



JIM HARSHAW JR

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #70

Andrea Waltz/Rich Fenton

Andrea and Richard- my first dual interview on Success Through Failure -- are the premier experts on overcoming failure, rejection, and fear of the word, 'no.' They believe that courage is the single most important virtue on which everything else in life is built. And that when people build their courage, anything is possible. They co-wrote the best-selling book titled "Go For No: Yes Is The Destination, No Is How You Get There." Through the dialogue of the two main characters they have created an entertaining story that presents the key concepts essential to success in sales and anything else in life. They are living their dream of speaking and writing, traveling the country and delivering their message to tens of thousands of people and changing lives with their Go for No! Message.

Quotes:

"You can't success your way to success. You have to fail your way to success."

"Don't assume that 'no' means 'never.'"

"It's ok to not have all the answers. It's ok to not be perfect. That's just where you start. In order to be great, you've gotta be good. And in order to be good, you've gotta just be ok. A lot of us start out bad!"

"We see so many who aren't living their dream and they're letting the fear of rejection be what stops them."

"Any one defeat in your life does not define the rest of your life. People put too much emphasis on any one success or any one failure and they let that define who they are. The only thing that defines them is what they do after the event."

"You can't have courage without fear."

"Everything we want in life is based on our ability to build courage."

On the Word "No"

"Intentionally go out and increase the "no's" you're hearing because the "yeses" will appear in your life in greater quantities so you actually increase your level of success."

"The reason no hurts so much is because that's the programming we've been given around the word 'no.'" We've been programmed to believe that when you hear the word 'no' that you've done something wrong, that you're on the wrong track, that you're further from success, that you're failing somehow and that somehow that failing will lead to ultimate failure."

Setting "No" Goals: Reprogramming Your Response to the Word "No"

If you ask any salesperson, for example, how many "yeses" they got this week, they'll know the exact number. "You have to understand that "yes and no" come together. You can't have a lot of yeses in your life unless you're willing to invite a lot of "no's" into your life. They are opposite sides of the same coin. You can't have one without the other."

What action item can the listener take in the next 24-48 hours?

Set a "no" goal. Set a goal for the number of "no's" you want to hear over the next period of time. For example, ten "no's" in the next 7 days without ANY regard whatsoever for how many tell you "yes."

Books referenced:

Go For No! by Andre Waltz and Richard Fenton (buy it here:

<http://amzn.to/2e50GCm>)

The Four Agreements by Don Miguel Ruiz

Oh, Shift! by Jennifer Powers

Websites and Social:

<http://www.goforno.com/>

<https://twitter.com/goforno>