

THE CAN-DO ENTREPRENEUR - WHY I CAN'T QUIT

CHIBUIKE WOGU

Truths to Staying Long Enough on
Your Entrepreneurial Journey

WHY I CAN'T QUIT

**TRUTHS TO STAYING LONG ENOUGH ON YOUR
ENTREPRENEURIAL JOURNEY**

The Can-Do Entrepreneur – ‘Why I Can’t Quit’

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ACKNOWLEDGEMENT

All thanks to God for His Holy Spirit that inspired the writing of the life transforming words in this great book.

I am just a pencil in God's hands and I am privileged to be used to be blessing in the lives of entrepreneurs.

I would like to recognize the unreserved assistance of Arleta Lewandowska, who proofread this great book.

My family has always been a great blessing in my life. I am very thankful for all their prayers and support. They are a rare gem.

INTRODUCTION – What this book will do for you

Falling down is a given, staying down is an option.

Every entrepreneur will at some point encounter failure situations, which may knock him down. The sole decision on whether the knock down is just a knock down in which case he gets back up or a total knock out in which case he does not get back up all lies on the entrepreneur.

WHY I CAN'T QUIT, explains the truths to staying focused and long enough on your entrepreneurial journey even when knocked down by entrepreneurial challenges and setbacks.

It shows why quitting, staying down or choosing an easy compromise should never be in your list of alternative options as an entrepreneur.

Chapter 1

NEVER SAY NEVER

In the 400 meters race of the 1993 Olympics, a sensational man, Derek Anthony Redmond took on the world stage to represent his country, Britain. In the course of the race, he pulled his hamstring and stopped on his tracks.

The excruciating pains he felt kept him from his momentum with which he had started the race. He knelt on his tracks for a few seconds. He had two options within this period, either quit running as a result of the pains he felt or endure the pains and continue the race even though his co-competitors had already completed the race.

This sensational guy did what I considered out of the ordinary but most amazing. In tears and with deep pains, he started

limping towards the finish line to complete his race. The officials of the race tried to make him stop but he ignored them and continued his race. His father fought his way through the race officials to help his son limp his way through to the finish line to complete his race.

This show of courage by Derek Anthony Redmond sent a message of encouragement to the lives of the world audience that transcended well beyond the competition.

In the life of the entrepreneur, learning the attitude to never say never is what will bring you to the center stage of excellence in the world.

For your reference, I encourage you to watch the video clip of this race by following this line https://www.youtube.com/watch?v=pOM_vQufXIU

The help you so much desire in your entrepreneurial journey will never be sent to you just by your asking. It is important you understand this and accept it as the truth.

The helps you need in your entrepreneurial journey is watching from a distance and waiting for you to make a decision to either quit or make the seemingly out of place decision of holding on and moving strongly in your entrepreneurial journey no matter how excruciating your entrepreneurial pains are.

Just like Derek's father, who came running to help him complete his race when he decided to never say never, so will your help be sent to you even when you least expected it, if only you will persist in the face of challenges.

In the course of my entrepreneurial journey, I have had to endure so many kinds of entrepreneurial pains that include;

1. Lack of needed financial support

2. Rejection from people
3. Discouragement
4. Disappointments
5. Betrayal
6. Hate
7. Business challenges
8. Failure and losses in business projects

If I let myself to continue, this list could go on endlessly but if there is something I have come to learn from these experiences, it is that no matter how excruciating the pains from these unpleasant experiences, they are nowhere to making me say 'Never'. I have been able to emerge strongly after every disappointing experience by making conscious efforts to classify these experiences as that necessary phase in my entrepreneurial journey.

Starting your entrepreneurial journey and quitting on the way in the face of this necessary phase, simply classifies you under

the category of the 'unfit' and I strongly understand the fact that entrepreneurship is not for everyone.

Even in the bible in Luke 9:62, clearly classifies those who put their hands on the plow and look back as 'unworthy'

Understand well ahead of your entrepreneurial journey that you will be faced with the necessary phase of unpleasant entrepreneurial experiences and prepare yourself ahead of time never to lose sight of your entrepreneurial goals and determine to reach them no matter how excruciating the pains from these experiences are.

This single determination and decision is what will bring your desired helps in your entrepreneurial journey to help you reach your entrepreneurial goals.

Chapter 2

QUITTING – NOT IN MY LIST OF OPTIONS

Napoleon Hill said, “Winners never quit and Quitters never win”. This statement is as true and as straightforward as it sounds.

When faced with challenges as an entrepreneur, it is normal to start making up a list of alternative options. Never to be seen on such list of options is ‘quitting’. Do not even begin considering it as a worst case scenario.

That simple consideration is what brings it in as an option and perhaps your eventual only option.

The story of Henry Ford and his goal of producing a car an average American could afford is of particular interest to me here.

You may already be acquainted with this story; however, his unwavering tenacity on his dreams is worth mentioning.

When the company he started, refused his interest to produce cars that the average American could afford since the cars already produced were largely expensive cars, he did not let his dreams die with the refusal of the company's management.

He eventually left the company and founded another company where he fulfilled his dreams of producing cars an average American could afford. We can conclude that he learnt not to quit on his dreams. I bet you, that he made up his alternative list of options when he learnt that his initially founded company will not produce the type of cars he wanted produced but 'Quitting' was never on that list.

Just like it is easy to destroy than to build so it is easier to quit than to persist to realize your entrepreneurial dreams.

In order to be recognized as a true winner, learn never to include 'Quitting' in your list of alternative options. A popular American phrase will go like this "Don't even think about it". Just by thinking about quitting, it has subconsciously without your knowing, crept into your list of options and before you know it, you may start seeing quitting as your worst case scenario or perhaps your only option.

Robert Frost said, "I saw two roads diverge into the woods and I chose the road less traveled by people and the possibilities were endless".

Accepting never to quit puts you on the less traveled road because only a handful has learned never to quit.

The good news, however, is that this road always has a happy ending but you have to persist long enough to see its endless possibilities.

From my experiences as an entrepreneur, I would like to say at this point that people who never quit are turned leaders while those who quit are turned followers.

What happens is that when you discover new lands of possibilities through the less traveled road, every other person coming after you will naturally follow your lead since you will know the ‘ins’ and ‘outs’ of these new possibilities, which you have discovered.

It is worthy to note here that even though the names and accomplishments of later sojourners in a particular field of endeavor or possibilities may be forgotten or least spoken about, the names of the founders of those endeavors and their accomplishments will never be forgotten and will always be remembered throughout history.

So you ask yourself, “what is it going to be for me?”, “in which category would I rather be classified or be recognized, a leader or follower?”

Whatever answers you give to these questions will define your next phase in your entrepreneurial journey.

Chapter 3

ONE MORE DOOR OF POSSIBILITY

At some point in your life as an entrepreneur, all you will need is just one more try, one more effort, one more push, one more touch, one more attention.

It is therefore important for you as an entrepreneur never to run out of your 'one more times'. That one more time could be what you need to be launched into the limelight of great and endless possibilities.

Our daily hustles and the hassles of entrepreneurship could shroud that silver lining we need to identify to take us higher.

If there is one thing to give you hope as entrepreneurs, it is the acknowledgement and acceptance of the fact that there is

always a silver lining, a one more door of possibility in every entrepreneurial challenge and setback, even though you may not identify it immediately.

It is interesting to know that while this one more door of possibility is there in the midst of your entrepreneurial challenges and setbacks, it cannot be easily identified neither will it just show up, unless you persistently and carefully seek to find it.

To help you identify this one door of possibility, it is important you take your energy and attention off any challenges and focus on creating new possibilities.

I guarantee you that once you take your efforts and energy off any challenges and focus on creating new possibilities; you will see glimpses of this one more door of possibility. It is important at this point never to undermine any glimpse that will be presented to you. Take note of them immediately and make a conscious effort to at least write them out.

Writing them out is an important first step to realizing them.

Once you have written them out, start making conscious efforts to make them a reality either by seeking for more information to help you understand them more or having to try them out in the most little way as possible.

These conscious efforts of persistent trails of these ideas that have been thrown at you are what make your one more door of possibility or your silver lining show up for you.

I have heard several times from entrepreneurs I admire so much that a million dollar or a life transforming idea can be thrown at you but what you do with it is what matters.

It is 100% your responsibility to make those ideas become a reality. It is 100% your responsibility to identify your silver linings and your one more door of possibility for no other person will. Every bit of it you!

You cannot afford to quit because you always have one more door of possibility that has been given you, which you must not grow weary of trying to find because it is always there. Keep looking and you will find it.

Chapter 4

THE WORLD NEEDS ME

You cannot quit on your entrepreneurial dreams because the world needs you to see it realized. I want to assure you of this truth that it was not and never a mistake that you had the courage enough to decide to start.

You can do a little task even right now to list out at least ten entrepreneurs, whom you enjoy their products right now in your life and whom you will ever be grateful that they understood the truth that someone like you needed them to realize their entrepreneurial dreams.

Try to imagine having to walk all the way from Malaysia to Germany to either visit your friend or to deliver a certain message. I just heard you say “Unimaginable!”

Well, this is why we will never stop being thankful to the men and women who understood that the world needed them to see their entrepreneurial dreams realized in that even in the face of failures, setbacks, disappointments, stress, sickness, disabilities, etc., they set out to invent the bicycles, the cars, the airplanes, the mobile phones, the ships, the sewing machines, the fabrics and so many other inventions that have made our lives and our way of living very easy and comfortable.

Have this at the back of your mind that the moment you decide to quit on your entrepreneurial dreams that you are doing the world you have not seen a great disfavor.

However, even though you decide to quit, the interesting news is that the quest, which has been deposited in you to achieve will be given to another to realize it because a new world has been destined to be sustained by the realization of that quest.

I guess Thomas Edison understood the truth that the world needed him to have his dreams realized in that even though it was recorded he failed a thousand times, he only counted those times as ways not to do it right until he eventually found the way to do it right.

We can take a cue from Thomas Edison and learn to count setbacks and failures in our entrepreneurial endeavors as ways not to do it right instead of seeing failures and setbacks as the end of the road and resolving to call it quits with dreams that need you to see realized.

I bet you our lives today would have been extremely difficult if men and women refused to see realized their dreams of making our world a better place.

Your call to realize your entrepreneurial dreams was not a mistake. Your embracing this truth that the world needs you, will keep you focused on your goals even though you are neck deep in your entrepreneurial challenges and setbacks.

No matter how deep you are in your entrepreneurial challenges and setbacks, resources will be made available to help you realize your dreams if you persist because you have been chosen to fulfill destiny and to help sustain new worlds through the realization of your entrepreneurial dreams.

Chapter 5

I JUST GOT STARTED

Entrepreneurship is born out of a true desire to serve the world around you to help make it better than you met it.

In true entrepreneurship, you can never get enough of your desire to serve.

The phrase ‘I Just Got Started’ should more or less be your motto in your entrepreneurial journey at every point in time.

This mentality is what subconsciously releases strings of ‘entrepreneurial adrenelines’ that helps keep you on your toes. It helps eliminate every form of ‘I Have Arrived’ mentality that has hindered one-time successful entrepreneurs from unleashing new creativities that would have helped them stay ahead.

No matter what stage you are on the entrepreneurial ladder, you just cannot quit because you just got started. The feeling and mentality of 'I Just Got Started', helps you see that the world we live in is new every day. Believe it or not, the world we lived in yesterday is not the same world as we are living in today.

This is proven by the new desires, longings and quest that the world exhibits on a day-to-day basis.

Understanding this fact helps put you in a position of awareness of the daily dynamics of the world and to develop the mental consciousness to respond to the new needs the world exhibits daily.

This awareness helps you set into motion and unleash new creativities to always stay ahead and be relevant.

As a true entrepreneur, you never feel like you have arrived in the world of entrepreneurship.

Entrepreneurs that monitor consumer trends on a daily basis understand this truth that we live in new worlds every day. The fluctuating consumer trends prove this fact to write the least.

Bill Gates is a perfect example of an entrepreneur who understands this truth and who has embraced the 'I Just Got Started' attitude without which I bet you, he will be irrelevant today not with his early inventions that dates over five decades.

It is important to mention in order to prepare your mind that the realization of your entrepreneurial dreams of today will not keep you relevant in the next five, ten, fifteen or twenty years.

What will ensure your relevance in the future is embracing the 'I Just Got Started' mentality, which will help you have a better view of the dynamic needs of the world, in order to continuously unleash new creativities to help you remain relevant.

Chapter 6

FAILURE IS AN EVENT NOT A PERSON

All men fail but the true men are the one that rise again.

If you have the luxury of time to check through history, you will notice that all successful entrepreneurs have failed in one or more areas of their entrepreneurial endeavors. The question is how come they are still recognized as ‘successful’ after the seemingly ‘flooring’ failure situations they encountered? No matter your reasoning to this question, I can boldly let you know that they understood the importance of separating the ‘person’ from the ‘failure situations’

No matter how many times you have failed or will fail in your entrepreneurial journey, the good news is that you are a better

person after every failure situation because you know better and you will agree with me that it will be foolhardy to classify anyone who knows better as a failure.

On the strength of this thought, I encourage you to learn to separate yourself from any failure situations that you may encounter on your entrepreneurial journey.

I am a fan of the boxing champion, Floyd Mayweather Junior. In one of his interviews with CNN, he revealed a brilliant secret that his father gave him. He said that his father had told him that for him to stay long enough in the boxing game, he needs to as much as possible be mindful and avoid being hit by his opponent.

Even though we might argue with this piece of advice because there is no way to avoid being hit in a boxing bout, but this helps put him a state of self-awareness that helps him win his bouts without sustaining much injuries and which will help him stay long enough in the boxing game.

Just like the advice to Floyd Mayweather, your ability to stay long enough on your entrepreneurial journey will largely depend on how much you distance yourself from failure situations which you may encounter.

What happens is that when you see yourself as a failure, you erode yourself of whatever morale, zeal, passion, creativity you have left until you begin to see yourself as not worthy to do anything. The end result is nothing other than quitting on your entrepreneurial endeavors and goals.

Prepare your mind in advance that you will be tried several times on your entrepreneurial journey to the point of quitting. Separating yourself from these failure situations will help you stay longer on your entrepreneurial journey and you will eventually be on 'auto-pilot' in your winning realm in this journey.

Take solace on the knowledge that Thomas Edison did not fail once, Tiger Woods failed and is once a champion, lifting the

US Open Championship trophy, Bill Gates failed at some point, I also failed several times.

If there is one thing we learn from these examples, it is the fact that these characters have learned to separate themselves from the failure situations they encountered and that has enabled them to keep unleashing new creativities that has helped them to eventually achieve outstanding successes through the realization of their goals.

Chapter 7

I HAVE FULL 24 HOURS TO MAKE IT WORK

“Failure is a chance to begin again more intelligently”, one of my favorite by Henry Ford.

It is important to pick whatever pieces that are left after encounters with daily failure situations. However, we as entrepreneurs sometimes fail to pick up any of these pieces. In every failure situation is left at least a piece of learning, information, advice, clue that has been designed either to help us perform better and make better decisions or to help us from repeating such daily failure situations.

Daily failure situations are a given, because we will fail on our entrepreneurial journey but we must recognize that we have full 24 hours to make it work.

In my analysis, I think that to be an interesting and consoling second part of the story to every failure situations. The knowledge that yes, I will experience failure in my entrepreneurial journey but that I have full 24 hours to right the wrong , should at least bring you some peace as an entrepreneur and help eliminate a high degree of fear and worry when you encounter daily failure situations.

The knowledge of this truth is not enough, however, you should ensure to make your ‘24 hours’ count. In trying to resolve any daily failure situation, it is important you desist from chasing shadows and focus on establishing the right kind of solutions for those failure situations.

While these 24 hours might seem a long time, it has been found to be such a short time especially when not put into proper use.

It is important, as much as possible, to invest your 24 hours in finding solutions to fix the failure situations than on spending the entire 24 hours brooding over the problems.

Steer clear of the lie that nothing can be done to change any of your daily failure situations or that you do not have enough time or patience to salvage anything from those failure situations.

I want to reiterate that you have all it takes to salvage those situations and that includes; the time, attention, patience, energy, and what have you.

So learn to stay focused on righting the wrongs and making your 24 hours count.

Chapter 8

THERE ARE ENOUGH RESOURCES TO FIX IT

I have encountered several entrepreneurs who have been faced with failure situations and they cry nothing can ever be done to salvage those situations. Contrary to this belief is the fact that the world is filled with more than enough resources and creative ideas to make anything work and to fix anything.

The truth is that in a literal sense, we have a complete world and the wrong belief that nothing can ever be done or salvaged is sheer undermining of the fullness of abundance that has been deposited in the world.

The primary reason from my analysis on people whom I have encountered with confessions of ‘nothing can be done’ is just a

lack of the willingness and patience to search in order to find these resources.

These resources have been made available to us but it is our job to find them. Interestingly, they are inexhaustible, which makes this truth sweeter.

The acceptance of the truth of the immense abundance of the resources we need to fix any entrepreneurial failure situations helps eliminate a high degree of fear and worry that may cause you to quit on your entrepreneurial dreams.

It is important to note this truth that your confessions on either the availability or unavailability of these resources to salvage any of your entrepreneurial failure situations does not change the truth that these resources are abundantly available but it has all to do with how much of these resources will be made available to you. Therefore, it is important what you wish for, as your thoughts and confessions are what form the reality you experience.

This brings us to the importance of having to view your entrepreneurial challenges and setbacks from a positive perspective and approach them with a positive mindset.

This positive approach is what helps you see progress where others see stagnation and find solutions where others are shrouded and pre-occupied with problems.

A positive mindset, attitude and approach to situations helps you see a wealth of abundance of endless resources you need to fix any challenge or setback.

This is very important for you to remain long enough on your entrepreneurial journey and break forth into new realms of endless possibilities.

Chapter 9

BE YOUR BEST MOTIVATION

At some point in your entrepreneurial journey, you will come to the point of realization that other people's lives will not motivate you enough to keep going than your own life.

Developing yourself to be your own motivation will at some point on entrepreneurial journey be the factor that might determine if you stay long enough on your entrepreneurial endeavor.

You cannot continue throughout your entrepreneurial journey to drink from the cup of motivation of your mentors. You have to develop yourself enough and fill yourself enough to be able to motivate yourself and have an overflow of motivation that other people can drink from and stay motivated.

This truth helps put you in a situation of self-awareness and builds the desire in you to develop yourself to be a role model that other aspiring entrepreneurs after you will want to follow in his steps.

A lot of entrepreneurs I have counseled on this topic have always thought it to be such a big shoe to wear but while you may be thinking the same, I want to bring you to the understanding that it always seems impossible until it is done.

Being your own best motivation has all to do with persistent and conscious practice of the truths and advices given in this book.

It is important you understand that it is never a onetime event.

Persistent practice of these truths in your daily entrepreneurial journey does one amazing thing for you, it literally helps you develop a 'tough skin' to intelligently face all entrepreneurial

challenges and setbacks and emerge a well-refined entrepreneurial product.

By developing and growing this trait, you begin to develop a well of motivation that will eventually yield to an overflow that others can drink from and stay motivated on their entrepreneurial journeys.

Every successful entrepreneur today who is now a motivation to the new world of entrepreneurs was at some point in their lives drinking from the overflow of motivation of successful entrepreneurs before them until they had enough. They understood the importance of being their own motivation and developed themselves until they could come to a point of overflow of motivation where others could drink from and stay motivated.

Jack Canfield once shared a story about his relationship with his mentor William Clement Stone.

Even before Jack Canfield ever really learnt what goal setting was, William Clement Stone told him to set a goal that was too big that it would blow his mind when he eventually achieves it.

He revealed that at the time he was making \$8,000 per year and he set a goal to make \$1 000 000 per year.

This he did without any strategy to achieve it but he set this 'big goal' anyways. He said he had a book he had written and it occurred to him that by having this book published and if he sold a certain number of the books per quarter of the year; he would make a million that year.

He worked on the strength of this motivation and achieved his financial goals and it has always worked for him ever since then.

He has been able to develop an overflow of motivation within himself that entrepreneurs after can drink from and stay motivated.

Always have in your subconscious that a new world of entrepreneurs is waiting to be sustained by the strength of the overflow of the motivation you develop within you in order to help them stay motivated on their entrepreneurial dreams

EPILOGUE

I have written this book out of a sincere desire to help you as an entrepreneur. It will give me great happiness to know that you stay long enough on your entrepreneurial journey by practicing the truths and teachings in this book.

A new world that will be sustained by virtue of the realization of your dreams is eagerly expecting you do not give in to those pressures but that you persist against all odds to see your entrepreneurial dreams realized.

Keep Practicing, Keep Believing, Keep Pushing your entrepreneurial boundaries, Keep Succeeding.

CHIBUIKE WOGU

ABOUT THE AUTHOR



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