



ON *the* **MARK**

from the On the Mark Publishing™ e-book series

How to Achieve Anything You Want With Persistence

BY KAREN TUCKER

Leading By Example



Copyright ©2011 Karen Tucker

All rights reserved. No part of this e-book may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording, text extraction or by any information storage or retrieval system, without permission in writing from the author.

Published by *On the Mark Publishing*[™]
www.OntheMarkPublishing.com

How to Achieve Anything You Want With Persistence

BY KAREN TUCKER

Leading by Example

What is different about being persistent?

- **Being unstoppable**
- **Going after your dreams with passion.**
- **Knowing clearly beyond a shadow of a doubt that this is what you want.**
- **Making a plan from when you want to achieve your dream and working backwards.**
- **Never giving up!**

How to Achieve Anything You Want With Persistence

First, what is persistence? Well persistence is the ability to maintain action regardless of your feelings. You press on even when you feel like quitting.

Let me tell you what being persistence is to me. It's about knowing what you want and going after it with everything you have. Being unstoppable, no matter what life throws your way. It's all about figuring out a plan on how you are going to get what you truly want. In the end it does not matter where you are from, what your age is, or your education level. Your desire is what will get you there. However, there are a few things to keep in mind, like being really clear beyond a shadow of a doubt what it is you want. It's about being confident in knowing in your heart and soul that your dreams really do matter and knowing that God does want us to have it all. Also, ask yourself if you want it bad enough that nothing can get in your way? What will it mean when you have achieved this goal/dream? And who can best support you? Do you really want to succeed in life? Is there a goal that you would like to achieve? Do you want to be happier, healthier or richer? One of the most important ingredients to achieve anything great in your life is persistence. Persistence has the power to transform desires into reality.

Being persistent is continuing to move forward on your dreams no matter what comes along, despite problems and obstacles. Like Zig Ziglar said, "If you want to change your action, you have to change your thinking." Even the famous psychiatrist, Dr. Joyce Brothers stated, "One quality all successful people have is persistence." Studies have shown that the one quality all successful people have is the quality of being persistent. Successful people have the willingness to spend more of their time accomplishing a task and stick with it, even though they are faced with many different obstacles. It is a very positive interaction between people's ability to accomplish any task and the amount of time they are willing to spend on it.

How do you actually set goals and stick with them, making sure it is what you really want out of life?

Here are some tips:

- Pick one or two dreams that you want to work on now; it can be one personal and one professional/business.
- Be willing to prove you are more committed to achieving this dream.
- Ask yourself if you really want to achieve this goal.
- Ask yourself will it make a difference in your quality of life.
- The dream should be important and meaningful to you.
- Make sure your heart and soul are at one with your decision to achieve this goal.

Even though many think that talent has a more productive role in pursuing a goal or dream, in my experiences, having the ability to be persistent tops the list. Calvin Coolidge said:

“Nothing in the world can take the place of Persistence. Talent will not; nothing is more common than unsuccessful men 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 will always solve the problems of the human race.”

Synonyms keep my mind growing. This helps me put things into perspective and also motivates me to take the next step. Here are a few examples:

Perseverance, Resolution, Endurance, Tenacity and Stamina

I regularly look at these words as just a little reminder of my goals and dreams.

Check out this video clip by Zig Ziglar on goals at <http://www.nightingale.com/ZigZiglar>.

Persistence is the Most Important Key to Success in Life

By Erin Emmons

Persistence means to keep on trying for success no matter what. It means carrying on with your plans even though you may have many failures and discouragement. It may mean carrying on despite the urging and or ridicule of well-meaning "friends" and relatives. It means simply this – never, ever, quit! Never allow yourself to give up.

No successful person ever obtained their success without the quality of persistence. It is true that luck can and does play a part in some successes, but persistence can be like "applied luck".

It's easy to see why persistence is so very important. When we have big hopes and dreams for our life, persistence is your best friend. It drives you closer and closer to achieving your dream. It's like the wind beneath your wings. It is the wind in your sails and the gasoline in your tank. Without persistence you may well quit at the first sign of defeat. By having the quality of persistence it helps you realize that any defeat is only temporary.

The great inventor Thomas Edison desired to create the world's first incandescent light bulb. He failed over 10,000 times before he succeeded. What would the world be like today if Edison did not have this magic quality of persistence and had quit on attempt number 100? It would be a very dark world!

***...having the
quality of
persistence helps
you realize that
any defeat is only
temporary.***

Working on Big Goals

And Ten Steps that Will Help

When you work on any big goal, your motivation will wax and wane like waves hitting the shore. Sometimes you'll feel motivated; sometimes you won't. But it's not your motivation that will produce results — it's your action. Persistence allows you to keep taking action even when you don't feel motivated to do so, and therefore you keep accumulating results. John D. Rockefeller said "I do not think there is any other quality so essential to success of any kind as the quality of perseverance. It overcomes almost everything, even nature." Persistence will ultimately provide its own motivation. If you simply keep taking action, you'll eventually get results, and results can be very motivating. For example, you may become a lot more enthusiastic about dieting and exercising once you've lost those first ten pounds and feel your clothes fitting more loosely.

If you believe it will be easier to move forward with passion and stay focused. Remind yourself everyday what you're working for by putting up pictures or note cards. Think of how it will feel when you achieve this dream. The more you focus, the fewer setbacks you'll have. Many times people don't achieve their dreams and goals because they believed they have to do it by themselves. What can others help you with to make this happen or make it happen faster? Make a list of the steps. Create a Dream Team. Next, find out what it will take to make this dream come true. Ask others who have been there and what it will take. Brainstorm with your team on planning how to overcome obstacles. What are ways around the obstacles you will face? As setbacks come, and they will, don't just stop or give up, don't go back and think of "what if's." If you do, you will find it harder to move forward again. Start planning on what you can do to keep moving forward towards your dream. Do what motivates you. As you make progress towards this dream, celebrate the small steps. Make a list of the small things that it will take, and decide when and how you will celebrate different steps. It could take several months to achieve your dream. Celebrate as you climb the ladder.

10 Steps That Will Help

It all starts by getting clear on your dreams or/and goals. What do you want to create for yourself, for your family for your life? What is it that you really want? Why do you want this? What's truly in your heart that

you want bad enough to make it your daily focus? What's a burning desire inside of you that you want really bad? Don't put money in your answer.

What are you willing to do to make this happen? What are you willing to do to prove that you really want this dream? How much time can you give it every day? When do you want to achieve this dream or goal? Are you willing to give up the TV all week long, email only 30 minutes a day, facebook. Are you willing to go out every day, or every other day to work on your dream? What are your plans? One hour of planning saves four hours of productivity. By taking the time everyday to plan what you are going to do today to move closer to your goals, you will be rapidly moving to accomplishment.

Who can help you? Who's on your dream team? It can be a spouse, family, friends and/or people you haven't met yet. Keep your eyes and ears open to who may be able to help you. Most are happy to help. Ask for what you need. Do not wait for people to do it. Ask for what you want every time you want something and you will get more of what you want more of the time.

What steps will you need to accomplish — figure out your plan, daily, weekly, monthly? What do you need to do every day to get your dream on its way? The more specific you become, the more clearer the steps will be. What's your map of success?

When do you want to accomplish this — 30 days, 90 days, 6 months? Think of how you will feel once you have achieved your current dream.

Picture Yourself Already There

What will it take? Will it take several hours a week, maybe 30, 40 or 70? You decide when you want your dream to come true. Only you can make your dream real. Stay, work and share with positive people. Happiness is contagious. How tough are you? How resilient are you in everyday occurrences? Do you allow someone or something to ruin your whole day? Or do you choose to keep moving forward like the Energizer Bunny®? We don't always have choices on what happens but we do have a choice on how we react.

What are things that you can do to make this dream come true? Form a team of helpers. Get others to help you. Stay positive and dream. Listen to DVDs or CDs of positive influences.

Go! Move forth with everything you have — put your dream down on paper. Share it with family, friends, and co-workers, and ask for support. Put up pictures everywhere that you can. On your computer, over your desk, bathroom mirror and in your car.

Never give up — turn the on switch to ON and delete the off switch and just keep going. Know every day that you did your best today and you did all you could to make your dream come true. Take one step at a time, as setbacks will occur. To help you bounce back from difficult times, think about other challenges you went through in your life time. Remember what you did to overcome or how you dealt with them. What worked for you?

Rejuvenate often, because you need it and deserve it. Take the time to restock your energy. Replenish your spirit. It's much more important after a setback than at any other time. Make self-care number one on your list. It will help you bounce back faster. It all starts by really getting clear on what it is that you want.

Know What You Really Want

Do you find yourself wishing for a dream come true life? It all begins with truly believing in yourself and what you want out of life. Do you really know what you want? Take some time to focus on your dreams. Begin to breathe and dream it every day. Set the intention on what you want each day, week, and month. Put a stake in the ground and make it happen. Set your strategy on how you plan to get there. Go after your dreams with every fiber in your soul.

Do you wake up thinking about your dreams? Begin to see yourself already there. Imagine where you are. Who are you with? What are you doing? Paint a picture of where you are. Put this picture on your mirror, computer, car and in your planner. You'll want to see it all the time. Ask yourself where you want to see yourself in one year or even five years? Do you catch yourself saying: "if only..." Don't expect someone to hand you your dreams on a silver platter. Don't expect the phone to ring. You must go after your dreams to achieve them.

"Be willing to pay the price. Start by doing what is necessary; then do what's possible; and suddenly you are doing the impossible." — Saint Francis Of Assisi, Italy

Are you committed more to your dreams and future? Is it worth fighting for? What actions are you willing to take to prove you are really committed? Develop the habits you need to move forward in accomplishing your dreams.

Once you know what it is that you really want, the way to do it becomes clear. Your energy will move you forward and the things you need will began to happen. Everything you have done in your life up to this point has prepared you for your next step What is your next DREAM? What is the next chapter of your life? Begin writing it today.

Learn How To Dream Again!

Learn how to dream again — life is worth living! Dream! Dream Big! How bad do you want it? God wants you to have the very best, but it's up to you to go after your dreams. You can achieve it if you are willing to work for it. Learn to be persistent by discovering what it takes to get what you want. Don't stop settling where you are in life. Be persistent! Fight for what you want. Go after whatever it is that you desire with 200% effort. Learn to move forward towards your dream. Obtain knowledge that will help you. It's up to you to take responsibility for your life. No matter what! It doesn't matter how long it takes. No one said it would be easy. You can do it one step at a time and one day at a time. Never give up on your dreams because you never know when there may be an opportunity right around the corner. "Opportunity, if you don't hear opportunity knocking, find another door" says Omar Periu. Even Harriet Tubman knew how dreams and goals affected ones life: "Every great dream begins with a dreamer. Always remember you have within you the strength, the patience and the passion to reach for the stars to change the world."

Always Encourage Others to Dream

Encourage others to reach for the stars! Back in 1993-94 Avon had a recruiting incentive. The top 50 recruiters in the US, for a five month period, would win a trip to San Francisco. My intention was to win that trip. I recruited every day with great passion. I did win that trip, and mind you, I was probably number 50. Before this I had not had the opportunity to fly. Living in the South, we didn't leave the nest very often, much less fly across the country by ourselves. I made the decision that I was going! I remember when I arrived at the San Francisco airport and was heading to the baggage area. There was this little old man with the BIG sign that had my name on it. So I followed him to the limo and off we went to this fancy hotel. At the reception dinner that night, I met two Valley girls. They were a lot of fun and asked me if I had ever won any of Avon's trips before? I informed them that this was all new to me. They encouraged me to go after Avon's President Council trips. You had to sell about \$100,000 in a year to win. They said the best way to win the trip would be to assist through an Avon fundraiser. An Avon fundraiser is when a club, group, or organization needs to raise money. Fundraisers allow the organization participating to earn a nice profit.

That year (1994-95) the trip was to Hawaii. By Christmas, my personal sales were \$50,000. I really wanted to go to Hawaii. My intention was set! I put a stake in the ground. I contacted the local travel agent, got a poster of Hawaii from her and came home and posted it on the wall of my office where I looked at it every day. I figured I needed about another \$50,000 in sales. It would probably take one big fundraiser and at least ten small ones. I proceeded to call every day care center in the Yellow Pages until I booked the fundraisers I needed. I won that trip

to Hawaii! You see I wasn't stopping until I achieved what I needed. And that was in the days before we were really using the computer. It was all done by hand and on a calculator. That was the start of winning a yearly trip that I earned for the next 15 years.

Figure Out How

Do you want to control your destiny? Then take the time to figure out what you need. Brainstorm with others. Identify those that can help you. Let them know what your dream is and ask for help and support. Setting goals is the single most important step you can take. "It never occurred to me that I couldn't do it. I always knew that if I worked hard enough, I could" said Mary Kay Ash.

Educate Yourself!

What is your future worth? Continuously educate yourself. There are many free resources available for you to access today on line. Here's a few to try:

<http://www.skilledradio.com>

<http://www.lesbrown.com>

<http://www.dreamuniversity.com>

Hire a coach to help you advance from one level to another. (I would be honored to be your coach. Learn more at www.KarenBTucker.com.) Read resources that will help you develop your self-worth. Join your local library so that you can have access to free books.

Attend every seminar, convention, or event you can. You never know which one will make the difference. You must be willing to invest in yourself! Remember, you are worth it! God wants the best for his children. It doesn't matter where you're from, what your education level or what your age is. If you're persistent enough you can achieve your dreams.

Feed your brain with great positive stuff. Fill your cup up daily. In order to keep moving forward, you have to keep hearing positive information that will keep you on track. Since no one pays you to listen to the radio or watch TV. Why not persistently learn how to earn money by listening to motivational material either on CD or your iPod in your car, office or while working out. You will be inspired and motivated. By creating these habits it will move you closer to your dreams and goals. You will want to listen as much as you can.

Create the future you want! Learn what you need to learn so that you're able to move forward toward living a dream come true life. Discover and develop the talents that are within you. Figure out what motivates you. Discover your God given potential. "The impossible just takes a little longer. I cannot discover that anyone knows enough to say definitely what is and what is not possible." Henry Ford

***When Hurricane
Katrina devastated
my home town of
New Orleans on
August 29, 2005, I
sat in a hotel room
watching the
tragedy...***

How Surviving Hurricane Katrina Helped Me Earn Avon's Women of Enterprise Award 2006

Devastation can bring you to better things or a hidden goal. In Avon, winning The Women of Enterprise Award gives you national recognition, which is a prestigious level. You are flown to speak at the National convention. You have a special luncheon in your honor every year. At the time I won the award, one woman was picked out of 3,000,000 representatives. Winning Women of Enterprise was on my goal sheet which I figured would happen one day, in maybe ten years. You had to have gone through a hard time or a tragedy.

When Hurricane Katrina devastated my home town of New Orleans on August 29, 2005, I sat in a hotel room watching the tragedy of the news, knowing that half of my Avon representatives were losing their homes. I was overwhelmed. We were told that we would be unable to go home for about 3-6 months. My husband went home because of his job, but my daughter and I headed to Florida. One month later, my husband became ill and I knew my place was home no matter what the conditions. When I arrived home, there were very few stores open. We lost several malls. I started to see an opportunity for sales. I also knew that in order to rebuild my "downline" and to help other representatives in my area (those that were finally making it back home), I had to be the leader God planned for me to be. I had to set the example so that others would follow. Over the next three months I would go out every weekend and set up tables of Avon on the side of the road. We would sell at least \$2,500 every weekend. And many people were still not home. Soon other reps began to follow me.

On Dec. 29, 2005, I had a total knee replacement and took two weeks off. I then began to work in my home office. I had to be the hope for the future. I had to have a way to reach and show others how to get back to business. I had to tell them it was okay to dream and that we would be okay. It wasn't easy. It was a struggle and challenge every day. It's been five years since Hurricane Katrina. As a community, we have come a long way, but the city of New Orleans and the people in it have a long ways to go.

In The Now

Rebuilding has been a challenge. Today women in our area know more about Home Depot and Lowe's than ever before. I ended that year with

over a \$100,000 personal sales increase. At the time of Katrina my “downline” was nearing 750 reps. I lost half of my team. It was very hard to find them, because we also lost our 504 phone exchange. All the phone lines including cell phones went out. So wherever you ended up, you changed your phone number. My “downline” today is about 425. Part of that is due to the economy and the fact that I live just 50 miles inland from the oil spill.

Here’s what I want to say about this experience are: No matter what we have to go through, we have to keep moving forward by taking the time to grieve, knowing we still have to earn a living. Move forward through persistence! Don’t allow circumstances to run your life; learn how to run it yourself. Possibilities are endless. Believe in yourself. Take action and be willing to pay the price. Know what you want in life and go after it with everything you have. Know why you’re here. Know your purpose. Winning Avon’s Women of Enterprise Award also put me in the Avon appointment guide. I represent the U.S. which is a great honor. If I can do this, so can you.

“I’ve seen people go further in life with passion and commitment than sometimes with skill, experience and gobs of money.” – Marcia Wieder

Dream Big! You will see, I’ve always been one to have to overcome things. I came into this world fighting! I was born with a major heart defect. My heart never had a regular heart beat. My lips were always purple. I never knew that I was different. I was unstoppable from the day I was conceived! I had open heart surgery at the age of eight. At the age of 53, I still see a cardiologist every six months. I’ll go after my dreams until God decides it’s my time. In the mean time, I know it’s up to me to make my happiness. When we fall, we must get up, brush off the dust and keep moving. No matter what you are facing, what you have to overcome, the future is wide open. Go for it. What do you want to do with the rest of your life?

You have to dream where you’re going and what you want in life. Keep dreaming. Dream Big! Nothing is impossible. If I can do all that I have done, why can’t you? The only special skill I have is PERSISTENCE! How persistent are you?

“Life doesn’t require that we be the best, only that we try our best.” – H. Jackson Brown Jr.

Make Your Resolutions Stick

By Katrina Randal.

Making New Year's resolutions is a centuries old tradition that celebrates the end of one cycle and the beginning of another. With the new cycle comes a new opportunity to pursue an elusive dream or desire and to finally make something happen like buying a house, getting married, getting healthy, or remodeling your kitchen.

Perhaps, in the past, you did not stay on track after making a resolution. That does not mean you are incapable of accomplishing your desired outcome. For example, a lot of people have a resolution to lose weight. Did you know that the results of a 2003 study stated that rarely do people lose weight and keep it off the first time they try? That "trial and error" effort and retrying to figure out what works and does not work for you is, in fact, what it takes to finally shed the pounds. It is the same thing with whatever else we want. Be willing to keep at it until you figure out what works for you.

Here are a few tips that have worked countless times to help people create positive change:

Use the Power of Visualization

You know that your brain does not know the difference between real events and imagined events. Take time each morning to imagine yourself successfully accomplishing your resolution. Imagine working at the new level you are aspiring for, getting up earlier, getting to bed earlier, pushing away the desserts at the table.

Make Time For It

You have to select, write down and prepare to have time to work on your resolution project. You cannot pass a certification exam if you have no time to study; you cannot get to yoga class if you do not leave the office by 5:15pm; you cannot spend a week on an archeological dig if you have not saved the money and made arrangements to take the time off.

Get Some Expert Help

If you are meeting a trainer twice a week, you will get to the gym; if you hire a professional organizer, you will finally de-clutter your office; if you order some healthy meals from the gourmet meals delivery service, you will eat healthier.

Make it Fun

We are far more likely to keep doing something when we really enjoy it. Whatever it is you resolve to do, look at how you can make it really fun. Do it with a friend, do it with music, or do it with pizza. Whatever it is, ask yourself how it could be more fun.

Reward Yourself

Tell yourself that you are going to do something special for yourself when you achieve your resolution. You could go get a massage, go on a cruise, buy a new dress, or host a champagne celebration. Whatever it is, make it something you really love and will genuinely look forward to. Your reward will then serve as a motivator to keep you focused and moving in the direction of your reward.

Ask For Support

Tell the people close to you what your resolution is and ask for their support. You have to tell them specifically what support looks like. If you need someone to pick up the kids three days a week so you can get to class, ask for that. If support means you do not want to hear anything that questions your resolution, ask for that.

There are many more things you can do to make resolutions stick, like getting a friend to work on the same resolution with you or hiring a coach whom you report and with whom you can discuss challenges. Making a New Year's resolution is a declaration of your commitment to being the best "you" and living the life you most desire. Make a resolution and consider what we have discussed to help make it stick. If you do, you will find yourself enjoying a renewed sense of vitality and momentum for your life and, who knows, this time next year you may not even have to make any New Year's resolutions.

Used by permission from Katrina Randal.

Never Giving up, NEVER!

Don't give up — ever! You can talk yourself into anything or out of anything. If you want to win or make your dreams come true, you can never give up. NEVER! Be determined! Are you more committed to your dreams or your reality? Persistent is never giving up, fighting a good fight, continuously marching forward.

Go after your dream with everything you have in you. Work on it every day, several hours a day. Push to make it happen. Know what you truly want and go forth with all you have. Figure out what you can do today, tomorrow, next week. Take the small steps, one step at a time. Just keep stepping forward. March forward to the top of the hill. Don't look back. Do all you can to make your dream come true. Just keep working on achieving whatever it is that you want. Each day is a new day. If you messed up today, know that you can start again tomorrow. Just keep going and going just like the energizer bunny. No one can turn your switch to off unless you let them. What is your dream worth to you? How will it feel once you have achieved it? See yourself there!

“NEVER GIVE UP Keep your thoughts and your mind always on the goal.” — Tom Bradley

“The time for action is NOW. It's never too late to do something.”
— Carl Sandburg

Achieving Goals

Let's do something different this year! Setting the goal is no big deal. Anyone can do that. What we need to do now is to find out ways to achieve that goal. What can bring you emotional determination to actually achieve your dreams and goals?

Emotion is what drives us as humans. If we're going to change or get motivated, we need emotional reasons. Being the Winner out of 3,000,000 feels great. Sometimes we need a highly emotional reason to achieve our goal. Then our goal will be easy to achieve, even if it is an almost impossible goal. Write down that goal or dream. Write down what way you get penalized if you don't achieve your goal? Announce to everyone your new goal and what happens if you fail.

Awaken Your Dreamer!

Bring who you are out into the world. Dreaming is the driving force of the world. Your dreams really do matter.

My mentor and CEO of *Dream University*, Marcia Weider, says,

“How do you want the rest of your life to be? And what are you willing to do about it. You have the power within you to be or do anything you set your mind to.”

“We are so busy living from our clocks and our calendars that we don’t even know what our dreams are. Without our dreams all we have is reality! You need to know where you are in order to design the strategy to go where you want to go. What has being realistic cost you? People with dreams live longer, are happier and have a much better quality of life.”

You may wonder if there a difference between dreams and goals. Marcia also says that fantasies are a dream and is something you want. A goal is by when? Projects...etc. A difference between a dream and a fantasy is that with fantascis you can’t do anything to make them come true.

ABOUT KAREN TUCKER, CDC, Avon SEUL, AWOE, CBAT



Karen Tucker lives right outside of New Orleans in a small town called Belle Chasse, Louisiana. Karen has been a stay at home entrepreneurial Mom for 24 years. She knows how to get what she wants through the practice of persistence. Even after overcoming tragedy, Karen is a living example of never giving up.

After Hurricane Katrina, she bounced back by having a \$100,000 increase in personal sales in her direct sales business and earned *Avon's Women of Enterprise Award, 2006*. She holds the title of Senior Executive with Avon Products. She has earned numerous awards for Personal Sales, #1 recruiter and the #1 Leadership Group Sales in her division for 16 years. Karen has won trips all across the country and has spoken at many national conventions.

Karen is a *Certified Dream Coach*® through *Dream University* and loves helping others achieve their dreams through coaching, and many years of experience in the direct sales industry and as an entrepreneur with a family. Karen is also an inspiring speaker and workshop presenter.

Karen knows her passion is to give others hope to dream again, so that they can make their dreams come true and earn the money their families need.

For more information, visit
www.KarenBTucker.com