



It is about the process not the product.

We owe it to each other to give everybody that is connected to us the best of us.

The problem is people are focused on the product. The product is money, cars a house, position and perception.

The product can and will always change, but most people don't adjust the process.

Too many people want the prize but not the process to get the prize

Work for what you want

Don't wish for it more than you are willing to work for it

Your expectations should never exceed your effort

The only place success comes before work is in the dictionary.

Life will test us and see how bad we want what we think we want.

People can talk the talk and people do this well. Action not so much.

Social media has created an entire world of people that always have it together and always do it right. This is not the case and should not be the benchmark.

Life will say to you, "you said you wanted it, now how bad do you want it."

If it is only about you, opposition will cause you to give up every time. When you quit the first time it becomes easier to quit the second. Quitting can become a precedence in your life: at your job, on your marriage, on your kids etc.

The harder you work the harder it is to quit!!!

Many people are a public success and a private failure.

Most people claim to be burned out, but the truth is they were never on fire.

Sacrifice sounds good in word but not in application. Be careful about telling someone they are lucky, as you do not know what they have given up to get what you perceive as lucky. In order to go up, you must give up.

Run a marathon like a race.

Thoughts from Inky Johnson, Jordan Johnson and Dale Henry