

## Your Fighting Spirit

If you're anything like me, you've probably set some pretty enormous goals for your life. Things that may take you 5 or 10 years or sometimes even longer, depending on the magnitude of the goal.

**It's going to take a ton of willpower and persistence and determination to make these goals become a reality.**

To even come close to achieving these goals, in some cases, is going to take more effort than you probably even realize today.

A big question for a lot of people, and I've battled with this myself many, many times, is how do you keep that fighting spirit alive? How do you keep yourself getting up every day and keep exuding all your energy towards just taking one step closer to this goal, when some days it feels like you're even going in reverse?

**How do you keep going? It's a big question. A lot of people want to know what I do.**

Quite truthfully, there are a number of ways to answer this, and there are a number of different strategies that I've used.

I want to focus on one right now, and it's probably the one that's been the most helpful for me, and that is understanding the driving force or the reason why you set this goal in the first place.

I'm going to give you a very specific example.

For me, a big goal I've been working on for the past number of years is to build my own successful company.

There's a very specific personal net worth and business net worth that I've been working to attain, in the millions of dollars range, and I have not yet attained it. I've made some excellent progress over the past five years, and my overall income has increased every year.

**So the progress towards my goal has been very, very exciting.**

However, I come from a corporate background, where I was accustomed to making a high salary and a lifestyle that goes with making a lot of money.

Quitting that job and going off on my own was a very scary and challenging and quite difficult experience, if I'm being truthful with you.

**There were many days where that fighting spirit was challenged, where I felt like it would be a lot easier right now if I could just go back to the job.**

I don't have any money coming in. In fact, I've lost money this month, and back in my corporate days I had that guaranteed paycheck. Every second Friday, boom, there's a whole bunch more money in my account I could buy things with and pay for my relatively expensive lifestyle. That was really difficult.

**On those days when I started questioning should I go back, it's my reason why that kicked in.**

The reason why I was doing all of this was much bigger and much more important to me than any pain or suffering or frustration I was feeling in any given moment.

When I started focusing on the reason why I was building this business in the first place, I was immediately rejuvenated with new energy and a new fighting spirit to keep going, even on those dark days where I didn't really feel like it was worth it anymore.

**That's the key thing here. What is your reason why?**

For me, I had two major reasons why. The first one was I never got to see my family anymore. I was traveling. I was doing a corporate job where I was on the road and flying places and I was rarely home.

If I have two kids at home and a wife and I'm not going to see them, is it really worth all that money I'm going to make? To me, it wasn't.

Having a business that I could work from home and take my kids to school every day and pick them up from school every day and spend quality time with them in those precious years when they're young, was worth a lot to me including the ability to fight through any pain and suffering of building a business.

That was a huge driving force for me.

**A second driving force or reason why for me was freedom. To me, I value freedom more than almost air.**

When I had to go to a corporate job, somebody else was telling me to be there. Somebody else was telling me what to sell and how to sell it and what type of customers

to speak to and how to deal with those customers and how to respond to rude customers, and the list goes on and on and on.

There were so many different aspects where the lack of freedom would literally just sear my soul, that the reason why I'm staying in business and I'm fighting through all these hardships is because I don't want to sacrifice my freedom anymore, including those decisions to spend time with my kids.

If I focus on those reasons why, then I can create a fighting spirit even when one didn't exist before, and I can do it in a matter of seconds.

What's your reason why? What's your driving force?

**As you glance into the future and look at those things that you're working on right now, come back to the present moment and remember your reason why and it will immediately generate that fighting spirit you need, anytime you need it.**

Good luck with your goals.