

Chapter Two: Infancy

*“The quickest way for a tadpole to become a frog is to
ENJOY every day being a tadpole.”*



Newborns require endless feeding, diaper changes, and attention to every cry, while offering the occasional smile or giggle as scant compensation. Infancy seems interminable, but no amount of coaxing, jiggling, or urging can make that infant get up and go to college. An infant has to be an infant. In the first years of a new business, processes that will eventually become routine must be painstakingly developed by trial and error, and progress will move at a crawl.

List some lessons in business you've learned thus far through the process of trial and error? (Reflecting on past success, no matter HOW small, will accelerate your growth much faster than thinking about all the things you haven't YET done.)

REMEMBER: All businesses go through the infancy stage where everything seems to slow us down with a learning curve. If this is enough to break you, entrepreneurship may not be in your future. This is a major part of starting a business and should be something you can withstand without giving up. It isn't easy but it shouldn't be enough to kill your passion.

Chapter Two Challenge: Staying the Course.



I wasn't born wealthy; I wasn't born rich.

As the founder of the world famous UGG Australia boots, I have indeed suffered many trials and tribulations along the pathway to success. I have first-hand experience in coping with – and building strength from – utter defeat, record-breaking investment failures, and worst of all, losing confidence in myself as a self-made businessman.

And the good news? I've harnessed every shred, every scrap of my experiences climbing from the pit of despair to the towers of victory in my new book, *The Birth of a Brand*.

In it, I recount deeply personal memories of the early stages of my UGG Australia brand's conception, all the through its fussy toddler stage to fruition in its adulthood.

And believe me – what a journey it was! Rife with detailed accounts of my many (and I mean many) failures, humble successes that lent new perspective to old problems, and even some brushes with Lady Luck that kept my entrepreneurial spirit alive!

We are each our own incredible, individual universe of ideas, motivation, and energy – and to prescribe to a single method of success would be disingenuous indeed.

So what do I do differently? I wrote *The Birth of a Brand* to help you find the entrepreneurial spirit within yourself in order to persevere through the harsh winters of the current, and fickle, American business market. I will show you how to harness that raw, amazing potential that lies dormant inside each and every one of you, and turn your greatest fears and doubts into your most practical tools to build your empire. My journey was not an easy one, believe me, but I hope that with my book at your side – filled with all my experiences and knowledge of building UGG Australia into a world-recognized brand – you will find the inner strength to forge onwards through any adversity.

Don't be a victim – take charge!

Your Challenge Find a quote on perseverance that you really connect with. Write it here:

Now print it or write it out and put it somewhere you will see it daily... bathroom mirror, on your desk, tape it to your front door as a reminder when you head out for the day!



Don't Forget About your new habit of seeking inspiration daily! It takes 30-days to build a habit so put reminders on your calendar this week also and keep growing forward!

**“Perseverance,
secret of all
triumphs.”**

-Victor Hugo