

**YOU CAN  
SUCCEED  
IF YOU DO THIS**

*...IF YOU FOLLOW THIS...*

**M**y father came home one day when I was eleven years old, to find me near the big bay window, fat tears running down my cheeks. He calmly came up to me, put his arm around my shoulders and looked out the bay window. Finally feeling foolish, I told my dad about the bully who had called me names that day and made fun of me. He gave me a squeeze and kept looking at the town through the bay window.

He turned slowly with that wonderful look I always remember, one of genuine concern and gave me what was to become the motto of my life. In fact, it hit me so hard that later I wrote it down, committing it to memory! (I could do that in those days). My father was both inspirational and motivational. He didn't say his philosophy, he lived it! So I memorized it! Four years later I threatened to sue some guy by the name of Rudyard Kipling for plagiarism when my English teacher suggested I memorize the poem "If!"

It has not only hung on the wall of every place I've lived, but become the credo of each of my children. I think about new Entrepreneurs today and am often asked what "tip" I would give. I remember living each line in Kipling's poem at different times. Dozens of times I would be sitting waiting. I would say his words again through my mind with feeling not only because they seemed to have come from my father, but depending on the stage of life I was in, I had lived so many of statements of wisdom.

So, with all of my heart I want to say, "YES you can!!" Whatever you want to achieve there is a way you can achieve it! One of the greatest roads to personal and business success is to live the model of Rudyard Kipling's writing, "If." My father's words echo through my ears...

If you can follow these words, you CAN succeed...

"If you can keep your head when all about you  
 Are losing theirs and blaming it on you,  
 If you can trust yourself when all men doubt you,  
 But make allowance for their doubting too;  
 If you can wait and not be tired by waiting,  
 Or being lied about, don't deal in lies,  
 Or being hated, don't give way to hating,  
 And yet don't look too good, nor talk too wise:  
 "If you can dream - and not make dreams your master;  
 If you can think - and not make thoughts your aim;

If you can meet with Triumph and Disaster  
And treat those two impostors just the same;  
If you can bear to hear the truth you've spoken  
Twisted by knaves to make a trap for fools,  
Or watch the things you gave your life to, broken,  
And stoop and build 'em up with worn-out tools:  
"If you can make one heap of all your winnings  
And risk it on one turn of pitch-and-toss,  
And lose, and start again at your beginnings  
And never breathe a word about your loss;  
If you can force your heart and nerve and sinew  
To serve your turn long after they are gone,  
And so hold on when there is nothing in you  
Except the Will which says to them: 'Hold on!'  
"If you can talk with crowds and keep your virtue,  
' Or walk with Kings - nor lose the common touch,  
if neither foes nor loving friends can hurt you,  
If all men count with you, but none too much;  
If you can fill the unforgiving minute  
With sixty seconds' worth of distance run,  
Yours is the Earth and everything that's in it,  
And - which is more - you'll be a Man, my son!

Each line. I've been there. I've lived it and lived to tell about it! Take heart, Entrepreneurs, live by your wits, your personal integrity and go for it! You CAN do it!

Hail Entrepreneur!

*-D. Scott McGregor*

