

# Rely Upon The Power of Persistence

There are times in life when everything seems more difficult. You feel like you can't catch a break. You're working long and hard in your business but not seeing the return. Maybe your personal life has been turned upside down by a health crisis or the grief associated with a loss. Your circumstances could be threatening to take you over. There's no denying that it's tough out there now, but you can still choose perseverance over defeat.

It is through struggle that our perseverance is cultivated, our character developed. Perseverance can't be bought—it is only earned through exposure to the fire. Just as gold becomes more pure and refined as it goes through the furnace, we become stronger when we are tested by adversity.

It's not a comfortable process. In fact, it's a normal reaction to run from the pain or make excuses and blame others for our troubles in life. When we decide to keep pushing forward, it is not always an easy path, but the rewards are often great.



## Success Starts with a Mindset

### Keep your eyes on your goal.

Tell yourself, *"This is who I am going to become, and I will keep going no matter what."* Fear and doubt will try to creep in, but don't let them rule you. Build your plans around hope, which is a far better companion than fear. With hope, ask yourself, *"What do I really want?"* And then figure out how to get it—there is always a way.

### Focus on what you can control, not what you can't.

You can't control market conditions or the reactions and opinions of other people. You can control your own attitude and the types of people you choose to associate with—positive or negative. You also have control over your own daily schedule and how you spend your valuable time.

### Rededicate yourself to a routine and revive your business.

The small activities you can do each day, like writing personal notes, popping by or calling past clients and prospects, have the power to generate referrals. Creating productive habits will help you stay on the right track.



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# Perseverance: Continued, Patient **Effort**

Give it your best and never give up. Decide that you are worth it, your relationships are worth it, your family is worth it, and your business is worth it.

## How to Overcome a Setback in Your Career or Personal Life:

**1 Engage in community.** Seek the support of family and friends, and don't allow yourself to become isolated from others. Visiting with past clients who appreciate you will keep your sense of purpose in sight.

**Identify five people in your database you will reach out to within the next week:**

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**2 Turn to mentors.** The guidance of more experienced professionals whom you admire and respect is priceless. Foster those relationships and allow the camaraderie to fuel your efforts.

**Name one successful agent whom you want to invite to lunch this week:**

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**3 Find renewal.** Take regular breaks, and schedule recreation and vacations that promote relaxation. Devote some time to enjoying life so that you can re-energize and apply yourself fully when you are working.

**List one rejuvenating activity that you can add to your schedule:**

**Daily:**

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**Monthly:**

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**Weekly:**

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**Yearly:**

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**4 Seek out inspiration.** Look for sources of information and encouragement that are positive and productive, while trying to avoid negative media and influences. Listen to music, and read books and articles that will boost your mental and physical energy levels.

**Which particular book or movie has uplifted you in the past?**

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**5 Celebrate small victories.** Commit to accomplishing at least one little thing each day, and expect that it could take some time to see the bigger payoff. Tracking your activities and results can help you build momentum.

**What one thing can I do today to get closer to an important goal?**

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