

What if You Couldn't Fail?

In Lexington, Kentucky there's an 8-year-old boy who plays baseball several times a week like a lot of young boys across the country this time of year. He hits the ball just about every time he's at the plate. But he loves to play catcher and at one point he led the league in put-outs at home.

And he does it all on one leg.

He not only plays baseball, but he also plays soccer while running on two crutches and he plays quarterback on the flag football team for the YMCA. He even asked to play receiver on the football team and caught a five-yard touchdown pass while double covered!

Adam Bender has been living with one leg since he was one years old when he lost his left leg to cancer. He tried using a prosthesis, but it slowed him down.

His mother admits she was a "little hesitant" to let him play but didn't want to shelter him from disappointment or frustration since he would have to learn how to deal with those things, she told reporter Mike Fields of the Lexington Herald-Leader. Now, she says, "I don't think I'll ever tell him he can't do something."

According to his football coach, nothing is insurmountable for the young boy.

Where there's a will ...

He isn't concerned about things like, "What if I can't do it." He finds a way. He doesn't even seem to think about whether he will succeed. He just does it.

Let me ask you a question.

What if you knew you couldn't fail?

J.K. Rowling wrote about a special potion called Felix Felicis in her best-selling book, Harry Potter and the Half-Blood Prince. One swig of the potion and you could accomplish anything you wanted. Imagine if you take a gulp of it right now?

What would you want to do?

You could accomplish anything you wanted and never worry about failing. So what is that you would want to do?

This is the time for creating big, outrageous ideas for you and your company. This is when you want to dream big!

I bet you're already thinking about problems that could come up. Get them out of your head! Most people never accomplish their goals simply because they didn't think they could. So they never even try.

Or they made the mistake of telling someone else about their idea and were told, “no” or “you’re crazy.” Most people when they are told, “no,” simply crawl back into a hole.

We can learn a lot from 8-year-old Adam. Think about what it will be like to succeed and then find a way.

Until 1954, no runner was ever able to break the four-minute mile in a race. Then it finally happened because of one man, Roger Bannister. He did it in 3:59:04 in Oxford, England. Then, 46 days later it happened again and Bannister’s record was broken. And records have been broken ever since.

The power of one man’s determination!

My point is that once you believe something can be done, a barrier is broken. It suddenly becomes possible and expectations change.

One man, who was so poor that he slept in the back of his station wagon and couldn’t afford a meal, knew he had the best chicken recipe. To feed himself he challenged restaurant chefs to a “cook-off.” If he won, he would eat. Then he tried selling them his secret recipe with its “11 herbs and spices.”

The 65-year-old man who was living off his \$105 monthly Social Security at the time took his challenge to more than 1,000 restaurants. He eventually landed a buyer and 10 years later at the age of 75 “Colonel Sanders” as he was known then, sold his Kentucky Fried Chicken company for a finger-licking \$15 million.

What if you couldn’t fail? What would you do?

Dream big!

BIO

Jon Goldman is an internationally recognized marketing authority and a sought-after speaker for business conventions and trade shows. He is a dynamic presenter who has presented all over the US and Canada, including presenting for the Illinois Collectors Association, the Northeast Debt Collection Expo, and the 2010 ACA International Annual Convention. Mr. Goldman was rated "#1 for Take-Away Content" by the DMA in Washington and was named "Info-tainer of the year" by the USPS.

Jon is the president of Brand Launcher, an unconventional marketing strategy company that helps entrepreneurs and business owners retool their marketing and operations. Mr. Goldman has worked with Haagen-Dazs, National Geographic, and the Atlanta Hawks, in addition to many small and midsized firms, including collection agencies. Mr. Goldman's campaigns have been featured on NBC and CBS, and in The Wall Street Journal and BusinessWeek.

