

COLUMN | TAKING ACTION

Are You In The Arena or Are You In The Stands?

This is where you experience victory in your business.

by **George Madiou**

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The path to winning is achieved by getting out of your seat in the stands and getting into the arena where the battle is won.

Too many of us try to ponder and think our way to success in our business. We don't get out of our seats and get into action. We watch others who are successful and we think that they are lucky, or they know more people than us or they have more skills or they have done it longer, better or easier than we can do it. We sit up in the stands and we watch others in the arena fight it out and win their own business victories. We sit in the stands and we listen to others around us, justifying why it's better to be safe in the stands, away from being hurt by getting in the arena. Our business isn't what it could be but at least we're not getting injured down there in the arena. We're safe up here with all these people packing the seats looking at that small group, fighting it out in the arena.

Back in the turn of the last century Theodore Roosevelt addressed this very issue. You see, he was one of the few willing to be in the arena. This is what he had to say about being down there;

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly; who errs and

comes short again and again; because there is not effort without error and shortcomings; but who does actually strive to do the deed; who knows the great enthusiasm, the great devotion, who spends himself in a worthy cause, who at the best knows in the end the triumph of high achievement and who at the worst, if he fails, at least he fails while daring greatly. So that his place shall never be with those cold and timid souls who know neither victory nor defeat.”

The decision is yours. The decision is not easy. This is the reason why you need to be motivated by a burning desire that moves you out of your safe seat up in the stands in the arena to get into the arena itself. This is where you experience victory in your business.

Aim high!

George Madiou

Publisher and Co-founder

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George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing

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projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.