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Nine Things More Important Than Capital

There are some things more valuable to your success than capital!

by **Jim Rohn**

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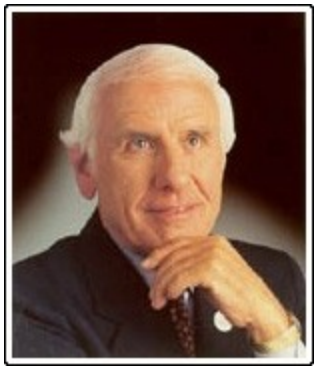


When starting any enterprise or business, whether it is full-time or part-time, we all know the value of having plenty of capital (money). But I bet we both know or at least have heard of people who started with no capital who went on to make fortunes. How? You may ask.

Well, I believe there are actually some things that are more valuable than capital that can lead to your entrepreneurial success. Let me give you the list.

Time

Time is more valuable than capital. The time you set aside not to be wasted, not to be given away. Time you set aside to be invested in an enterprise that brings value to the marketplace with the hope of making a profit. Now we have capital time.

How valuable is time? Time properly invested is worth a fortune. Time wasted can be devastation. Time invested can perform miracles, so you invest your time.

Desperation

I have a friend Lydia, whose first major investment in her new enterprise was desperation. She said, "My kids are hungry, I gotta make this work. If this doesn't work, what will I do?" So she invested $1 in her enterprise

selling a product she believed in. The $1 was to buy a few fliers so she could make a sale at retail, collect the money and then buy the product wholesale to deliver back to the customer.

My friend Bill Bailey went to Chicago as a teenager after he got out of high school. And the first job he got was as a night janitor. Someone said, "Bill, why would you settle for night janitor?" He said, "Malnutrition." You work at whatever you can possibly get when you get hungry. You go to work somewhere -- night janitor, it doesn't matter where it is. Years later, now Bill is a recipient of the Horatio Alger award, rich and powerful and one of the great examples of lifestyle that I know. But his first job -- night janitor. Desperation can be a powerful incentive. When you say - I must.

Determination

Determination says I will. First Lydia said, "I must find a customer." Desperation. Second, she said, "I will find someone before this first day is over." Sure enough, she found someone. She said, "If it works once, it will work again." But then the next person said, "No." Now what must you invest?

Courage

Courage is more valuable than capital. If you've only got $1 and a lot of courage, I'm telling you, you've got a good future ahead of you. Courage in spite of the circumstances. Humans can do the most incredible things no matter what happens. Haven't we heard the stories? There are some recent ones from Kosovo that are some of the most classic, unbelievable stories of being in the depths of hell and finally making it out.

> ***It's humans. You can't sell humans short. Courage in spite of, not because of, but in spite of.***

Now once Lydia has made 3 or 4 sales and gotten going, here's what now takes over.

Ambition

"Wow! If I can sell 3, I can sell 33. If I can sell 33, I can sell 103." Wow. Lydia is now dazzled by her own dreams of the future.

Faith

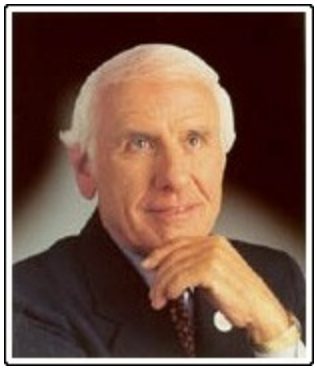
Now she begins to believe she's got a good product. This is probably a good company. And she then starts to believe in herself. Lydia, single mother, 2 kids, no job. "My gosh, I'm going to pull it off!" Her self-esteem starts to soar. These are investments that are unmatched. Money can't touch it. What if you had a million dollars and no faith? You'd be poor. You wouldn't be rich. Now here is the next one, the reason why she's a millionaire today.

Ingenuity

Putting your brains to work. Probably up until now, you've put about 1/10 of your brainpower to work. What if you employed the other 9/10? You can't believe what can happen. Humans can come up with the most intriguing things to do. Ingenuity. What's ingenuity worth? A fortune. It is more valuable than money. All you need is a $1 and plenty of ingenuity. Figuring out a way to make it work, make it work, make it work.

Heart and Soul

What is a substitute for heart and soul? It's not money. Money can't buy heart and soul. Heart and soul is more valuable than a million dollars. A million dollars without heart and soul, you have no life. You are ineffective. But, heart and soul is like the unseen magic that moves people, moves people to buy, moves people to make decisions, moves people to act, moves people to respond.



Jim Rohn is considered to be "America's Foremost Business Philosopher". He's been delivering his life and work-changing seminars for over 39 years... addressed over 6,000 audiences and four million people worldwide... he's the recipient of the 1985 National Speakers Association CPAE Award... authored 17 different books, audio and video

programs... and, Mr. Rohn is internationally hailed as one of the most influential thinkers of our time.

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