

## New Years Resolution; I Quit!



### **Probably got your attention on that, didn't I?**

So before I go too much further I'm going to tell you about a book I read over the Christmas break and make a recommendation. The book is called "The Dip" by Seth Godin, the author of "Permission Marketing" and many others to his credit. I read it in about an hour (it's 76 pages) and I'm now going through it with my highlighter to pull out the pearls of wisdom. It's really about knowing when to quit and when to stick! I probably liked it because I have always had an issue with the old Vince Lombardi quote, "quitters never win and winners never quit". Bad advice, in fact winners quit all the time. They just quit the right stuff at the right time. According to Mr. Godin, what really sets superstars apart from everyone else is the ability to escape dead ends quickly while staying focused and motivated when it really counts. Quit the wrong stuff. Stick with the right stuff. Have the guts to do one or the other!

**You can all likely relate to the beginning of a project or that new venture when everything is exciting and fun.** Then it gets a little harder and less fun, until it hits a low point: really hard and not much fun at all. Maybe you're there right now, asking yourself if the goal is even worth the hassle. Maybe you're in the "Dip", a temporary setback that you will overcome if you keep pushing. Or maybe it's really a "Cul-de-Sac" (another Godinism) for things will never get better now matter how hard you try. He also says that extraordinary benefits accrue to the tiny minority of people who are able to push just a tiny bit longer than most. Conversely, extraordinary benefits accrue to the tiny minority with the guts to quit early and refocus their efforts on something new. In both cases it's about being the best in the world. About getting through the hard stuff and coming out on the other side. Is it time for you to push harder or regroup and start with a fresh project?

**Let's pursue this idea a little more about being the best in the world at what you do.** When you really think about it, why would you start any venture unless you felt you could be the best? This is a philosophy that we share and impart to our clients on a regular basis. I mean really, why would you start anything only to strive to be average where you will go unnoticed and blend in with the rest of the pack? Safe yes, exciting no! If there's one thing that were committed to this year it's only to work with client's that have the mindset to own their market or gain a healthy disproportionate share. Doesn't it seem like

allot more fun designing and building a Business that has others talking about it and saying, wow, how come I didn't think of that? As a matter of fact this has helped us redefine our thinking and the value we can provide our clients. We not only want to inspire you to greater success we will provide the framework and the systems to have you own your market!

**Oh, and by the way, the "Dip" doesn't only apply to your Business.** Have you ever tried to change your eating habits and encountered the "Dip" a few weeks into a new discipline? How about a fitness routine, where in the beginning the motivation is high and then there's the "Dip"? I'm sure you can see the value of pushing through to the other side with these two rather important scenarios. Here are a few other examples of the "Dip". It's the fifth job interview where they never even call you back. It's the seventh time you fall on your butt while learning to snowboard. It's the middle of the marathon, when the excitement of the starting gun is a dim memory and the joy of the finish line is a distant dream. It's any rough patch you have to get through before achieving your big goal...if in fact you're chasing the right goal. Oh yeah, one more thing, it's also the key to your career, your company's future and maybe your ultimate happiness.

**Here are a couple of last thoughts on the "Dip", according to Seth.** If something is worth doing, there is probably a "Dip". All our successes are the same. All our failures too! We succeed when we do something remarkable. We fail when we give up too soon. We succeed when we are the best in the world at what we do. We fail when we get distracted by tasks we don't have the guts to quit. Anybody want to join the revolution? Quit your way to success. Be the best in the world!

**[\(Click here for a link to Amazon if you want to get a copy of the book.\)](#)**

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