

## Quotes of the Day As A Powerful Zero Cost Engagement Strategy

I have always been fascinated by the simplicity and the power of quotes. A few words placed together in the right context can make what seems complicated quite easy to understand. “Don’t wait till the pinch of time to do anything, do it while you have time”, was one of my father’s better known quotes and the intended lesson sticks with me even today.

When I have ventured from that bit of advice I have usually experienced the consequences that led him to say it in the first place. I would imagine that you, like me, have some cherished and memorable sayings by people in your life that have left a long lasting impression.

Early in 2015 I decided that I would tweet a **Quote of the Day** to provide inspiration and encouragement for my followers.

What I have also discovered is, a quote can be a source of power that does not cost you anything. The Merriam-Webster dictionary defines power as, “the ability to act or produce an effect; possession of control, authority or influence over others.” A thoughtful, common-sense quote, especially from a successful person, can catapult you to a state of mind that allows you to overcome obstacles and proceed with the right course of action.

One of the biggest obstacles that prevent people from success is the fear of failure and fear of making mistakes. In so many instances, prospective business owners are paralyzed by the thought of making a mistake, not to mention the panic that can come from actually making one.

Well consider this quote from Conrad Hilton (the founder of Hilton Hotels) who was unsuccessful in the hotel business at least five times before getting it right.

***“Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit.”***

The essence of the quote tells you that mistakes are not to be feared, they are part of the game. The journey to success is built on action and not quitting because of mistakes. Embracing and living this perspective on making mistakes makes a tremendous difference in what you ultimately achieve.

Drew Houston, founder of Dropbox further,

***“Don't worry about failure; you only have to be right once.”***

Having your idea not work out after your first few attempts can leave you feeling defeated.

Drew Houston saying to you, been there, done that provides you so many unspoken messages to thrive on i.e. you will eventually figure it out so keep going; the failures don't count; everything you try does not have to work out for you to be successful.

The “power” that resides in the quote teaches you to respond to unsuccessful initiatives this way; assess/analyze your strategy; identify mistakes/bad decisions/what you did wrong; define what you should do differently; make the adjustments; launch your next attempt.

When this type of response becomes standard operating procedure/habit for you, your ability to handle difficult outcomes is strengthened and your arrival at the destination of *being right once* is inevitable.

So, the next time you read a clever quote, think of how it applies to your circumstance, embrace its meaning, and draw the power from it by putting it into action.

Please share with me a favorite quote of yours and how it made a difference in the life of your business.

**To access Earl's Quote of the Day, connect with me on Twitter @earlboyd7.**

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