve the problems of the human race.

~Calvin Coolidge

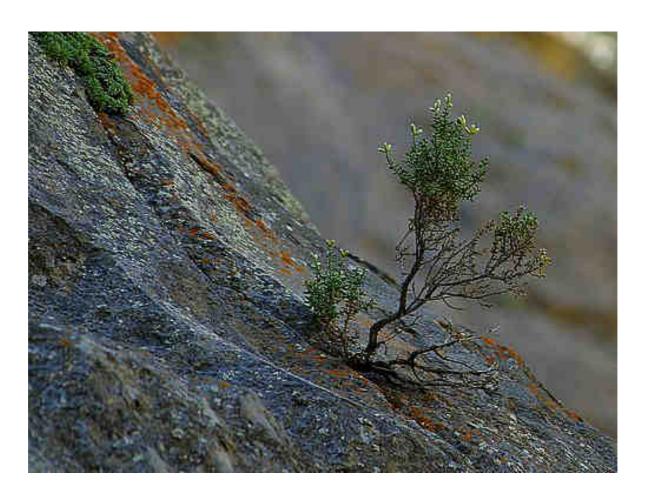


The most essential factor is persistence - the determination never to allow your energy or enthusiasm to be dampened by the discouragement that must inevitably come.

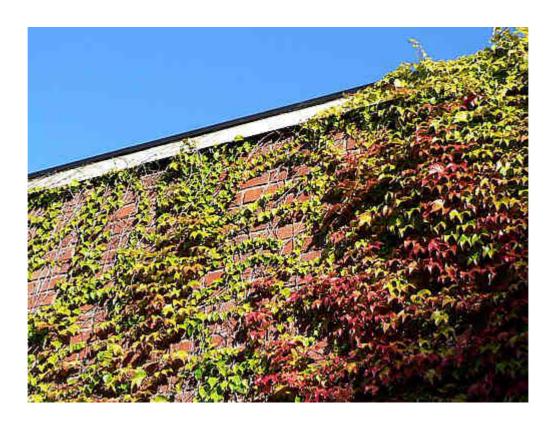
~ James Whitcomb Riley



I can't imagine a person becoming a success who doesn't give this game of life everything he's got. ~ Walter Cronkite



For now you know one of the greatest principles of success; if you persist long enough you will win. $\sim \mathrm{Og}\ \mathrm{Mandino}$



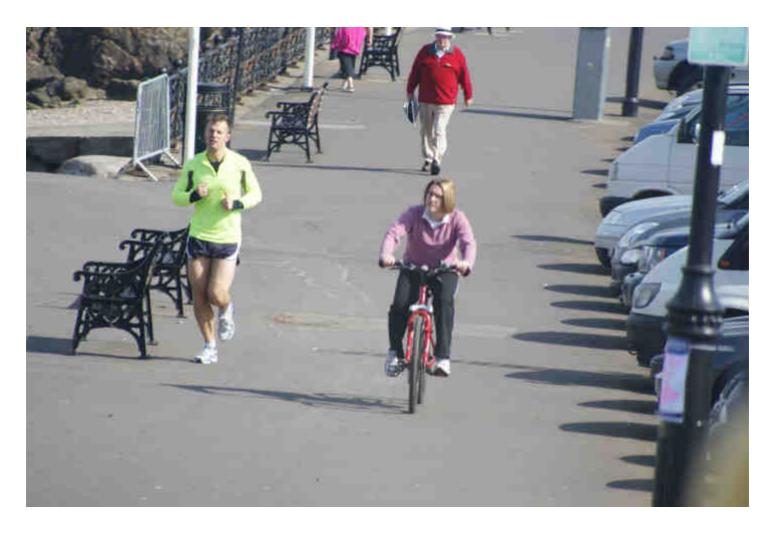
Between you and every goal that you wish to achieve, there is a series of obstacles, and the bigger the goal, the bigger the obstacles. Your decision to be, have and do something out of the ordinary entails facing difficulties and challenges that are out of the ordinary as well. Sometimes your greatest asset is simply your ability to stay with it longer than anyone else.



Money grows on the tree of persistence ~ Japanese Proverb



We are made to persist. That's how we find out who we are. ${\sim} Tobias \ Wolff$



Big shots are only little shots who keep shooting. ~ Christopher Morley



That which we persist in doing becomes easier, not that the task itself has become easier, but that our ability to perform it has improved.

~ Ralph Waldo Emerson



I think a hero is an ordinary individual who finds strength to persevere and endure in spite of overwhelming obstacles.

~ Christopher Reeve



Our greatest glory is not in never failing, but in rising up every time we fail. \sim Ralph Waldo Emerson



That which we persist in doing becomes easier, not that the task itself has become easier, but that our ability to perform it has improved.

~ Ralph Waldo Emerson



You've got to say, I think that if I keep working at this and want it badly enough I can have it. It's called perseverance. ~Lee Iacocca



Perseverance is the hard work you do after you get tired of doing the hard work you already did. ~Newt Gingrich



The majority of men meet with failure because of their lack of persistence in creating new plans to take the place of those which fail.

~Napoleon Hill



Stubbornly persist, and you will find that the limits of your stubbornness go well beyond the stubbornness of your limits.

~Robert Brault



Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves.

~Dale Carnegie



Consider the postage stamp: its usefulness consists in the ability to stick to one thing till it gets there.

~Josh Billings



It's not that I'm so smart, it's just that I stay with **problems longer.**~Albert Einstein



Difficult things take a long time, impossible things a little longer.
~Author Unknown



Passion begets persistence and persistence begets success.

- Mike Michalowicz



Perseverance is not a long race; it is many short races one after another.

~Walter Elliott



The drops of rain make a hole in the stone not by violence but by oft falling.

~Lucretius



Perseverance is a great element of success. If you knock long enough and loud enough at the gate, you are sure to wake up somebody.

~Henry Wadsworth Longfellow



Success seems to be largely a matter of hanging on after others have let go.

~William Feather



Genius is one percent inspiration and ninety-nine percent perspiration. ${\sim}\, \text{Thomas Alva Edison}$



When you come to the end of your rope, tie a knot and hang on. ~Franklin D. Roosevelt



When the world says, "Give up," Hope whispers, "Try it one more time."

- Author Unknown



Fall seven times, stand up eight.

- Japanese Proverb



Perseverance is the hard work you do after you get tired of doing the hard work you already did.

- Newt Gingrich



Don't be discouraged. It's often the last key in the bunch that opens the lock.

- Author Unknown



If we are facing in the right direction, all we have to do is keep on walking.

- Buddhist Saying



Keep on going, and the chances are that you will stumble on something, perhaps when you are least expecting it. I never heard of anyone ever stumbling on something sitting down.

- Charles F. Kettering



Most people never run far enough on their first wind to find out they've got a second.

- William James



Difficult things take a long time, impossible things a little longer.

- Author Unknown



Don't let the fear of the time it will take to accomplish something stand in the way of your doing it. The time will pass anyway; we might just as well put that passing time to the best possible use.

- Earl Nightingale



Let me tell you the secret that has led me to my goal. My strength lies solely in my tenacity.

- Louis Pasteur



If you are going through hell, keep going.

- Winston Churchill



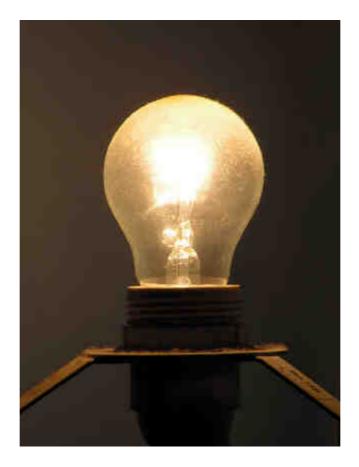
Paralyze resistance with persistence.

- Woody Hayes



All right Mister, let me tell you what winning means... you're willing to go longer, work harder, give more than anyone else.

- Vincent Lombardi



Many of life's failures are people who did not realize how close they were to success when they gave up.

- Thomas Edison



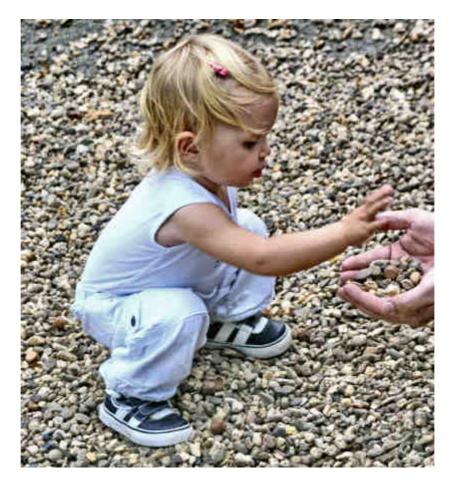
How long should you try? Until.

- Jim Rohn



"Persistence is to the character of man as carbon is to steel."

Napoleon Hill



The man who moves a mountain begins by carrying away small stones.

-Chinese Proverb

For a happy success-filled life do this one simple thing that all mothers tell their kids about winning...



Don't Quit!

Mothers have always known what's best for their kids. It was from good parents like her that we all learned the most essential recipe for success. We learned early on that the main ingredient was our *persistence and determination*. So how can we better nurture these important attributes in ourselves now that were grown up and when, all around us, the world threatens us with

failure? Future prosperity belongs to those who can endure - we all know that. All we need now is the proof and hard evidence that creates a solid belief of what we are really made of.

Learn more now:

