

## The Great Ones Online Volume VI

### Just Do It

I am constantly surprised by the number of people who can find a seemingly endless supply of excuses for why “not” to do something. The challenge lies in that, with that mindset, nothing ever happens.

How many times have you heard (or had) a conversation that began like this:

*“Hey, what are you up to?*

*Nothing.*

*Cool, I’ll be right over...”*

Why in the world would anyone want to spend time with those “doing nothing” unless their intent was to do the same?

In the Code, Edict III discusses responsibility. Here’s a poignant excerpt:

*“Full responsibility means just that. They (a business person) are aware that, ‘I am the causal element that determines the success or decline of my business, to the point at which—if some tragic event beseeches me and the venture fails—it will only be because I did not prepare my team for such an eventuality’. No excuses allowed.”*

Nancy Ekelund spoke often about action, getting started and working hard, dating back to the very beginning of her career—to her first job, straight out of college. She used the term “discipline” both about work and investing. The Code’s Edict VII, echoes the sentiment:

“If you do the work, you get paid. If you don’t, you starve. Put your pants on one leg at a time like the rest of the world and hit the

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pavement, one step in front of the other. Prospect, and you will make sales. Don't prospect, and you won't. Prospect extra, and you will make more sales. Continue—and you will set records.

Disciplined people do first things first while the scattered majority follows their whims.”

In so many ways, success is not that complicated. It revolves, in multiple incarnations, around the idea of doing what others are unwilling to do. We must act. As Nancy says, “Just do it.” The advantage that we gain through simple action is enormous. In Edict XI of the Code it states:

“The key words are *opportunities* and *action*. We must remain open to the possibilities and, when a door opens, take the action, whatever the action is. Then, and only then, will we see results. *Paying the price* means taking action; the two go hand in hand. In fact, *paying the price means taking extra action*. There are all kinds of possible prices that we may need to pay for success—missing our child's sporting activity, arriving late to a family event, accepting an unfavorable handicap on the golf course, passing on the boys' or girls' weekend, foregoing the theatre or a night out of bowling, and so on. Paying the price means embracing the mental attitude to do whatever it takes at whatever the cost—and the highest levels of success extract a correspondingly high price.”

Much like Nancy shared with us, success in life and business is not that complicated. The work ties together with the discipline and the sacrifice for ultimate victory. The Code states:

“Notice how the edicts of the Code run together and work in harmony. ***Paying the price*** fits perfectly with ***executing a plan*** and ***exercising discipline***. In addition to the action that goes with all three of the above, ***paying the price*** adds a mental element that further serves to breed the necessary confidence to never quit. When we embrace and accept that we are willing to pay the price, we send a powerful message to ourselves, both consciously and subconsciously, that says:

*“I will till the land until I get the crop.”*

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*"I will smile and dial until I make the sales."*

*"I will challenge and better myself until I become the leader required to guide this team."*

*"I will seek out and master the skills I need for success."*

*"I will take the fall and get up as many times as needed or demanded of me."*

*"I will reach the goal, no matter what it costs."*

As Thomas A. Buckner once said: *"To bring oneself to a frame of mind and to the proper energy to accomplish things that require plain hard work continuously is the one big battle that everyone has. When this battle is won for all time, then everything is easy."*

Over and over the theme recurred, no complexity, simply a statement of fact: work hard, results will follow. Sometimes, we tend to reject the proven value of our sweat and toil. As Nancy pointed out: "Sometimes we have to get our hands dirty just a little, or maybe just a lot."

In a world that so often seeks the easy way, I found it most refreshing that a powerful woman would simply call it like it is. Get to work. Take action. Just do it.

And on the subject of action, I leave you with a poem, one of my favorites, from Goethe:

*Until one is committed, there is a hesitancy,  
The chance to draw back, always ineffectiveness.*

*Concerning all acts of initiative (and creation),  
There is one elementary truth, the ignorance of which  
Kills countless ideas and splendid plans;*

*That the moment one definitely commits oneself,  
Then Providence moves too.*

*All sorts of things occur to help one  
That would never have otherwise occurred.*

*A whole stream of events issues from the decision,*

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{ A B U S I N E S S F A B L E }

*The Transformative Power  
of a Mentor*

*Raising in one's favor all manner of unforeseen incidents  
And meetings and material assistance, which no man  
Could have dreamed would have come his way.*

*Whatever you can do or dream you can, begin it.*

*Boldness has genius, power and magic in it.*

*Begin it now.*