

*PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.*

There's a famous quote by Thomas Edison. When asked about his many failures, he said, "I have not failed 10,000 times—I've successfully found 10,000 ways that will not work."

You might say he was relentless in pursuit of his goals. He didn't compare himself to other inventors and say, "Well, Tesla makes it look so easy, I must be doing something wrong." He didn't chase after dubious claims of quick results or buy courses about how to get your first patent in 30 days - no experience needed!

Instead, he kept his head down and focused on doing the work that got results.

This is episode 114 of the Tiny Course Empire podcast, and today I want to talk about what it means to be relentless and how you can adopt that attitude for your business—and maybe even for your life

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Hey, it's Cindy, and thank you for spending a few minutes of your day with me.

You'll find the show notes and recommended resources for this episode at [TinyCourseEmpire.com/114](https://TinyCourseEmpire.com/114).

While you're there, be sure to hit the subscribe button. We are back with a new publishing schedule, and new episodes drop every Monday morning. Next week, I'm going to kick off a series about how to make good decisions in your business—and maybe even in your life. I've got a few strategies for you to try on that will make it easier for you to stop overthinking and start moving forward instead.

But that's next week. This week is all about being relentless in your pursuit of success.

So what do I even mean by that, because it sounds pretty hostile doesn't it? It might make you think of stalkers or debt collectors or aggressive sales people.

What I'm talking about today is relentless pursuit of your goals, not in an angry or hostile way, but with an attitude that says, "I have confidence in my ability to succeed."

Twelve years ago when I first told my husband I wanted to quit my job to start an online business, he wanted to know how I could be sure it would be a success.

I said, “Other people are doing it. I can do it, too.”

I had confidence in myself, yes, but I also had some other traits that have helped me maintain my own relentlessness.

### **Embrace and even look forward to the challenge**

As far back as I can remember, I’ve loved a challenge. I started reading novels when I was 8 years old, because I challenged myself to get through 600 or 800 or in one case, more than 1000 pages. In high school, I taught myself to program a computer just to see if I could do it.

I feel the same way about business. It’s a game—a personal challenge—and the reward of figuring out some techy thing, or making a sale, or setting up a new funnel is exactly what I need to keep me motivated.

And I need that motivation, because...

### **Learn to accept poor results**

Not every podcast episode is a hit. Not every course will sell. Not every lead magnet will convert.

Sometimes a summit interview or webinar will suck and no one will buy.

Who cares? Remember, you haven’t failed. You’ve just discovered another thing that doesn’t work for you, and that is incredibly valuable, because it gives you the insight you need to make improvements and to try again.

You can rework and practice your webinar pitch, or test a different headline on your landing page, or try a different traffic source. There is always, always something to learn from our poor results, but we can only do that if we look at them objectively, and then make an intention plan for improvement.

### **Celebrate the small wins**

I have a coaching client who thought her content marketing plan wasn’t working. She’d published a few articles, but she wasn’t yet seeing what she considered to be good results.

Here’s the thing. We all start with nothing. No social followers. No email subscribers. No podcast listeners. No blog readers. Nothing.

Instead of comparing yourself to others and expecting massive results right out of the gate, accept where you're at in the process and recognize the wins for what they are—a sign that you're heading in the right direction.

Let's say you decide you're going to publish on Medium to grow your audience, and you commit to publishing a new article every Tuesday. The first Tuesday comes, and you get no engagement. That's to be expected. No one knows you or follows you yet.

The next Tuesday comes, and you have one reader. The following Tuesday, maybe you have 3 readers. Two months later, and maybe you're seeing 10 readers on average every Tuesday when you publish

Are those 10 readers on Medium going to change your life? No. But it is a small win worth celebrating, and it is a trend line you can work with.

Oh, and yesterday my client told me that she's booked a former client for additional coaching thanks to an article she published. That's definitely a win worth celebrating, and it wouldn't have happened had she not kept going even when she thought it wasn't working.

And here's a tip for making sure you notice and appreciate these small wins. Keep an evidence journal. I do recommend you use a paper notebook for this, because science has proven that the words we write with a pen are more easily remembered and acted on than those we type into an app on our laptop or phone.

Get yourself a small notebook—it doesn't have to be fancy—and a pen, and keep it with you. Every time you spot a bit of evidence that what you're doing is working, write it down in your notebook. Did you get a new email subscriber from that article you wrote? Write it down. Did a former client refer you to a friend? Write it down.

Whatever it is, no matter how small or insignificant it might seem, make a note of it in your evidence journal. Not only will it give you a boost of energy simply by noticing it, but down the road, when things feel hard, you'll have your list of wins to look back on as proof that you're going in the right direction.

### **Ruthlessly cull anything that's not working**

But what if what you're doing really isn't working? What if those 3 or 5 or 10 reads never materialize, and that past client never shows up for another coaching call?

That's when you have to be willing to ruthlessly cut out even the things you might enjoy doing.

Here's the thing though: before you cut something you think is not working, ask yourself if you've really given it a fair chance. Have you done everything you can to make it work? You have to be honest with yourself here, and this is a hard question for people to answer.

Let's use the medium example. Say you've been posting every Tuesday for a few months, and you're just not seeing any traction at all. Your engagement stinks, and your reads and followers aren't growing.

If I were your coach, I would want to know a couple of things.

First, I'd want to know if you're taking the time to write a compelling headline, and if you have a great hook. These are the things that attract attention to any piece of content. If you have a dull headline, people will scroll right past. And if you have an intriguing headline with a lifeless intro, they'll hit the back button and move on.

I'd also want to know if you're doing anything to promote your content. Are you commenting on other articles? Posting your links to social media? Using good keywords? Emailing your list?

It's not enough just to put the content out there, you have to do your part to drive traffic, too, even if you only have a tiny circle of influence. That's how the flywheel starts to turn. It's ever so slow at first, but if you don't give up, it gets easier and easier over time.

### **Accept that building something of value takes time**

And that's my next point - building anything of value takes time, and if you think about it, you wouldn't want it any other way.

Would you want to live in a house that was built in a weekend? Probably not.

What about the books you read? Would you rather read a book that ChatGPT wrote in three minutes, or one that your favorite author spent a year on?

You'll find examples like this everywhere, and especially in business.

Building a sustainable, profitable business takes time. I know I've banged on this drum over and over, but it's worth saying again. You have to be willing to be in this for the long term, because there is no such thing as a "get rich quick" strategy that actually works. It's the compound interest that's built on those small wins that really matters.

And that means that you have to...

### **Resist the urge to give up when it gets hard**

There's a single-panel cartoon I see making the rounds from time to time. You've probably seen it. It's two men, both with pick-axes in hand, mining for diamonds. One man is enthusiastically digging, the other has just given up and turned around. You can see the defeat on his face.

You can also see the mother-load of diamonds just inches from where he's quit. He can't see it, but we know if he'd just gone a little further, he would have reached the treasure.

As humans, we want to give up when things get hard. We want to give up on the diet and just eat the cake. We want to give up on writing the book. We want to quit practicing guitar when our fingers start to hurt.

But quitting when things get hard is the opposite of being relentless. It's relenting. Relenting to the work. Relenting to the struggles. Relenting to the pain and taking the easy path instead.

Which brings me to my last point, which is to recommit.

### **Recommit**

I have a sticky note on my monitor that simply says, "recommit."

It's there to remind me that every single minute is another opportunity to recommit to the action plan I've laid out.

I learned this from a diet coach, actually. She was talking about how we have a tendency to throw in the towel on an entire healthy eating plan just because we ate a cookie after dinner.

I know I've done that. I can plan out my meals and make healthy food choices for three days or five days or even a couple of weeks, and then one day, I'll eat a cookie. And with that one cookie my brain will say, "Well, you blew it now. Might as well eat the whole box, and start again on Monday, or the first of the month, or after the holidays."

That's where recommitment comes in. What this diet coach said—and it's stuck with me all these months later—is that every bite is an opportunity to recommit. I don't have to eat another cookie. I don't have to wait until Monday or the first of the month or after the holidays. I can recommit to my healthy eating plan right now, in this minute.

Business owners have the opportunity to recommit every minute as well. Forget about the email schedule you flaked out on. Don't worry about the articles that didn't have great SEO. Don't give a second thought to that afternoon you spent scrolling through Instagram instead of working.

Recommit to your plans, and start again. That's how you become relentless.

Now I'd love to hear from you. Click over to [TinyCourseEmpire.com/114](https://TinyCourseEmpire.com/114) and leave me a comment. Tell me which of these strategies you're going to use to keep making progress towards your business goals.

And could you do me a favor? If you have a friend or colleague who could use business-building advice, would you share the link with them? It's a great way to grow our audience, and I'd appreciate your support. All the episodes can be found at [TinyCourseEmpire.com](https://TinyCourseEmpire.com).

That's it for me this week. I'll be back next week with my best advice for making those big decisions that are keeping you stuck. Whether it's which platform to publish on, which email provider to use, or which coaching certification to pursue, there's a decision making strategy to help, and I look forward to sharing some of my favorites with you.

Have a terrific rest of your day, and I'll talk to you next week.