

THE DESIRE OF A CHAMPION

BY PAUL J. MEYER

We have been told that talent creates its own opportunity. Yet the experience of men on the Honor Roll of Champions proves that intense DESIRE creates not only its own opportunities, but its own talents. For these men, intense, burning desire has been developed as a habit, a way of life...a deliberate course of dissatisfaction. This is the desire of a Champion in any line of work.

INTENSE DESIRE is infinitely more than wanting or wishing...more than compulsion or stimulation...desire is an overwhelming demand for change: a personal war with things as they are, and the willingness to make any sacrifice to bring about that change.

EVERY REVOLUTION IN HISTORY...in thought, in government, in ethics, art, religion and science, has been the result of one man's DESIRE to change the status quo...to win a race with time, with custom, tradition, or with himself.

This is the reason that DESIRE burns like a white, hot flame in the heart of every Champion. DESIRE is the vital essence of every champion's inner self.

WHAT IS DESIRE? DESIRE IS THE QUALITY THAT MAKES WINNERS in every walk of life.

- A man with activated DESIRE isn't nearly afraid of losing as a loser is secretly afraid of winning.
- A man with DESIRE makes commitments; other people make promises.
- DESIRE makes a man go through a problem; other people go around them.
- DESIRE gives a man the knowledge and judgement as to when he says "yes" or "no"; ordinary people say "maybe" or "perhaps" at the wrong times and for the wrong reasons.
- DESIRE engenders respect for those in authority; lack of desire breeds resentment.
- DESIRE makes a man feel responsible for more than just his job; ordinary people say, "I only work here."

THERE IS A CERTAIN RESTLESSNESS, RECKLESSNESS, AND AGGRESSIVENESS ABOUT DESIRE. Any army, nation, an organization or the member of a sales force becomes tired and complacent when they lose DESIRE.

And it makes no difference whether they lose it through logic, self-satisfaction, or disillusion. Without DESIRE, *the future is a barren as volcanic ash.*

It offers nothing that would surpass that which is or has been. The principal effect of BURNING DESIRE is to separate the men from the boys.

It eliminates the plodders, the wanters, and the wishful thinkers.

DESIRE brings forward the men with insatiable appetites for competition, for action, for all the entire world has to offer.

There is active self-awareness in desire. It gives the possessor the feeling he has a mission to perform; a destiny to meet and conquer.

I've never known a man with intense desire who didn't work harder than those without it.

The Desire of a Champion- Paul Meyer

The people who lack desire are always too busy to do what needs to be done. Intense desire also gives you the ability to know what to fight for...and when and where you should compromise. Without desire, nothing is worthwhile fighting for.

BURNING DESIRE gives you a THIRST for COMPETITION. Personally, I love to compete because it forces you to analyze yourself; to look closer at your own ability...And every time you look your DESIRE becomes stronger; you want to accomplish greater things.

People don't compete enough. They either develop an alibi or they level off too soon. *They're dominated by their personal standards.* They are too easily satisfied with average living and average accomplishments.

HOW DO YOU DEVELOP A BURNING DESIRE, You create DESIRE automatically every time you challenge yourself!

And the way we react to a challenge determines the destiny of our lives. WHEN DO YOU CHALLENGE YOURSELF? Every Morning with the Challenge of a new day!

There are so many challenges waiting for you to accept:

The challenge of a new opportunity.

The challenge of a new prospect.

The challenge to beat yesterdays record.

The challenge to compete against yourself.

The challenge to grow personally a little more each day.

I sincerely believe that the DESIRE with which you meet a challenge is the essential part of every mans soul. Without it you would lack Spiritual Guidance and creative expression.

Without DESIRE you would lack intuition; the still, small voice that gives you insight to situations and people.

DESIRE IS AN UNLIMITED FORCE, but its possession doesn't mean that you still won't have to work hard, to face life's trials and make a few mistakes!

There is an old Russian proverb that says:

“THE SAME HAMMER THAT SHATTERS THE GLASS
ALSO FORGES THE STEEL.”

If you are brittle, the problems you face, acting as hammers, will shatter and break you. But if you're made of sterner stuff, the difficulties of life and work, acting as hammers, will forge you into a sheet of steel. They will increase...not decrease...your personal strength and power.