Persistence will keep you going

I’m willing to bet that most of you have already given up on one or more of your New Year’s resolutions.

The key to success with any resolution — personal, business or otherwise — is willpower. We all start out with the best of intentions, but when you set yourself a goal and fail to reach it, it’s always because you quit at some point.

Once you have set a goal for something, it all comes down to execution. Or to use some other popular words from the self-help literature: dedication, commitment, persistence, perseverance, stick-to-it-iveness, pigheadedness and ruthlessness.

Whatever name you assign to it — and before you wrinkle your nose in disgust, name one self-made billionaire who was not utterly ruthless getting there — this trait or quality is what separates the winners from the losers in life 99 percent of the time.

One of my all-time favorite quotes comes from Calvin Coolidge, president of the United States during the roaring 1920s: “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 always will solve the problems of the human race.”

— Calvin Coolidge, 30th president of the United States

I have written more than 15 books in my life, on topics ranging from selling on eBay to making partner at a law firm. I am proud of each and every one of them. But the truth is that sitting before a blank computer screen and realizing you have to fill 300 pages before your publisher will pay you anything (or will demand a return of their advance, which you’ve probably already spent) is not fun.

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Persistence will keep you going — is lying to you, pure and simple.