

## **Don't Quit** **It's the Single Most Important Strategy**

— by Rich Morgan

I have thoughts of quitting... don't you? Nearly every day, I think about quitting. Everybody does.

In the beginning, it was, "I'll never make any money doing this...why not just quit now?" Or, "Nobody's signing up...I give up."

After a year or so, it was, "Things just aren't moving fast enough...I'm throwing in the towel," or, "All my people are quitting, I'm obviously not getting anywhere...I might as well quit, too."

Later it became, "Hey, I'm earning \$15K, \$20K a month and more...why should I keep making phone calls? I've paid my dues, I've worked long enough--why should I have to keep doing three-ways all day long and answering stupid questions? I deserve to kick back!"

Sound different? They're not: just variations on a theme.

It is those of us who keep on keeping on who go on to fulfill our dreams. It's when you keep going--after you think you should quit--that you begin to succeed. I've seen it happen time and time again: Someone tells me, "I called 25 people, and no one is interested..." and a month or two later, that same person is back on my phone, only now he's saying, "I only called five people--and almost every one of them is interested!"

We all go through tough times; sometimes quitting seems like the sensible course of action. Hey, it's easier to drop out of school...easier to quit your job and find a new one. To give up on your religion. To get a divorce. We're a nation of quitters. Barely a few weeks into January, most of us have forgotten all about our "New Year's Resolutions." We quit digging just inches from the gold.

### **Don't quit!**

Some people will read these words today and a year from now, thank themselves that they decided not to quit. Others will wish they'd decided not to quit. You choose which. It's hard work, but it's well worth it.

### **What Makes No Sense...**

Here is what makes no sense to me:

People will go through years of college, spend tens of thousands of dollars on their education, go to dozens of interviews, land a job for \$20 to \$40 K a year that they have to work 40 to 60 hours a week, for 40 years, with no real security, major stress and a boss they hate--all so they can retire broke, old and sick...

Or, they'll spend hundreds of thousands on a conventional business or franchise, work at it 60 to 80 hours a week, seven days a week, not show a profit for years, and end up a slave to their creation...

But these same people expect to start a network marketing business with no experience, little training and a few hundred dollars invested, work it in their "spare time" like a hobby, afraid to tell even their closest friends what they're doing--and then wonder why they aren't earning thousands after a few months?

Let's be realistic. It takes time. Everyone goes through a learning curve. It took me several years before I even showed a profit--but it was worth it.

### My Story

I worked at our family's retail music business for over a decade. Every year I worked harder and harder--and earned less and less. On top of working 60 to 80 hours a week, there was constant family bickering, inequitable salaries, employee problems, tons of money tied up in inventory, delinquent accounts, theft and lots of competition.

After 12 years of this, I was burnt out and miserable. I was missing my kids' lives and had no energy or quality time to spend with my wife. I was living paycheck to paycheck, sinking further and further into debt...yet I had no college degree, no other work experience and a family to support. I felt trapped!

I discovered network marketing, got started--hoping it was the answer. I found a company I trusted, with products I could believe in, products that truly changed people's lives.

Still, it was not easy. That first year, we had many challenges--management changes, compensation plan changes, slow growth, no tools, naysayers...and after my first year, I was earning a few hundred dollars.

But I didn't quit.

My second year, they put together a great management team, launched a fantastic compensation plan, developed some great tools--but it still wasn't easy. Many in my team were skeptical about everything--the corporate team, the comp plan, the product. I was now earning a few thousand dollars.

And I didn't quit.

Now it's several years later. I'm living a lifestyle most only dream about. I'm home with my family. I have no boss. I have no commute. I set no alarm clock. I take vacations when I want. I spend quality time with my wife and kids. I am able to volunteer at school. I'm able to attend my kids' activities. I have money in the bank. I own a new mini-van and Lexus, paid for in full. I'm living in my dream home. I have my health, more energy and very little stress. I'm earning a solid six-figure income...

And I'm still not going to quit.

I'm just an average guy, living in a small town in Wisconsin. I did it; you can too. As long as you don't quit.

The secret to success can be told in four words: Get started--don't quit!

**RICH MORGAN and his wife Colleen are leading distributors with a top network marketing company. They have four wonderful children and live in Eau Claire, WI.**