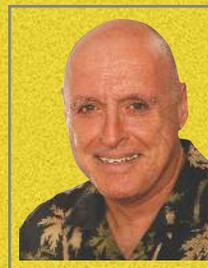


# THE EXTRA POINT

BY JERRY ROBERTS



## # 1051 Are You Afraid to Suck?

It's generally accepted that one of the key reasons people don't take action on their ideas, desires, goals, and dreams is that they fear failure. I'm Jerry Roberts and today, I'd like to dig into that because I don't think it's completely accurate. I'll tell you what I'm getting at, next on The Extra Point.

We hear it all the time. The reason people don't take action is that they're afraid to fail. The more I think about this, the more I think it's not the whole story.

Let me see if I can unpack this. I don't fear failure because I see it as a step toward success. I learn from my mistakes, try to avoid making them again, and grow. At least that's the plan, and I think most people would agree with that concept.

While I don't fear failure, I want failure to be clear, to be definite. I don't want to have to guess.

To me, quick and definite failure is far better than long-lasting mediocrity, when nobody is really excited about what you do.

This might be the case when we start our own business, or work for someone else. We're just sort of *there*. We're not the lead dog and we're not trailing the pack. Those are easily identifiable positions. You're a success if you're in front, and a failure if you're last. It's simple and there's no guesswork involved.

However, when you're in the middle of the pack, there's a lot less clarity. Do we want to promote this person? Do we want to buy from this company? What do we know about them? It brings up questions that those at the front — or those perceived to be at the front — never really have to worry about.

Many people give up because when they think about starting a business, they look around

and see the competition. They see experienced and well-established companies, and they know they don't measure up yet.

Someone joins a company with a desire to be a big boss one day. They see a crowd of talented people ahead of them, and wonder how they'll ever rise to the top.

For anyone listening who has thought those kinds of thoughts, I've got good news for you today.

I've been around Guam for almost five decades and I can tell you with absolute certainty that every successful business started with an idea and no revenue. They put in the work and built their company step by step.

Many top business people began careers in entry-level positions, and weren't great at anything. They put in the work and built their *career* step by step.

Somebody once told me, "Don't be afraid to suck."

People with dreams to build a business or a career aren't great right away. If you know folks in these categories, ask them what they were like at the beginning. You might hear them tell you, "Hey, I/we sucked at the start." Or, "We weren't very good but we stuck with it and got better."

I know a bunch of them and if they're listening now, they're laughing and nodding their heads.

They will tell you they sucked, and then they'll tell you to stick it out, don't settle for average and ordinary, to give it all you've got — just like somebody probably told them many years ago.

(Con't.)

Whether this message is for you or a kid in your family, it's all the same. If you want success, put in the work, get out of your comfort zone, and don't be afraid to suck.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

###

For information on training and consulting services with Jerry Roberts, please click this link: [guamtraining.com](http://guamtraining.com)

