



# Direct Selling Success

## Lesson Ten

# Maintaining Passion & Persistence

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## The Power of Passion

Successful business builders have tremendous passion for their business opportunity. Passion is a joyful and enthusiastic pursuit of a desired outcome – it is synonymous with Zeal, MOJO, Swagger, In the Zone, etc. We see this irresistible passion in every successful business builder we interview. One of them described the power of passion this way:

*You see it in their actions; you hear it in their voice. And the same thing that compels them becomes part of their ability to make it compelling to you. You're drawn to it like a moth to a flame. And that enthusiasm becomes the central fuel that propels the project forward. It grows like a series of concentric circles.*

So passion is fuel that ignites your business opportunity. It starts deep within and radiates outward. It entices customers to try your products; it attracts members to your team. Passion is energy! Passion is infectious! Passion is power! It is not possible to start and grow a new business without a hearty dose of passion. In his book, MOJO, Marshall Goldsmith compares the temperament of those who have this incredible passion with those who do not:

### MOJO

Take responsibility  
Move forward  
Run the extra mile  
Love doing it  
Appreciate opportunities  
Make the best of it  
Inspirational  
Grateful  
Curious  
Caring  
Zest for life  
Awake

### NOJO

Play the victim  
March in place  
Satisfied with bare minimums  
Feel obligated to do it  
Tolerate requirements  
Endure it  
Painful to be around  
Resentful  
Uninterested  
Indifferent  
Zombie like  
Asleep

## The Importance of Persistence

A second important quality demonstrated by successful direct sellers is an enduring persistence that won't quit. Winning business builders find ways to get over mountains, across valleys, under hurdles and around road blocks – they simply don't take "no" for an answer. Rather than bail out when the slope gets slippery, they do whatever it takes to make their business work. This involves constant contacting, following up, working extra hours, changing directions when necessary, learning new approaches, etc. One of the winning business builders we interviewed said, "You have to be like a barracuda and bite into something and not let go."

Passion and persistence are **both** vital to success in the direct selling industry. If you have tremendous passion for your opportunity, but little persistence, your business will falter. Your new venture will also struggle if you have tons of persistence, but come up short on passion. A combination of these two qualities – **passionate persistence** – is the most important ingredient to your success: it is the power to execute the business opportunity. It's what makes it all happen. Without passionate persistence new businesses have little chance of surviving.

### Maintaining Passionate Persistence

While passionate persistence is critical to your success, it is not realistic to think it will remain constant and go on forever. Life is full of ups and downs and your entrepreneurial journey will be no different. Building a thriving business is a series of high points and low points; and sometimes the low points linger for a while. The important thing is to have realistic expectations, and accept the hard times as a normal part of the process.

Constantly rediscovering your passionate persistence is important to your long-term success. One of the successful business builders we interviewed described how he lost his passion and then found it again:

*I realized I had lost the passion for the business. In the early days, it was definitely the passion and excitement that kept me going. So I had a meeting with myself and said, "You've got to get the passion back for this." People sometimes think the desire to make money will give them the passion, but it is really the other way around: you get the passion for something and the money will come.*

You can do a number of things to gain, rediscover, and maintain passionate persistence for your new enterprise. The exercises that follow are designed to help you learn more about these energizing factors, and create plans to implement them into your life. Work through the questions and review your answers regularly to maintain a high level of passionate persistence for your business.

#### **1. Remember the Advantages of Ownership**

People start direct selling businesses for many reasons: they love the products, they want to share the products with others, they are frustrated with their job, they want the freedom and autonomy of ownership, they want greater financial security, they want more flexibility to serve in their community, etc., etc., etc. After starting your business, it is normal to start focusing on the "How's" of running it, and forget about the "Benefits" of starting it the first place. The exercise below asks you to list the advantages business ownership offers you. Make this list the mantra you repeat to yourself daily – this constant reminder will fuel your passion and persistence.

## Advantage of Business Ownership

1.
2.
3.
4.
5.
6.
7.
8.

### **2. Take Regular Breaks from Work**

We are all better at the things we love if we take regular breaks from those things. For example, we are better athletes when we take rest days from exercise. We are better students when we take breaks from studying. We are better partners when we take breaks from our relationships. Taking breaks gives us a rest, rejuvenates us, and prepares us to go back to what we love doing.

Building a new business is like getting on the freeway and putting the pedal to the metal. If you don't stop occasionally, you run out of gas or burn out the engine. This is particularly true if you are working full time on another job while starting your new business. Breaks from work are critical to maintaining a passionate persistence. Continue to maintain the hobbies and activities you enjoy, whatever they may be: reading, hiking, traveling, family time, exercise, playing sports, etc. While your entrepreneurial engine is cooling down, you will rejuvenate your passion for driving. This exercise will help you plan and schedule these diversions.

	Activities I Will Maintain in My Life	When I Will Engage in These Activities (time of day, day of week, week of month)
1.		
2.		
3.		
4.		
5.		

### 3. Clarify and Live Your Values

A great deal of energy and personal satisfaction comes from clarifying your personal values and living by them. Consistency between your values and action is critical to staying positive about yourself, your performance, and your growing business. The first step is to clarify the values by which you want to operate your new venture. Think of things you did not like about former jobs, teammates, bosses, and organizations. As a business owner, you have the opportunity to correct these concerns and create a positive culture that fosters passionate persistence. List these values in the exercise below.

After defining your values, share them with your mentors, advisors, customers, and team members. Everyone wants to know what is important in a new business and why. Communicating your values will help you attract and keep the right partners. Making your values clear to everyone generates positive energy, and enhances your ability to maintain these values in your business.

## Values I Will Live By in My Business

1.

2.

3.

4.

5.

6.

7.

8.

In conclusion, passion and persistence are absolutely critical to the success of your new business. A passionate persistence, however, while ebb and flow over time, which is perfectly normal. You won't be 100 percent excited about your new venture all the time, especially during difficult periods. In this lesson, we introduced three helpful activities that will keep your passionate persistence elevated: (1) Remember the advantages of ownership. (2) Take regular breaks from work. (3) Clarify and live by your values. Implementing these activities will add fuel to your entrepreneurial fire and greatly increase your chances for success.