

Zig Ziglar Success Quotes to Make You a Better Entrepreneur



10 Practical Quotes with Advice for Entrepreneurs

Goal-setting and implementation is at the heart of Ziglar's tenets and idea. In this article, I feature ten fantastic quotes that [Ziglar](#) used to inspire and to encourage entrepreneurs to keep up the good fight and reach their goals.

1. **Success is not a destination, it's a journey.**

Many entrepreneurs consider the end result the name of the game. But in this powerful quote from the famous motivational speaker, we are reminded that it is the journey and not the result that matters the most. Through the journey we learn how to be better, do more, and grow. Also, real entrepreneurs know that you never really get to your final destination until you retire or sell your business. There is always another challenge on the horizon.

2. **The most practical, beautiful, workable philosophy**

in the world won't work – if you won't.- This quote reminds us of more current entrepreneurs such as Mark Cuban, who always puts the highest value on hard work above all else. And they are both correct. No matter how good your ideas are, it is the day-to-day grind that matters most to getting you to where you want to be.

3. Discipline yourself to do the things you need to do when you need to do them, and the day will come when you will be able to do the things you want to do when you want to do them.

This is a saying that goes back quite a long time ago in one form or another, but Ziglar puts it together well here. The idea is to realize that you may not be able to jump right into doing your dream job or reaching your goals for success without first “paying your dues” with the more menial tasks, duties, or stopovers that you must make on your way. Patience is the virtue taught here and the reminder that good things are worth waiting for.

4. What you get by reaching your destination is not nearly as important as what you will become by reaching your goal.

This quote by Ziglar reminds us that it is more important how you grow as a person and a business owner than any material rewards, recognition, or achievements. Those things are just temporary. But becoming what you are destined to become is the goal, and the work is more important than the success.

5. I've got to say no to the good so that I can say yes to the best.

Both this quote and the one before it always remind me of Steve Jobs, Apple founder because of what he said to his business partner, Steve Wozniak. He said, "We have to be careful which doors we open." There's a lot of truth in this, and even others like Warren Buffet have echoed this sentiment related to investments, as well as people. The idea is that you need to make conscious choices based on informed decision-making and choose what you let into your business. These decisions will shape your business and your ideas more than you think. You always have to guard your time and decide how you will spend it. All of these choices will ultimately determine how your business does over the long term. Choose wisely and learn to say "no" when necessary.

6. You cannot make it into a wandering generality. You must become a meaningful specific.

Ziglar believed that you should be specific and become great at particular tasks. Learning to focus and learning to get good at the little things is the essence of fine-tuning your business so that people have no doubt where you shine and what you are really about. Don't try to be everything to everyone. You can't. Just be the best at what you do. And success will follow you.

7. There's not a lot you can do about the national economy, but there is a lot you can do about your personal economy.

As mentioned before, the U.S. economy is in the best shape that it has ever been under the 2017 presidential administration. There are more job opportunities and opportunities for small businesses than there have ever been. But despite what the economy does in the future, good business owners understand that the most important thing is to learn to adapt to any economy. You do this by intelligently handling your finances and save your money whenever you can “for that rainy day.” Having a healthy reserve and understanding that entrepreneurship is about uncertainty and planning to succeed in any economic situation. This is the challenge entrepreneurs face. Getting good at this part is essential to your business's survival over the long term.

8. Remember, you can earn more money, but when the time is spent it is gone forever.

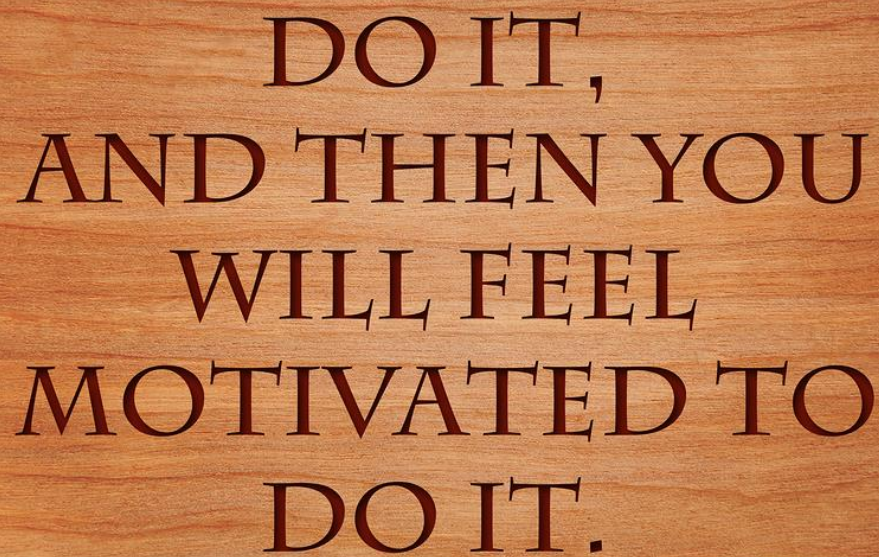
Ziglar goes on to address the eternal debate about which is more critical to an entrepreneur: time vs. money. We have all thought about this discussion and how it affects the results we get. One modern entrepreneur echoes Ziglar's sentiment here when he says, “You can always make or get more money, but you can never get more time.” (Peter Voogd) Both Ziglar and Voogd agree that time is more important than money because you can never recreate time. So think of time as your most precious commodity. Having well-managed time enables you to make money in ways that make better use of your time and resources.

9. If the standard of living is your major objective, quality of life almost never improves, but if the quality of life is your number one objective, your standard of living almost always improves.

This quote addresses the idea of things vs. life quality. You should think of improving your life as more coveted than having more things or more expensive houses, cars, or material possessions. By focusing your energy on improving your life, the other stuff will come to you naturally. Your income level will rise to the occasion when you place your priority on better, more honorable goals for your life.

10. With integrity, you have nothing to fear, since you have nothing to hide.

This quote is a reminder of the importance of having integrity in all that you do. We can relate this to black hat vs. white hat techniques if you are an online business owner. Online eCommerce owners understand that you may fool some of the people some of the time, but they will eventually figure out that you are using bad techniques to get them to your site or get them to do things, and then you will lose their trust. It's better to go after clients that truly want what you have to offer by being honest and transparent. Then, you not only win a sale. You gain a loyal client. It's also important to not worry that you could get into legal trouble so that you are doing everything right. Then, when you make mistakes, you will survive them because people know you to practice principles of integrity.



DO IT,
AND THEN YOU
WILL FEEL
MOTIVATED TO
DO IT.

The Common Thread between Ziglar and Modern-Day Entrepreneurs

When you go back over these meaningful quotes from the great Zig Ziglar, we see a common thread between many quotes by more recent entrepreneurs such as Steve Jobs, Mark Cuban, and others. Perhaps they too were influenced by Ziglar in their youth. Or perhaps, through time and experience, these younger entrepreneurs realized as they worked on their own business, the importance of integrity, hard work, and the “journey.”

Regardless of how you interpret Ziglar’s quotes, taking these ideas and applying many of them in your way may help you to fine-tune your business goals and plan your journey in a way that will only produce success. And not only that, you may find that you’re a better person for it.

See you at the top!