

-SPECIAL REPORT-

Hurry Up & Fail

Failure: The Secret

Of

MILLIONAIRE ENTREPRENEURS

By Bro. Bedford

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About the author



Bro. Bedford is founder of How To Be A Black Entrepreneur.com and President of G.B.I. Group L.L.C. a private investment firm

Bro. Bedford is considered by many to be a fresh new voice with new and innovative ideas for Black Empowerment particularly in the areas of Entrepreneurship and Investment/Finance.

He has been featured on **Radio One** and **XM Radio**, he has also appeared on several other radio and television programs across the Country.

He is the author of several e-books, reports and courses:

Conversations With Black Millionaire Entrepreneurs: No Non-Sense Lessons From Those Who've Been There, Done That!

<http://www.conversationswithblackmillionaires.com>

Black Entrepreneur Gold™: Strategies and Marketing For Business Profit and Growth. <http://www.blackentrepreneurgold.com>

Information Marketing Biz: The Perfect Home Based Business

<http://www.informationmarketingbiz.com>



How To Buy Silver & Gold To Protect Your Wealth and Savings.

<http://www.howtobuysilverandgold.com>

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Failure

I have been blessed to be able to correspond with thousands of entrepreneurs or would be entrepreneurs from all over the world.

I don't think it would be a surprise to you to know that what has literally stopped thousands...no millions of people from achieving their goals and unleashing their potential is the *fear of failure*.

Over and over again, people tell me why they can't do something.

There is the fear of getting it *wrong*.
There is a fear of being *embarrassed*.
There is a fear of what *others will think and say*.

Why are millions of Black People so afraid of Success?

Easy.

They follow the script.

The primary reason that millions of people settle into a life of mediocrity is because they follow what we have been taught to seek at home and in school.

Millions of people continue to follow the advice that has been passed from generation to generation.

*"Don't do that because you may **FAIL**"!*

You don't want to get an **F**, do you? Look at that!

All throughout school and life you work not to get an **F**, you don't want to **FAIL**!

I am about to share with you a very powerful truth.

This valuable truth is certain to enhance your life. Yet few people have a clue.

Here it is...

You can never be a big success until you first master the fine art of **failing**.

To succeed big, you must master the art of failing. Why?

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Failure teaches you many things you could never learn in school.

Almost no one talks about it. But it's crucial to success.

One huge lesson that I have learned in my business and my interviews of successful millionaire entrepreneurs is this.

Failure is good!

Failure is such an essential part of the path to success in **any** endeavor, that it is a **crime** so few really understand it.

But those who clearly understand that failure is actually a blessing because it teaches you so many valuable lessons are today's millionaires and billionaires.

All of the past successful entrepreneurs such as Madame C. J. Walker, Ida B. Wells, John Johnson and Reginald Lewis experienced many failures before finally succeeding.

Entrepreneurs of today such as Oprah Winfrey, Bob Johnson, Cathy Hughes, and Sean 'Diddy' Combs recognize what the lesson failure can teach you.

Failure is Natural

Here is one of the greatest lessons. The nature of **reality** is this. Most things you try in life simply will not work out.

For example, it is pretty undebatable that Michael Jordan is the greatest player to play the game of basketball.

Unless you live in a cave somewhere, you probably have seen him play or you have seen some highlights of him playing. And undoubtedly you have seen his face on Billboards and commercials endorsing products selling in the hundreds of millions of dollars.

But what is a much lesser known fact is this. Michael Jordan has missed thousands upon thousands of free throws and he has missed the last shot of the game that has caused his teams to lose hundreds of games.

It is clear to Michael Jordan and those that know that the biggest percentage of shots that he has taken, he missed and missed badly. But people only know and remember the big winners.

Now, do you think these misses have made him the icon he is today? Think about that.

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Most musicians and entertainers write and sing hundreds of songs just to get one hit. They may have a CD with 20 songs on it and they are happy if one out of 20 of all of

those wonderful songs is a hit. They can go all over the world singing that one song and make a fortune.

Most of us have a completely wrong attitude about a failed business. Or even a failed grade in school. Nothing bad happens. You can try again. Or take the class over.

There was a study of 25 people who achieved millionaire status before age 30 and it revealed some startling facts. The number of times they failed on average before becoming successful--**19 times!**

This failure statistic included voluntary business discontinuance, liquidation and bankruptcies. But they persisted and kept trying until they made it.

Now compare this with the average small businessperson who starts a business that doesn't make it. Most get so discouraged they quit business forever.

I want to make it perfectly clear that I'm not advocating failing deliberately. You should always do the very best you can to succeed at anything you attempt. That way you'll know that the lack of success in any particular endeavor is not due to a lack of effort.

Accept Risk

To live in the world successfully, at least on this planet, you must accept risk.

Don't live in regrets. So many of us live lives of regret. Instead, you should go for it!

Of course you must choose the projects in which you participate very carefully. It's crucial you be selective. Why?

Because there is a major decision you need to make. You must decide if it makes any sense to continue investing your **time**, **money** and **your valuable life** in any project or business.

To make a good decision, you must be certain you have tried your very best. That you have given it your all. Thus, you'll know that any lack of success is not simply due to a lack of effort.

Plus you avoid the stress and anxiety of not having answered the question.

What if?

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Maybe you have heard it this way;

If I? –Would I? –Could I? –Should I?

Answer these questions and you won't have to endure the suffering of living a life of unknowns.

Don't Be Afraid Of Failure

The realization that failure is nothing to be scared of is critical.

And I believe if we fear something, we unconsciously bring it about. Why? Because we think about it a lot of the time. We manifest it in our lives.

Example.

Those who fear poverty the most tend to end up in poverty.
Those who fear being alone tend to end up being lonely.

These are just a couple of examples of bringing what we fear into our lives. I'm sure you can think of others.

Once fear is gone, by experiencing failure and realizing it's not that bad, we're free to think about success more. We're free to succeed.

Most people, if they fail only see the bad things. As a consequence they fear it more than ever before.

But there are always good things that come from failure. We just have to look for them and use them to our advantage.

There are some things that you can do to make the lessons learned from failing pay off big time.

1. Stay active in your pursuit of success. Try a lot of things.
2. Give your best efforts. If you fail at some things, don't punish yourself. Expect it. Accept it. Move on. You undoubtedly will fail repeatedly until you get it right.
3. Find your Passion. Don't even bother to get involved with any product or business unless you have passion for it. Nothing can replace your ***enthusiasm***. Sales are driven from vitality.
4. Learn to test. Risk small and roll out big. Don't bet it all with one roll of the dice. Take your time and grow.

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5. You must know when to abort and start over. When an advertisement, marketing program or business is simply not working, don't continue spending endless hours and throwing money at it. Instead--

KILLTHE PROJECT

6. The big lesson from this report: **HURRY UP & FAIL.**

Don't procrastinate because you fear failing

7. Accept the fact that risk is necessary. Nothing in life is risk free. And the more worthwhile and valuable the end goal, the more risk. This includes life itself.

Conclusion

When you decide to become an Entrepreneur, which every human being is born with that capacity, you are deciding to enter into a process. A learning process.

The process requires that you make mistakes and learn from those mistakes.

The faster you make mistakes, the faster you get through the process and get to the success that you desire. You must be committed to;

- Starting your business
- Failing and learning
- Looking for Models and Mentors
- Failing and learning
- Continue your education (classes, books, CDs, Seminars)
- Failing and learning
- Achieve success
- Celebrate- enjoy your money and loved ones
- Repeat the process

Well, Beloved you may live to a ripe old age, and I hope and pray that you do. But in reality we are all just a heartbeat away from a very abrupt end to it all.

With that said 'Hurry Up & Fail' would ya'.

To Your Victory and Success