

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

CHIBUIKE WOGU

Truths to Staying Long Enough on
Your Entrepreneurial Journey

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**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

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