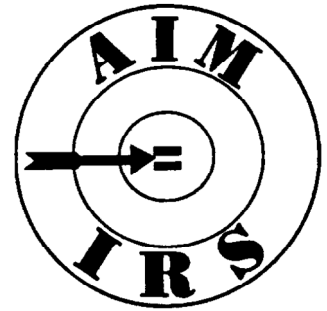


Mental Bench Press
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Security Through Risk



The Future Belongs to the Risk Takers

By Brian Tracy

The future belongs to the risk takers, not the security seekers. Life is perverse in the sense that the more you seek security, the less of it you have. But the more you seek opportunity, the more likely it is that you will achieve the security that you desire.

Action is Everything

If learning about success was all that it took to do great things with your life, then your success would be guaranteed. The bookstores are full of self-help books, each one of them loaded with ideas that you can use to be more successful. The fact is, however, that all the best advice in the world will only help you if you can motivate yourself to take persistent, continuous action in the direction of your goals until you succeed.

Self-Discipline is the Core Quality

The single most important quality of success is self-discipline. Self-discipline means that you have the ability, within yourself, based on your strength of character and willpower, to do what you should do, when you should do it, whether you feel like it or not. Character is the ability to follow through on a resolution after the enthusiasm with which the resolution was made has passed. It is not what you learn that is decisive for your future. It is whether or not you can discipline yourself to pay the price, over and over, until you finally obtain your objective.

Persistence is Self-Discipline in Action

Perhaps the most important demonstration of self-discipline is your level of persistence when the going gets tough. Persistence is self-discipline in action. Persistence is the true measure of individual human character. Your persistence is, in fact, the real measure of your belief in yourself and your ability to succeed.

The Common Quality of Success in History

The history of the human race is the story of the triumph of persistence. Every great man or woman has had to endure tremendous trials and tribulations before reaching the heights of success and achievement. The endurance and perseverance is what made them great.

Your Guarantee of Eventual Success

Calvin Coolidge, a president who was so reluctant to speak in public that he was given the nickname of "Silent Cal", will go down in history for his simple but memorable words on success. He wrote, "Press on. 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 alone will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

Action Exercise

Identify the biggest challenge or problem facing you today on the way to achieving your biggest goal. Imagine that it has been sent to test your resolve and desire. Decide that you will never give up.

Strengthen your mind and you'll have a powerfully fulfilling life.