



TENACITY

Learning How to Persist and Persevere

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What Is Tenacity?

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

- Louis Pasteur

In this short guide, I want to introduce you to the idea of tenacity and how it can help you reach your goals and dreams in all areas of your life. Let's start by taking a look at what tenacity is. Per definition, it's the ability to grip something firmly, it's staying determined, and being persistent. In other words, a tenacious person will set a goal, make a plan, and then work at it until he or she reaches the goal.

It's easy to see how tenacity and working on increasing your own ability in this area will help you in all areas of your life.

Increased tenacity will help you get more done at work. You'll find it easier to work through even the hardest tasks, get projects finished on time, and with that earn the respect of your boss and your peers. Hopefully, your tenacity here will translate into moving into higher positions and earning higher wages.

Tenacity becomes even more important when you decide to go into business for yourself. Without a boss looking over your shoulder and giving you direction on what to work on, you have to become tenacious and persistent to make it work and be successful.

It doesn't stop at work. Becoming more tenacious will help you around the house as well. You get in the habit of tackling projects on a regular basis and keeping up with a cleaning and maintenance schedule becomes a breeze. The end result is that your house is in better shape than ever, and since you're working on it a little at a time, you have plenty of time left for the fun stuff.

Speaking of which... tenacity will even help you when it comes to your favorite hobbies. You'll get better, quicker, at whatever it is you like to do in your spare time when you work on it consistently. It doesn't matter if it's tennis, playing the

piano, or woodworking. Practice makes perfect, and tenacity will make you practice more and try new things.

Tenacity will even make you a better parent. You're setting a good example for your children when you work on whatever it is you want to achieve until you get there. This, in turn, will serve your kids well in school and well into adulthood as they pick up this tendency towards tenacity from you.

In other words, tenacity is a skill and habit well worth pursuing that will have a positive impact on all areas of your life.

Another term we often use in this context is perseverance. In fact, I will use the two words almost interchangeably throughout this report. Let's wrap up this short introduction by quickly going over what we'll cover in this tenacity report.

We'll start with a discussion on why tenacity is important. We'll talk about the power of perseverance, the danger of distraction, and why we tend to give up (and how to stop doing that). Next, we take a look at talent and how we can "outwork" it by being tenacious. After that, I have plenty of tips and ideas for you to become more tenacious in all areas of your life. Let's dive in and take a look at why tenacity is important and something we should work on.

Why Is Tenacity Important?

In the introduction, we looked at how tenacity can have a positive impact on all areas of our lives from work to raising our children. That alone probably has you convinced that working on tenacity and perseverance is a good idea. Let's dig a little deeper now and get more specific about what tenacity can do for us and how it can help us get ahead in life.

The main reason tenacity is so important is because it's how you reach your goals and dreams. It's the secret ingredient in any recipe for success. If you can make yourself stick to your guns and keep going, you'll often get to where you want to go, no matter what the circumstances and obstacles.

The Power Of Perseverance

The old saying goes "If at first, you don't succeed, try... try again". It's great advice and if you follow it, it will serve you well throughout your lifetime. There's a lot of power in sticking it out, persevering and developing a sense of tenacity. More often than not, it's the simple act of keeping going and trying again and again that leads to success.

There are always people and events that keep you from staying your course until you succeed. Sometimes it's the critic who tells you that it will never work. Other times it's a new idea or a new tool that makes you consider changing course. We'll talk about the dangers of either one of those scenarios a little further on in this chapter. For now, let's focus on the good things that can happen when you persevere.

When we manage to persevere and get in the habit of working on something until we reach our goals on a regular basis, we can achieve just about anything we put our mind to. You see it all around you. The small businesses in your town that thrive are the ones where the owners work and innovate week in and week out. The restaurants with the best reputation and the longest lines are the ones that

focus on great food and good customer service day after day, and night after night. The online marketer that makes it is the one that works on his business night after night until he makes enough to quit his day job. The list goes on and on and it isn't just businesses. The student who does well in school is the one that does homework each night and studies without fail. The neighbor with the prettiest flower garden is the one who works in it throughout the year.

Tenacity in whatever you set your mind to isn't just about putting in the most hours. It's about gaining experience and learning as much as you can along the way. It's about getting better at your craft. It's about innovating and having your hand on the pulse so you can react to changes in your environment. When you are tenacious in what you do, you will see advantages and opportunities that others will overlook. That, as much as putting in the hours required, will give you a distinct advantage over everyone else. Tenacity and perseverance are powerful forces that you want to use to your best advantage in all areas of your life.

The Danger Of Giving Up Too Soon

Now let's look at what happens when you choose to ignore tenacity. Instead of making it a habit of sticking with a plan and working on something until it succeeds, you may be tempted to give up just a little too soon.

You stop trying to work out your error in a report and admit defeat to your boss. You give up on trying to build your own business on the side and go back to focusing full time on a job you hate. Or maybe you stop working on your business and decide to try a different one instead. You give up on trying to repair your toilet and call in a plumber. You give up on gardening after two years of meager crops.

There are not one, but two big dangers of giving up too soon. The first is that you may be giving up just a little too soon. Often, when we're at our lowest, and ready to call it quits, we're very close to having a breakthrough. You may be one more

try, one more push, or one more big effort away from making it work. I'm sure you've seen the cartoon image of the person digging for gold, or a treasure and giving up just inches before they reach it. Use that mental image anytime you're tempted to give up. Use it to keep going just a little while longer.

Yes, there are times when it makes sense to give up and try something else. More often than not, though, we give up too soon. Be certain that what you're trying to do is not possible, or the goal you're trying to reach is unreachable before you give up.

The second danger of giving up is that you've essentially wasted all the time and effort you've put into your endeavor. It doesn't matter if you've been logging hours in a project at work, tackled a home improvement project, or gave a new hobby or craft a try. If you're giving up, all that time and effort will have been for nothing. If that's not a great reason to stay tenacious and persevere, I don't know what is.

The reasons why we're tempted to give up are plenty. Some days we simply lose the initial excitement and drive we had at the beginning of a project. We lose interest and it simply seems to take too long, or the project is harder than anticipated.

Another time when it's hard not to give up is when progress slows and we don't reach our goals as quickly as hoped. This is particularly true when it's hard to measure progress. It's a struggle to stay motivated when you're not sure you're moving in the right direction.

Other times we're our own worst critic. We second guess ourselves and lose the initial confidence we had in the project and our ability to see it through. We get that little voice in our head telling us to just give up because we won't see success. Tenacity can help us silence that voice and keep going.

I hope this chapter encourages you to give this whole “Tenacity” thing a serious try. Later on in this report, I have some great tips for you being and becoming more tenacious. Just because you’re not a tenacious person right now, doesn’t mean it has to stay that way. But first, let’s look at one more reason why it’s important to work on this and persevere.

Stop Getting Distracted

The last big reason why tenacity is important is because it will keep you from constantly getting distracted. I’m sure you’ve experienced this yourself at work or at home. You’re working away on a project, happily making progress, and then suddenly something new pops up. You get an idea for a new project or a different take on what you’re already working on. You see a tutorial for something fun and exciting you want to try. Or maybe a co-worker or friend approaches you with a request or favor. It doesn’t matter if the distraction is internal or external. Without tenacity and perseverance, it’s easy to allow it to pull you in a different direction. If you allow it to do that, you lose momentum and what you’re currently working on may come to a grinding halt. It’s hard to make progress and reach your goals when you continue to get distracted and jump from task to task. Let me give you a visual to help you understand and more importantly remember why tenacity is so important to avoid getting distracted.

Let’s say your goal is to push a car up the road. You have three different cars to choose from. You start with the blue car and push it for a little bit. It’s the smallest of the bunch, and your first thought is that it will be the easiest to push. But it’s hard work. You get it to roll and it is slowly picking up speed. Then you notice that the yellow car has bigger tires so each rotation would get you further up the hill. They also seem smoother, which should cause less friction. You abandon your blue car efforts and start pushing the yellow car. Again, it’s hard work. You barely start to get it rolling and are still pushing hard when a red car catches your eye. For one reason or another, you decide this will be even easier to

push. It's a distraction that again takes you away from your current task and you start pushing it.

Here's the problem. Whenever you push a car, the hardest part is getting it moving. Once it gains a little bit of speed, the momentum will make it much easier to keep pushing it along. The same holds true for most projects at work and at home. Getting started and gaining some momentum is often the hardest part. Without tenacity, we don't make it past that hard initial period and instead move on to the next project. In our car example, we could have long moved much further up the road, finding it easier to push if we'd only stuck to the first car. In our work and home projects and dealings, it's the same. We're able to make a lot more progress and reach our goals quicker if we stick to one at a time and see it through until the end.

I hope this section has driven home the point of just how important tenacity is and has you anxious to get to work on it. If nothing else, start paying attention to those times when you're ready to give up or get distracted by the next shiny new thing. Don't let it and simply get in the habit of seeing tasks through to their completion. It's a great habit to get into that will serve you well in all areas of your life.

Before I share more tenacity tips with you, let's take a look at tenacity vs. talent.

Tenacity Vs. Talent

There's an age-old debate about tenacity vs. talent that's been going on. The question is simply what's more important and what has the bigger impact on how quickly and how well you succeed at just about anything. For some a new skill or a new venture seems to come easy and effortlessly. They have a knack for business, woodworking, or are natural athletes. Then there are others who make up for an apparent lack of talent with effort, practice, and tenacity. They are the ones that keep working, keep practicing, and keep trying until they reach their goals and get things right.

Yes, having talent is good and it can certainly help you reach your goals faster. But also know that you can almost always outwork talent. If you're not naturally athletic, you may not have a shot at becoming an Olympian, but you can train hard and outperform the locals in your town. You may not be a gifted writer or painter, but you can work on technique and produce amazing books, stories, articles, and images. You may not have a green thumb, but you can grow a nice harvest of tomatoes and cucumbers for your dinner table by taking the time to study, testing and working your soil, and taking care of your crops.

This holds true in all sorts of different aspects of your life. It may be a little harder for you to study a new field, learn a new program, or pick up a new craft, but with persistence and tenacity, you're able to get just as far as your more "talented" counterpart. Yes, it may take you a little longer, but that's not always a disadvantage. That prolonged practice gets you more experience and a deeper insight into what you're doing.

And there's another bonus of having to work for your achievements. They will have a lot more meaning and fill you with pride compared to something that falls in your lap. When you have to work hard to finish a project or master a new skill, it becomes more important and gives your self-esteem a big boost. Don't discount this simple little fact. It can help you feel better about what you do and when you reach your dreams and goals it will be a lot more meaningful.

What it boils down to is this: Tenacity is just, if not more important than talent. Why do I think it may be more important? Because talent is fickle. You may be talented in music, be a quick study, or a natural athlete, but not usually all three. In other words, we have different talents but not enough to cover all or most important aspects of our lives. Being a fast runner may help you make the track team in high school, but it's not going to do much for you when it comes to your real estate career.

Tenacity, on the other hand, is universal. Once you learn how to persevere and persist until you reach your goals, you can apply it to all areas of your life. This means you can improve in your personal life, your social life, your career, and anywhere else. That's why I personally think tenacity is actually much more important and useful than talent. What do you think?

If you're ready to get serious about reaching your goals and dreams – all of them, no matter what part of your life we're talking about – you need to work on tenacity, persistence, and perseverance. How you can get there is what we're going to cover throughout the rest of this guide.

Tenacity Tips!

After a lot of talk about tenacity and why it is important, it's time to get to the actionable content of this short report. As promised earlier, I have plenty of tips and ideas to help you increase your own perseverance and get a lot more stuff done, now that you're motivated to do so. Whenever you find it hard to implement what I'm about to share, or simply are ready to give up, call it quits, or try something else, go back to those earlier chapters, particularly the one on the importance of tenacity. It should motivate you to keep going on those days when you just don't feel like it.

Tenacity Is A Habit

Let's start with some good news. At its core, tenacity is a habit. That means it's something you can make a permanent part of your life. You simply have to work on persevering until it becomes one of your own habits.

Granted, that's easier said than done, but it's a good feeling to know that tenacity is something you can teach yourself, something you can make work in your daily life. It's not a talent you're either born with or not. It's something that's out there, up for grabs. You just have to have the will and desire to get it. Use the ideas and tips in the rest of this chapter to help you do just that. Use them to power through the tough times, to stop giving up, and instead persevere until you succeed. Do that regularly and tenacity and perseverance will become habits for you.

It's also a good idea to simply remind yourself daily to practice this new habit. Write it down. Put some sticky notes on your bathroom mirror and your computer monitor. Find a few motivational quotes about tenacity and perseverance that speak to you, print them out or copy them down, and hang them up. Do whatever you need to do to remind yourself regularly to create this new tenacity habit.

Plan It Out

In general, it's much easier to stay the course and be tenacious when you know where you're going and what your goals are. Think about what you want to accomplish. This could be at work, in business, or around the house. Set a goal and then map out a plan for how you're going to get there. This could be as simple as deciding to clean out your closet and donate unwanted items to charity, or as involved as figuring out what continuing education courses you need to take to be able to get that promotion two years from now.

No matter how big or small your goal, start by figuring out where you're at and where you want to be. Then map out the steps you will have to take to get there. Once that's done, it will be much easier to stay on track. You simply follow the plan you've laid out for yourself, adjusting it as needed until you get to where you want to go.

I find it helps to map out this plan in writing. Get out pen and paper, open a document on your computer, create a mind map, or make some doodles on paper. Use whatever methods work best for you, but get some sort of written or typed record of your plan. You may think you have it all mapped out in your head, but it becomes a lot more solid once you put it to paper. Keep your plan close by and review as needed.

Schedule It

Plans are great, but they have one big problem. Without some sort of a deadline attached, they can stretch into infinity. To make sure you don't put things off and instead stay tenacious, it's important to put a time limit on each step. In other words, once you have your lists of tasks that you need to get accomplished, schedule them.

Parkinson's Law states that work will expand to fill the allotted time you give it. In other words, if you give yourself two years to get that raise, it will take that long. If you give yourself 6 months, you'll get there much sooner. And if you don't set a deadline or end date at all, it may never happen. That's why it's so important to work on a schedule or timetable for your plan.

Get out your plan and start scheduling your tasks. If you don't know how long a task will take you, take a guess and get to work. You can always adjust the timeline down the road. Don't be afraid to challenge yourself and push yourself to get more done in less time. I promise you'll rise to the occasion and may just surprise yourself. As an added bonus it's much harder to skip a task once it's on your schedule, which will of course help greatly with tenacity and perseverance.

Track Your Progress

It's easy to stay on track with quick and easy tasks. When you can see the end of the tunnel, it's much easier to push through and get it done. When you're working on a long-term project or anything where it's hard to see progress at a glance it gets trickier. These are the projects that tempt us to give up and give in. We don't feel like we're making progress. We get tired and discouraged, all of which makes it much harder to persevere.

What we need is something to motivate us to keep going. There's no better way to accomplish this than by seeing that we are in fact moving forward. Start tracking your progress any way you can. Take before and after pictures. Keep your daily to-do lists. Keep a journal and record what you've done. Run reports to show the improvements you've been making. Take down measurements or track your daily achievements and compare them to those from last week or last month. Do whatever it takes to track your progress so you can prove to yourself that your plan is working. As with your original plan, keeping track of your progress in writing will help you in the long run. A written account, a printed report, or a picture will make that progress more tangible and thus more motivating.

Keep Your Eye On The Ball

Another big obstacle to tenacity as we've discussed in an earlier chapter of this report is distractions. It's easy to lose track of what you're doing. While your plan should certainly help you with this, it is possible to get derailed by things like busy work. Sometimes we feel productive and we are working under the assumption that we're moving in the right direction when we're actually at a standstill or even worse, heading in the wrong direction. The best-laid plans can lead us astray.

There's nothing more demoralizing than finding out that your hard work from the past two months has done nothing to get you closer to your goal. This is why it's important to always keep your eye on the ball. Spend a little time each week looking at your plan and reviewing your tasks. Are they in line with your end goals? Will your plan still get you to where you want to go in the time allotted? If not, it may be time to review and adjust course as needed.

Reminding yourself of what goals you want to reach and where you want to go will also be very motivating. It helps you to push forward, keep going, and persevere even when the road gets tough. Remind yourself why you want to reach those goals. Visualize what it will feel like when you get there. Use these review session and visualizations as fuel to push you through the next week of hard work.

Hire A Coach

We've been talking a lot about planning and reviewing those plans lately. That's all good and well when you have a pretty good idea of where you want to be and how you're going to get there. Making a list of tasks to work through is easy when you know how to break your plan down into daily tasks. But what do you do when you're not sure where you're going, or you have a goal but no good idea of how

to get there. That's simple. You hire someone that can show you the way – a coach.

You can find a coach or mentor for just about anything you want to accomplish. I'm sure you're familiar with personal trainers. If you're ready to get in shape and want some help, that's who you hire to help you get there. If your goal is to lose weight, you may seek the help of a dietitian or weight loss coach. If you're ready to take your business to the next level, you look for a business coach. The list goes on and on. The basic idea is to find someone who's already done what you want to accomplish and then either have them mentor you or coach you.

Your coach can help you draw up your plan, come up with realistic timelines, cheer you on, keep you motivated, and show you your progress even when you can't see it. In other words, a coach or mentor is the one person that can guide you and help you stay tenacious until you reach your goals. If you're struggling to keep working away, or not making the progress you'd like to make, I strongly suggest you look into getting a coach or finding someone to mentor you. It can make all the difference.

Play On A Team

Let's continue with the sports references for just a minute and talk about why it is important to play on a team and how it can help you persevere when things get hard. It's tough to go it alone, isn't it? While a coach can certainly help, sometimes that isn't an option and sometimes it just isn't quite enough. Make sure you have a team in place for those times when you need a little extra support.

Create some accountability for yourself by telling your loved ones what you want to accomplish. Ask them to cheer you on and hold you accountable. Even better, find an accountability partner to work with. This could be a person with similar goals. Find a friend, family member, co-worker, or acquaintance who is reaching

for the same or a similar goal and propose to hold each other accountable. Share how you've done and what you've struggled with on a regular basis. If they are working towards a similar goal (you're both trying to lose weight for example) you can share experiences and tips with each other.

A mastermind group can also be very effective and would make a great addition to your support team. Find a group of like-minded individuals that you meet with to exchange ideas, talk about what worked and what didn't, and of course hold each other accountable. It's a great way to learn, get past bottlenecks, and stay tenacious. It's much harder to give up when you have a team cheering you on and expecting you to do well.

Immerse Yourself In What You Want To Accomplish

It's hard to get distracted or give up when you're fully immersed in what you want to accomplish. Use this to your advantage to make tenacity a natural state of mind. Surround yourself in anything and everything that will help you reach your dreams and goals.

Read books, subscribe to magazines, take courses, join online communities etc. How you immerse yourself will depend on what you want to accomplish. If you want to get better at playing a musical instrument, make sure it's always within easy reach. Order sheet music, or songbooks. Play tunes on this instrument, watch YouTube videos and sign up for lessons. Surround yourself with anything to do with this instrument. The same holds true if you want to learn a new language or skill. Surrounding yourself with "stuff" related to it is one of the fastest and most natural ways to learn and master any new skill.

Look at your plan, review your goals, and come up with a few different ways to immerse yourself in this new field. Make it fun and interesting. Mix it up and play to your own advantages. If you learn best by reading, order a few books. If you

are an auditory learner, get a course or attend a lecture. If you learn best by doing, get the materials you need and get started, learning more along the way.

Do what you can to surround yourself by anything and everything related to what you want to do. Talk to people who have experience with what you want to do. Find online communities. Look around for meet-ups or conventions on the topic if applicable. Surround yourself, immerse yourself, and you can't help but stay on the ball and stay tenacious. As an added bonus you'll learn faster and make progress faster than you thought possible.

Change Your Belief System

Do you have a little voice in your head that constantly questions what you're doing? Do you feel doubt about whether or not you can reach your goals and dreams? Do you wonder if you'll fail, or even worse, are you pretty sure that you will? We all have that little voice in the back of our head. It's a voice to our core belief system and if yours is telling you that you likely won't reach your goals, it's important to work on changing that belief system.

It is hard work to stay motivated and keep going when we're not totally convinced that what we've set out to do is achievable. Work on changing those core beliefs. Use meditation, prayer, affirmations, visualization and anything else you can to change them. If you can believe, deep down in your heart, that you can do it, nothing will stop you. Tenacity will become easy and to give up just isn't an option any longer.

Stay Motivated

I've alluded to this earlier in the report, but staying motivated is crucial. As long as you can keep yourself motivated to work on whatever tasks you've set yourself, you'll be able to persevere no matter what.

You have a pretty good idea what will motivate you. For some, it's making sure they see progress. For others, it may be rewards that motivate you, in which case feel free to bribe yourself along the way. Some people respond well to praise, in which case I recommend you get you a couple of cheerleaders, while others need some pressure to keep them motivated. Set some deadlines, or make commitments if that's the case with you. Do whatever it takes to ensure you stay motivated. Switch how you motivate yourself up to keep fresh and keep it working. Remember, when you're motivated to get things done and make progress, it's hard not to persevere.

Ignore The Naysayers

As if facing your own internal criticism wasn't enough, chances are there will be others around you echoing the same thoughts. I call them naysayers and they are the people who are always ready and willing to tell you that you're wasting your time and efforts.

It's important to ignore them, or your resolve will quickly falter. Staying tenacious in the middle of naysayers will become quite a task. Do your best to ignore them and if you can, send them on their merry way. Your reward will be in being able to prove them wrong once you reach your goals.

Thrive On Your Past Successes

Last but not least, let's talk about one of my favorite remedies for those days when you feel like throwing in the towel. Since that's not an option, you need to boost your morale, give yourself some much-needed confidence, and above all prove to yourself and those around you that you can be tenacious and persevere.

The best way to do this is to look back at your past successes. Think back on times when you've done well. Think back on times when you surprised yourself with what you were able to do. Review old notebooks, journals, photographs or any

other tangible evidence you have of your accomplishments and use them to refuel your confidence and enthusiasm. Rinse and repeat whenever you need a little extra boost.

Tenacity is a wonderful ability and habit to get into. I hope you take the time to give each of these tips and ideas a try. More importantly, I hope you succeed in becoming a more tenacious person, a person who grabs life by the horns and reaches his or her goals and dreams.

Conclusion

Over the past twenty pages or so we've talked a lot about tenacity. We discovered what exactly it is and why it is important in all areas of your life. I hope I have convinced you that it is a habit and personality trait well worth developing and one that will serve you well throughout the rest of your life. With tenacity, you can overcome just about any obstacle and build the life you want. It will help you in your work, in your business and even in your personal life. As you've seen, it can even help you overcome a lack of talent for what you want to accomplish.

While not all of us are born with tenacity, it's something we can learn. It's a habit we can develop. Throughout the last chapter, I shared quite a few different tips with you on how to do that. Give them a try, work on being a little more tenacious each day, and it won't take you long to make it an integral part of who you are and what you do.

Above all, I wish you much success in everything you set out to do. Remember, given tenacity you can outwork and outperform just about anything or anyone, and are able to overcome obstacles you thought were insurmountable. The ability to do anything is incredibly freeing and opens up possibilities and options you never thought existed for you. Go out there and get it!