PERSONAL GROWTH| PROFESSIONAL DEVELOPMENT | THINKING | WISDOM

Zig on... Hitting the Bull's Eye

The key is persistence and the willingness to try again in the face of those early misses.

by **Zig Ziglar**

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Somebody once said the difference between a big shot and little shot is that the big shot was the little shot who kept on shooting. There's much truth in that witticism.

The reality is, no matter what our target might be, we seldom hit it on the first try unless the target is low, which means the accomplishment--and the rewards--will be insignificant.

In bow shooting, experienced archers test the wind by using the first shot to judge its strength and direction, enabling them to zero in on the target with their following shots. In short, archers learn from their mistakes.

That's good advice for all of us. Success in business, athletics, science, politics, etc., seldom comes on the first effort. Walt Disney went bankrupt a number of times and had at least one nervous breakdown before he made it big. Athletic skills are acquired over a long period of time and after countless hours of practice. Authors by the hundreds can tell you stories by the thousands of those rejection slips before they found a publisher who was willing to "gamble" on an unknown.

It's more than just a cliché that persistent, enthusiastic effort produces powerful, positive results, that failure is an event--not a person--and that the only time you must not fail is the last time you try.

Whatever your target might be, chances are good that you're not going to hit the bull's eye on the first effort you make at being "successful." The key is persistence and the willingness to try again in the face of those early misses.

You can learn from those early mistakes and if you do keep on shooting, it's just a question of time before you, too, are hitting the bull's eye.

To be inspired visit Zig's website at http://www.ziglar.com

Zig Ziglar is known as America's Motivator. He is best known for his inspirational messages of hope through his 28 books and numerous audio and video recordings. To be inspired visit his website at http://www.ziglar.com

Based on the principles of founder, Zig Ziglar, the Ziglar Way conveys powerful life improvement messages that transcend barriers of age, culture and occupation. Delivered through personal development training and corporate training programs, the Ziglar Way has impacted more than a quarter of a billion lives.

The Ziglar Way—a philosophy is born

The personal and professional development strategies you discover through Ziglar are all built on or related to a basic philosophy. A philosophy developed by Zig Ziglar more than 50 years ago.

A World War II veteran who grew up poor in Yazoo City, Mississippi, Zig worked in a succession of sales companies early in life. As his sales skills grew so did his interest in motivational speaking. During speeches, his messages of hope, encouragement and faith showcased his way of life—forming the Ziglar Way.

How the Ziglar Way makes a difference

Taking action, common sense, fairness, commitment and integrity form the basis for this way of life. And when you live by this philosophy you'll live a balanced life while achieving significance at both work and home.

All Ziglar programs focus on these key items - old and new. That's why Ziglar programs from the past continually change lives while newly developed personal and corporate training programs at Ziglar remain consistent with this basic philosophy.