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## THE SBRA COMMUNITY

# What My DOG Taught Me About PERSISTENCE



**By Gary Seibert, CEO,  
Small Business  
Resource Association**

Her name is Sally and she is a 10-pound Morkie (part Maltese and part Yorkshire Terrier Dog). She is definitely daddy's girl, and for those of you that are dog lovers, you know exactly what I am talking about. She has a persistent routine for everything she wants. For a back rub, she will crawl up on my lap and will not leave until she gets her puppy massage. If she needs to go out, she will sit at the back door and hit the door stop with her paw until I open the door. If it is close to dinner time she will follow me around the house, circle me and all but push me next to her bowl. She has learned that her persistence will always end getting her what she wants—and it works every time.

So, if a dog has the ability to effectively use persistence as a means of attaining a perceived goal, why wouldn't every SUCCESSFUL business person, athlete, performer, politician, scientist, author, preacher, teacher, parent do the same? THEY DO and that's why they are successful. Sally learned that if she kept trying long enough, and hard enough to get my attention, she would get what she wanted. As soon as she gave up trying, she would not get the massage, go outside or get dinner.



Persistence has been defined as "The continued or prolonged search for something one desires". Another definition is "A firm or obstinate continuance is a course of action in spite of difficulty or opposition".

Both definitions imply a continuous, determined action one must take in order to achieve success in reaching one's goal.

Some recent research has found that intellectual tenacity—habits related to persistence, initiative, and achievement—matter at least as much in the labor market as cognitive and technical skills according to Zenger News, Forbes, 21 Feb 2023. Companies are looking for people that have persistence and will hang in there during a tough job, difficult situation or a project that will demand a long period of time to accomplish.

Some simple relatable situations that require persistence might be an instance where you're working on a computer and

the power goes out and you lose all your work. Persistence would be getting back on the computer and replace everything you lost. Or, writing a book and being turned down time after time by publishers until you finally find one that will give you a chance. Or, looking for a job that will meet your financial and personal goals. Or, working your way to a starting position on an athletic team.

Helen Keller lost her sight at 19 months after her birth. Through much adversity she persisted, learned how to read by braille, get a college degree and went on to write 14 books. Later she became an advocate for disability rights, human rights and world peace. Today she is known as one of the most persistent and persevering people to have ever lived.

Martin Luther King did not give up even when arrested and persecuted. He stood up for what he knew was right, through adversity and, in the end, achieved his goal of gaining more rights for minorities in the U.S.A..

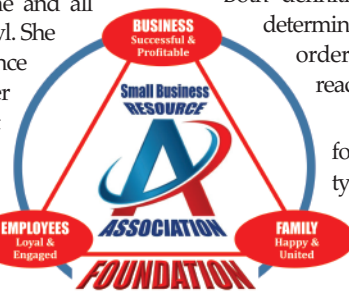
There are thousands of stories of people that have instituted the attitude of persistence and in doing so, were able to set new athletic records, create better ways to travel—the car and airplane, create better ways to build things—the production line, develop better medical techniques and drugs, safer environments, better teaching techniques, healthier life styles and the list goes on.

Let me give you a list of 10 things you can do as soon as you finish reading this article that, if you implement them into

your life, you will find that your persistence will become a habit that will help define your future.

1. **Set small achievable goals that will allow you to celebrate your journey of success.**
2. **Focus on the journey, not the outcome.**
3. **Keep positive and supportive people in your life.**
4. **Find balance in things such as self-care, personal life, work and learning.**
5. **Always remind yourself as to your "WHY". Why do you believe in what you are doing?**
6. **Practice "Gratitude" often.**
7. **Find a Mentor or Coach who can accompany you on your journey.**
8. **Develop Discipline in ALL YOU DO.**
9. **Create and follow your vision. Remember it's your vision, take ownership.**
10. **Know yourself and have Passion for what you are doing.**

JK Rowling's book Harry Potter was rejected 12 times before Bloomsburg Publishing finally accepted and published it. Harry Potter went on to the best-selling book of all times and made a poor single mom from Edinburgh England one of the wealthiest, self-made women in the world. Thomas Edison tried hundreds of ways to invent the lightbulb. Others thought his attempts were failures. Edison said that each attempt was eliminating something that was preventing his success, until, that one day when the light turned on. The world was changed forever. Edison told all the people that were looking at him as a failure "Great Success is built on failures, frustration and even catastrophe". You must have PERSISTENCE if you want true success. Even Sally knows that.



# SBRA Business Spotlight

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# WHY INVESTING IN YOURSELF IS ALWAYS THE RIGHT CHOICE



**By Zachary Bell,  
 Bell Media Group**

Four years ago, I was still working in corporate. At this organization, sales individuals often went onsite for client visits. And time after time, during my training period, I noticed that some of the team didn't have the tools needed for the job - they didn't bring a laser level, let's say, or a notebook and pen. When I inquired about the situation, I learned that the team shared a set of company equipment. If someone else had the laser level checked out, well, too bad.

When I accompanied one of the most senior sales engineers, however, he took a different tack. This individual had invested in his own set of equipment. He never asked for reimbursement from the company; he simply made the investment he needed to make to feel prepared, confident, and equipped to do his job to the best of his ability.

Although I departed from that company several years ago, I carried that lesson with me. And as I've advanced into entrepreneurship, I've gained a new appreciation for how important it is to invest in yourself. Here are a few areas where I've discovered that self-investment really pays off:

## Health and Wellness

The early days of starting my business coincided with the strict lockdown period of COVID-19. Subsequently, I sunk my time and energy almost exclusively into work. And although my business grew, I felt myself shrinking. Without regular time outdoors and at the gym, I felt more sluggish, more restless, and less satisfied. When I re-joined a gym in late 2022, I was shocked at what I discovered when I started getting active again.

Not only did I feel better physically, I felt better mentally and emotionally, and was more equipped to run my business from a place of peace. Many entrepreneurs find themselves on a slippery slope when it comes to their own health and wellness. It's all too easy to place

your business first, without realizing that without you, there is no business at all!

## Continuing Education

When we hear others say, "I really want to learn a new skill," or "I'd love to attend a conference about this thing I'm passionate about," we typically encourage them to go for it! But we don't seem to give that same permission to ourselves.

Give yourself the freedom to flex your intellectual side and your continued education, even if it means spending some valuable time or dollars. Your team, business, and clients will thank you for it!

## Pursuing Passions

Our passions are what make life worth living. Whether you're into woodworking, astrology, biking, cooking, video gaming, or antiques, feeding your passions results in a better quality of living. When our work consumes our life, it's easy to lose perspective about the things that really matter. A disappointing email or a lost deal doesn't sting nearly as bad when you know that something you love is waiting for you at the end of the day.

## Relationships That Go Beyond Business

The last area that really hits home for me is all about building relationships. Some people you meet and relationships you build don't seem very consequential today. But having strong, healthy relationships with others at various stages of life, career, and success may have an immeasurable impact in the future. Investing your time into like-minded, passionate, collaborative people and relationships sets the stage for success down the road.

The bottom line? Don't think that you're not worth it. Any investment into the things that touch your life is an investment that will come back to you in spades. So this week, my challenge is to put some energy towards you. Schedule that time on your calendar, just like you would any other business or team meeting. Your business, your life, and your mindset will only get better when you do.

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**TUNE-UP Tuesdays**  
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• **Tuesday, April 4th – How to get the MOST from your SBRA Membership**  
 Presented by Gary Seibert & Chris Pierson of the Small Business Resource Association.

• **Tuesday, April 18th – Which Social Media Platform is Right for You?**  
 Presented by Bell Media Group

Free to the public. Get more details and register at <https://www.sbrassociation.com/#EVENTS>

## MEMBER NETWORKING MINGLE

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**Wednesday, April 26th, 5:30 -7:00**

**Learn How the SBRA Can Help Your Business Grow – Membership Benefits Update**

**Wednesday, April 26th, 9:00-9:30 am**

Register: <https://www.sbrassociation.com/#EVENTS>