

Do you have staying power ?

By Nicholas Dixon

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“If you are going through hell , keep on going” - Sir Winston Churchill

Staying Power. Some of you may know that record by the late Barry White. On that track, he was talking about his love making abilities and his prowess at it.

That is not what this article is about. It is about that trait that sets successful people apart from the failures, whether it is in business or in marriage.

How does staying power relates to online marketing ? It is a fact that successful marketers have that ability. For them, it is simply a matter of sticking around when things don't work out the way they want it to.

Staying Power. Abraham Lincoln, Winston Churchill and many other great men and women all had it. It was that ability which made them different from being simple dreamers and wishers.

They had to have it to make their dreams and aspirations become a reality. This is the kind of attitude that we all need to have. Some people are born that way and luckily for the rest of us, it can be learnt.

Staying power requires persistence, consistency and a “never say die” attitude. With practice one can develop their staying power in any area of life they are engaged.

If you are serious about making your business and personal endeavors survive the long haul, start by thinking about ways you can develop your staying power. It really works !

You don't have to take my word for it. Next time you happen to see Oprah Winfrey, Bill Gates or Arnold Schwarzenegger ask them. Their answer would not be far from what I expected.

To your success and mine..... ,

Nicholas

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