

**ALWAYS  
FORWARD!**

**DISCOVER  
THE 7 SECRETS  
OF SALES SUCCESS**

**William S. Wooditch**



**INDIE BOOKS  
INTERNATIONAL**

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# A LETTER TO THE READER

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**T**his book will show you the way to win. It will reveal the way through seven secrets that will provide you with an edge in your business and personal pursuits. If you are ready to make the commitment required to move forward in sales, this book will serve as both your essential toolkit and indispensable guide.

I am not a consultant. I am an active participant in the game of business. Each secret has been battle-tested in over twenty-four years of in-the-trenches face-to-face engagement. The hard-won lessons in the book are designed to alleviate the pain and shorten the distance between where you are now and where you are determined to go in the future. These secrets can create the foundation for an exciting and rewarding life if you are willing to face your fear and become compelled to move forward.

Fear distracts our attention and derails the pursuit of progress. At stake is the difference between a life and an existence. I am reminded of a story about a magnificent lion regaled in John Eldredge's *Wild at Heart*. This lion roamed free on the plains of Africa—king of all he surveyed. He was taken into captivity and placed in a zoo where thousands of people looked on his forced sequestration with awe and reverence, perhaps some

with a profound sadness. After a short period of time, the lion refused to eat. The fire from his spirit seemed to evaporate daily. He became lethargic. The lion gave up on life, the ever-dimming light of his eyes peering through the bars of captivity.

You are neither more nor less than you choose to reveal. Choose to reveal the authentic you, the one not subject to the limits of fear or governed by the insecurity of ego. Find alignment with your true nature. When you find and live in the spirit of this alignment, your purpose will ensue; you will feel your pulse and find your passion.

Live a life that absorbs the energy of fear as fuel and moves, *Always Forward!*



William S. Wooditch

# PART I

## FACING FEAR

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*“Fear is the tool of a man-made devil. Self-confident faith in one’s self is both the man-made weapon which defeats this devil and the man-made tool which builds a triumphant life. And it is more than that. It is a link to the irresistible forces of the universe which stand behind a man who does not believe in failure and defeat as being anything but temporary experiences.”*

– Napoleon Hill

# CHALLENGE #1

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## MAKE THE COMMITMENT TO FACE DOWN FEAR

**T**housands of soldiers in scarlet tunics and gold helmets, on foot and on horseback, were amassed on the banks of the Rubicon River at the edge of Rome. In the year 49 BC, Julius Caesar, then governor of Gaul (modern day France), had been ordered by the Roman Senate to disband his army or be declared an enemy of the state. His ambitions for power were driving him forward, but his fear of the consequences of civil war gave him pause. He had halted at the edge of the river to ruminate on the importance of this decision. The river was the dividing line between Rome and the Italian frontier, and Caesar knew it was forbidden by the Roman Senate for any standing army to enter into Rome. That stream was the line of demarcation—once that line was crossed there was no going back. It was move forward, conquer, or be destroyed.

The troops knew this rule as well. They were battle-hardened soldiers, caked in the dried blood and mud of conquest, the residual of eight years of sacrifice and struggle. United cause

forges loyalty on the anvil of shared hardship. The legions would follow Caesar wherever he would lead. According to ancient historians, Caesar cried out to his troops, “Let us go where the omens of the Gods and the crimes of our enemies summon us! The die is now cast!” With that, Caesar crossed the Rubicon, signaling the start of a civil war that would change Rome from a republic to an empire. Retreat was not an option—the die had been cast.

Caesar moved forward across that stream and into the pages of history. In business, “Crossing the Rubicon” is referenced as the ultimate commitment. It means there’s no way back, no retreat, no surrender. When you make that commitment, you don’t look for an exit strategy. You may fail, but you must keep moving forward. It’s the risk you must take and the minimum level of commitment you must make to create success in your life.

If you are to create a difference in life, you must cross your Rubicon. The Rubicon must be crossed before you apply for a new position, enter a client’s office, or walk the job floor. It must be crossed before you walk down the aisle and say, “I do.” Congruency of action in all walks of life prevents the fractures that breed discontent and ambiguity. You must cross the Rubicon—you must commit. You have to cross the Rubicon—you have to commit. Life is a spectator sport unless you commit. Choose to be a participant—become engaged and have fun in the process.

Progress is initiated through decisive action; it’s the hardest won of victories but the sweetest fruit of conquest. When

you live your life in the way of congruence—a way that is centered on values, anchored by character, and expressed as genuine—you are living without fracture, living and thriving through alignment. Your integrity, character, and authenticity can make for the very best of you. When you are congruent from thought to word and word to action, others can be magnetically pulled and influenced by the consistency and vibrancy of your nature.

## DIFFERENCE MAKERS

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When Caesar stood on the banks of the river, do you think he was immune to fear? I imagine he felt an unsettling fear, but he did not allow it to undermine his resolve. It is easy to become stymied by pervasive thoughts of failure. Difference makers subjugate the feeling of fear by summoning the resolve to move through the inertia of uncertainty and the reluctant lure of resistance. They move through fears, assess and address the risks and take the initiative.

You are the guardian of your own success. Success demands your attention and strength of resolve. You don't cross the threshold to success from the land of wish and hope—you cross from the place of, "If it is to be, it is up to me." Are you willing to pay the toll? Are you willing to make the sacrifice? Do you have what it takes: an insatiable curiosity, a willingness to learn, a determination to apply, a deep need to achieve, and the willpower to follow through on each and every commitment?

There is a soft underbelly that can accompany success. It is comprised of comfort and takes shape from the mindset that success is a destination, not an ongoing quest. Success doesn't have a pause button. We are either moving forward toward a goal or we are becoming more estranged from it. At a minimum, to maintain the status-quo requires the willingness to learn, apply and pay the price of success by pushing through barriers of comfort. Those unwilling to pay the price will become mired in the stalled motivation of mediocrity. Find verve, hone your vision, exert willpower and export your message through purpose-driven execution. Make today's hurdle to greatness tomorrow's bar of expectation!

People who don't succeed often blame bad luck and condition as the reason. When we compare ourselves to others, we are working off of life's curve, an average born of the expectation we assume from the assessment of the behavior we experience from others. Choose instead to be a better version of yourself today than you were yesterday and take the steps to become a better you tomorrow than you are today. Comparing yourself to others is a useless, frustrating no-win game of relative comparison. It creates frustration, anger, disappointment and an external version of self-worth that is ephemeral at best.

*“Life is divided into three terms—that which was, which is, and which will be. Let us learn from the past to profit by the present, and from the present to live better in the future.”*

— William Wordsworth

The ones who make it have a strong need to prove or validate their self-worth—they have a confidence and a strong conviction of purpose that becomes the intangible product people feel and support. They have the willingness to consistently do those things they may not want to do and hold themselves accountable to the habits that separate those who can and do from those who don't and won't. They commit and become pulled by purpose, compelled to do that which they must. They have the willpower to continue to do what it takes with a high degree of effective energy and directed commitment, day in and day out. The winner does not allow events outside of their control to define their self-worth—they know they may fail, but failure doesn't dominate their thoughts; learning how to win does. When they fail, they learn from it. They don't call it failure—they call it a learning experience.

One of your strongest weapons against fear is to become compelled to fulfill your purpose. If the pull from your purpose is stronger than the resistance of fear, you will move forward. The great ones are driven from the pull of purpose—they are compelled to make their purpose a reality. Pursuit from purpose will transcend the uncertainty that creates delay from fear. Make things happen by dispatching the noise and nuisance of fear. Your quality of life will be dictated by the stronger pull—you will either move forward from compelling conviction through fear, or you will lose your nerve and succumb to the resistance.

## LIGHTS, CAMERA, LIFE

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No matter how intrepid we may be, we have fears, shadows of doubt, and perhaps for some of us, deep seeds of insecurity. We either exist within the limits of our fears or live to the promise of our potential. Some may live lives without happiness, joy, and pleasure, but few of us can escape the grip of fear. We all have our fears—they just vary by degree and severity. Fear can cause our minds to drift, amble, stumble, and then run down the path of worst-case scenarios. Attempting to run from these is to flee from our obligation to understand, accept, and contain the emotion. If we risk certainty and begin to take action, we can steer through our fears instead of allowing them to chase us into the shadows.

We have the choice to become the screenwriters, directors, and protagonists in the movies of our lives. We also have the choice to relinquish the screenwriting duties to someone else, take direction from another, and become an extra in the movie. The choice is ours. With each passing moment, we create the roles we choose in the movies of our lives. We choose the direction, the development, and by doing so, the plot and denouement, or final act. Fear can become the social drama we play out through unchecked thoughts and feelings, or it can be understood, accepted, contained, and navigated to live a life of increase. The experience of moving through one fear can become a guide to moving through all fears. What a great gift! Our present situation and station in life is a product of previous attempts and steps. Were some of those steps risky? Were some

of those steps rewarding? The only real sense of certainty we can have in a world fraught with uncertainty will be dictated by our willingness to take decisive steps and do what the gut feels and the head believes to be worthy of pursuit.

Every move provides the chance to change your life just by the nature of movement. Those steps forward change the environment—make yours an environment that is prosperous and profitable. Have some fun along the way—life is to live, not endure.

The only person in the story of your life who can develop the plot and change the outcome is you. If you feel that gnawing sense of uncertainty in your gut and maybe shrug it off and say, “I can’t,” well then you won’t. “I can’t do this,” “I don’t know enough,” “It’s too hard,” “I’m too old,” “I’m not experienced enough,” “It’s too late”—you will be correct in every case; fear wins, game over. I think the fun, the purpose of life is to live it. Get out there and really give the effort. Choose to develop and deploy the mental and physical resources that will make a difference in your life.

Fear told Richard Branson not to start Virgin Airlines; he didn’t listen to the voice. Fear told George Washington he wouldn’t survive the winter, but he got on that boat at Valley Forge, and we’re living today from the courage of his historical move forward.

## RESISTANCE CHECKPOINT

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Are you ready to make a commitment to yourself? If you already have made a commitment, revisit the commitment as a goal until you achieve it. Commit to accomplishing that goal every day, and you will find or make a way to win some part of the game of life.

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## SAWDUST AND LACQUER

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I crossed my Rubicon when I left home in my late teens. There was no going back unless it was on my proverbial shield. I grew up in Kane, a borough in Western Pennsylvania. What is a borough? Well, Kane's population fluctuates between 3,600 and 4,200, depending upon time of year. The winter fun is reserved for the locals. The summer brings in a few tourists. Located in the middle of a forest, Kane's main source of income is derived from the lumber industry. It is a rustic paradise where one can find isolation among the trees in the forest. I thought I was cool, didn't want to go to school, grew my hair, started smoking cigarettes, and cashed my checks from the woodworking factory at the bar with my friends every other Friday.

Every day, I forced myself up at five o'clock in the morning—somewhere between the fog of deep slumber and a

mindless zombie trance. I put on a wool coat and a yellow hat with the moniker “Miles Ahead” inscribed on it and assumed a sleepwalking trudge to the factory. There are few things that can wake a person up like the smell of sawdust and lacquer finish. When the doors opened, these distinctive scents welcomed me onto the floor.

## BROWN BAGS

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My factory existence consisted of punching a clock when I trudged in, boredom, a lunch break, extended periods of boredom, a lunch break, followed by more boredom, and then I punched that clock again when I dragged my tired butt out. Not only was the work the same every day, but my dietary habits conformed to convenience and affordability. The brown bags I opened each day at lunch contained sandwiches with thin slices of bologna. Perhaps, if it was payday, I splurged and added a slice of cheese.

In my job, I punched three holes in a piece of wood that was about eighteen inches long and one inch thick for eight hours a day. I produced three hundred pieces of acceptable product each day. No deviation—just fit, punch, push, punch, push, punch. I discarded the defective pieces in a pile and continued punching, fitting, and pushing product. I had less defective product than some of my coworkers, and as a reward I was promoted to the paint room. I sprayed veneer over some pre-fab pieces of wood for eight hours a day.

During this mind-numbing, repetitive process, I began to use my imagination to visualize and transcend the rote requirements of the job. Most teenage thoughts are discursive, ranging from sex to food and sleep. In addition to these omnipresent hormonal imperatives, I ran a mental play-by-play of entire football games to keep my brain active. Other times I imagined something outside of the forest, the factory floors, outside of the chain-smoking, long-haired rabble, and the collection of fellow malcontents that sat around the break room.

Every day I woke up and knew what I feared: remaining in that factory, in that forest, where the present was forlorn and the future was foreclosed. Today, when I don't want to do something, when resistance tries to keep me in the cocoon of comfort, I flashback to my origins—there is a rush of recall, and getting out of that bed sure is a lot easier.

## ESCAPE

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After nine months of choking on sawdust and lacquer, an avenue of escape became available. My parents delivered an ultimatum that engendered the quickest decision of my life. They offered to help send me to college, if and only if certain conditions were met. Before I heard the conditions, I said yes. It was a resounding yes. In life there is negotiation and then there is capitulation. The former is subject to the power to walk away; the latter is a surrender to the inevitable. I couldn't walk away from the offer—I capitulated without knowing the terms; it didn't matter. What the

future held, I didn't know, but the present was something I could no longer endure. When there is no other option, risk is relative, it's all reward—I escaped from the fear of future life on a factory floor to the classrooms of higher education.

My metamorphosis from rebel without a clue to serious student of applied learning was framed in the context of forest, factory and the fear of a foreclosed future. Those past conditions that I endured became the fuel, the drive from fear, and the reason to escape. When people would walk in my dorm room at 2 A.M. and ask why I was studying when everyone else was partying, I told them I wasn't going back home, at least not from lack of unconditional effort. At that time I didn't know what I wanted, but I sure as hell knew what I feared—I knew what waited for me back in that town. The fear of going back drove me, possessed me, and propelled me forward to make the Dean's List and graduate with honors; education was the only way out, it was my lever from which to move my life forward.

## **BURN THE BOATS**

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When I think of the personal investment that defines total commitment in business, I am reminded of the actions taken by the leaders of the Greeks and Spanish conquistadors. Both the Greeks and Spaniards were geographically mandated to further their possessions by taking advantage of the sea. When they embarked upon land, the Greeks burned their boats and the Spaniards scuttled theirs. There was nothing behind them but

the sea, no retreat. The only way to survive was to go forward, always forward.

When you adopt a no retreat mentality and bring your action into alignment with this thinking, you will personally invest, endure the sacrifice, and accept the challenge to overcome the obstacle, limit, or condition.

We need fear to remind us retreat is not an option, there is only one direction—forward. Insecurity and self-doubt can propel us from the depths of a deep internal need to validate our self-worth through accomplishment. Each of us must define accomplishment in our own terms. We seek the new car, work for the new home, and begin to clothe ourselves in a new wardrobe. Do we then begin to think and act as if success is a destination and we have arrived? Or, will we continue to strive to fulfill internal purpose as we gain external reward? Success is always under construction, it is a journey without end. We will be limited by society's valuation if we measure success externally or as an end in itself.

True happiness holds success as a process—a self-directed assessment of forward progress. People feel good about themselves when they make progress and engage in the type of work that has meaning to them beyond the external. Internal assessment, acceptance, and actualization of purpose is where true happiness resides.

*“Everything can be taken from a man but one thing: the last of human freedoms—to choose one’s attitude in any given set of circumstances, to choose one’s own way.”*

– Viktor Frankl

The decision to commit will be one of the most vital choices you’ll make in life. In order to do something well, you must make a commitment. If you don’t commit in life and go all in, then you’ll simply take what life gives you, and you’ll earn what you deserve.

Before you commit, know the price of that commitment. Know what it is you’re getting into and be willing to make the sacrifices to get the reward—emulate the Greeks and Spaniards and burn your boat!

## FIND THE BIGGER FEAR

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When I began my sales career, I used the perspective of my past to create the context for my present. My past consisted of rote work in a factory and the hard work of learning how to learn in college.

When things became difficult and the obstacles seemed insurmountable, I remembered the smells of sawdust and lacquer and it ignited a survival instinct within me. This instinct generated vivid images of my past that compelled my present activity to determine my future reality. I have found two distinct ways to overcome and move through fear. One is to find the challenge from a bigger fear, the other is to become connected to

your purpose, compelled to do something from that deep well of internal conviction.

When we are compelled, we can move through the field of fear from the pull of purpose and meaning. When I entered the business arena I was uncertain. There were a lot of “no’s” before I heard my first “yes!” I feared I would let the important people in my life down—those who had made opportunity available and championed my cause. I used fear for energy and made a commitment to myself that I embodied through action—I would do the work, extend the effort, and—by will, luck, or design—generate the result. I did not label my fear; in fact, I didn’t even think of it as fear. I just thought it was a feeling, almost an extended adrenaline high that propelled me forward.

The more intense the need to succeed, the “must do”—the less significant the fear becomes. In the battle between compelling imperative and your biggest fear, victory will go to the strongest emotion. When your hunger compels you and you are dedicated, consumed with insatiable need, you will move away from the fields of fear. Once you start to move, you’ll feel intrinsic gain as you realize the tangible progress that becomes the way forward.

## ACTION STEPS

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How do you know if you are ready to make the ultimate commitment and cross your personal Rubicon?

You are ready to cross your Rubicon if:

- ➔ Your compelling pull of purpose cannot be denied or quieted. There is a voice inside of you. It may start as a whisper and develop into a scream. It is a voice that begs to be heard. It will scream, “I must, I have to, I will.” When the (compelling) voice is met with a pull from the gut (instinct), the alignment of the two—head and gut—means you’re ready to cross your Rubicon.
- ➔ You have learned the cost of commitment; you are ready to make the sacrifice that is necessary to earn the reward.
- ➔ You have weighed all known factors. Be sure to evaluate your responsibilities with the known risks of the venture. Know that there will be sacrifices on both the home and business fronts. Strive to make a responsible and informed choice.
- ➔ The head will drive; the gut will govern. When both are in alignment, you’re ready to go forward. When the head says yes and the gut feels calm, both at peace and in alignment, you’re ready to go forward.

You're not ready to commit if:

- ➔ You feel the tug of resistance in your gut. If your head informs, "But that's where the success is," and your gut feels uneasy and unsure, you are not ready. Remember: head and gut must be in alignment.
  
- ➔ You're crossing just for the gold. Money is short-term motivation. Achievement demands a willingness to do what it takes to succeed. Sometimes motivation is not enough—what is required is inspiration. Inspiration comes from the depths of purpose. Inspiration is the internal fire that we have an obligation to find, stoke, and follow—it pulls us across the finish line. The energy of inspiration will lead you—the material will push you, purpose will pull you.