

PERSISTENCE

March 31, 2008 by Nancy Myrland, Myrland Marketing, Inc.

Hello Everyone:

I heard a great message this morning about persistence, about pressing on, or as Lewis & Clark wrote in their journals, "proceeding on" in their journey to discover new lands, people and ways of life and living.

Whether you are a marketer faced with helping your firm create brilliant strategy, a lawyer, architect, developer, financial consultant or anyone who is faced with helping clients solve problems, or a service provider/consultant/partner who helps the above do what they do best, I thought the following might be nice for you to keep in mind this week as you do your best to Press On.

From the 30th President of the United States, Calvin Coolidge, who was admitted to the bar in 1897, the following:

Nothing in the world can take the place of Persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press On' has solved and always will solve the problems of the human race. —Calvin Coolidge

As you go about your business this week, rely on your talent, your intellect and your genius, but when you find yourself challenged, frustrated or tired for whatever reason, just remember that Determination and Persistence, and Pressing On, will help you find success when the rest is in short supply.

Have a good week everyone.

My best to each of you.

Nancy

Nancy Myrland, President, Myrland Marketing, is a Professional Marketing Advisor with more than 20 years experience in partnering with clients to build their business by strengthening their relationships with their clients so they become more profitable. She is innovative, passionate, loyal, strategic, wise, and has a depth of knowledge to share with clients that comes from working in sales and

business development, in marketing in corporate America with Time Warner, professional services, higher education, not-for-profits and membership associations. To find out more about Myrland Marketing, or to read Nancy's blog, please visit <http://myrlandmarketing.com/about-us>, or email Nancy @ nancy@myrlandmarketing.com.