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Sunday, July 13 2014

Hello reader, here is our newsletter for this week.



People regularly ask me what is the key to success. There are really 3 important things to me to be successful. First, know what you want, ie: how do you define success?

Second, surround yourself

with people who will help you and finally, be persistent!

Being persistent unfortunately has a negative connotation. We think of that person as pig headed and not being able to let go. What is the definition of persistent: continuing firmly or obstinately in a course of action in spite of difficulty or opposition. Anyone who knows me well, know that I am persistent. Faced with adversity, problems, people who say "are you nuts!" or "no!", I continue. Sometimes I fall, I re-adjust myself but I never give up. What helps me in being persistent: I have around me people who believe in me.

We have so many examples of people around us who have not given up

despite real brick walls along the way. Think of Oprah, who despite her weight, the color of her skin and her hair being "non-standard" for television, kept going even with threats of being fired. Look at Lise Watier who was denied her first bank loan. Think of the famous Colonel Sanders (KFC restaurants), who lived for a year in his car because he was so poor but firmly believed in his recipe for fried chicken. After each "no!", he would get back up and make it to the next town. Closer to our own time, think Sarah Blakely, who started, with \$ 5,000, the Spanx company that is now worth billions of dollars!

When we look at these people, we do not know all the pitfalls and problems they have encountered. We only see that success and the money. But there is, behind all these people, incredible perseverance.

HOW TO BE PERSISTENT

- There is a quote that I love from Dorothea Brande: "All that is necessary to break the inertia and frustration is: Act as if it were impossible to fail." Know clearly the goal, visualize it several times a day by putting all the emotion of success and repeating affirmations that will help you keep the focus on success.
- Surround yourself with people who will push you forward and support you when you're falling.
- Get back up, because you will fall ... All great success is worth the path you follow, not just the end result. If a problem or pitfall makes you fall, you must learn from those mistakes and get back up. Go with this belief, immutable and you will succeed.
- Be flexible. Sometimes we need to change our way to achieve success.

The last example I have for you : M. Mandela.

There you go, I have said it all!

Good luck!

Sophie



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www.helperetoday.com

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"When we can no longer change a situation, we are challenged to change ourselves".

VIKTOR FRANKL

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