

Persistence Matters

1. Persistence Keeps You Focused

- Focus on goals rather than rejection.
- Don't allow negative feedback to define your future success.
- Reframe setbacks as motivators
 - An early rejected puppet script

2. Success Requires Continuous Learning

- Study the publishing market regularly.
- Keep learning: read books on writing, attend conferences and workshops.
- Set measurable goals and consistently submit work.

3. Build on Successes, Not Rejections

- Keep records of achievements.
- Learn from useful feedback and discard unhelpful rejections that offer no guidance.

4. View Publishing as a Team Effort

- Editors generally want books to succeed.
- Learn to work with publishing professionals.

5. Great Books Sometimes Take Years, so Persist if you Believe in it

- Some projects took 11 and 22 years to find a publisher.
- Continue revising and promoting ideas while waiting.
- Persistence can eventually lead to unexpected opportunities and partnerships.

6. Believe in Your Message

- Remember why readers need the book.
- Personal conviction provides motivation during long delays.

7. Keep Working While Waiting

- Write articles. It builds publishing credits.
- Study competing books.
- Take work-for-hire or publishing-related assignments.

8. Learn from Failure

- Analyze every rejection and ask what can be improved.
- Listen to industry professionals.
- Be willing to repackage ideas in new formats.

9. Persistence Builds Professionalism

- Establish a regular writing schedule and increase time gradually
- Treat writing as serious work.
- Learn from successful authors.

11. Practical Advice for Writers

- Listen to your audience's needs.
- Research the market before writing a book.
- Find a unique angle that fills an unmet need.

Key Takeaway

The central message is that persistence is not simply refusing to quit—it is actively learning, improving, adapting, and continuing to pursue a meaningful goal despite rejection, delays, or obstacles. For writers, persistence means treating every challenge as an opportunity to grow and become more effective.