

Lessons from the legendary Zig Ziglar

By Andy T Hansen

Succeeding as an entrepreneur takes hard work and persistence because, unfortunately, there is no business start-up fairy who can wave a magic wand and bestow success on entrepreneurs.



Most successful entrepreneurs I have had the pleasure of working with over the years follow comparable patterns and share similar basic characteristics. Thousands of online articles and published books claim to know the secret of true success in business, but for the most part, they boil down to the same major points, that were taught to me by the legendary author, salesman and motivational speaker, Zig Ziglar.

These common denominators of success are:

- Passion
- Perseverance
- Positive mental attitude.

These three Ps set successful entrepreneurs apart from all the rest. Cultivating these requires an innate skill set and hard work, because we live in a world that does not actively promote such attributes.

The last time I met Zig for dinner, in August 2012, in Plano (his home town), Texas, just three months before his death, he took the opportunity to remind me of the fundamental importance of his belief that '**attitude makes all the difference**' and asked me to promise to teach his principles whenever I had the opportunity.



Fast forward to 2017, when the founder and CEO of Learning Enterprises Organisation Ltd (LEO), Dan Andersson, asked me to work with his company and some 300,000 entrepreneurs around the globe, and that final lesson from Zig has not only been proven to be correct but has helped me to deliver relevant, thought-provoking education and training for LEO entrepreneurs in all corners of the world.

Dan Andersson created something that is truly unique with LEO. His **passion** for helping people succeed through education and training, his **perseverance** to deliver disruptive technology and opportunity, together with his tremendous **positive mental attitude** has set a standard for all of the LEO entrepreneurs to aspire to. This has had an amazing effect on the growth of the company and its Members in over 120 countries throughout the world.

Passion

The dictionary says that passion is 'a strong emotion, an ardent love; zeal; eager desire, hope and joy'.

Zig said: 'It has been my observation that in every field of endeavour the men and women who reach the mountain tops of life have a passion to give their all and be the best they can be.'

Directed passion, founded on an ethical, moral base, enables anyone to utilise his or her full potential with tremendous results. The reason is clear – with integrity you have nothing to fear because you have nothing to hide. Fear is a heavy burden to carry and it stifles creativity and burns energy which we need to achieve maximum results.

To be honest, I am a man of passion and I have a conviction that passion, like courage, is transferable. So, one of my objectives in life is to transfer some of my passions, as well as the passions of people like Zig Ziglar, whenever I get the opportunity. That's what you have to do if you are going to be the person you were born to be, ought to be and should be.

'Andy Hansen has a special gift ... I know because my father Zig Ziglar had it as well.'

**Julie Ziglar Norman,
Motivational Speaker and
daughter of the legendary
Zig Ziglar**

Perseverance

According to the dictionary, perseverance is 'persistence in doing something despite difficulty or delay in achieving success'.

Zig said: 'The major difference between the big shot and the little shot is the big shot is just a little shot who kept on shooting.'

This sounds simplistic but it's true! So many would-be entrepreneurs quit when the going gets tough, but if they had only kept on shooting they would have succeeded. So many quit when they are so close to their goal but just don't realise it.

Your perseverance in any endeavour is directly related to your goals or, to coin a modern buzz phrase, 'bucket list' and your passion to achieve them.

Ten tips for achieving your goals

1. Decide what you want and be obsessed by it
2. Visualise doing it, being it or having it
3. Have enthusiasm for it – being enthusiastic creates the right attitude for getting what you want
4. Know exactly what you ultimately want to achieve, and plan step-by-step targets to get you where you want to be
5. Desire it above all other things
6. Have faith in your ability to get what you want
7. Do what is required – work the plan
8. Give up doing the things that get in the way – these are the habits that distract you from reaching the goals you have set
9. Imagine that you have reached your goal – you have to believe in yourself to get into the right frame of mind to win through
10. Be thankful for what you already have – this really does help you to get what you want next.



Positive mental attitude

Positive mental attitude is the philosophy that having an optimistic disposition in every situation in one's life attracts positive changes and increases achievement. Optimism and hope are vital to the development of positive mental attitude.

Zig said: 'A positive mental attitude won't let you do anything, but it will let you do everything better than a negative mental attitude.'

So, there it is – positive thinking isn't the silver bullet for success, but it certainly helps when used in conjunction with passion and perseverance.

The success formula is:

PASSION + PERSEVERENCE x POSITIVE MENTAL ATTITUDE = GREATER CHANCE OF SUCCESS

You can develop your positive mental attitude in many ways but personally I have found that the best way is to read every day about those successful people who initially failed but who eventually won in this game we all play called life. There has never been a better time for you to become the entrepreneur you dream of being. Take action now, remember the three Ps and I look forward to seeing you all over the top!

Further information is available at:

LEO: www.LearnEarnOwn.com

Ziglar Inc: www.ziglar.com

Andy T Hansen

Motivational speaker, sales trainer and personal development specialist at LEO



Andy T Hansen is considered by many to be the UK's number one motivational speaker and sales trainer, and has worked as a professional trainer, speaker and consultant for over 20 years. A former member of the elite Coldstream Guards (the regiment responsible for protecting the British Royal Family), Andy has also held senior management positions in many large direct sales companies around the world.

Andy has spoken at over 260 seminars and conventions, training direct sales professionals to be the best they can be and sharing his teachings, business experience, wisdom and unique view on life. A highlight of his career was being asked by the Ziglar Corporation to replace the legendary Zig Ziglar as an official Zig Ziglar Speaker and Trainer.

Since partnering with LEO in 2017, Andy has presented 27 Live Seminars to over 27,000 delegates