



Podcast Episode 267
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“How to Figure Out If You Should Persist or If God Is Just Closing a Door”

David: Hi and welcome to In the Loop with Andy Andrews. I'm your host David Loy. Thanks so much for joining us again this week. Andy, how are you?

Andy: Good. Good buddy, how are you doing?

David: I am terrific. I am excited. We've got an outstanding question that I know so many people are going to be interested to hear your thoughts on. Before we get to that, tell us about our sponsor for this week's episode.

Andy: Oh it's just our buddies Tucker ATV in Jackson, Alabama Highway 43 North. Man, I love Shannon and Lisa Tucker, they are just favorite people of mine. You talk about a great way to do business. They have done business in such a way. I got my Polaris from them. We have a Polaris Ranger Crew. They also have power tools and stuff. Their place is just awesome. It's worth going out of your way just to walk around in there. It's like becoming a museum or something. It's just so cool. It's an amazing thing that they have done there because they literally ... I laugh when I think there are seven Polaris

dealerships in between my home and Tucker ATV in Jackson, Alabama.

Yet, I'm not even remotely the only person buying my stuff from them because you can get service done almost anywhere. Yet, other people from Virginia getting their stuff from them, people from Louisiana, Mississippi, Georgia, Tennessee, coming up from Florida to go there and deal with them. They're awesome. Definitely go on their Facebook and you'll love their Facebook. Lisa writes and so she's always telling stories about Shannon and her family and about the stuff going on out there, it's great. It's interesting and I love those guys and just honored that they think enough of In the Loop to be a part of this.

David: Absolutely. Check them out online as well TuckerATV.com. They've got a great website if you are not going to be in that area anytime soon check out their website because you can order. You can review everything that they have to offer and learn a little bit more about them just on their website. Andy we actually had a faithful listener a while back. I want to say it was probably two or three months ago who when Tucker sponsored a previous episode, I believe they live in the Northwest. They just went to the website and didn't know that they needed what they found out that they needed and ended up ordering through Tucker's website. Tucker has a new customer, I believe the guy lives in Oregon.

Andy: That is so amazing. Do you know. I don't know if I told you this, Lisa I talked to her the other day. She said, "I got the most amazing email. A listener from In the Loop and got the most amazing email." She said, "You're going to be shocked at who it's from. I'll send you a copy. It's amazing." Do you know who she got an email from? Wink Martindale.

David: No way.

Andy: Are you kidding me? You remember Wink Martindale, Tic Tac Dough and all those game shows. He was awesome. He listens to In the Loop. Now he's a fan of Tucker ATV and writing emails with Lisa Tucker. That is just hilarious to me.

David: That is just fantastic, Wink if you're listening today you've put a smile on my face. I'm glad you're here with us. That's terrific. Oh wow. That's great. Let's get to today's question. Again, if you want to learn more about Tucker ATV just go to TuckerATV.com. Also check them out of Facebook and everything that they have to offer. All right Andy. Today's question is from a guy named Scott. Scott's actually a member of Unshakable Entrepreneur. He sent in an amazing question that I thought would apply to everybody, not just to our Unshakable Entrepreneur members. Let me ask you this question and give you a little bit of context. Then we'll get your thoughts for today's episode.

Everybody who's read the Traveler's Gift obviously knows or anybody who's really read anything that you've written

understands and has heard you talk about this concept of persist without exception. Scott's question was Andy when you were persisting in trying to publish the Traveler's Gift, how did you reconcile persist without exception versus is God perhaps closing a door? How can you tell the difference between those two things? How do you tell the difference between persisting without exception and God's closing a door and asking you to go a different direction?

Andy: Right. Wow. That's a good question. That's a tough one for a lot of us. First of all let me give you a heads up on the thinking behind that particular principle. That's the seventh principle in the Traveler's Gift. I will persist without exception. I love when I'm doing the Seven Decisions seminars, sometimes I get there and I say, "I know you've heard most of these." You've heard person of action. You've heard responsibility, but now I am about to tell you the one that I don't believe you have heard. Here's what it is. I will persist without exception. I pause and I look at them. It's funny to me. I do this for myself. It's very funny to me because I see people out in the audience. They're trying not to smile.

They're looking at each other out of the corner of their eyes like, "I've heard that. Who hadn't heard that? I've heard that. He just said he didn't think we have heard that. I've heard that." I'll say to them. "I know what you're thinking. I know you think you've heard that, but I really don't think you have. I think what you have heard is I will persist. I think the without exception part is

new to most of us." There is a big difference in persisting and persisting without exception. Here's the difference David. In our society today. I'll just talk directly to Scott. The difference is that in our society today there is no penalty anymore really for quitting. There used to be a pretty severe penalty socially and otherwise for quitting. Today, you can quit anything. You can quit anything you want to. As long as you persist.

As long as people perceive that you have persisted, you can quit. No harm, no foul. You tried. "Oh my gosh, honey if anybody could have done it, you would have done it. It hurt me to watch you trying so hard. You can quit with a clear conscious because if anybody could have done it you'd have done it. You didn't do it. You tried. You hung in there. You hung in there. Certainly no problem out of me." That's the way people feel. You can quit anything as long as you persist. What is the persist without exception thing? Because that's an odd admonition though, persist without exception. First of all when would you ever have to persist without exception? When would it occur that anybody would have to? You would have to persist without exception when you persisted and it didn't work, I guess.

You've persisted and you've persisted and you've persisted, now you have really hit a wall. Other people have decided there ain't no way. I don't know what you're doing. You're banging your head against this wall. You've hit the wall and there is no way. You are at the end. There is no way this can be done. People think that. Maybe you even think that. Wow, they're

right. There ain't no way. You've persisted to the point that there ain't no way. Persisting without exception would mean now you've got to go beyond that. Which means to succeed when you get to the point where there ain't no way. Now you have to find a way where there ain't no way. All right now listen. I'm not just blowing smoke here. You've got to think through this, because if you can prove this to yourself Scott. If you can understand this and prove this beyond a reasonable doubt to yourself, you'll never be without this muscle again.

Now you've got to find a way where there ain't no way. What does that look like? I'll tell you what it doesn't look like because when people hit the wall their three defaults are money, time and leadership. We're out of money. Look at this. If we had more funding here we could probably keep going. We could probably make this happen if we had the funding or it's we're out of time. I'm sorry. It's over, look at the calendar. Look at what we've done to this point. Look at the time we have left. There's no way in the time we have left. There's no time. The third default people make is, it wasn't really our fault anyway. Really? Really? It's the leadership. If we had the right leadership in this place we would have been able to ... You got me?

Here's the crazy thing. Even though those are huge symptoms and those may be very versed in reality. In truth you're not really lacking time. You're not lacking money. You're not lacking leadership. You're only lacking one thing and that's an

idea. One idea can change everything. One idea, you and I have both seen one idea make billions of dollars. We've seen one idea save millions of lives. One idea can move you from where you are to where you want to be. All you've got to have is that one idea. Which you can get the one idea, unless you quit. You quit, it is over baby. It is over. What were you going to say David?

David: I was just going to say I hear you. You speak with such confidence about this. I don't want to call you out. We're all friends here on In the Loop. You're not the master of this. This is something you're still in if not on a regular basis, on a weekly basis.

Andy: Oh my gosh.

David: You have to remind yourself of this.

Andy: Oh my gosh. Don't think just because I know these Seven Decisions that I'm great at all of them. I'm a dad. I'm a husband. I'm a friend. I'm a business person just like you guys are. I'm thinking through this as hard and as fast as I can. When I'm teaching or when I'm writing, I really feel like a fifth grade arithmetic teacher in my first year of teaching. I'm trying desperately to stay two chapters ahead of the class so that I can teach it accurately and in an understanding manner. Listen, the only reason I say just because I know it, don't think I'm great at it. Now, I'm down the road on it. The only reason I'm down the road on it is because I do know it.

The only reason I do know it is because I have fought it so long. I've seen its power. I've seen what happens when you don't use the power. The Traveler's Gift itself, you talk about persisting without exception this very dadgum book. When I wrote the book and I don't know what people think about the book. Today it's used all over the world. People would get the idea. It was just like, David I found out yesterday you know the book Jesus Calling?

David: Yes.

Andy: Sarah Young wrote that book. She is with that same publishing company that I'm with. I find out just yesterday because that book's around our house in several different versions. It's around friend's houses. I see it in book stores everywhere. I see it in airports everywhere. You can't help but think, "That book's a home run or whatever." I don't know what people think about the Traveler's Gift, but probably they think the same thing that until yesterday I thought about Jesus Calling because Jesus Calling has sold 18 million copies.

David: Wow.

Andy: For the first five years it didn't really sell much at all. Literally for five years this thing hung out there until some influential people just started giving it to other people and saying, "This will help you. This will change your life." I don't know her. I've never met her. I don't know what she looks like. I don't know where she lives. I can only imagine what she felt like because I

know how hard it is to even get a book published much less, then go through the process of having it out there. Then you go through all that and it doesn't sell. Good grief. The same thing happened to me with Traveler's Gift. I was turned down by 51 publishers before this was accepted. You go through this thing.

I know Scott said, "How do you know God's not closing a door? How do you know the difference?" I remember going through this thing with this book. It was agonizing man, three and a half years. I thought that what I had written ... I wrote it to help people. That was my mission. To help people live the lives they could live if they only knew how. I thought it was good and I thought it would help. Yet after 10 publishers tell you no, and then 20, and then 30. Think about this. These aren't just nos. These are nos from people at high levels of the publishing industry. Now there's 30 and then 40 publishing companies telling me I've never had a publishing company. They're telling me what I've written is not worth putting on paper. Look at all the experience they have. Look at all the experience that I did not have.

There's 40 of them saying the same thing. I am supposed to persist without exception? I'm supposed to appear sane by persisting when 40, then 50 of them tell me that what I've written is not worth putting on paper. These are people who have published the great books in the world and the crappy books in all the world. They've published all the books in all the world because brother I went to every single publisher that

existed at the time. The thing is that my problem was and I felt like I was writing what God was wanting me to write when I wrote the book. The last part of it is I will persist without exception. If you knew how many time I thought, "If I hadn't written that stupid part I'd be through with this by now."

I'm locking myself in my closet and reading my own book. The thing is that with that whole time period I also learned another huge thing and that was that the quality of your answers can only be determined by the quality of your questions. That's where I learned this during this time. What I mean is that you're always asking questions. We either ask them out loud to other people or we ask them to ourselves. "Why am I doing this? Where am I going?" "Do I like this? What do I want to eat?" We're always talking to ourselves. As soon as you ask yourself a question, your subconscious immediately goes to work answering the question. If you ask yourself good questions, "Now how can I make this happen and be happy while I'm doing it, and help other people in the process?"

That's a good question. Your subconscious will immediately go to work answering that. If your ask, "Why am I so fat?" Your subconscious is going to go to work on that one too. I asked some horrible questions. I am convinced that even though God had a plan for this book. God has that crazy free will thing out there. He has a plan for you, but you've got to cooperate a little bit. I am convinced now that even though God had a plan for this book. I delayed things. I was the delayer because I kept

asking myself horrible questions. I would give myself horrible answers. It would put me in a mood that made me less likely to send the book out again. It was in me less likely to send the book out with confidence. The final thing of the story. I have in my office here I have framed a rejection letter from the company who ended up publishing the book who has now been my publisher for 15 years.

They had already turned down the book. They had already turned down the book. With persisting without exception I found somebody else to review the book. It's a crazy story. The quality of your answers will be determined by the quality of your questions. I asked horrible questions. I asked questions like, "Is this book not as good as you thought it was?" My subconscious was immediately attacking me. "You moron, of course it's not as good as you thought it was." Are you kidding me? As good as you thought it was. "Are you listening? These people are telling you no in droves." Dude, these people know a lot more about publishing than you know. What do you mean, do you think this is not as good as you think it is? You're embarrassing yourself. You're embarrassing yourself sending this book out and sticking to this when it's very clear that this is not something anybody wants.

You see what my subconscious is doing to me? I ask questions like, "Is this just God's way of telling me I should not be doing this?" There's a search. There's a question just begging, let me try to justify quitting here. "Is this just God's way of telling me

"I should not do this?" Of course my subconscious is going, "I don't know. What do you want? Do you want me to come down and burn a bush for you? Do you want me to talk out loud to you? Is that what you want? Do you want me to hit you over the head with something? What do you want? How loud has God got to scream to you? Here's the thing. It came down to what I believed about God. How God opens doors and closes doors. What I believe very strongly. I really suspected strongly then. It kept me in there long enough. What I believe very strongly now Scott, is that if God has put a vision in you about how your family is supposed to live.

If God has put a vision in you about the money you're supposed to make, that's not a bad word. I was talking to a guy about money the other day, I said, "Look you can make a lot of money with this da da da da da da, what you've got going here. I think you need to look this way because you can make a lot of money." He said, "If God's willing." I said, "Okay. All right. Listen to me. God's willing. I don't know if I needed to come to lunch here with you today to just let you know this to save you some time, but he's willing." You don't even have to pray about this because, "Is God willing? That you make money. God has put a talent in your life. He has put a vision in your life. He has given you this talent and you're asking if God's willing you should do something with it?

Let me ask you something. If you had more money, would you be a better father? If you're not under so much debt, would you

be a better father? If you had more money, can you give more to your church? If you had more money, could you be more of an influence for God? Would your life be calmer? Could you give more money to missions? Could you help more people? Could you help the homeless? Could you give to charities? Is God willing? Are you kidding me? There's some things you don't have to pray about. If I came up to you and said, "Hey, hey. I've got a great idea. Let's you and I rob a bank?" What are you going to say to me? "I don't know it sounds like a good idea, let me just pray about that." Really? You ain't got to pray about that. You ain't got to pray about it. There are some things that God, if you just think about it for a second.

You've got to understand if God put a vision in you about your family and how your family is supposed to live and the influence you are supposed to have on this Earth. If God put a vision in you, God doesn't change his mind. You may be wishy-washy about it. Don't think that God's going to go, I think I've given you this talent. I've given you this level of thought process. I've given you this ability to interact with people. I'm giving you this influence, let's get on that. You get real excited about it. Then you find out that it's going to be hard. Do you really think God goes, "Oh gosh it's hard now. Okay. I don't think that's my will for him anymore." Do you really think that's how God thinks? That's not how God thinks. God does not teach you how to swim just to back up and watch you drown.

God does not toy with you. What I'm saying Scott is that in a lot of cases when we need to persist without exception, I find myself going back to what Jones told me one time. He told me, he said, "Son, you need to quit listening to yourself so much and start talking to yourself again." I understood what he meant. I had to think about it, but I understood what he meant because I was listening to this crazy voice. I was not leading any of my emotions. I was letting my emotions just wash all over me. Letting my fears just wash all over me. I was listening to everything that came along with it. What Jones was saying is, "You need to back up off that crap and quit thinking about that and listening to this that you're saying to yourself. You need to take charge again. You need to tell yourself who you are. You need to tell yourself who made you and tell yourself what you're made of.

Tell yourself whether or not you think your family's worth it. You need to quit listening to yourself and start talking to yourself again. Remember the quality of your answers will be determined by the quality of your questions." I finally asked a good question. I finally learned this. It was an accident that I finally learned it because I was so frustrated one day. I'd been turned down the 51st time. Is there anybody, how do you go around a publisher? Is there anybody more powerful than these publishers? Boom, just like that I got the answer. Yes, a publisher's wife. Literally within a week I was at a banquet and

seated at the same table with Mike and Gail Hyatt. Mike was the CEO of Thomas Nelson at that point.

I knew, I just knew at some point somebody is going to say, "Hey, what have you been doing?" Somebody did. I said, "I'm working on a book. It's a book about a family going through a tough time. The dad gets to travel through time. He meets with seven people that are going through a tough time of their own. Each of these historical figures gives him a different thing that if he puts in life things would change. He gets to meet with Anne Frank, and Abraham Lincoln, and Columbus, and King Solomon. It's a time travel book that has relevance to today." When I said that Gail Hyatt said, "Wow, that sounds very cool. I would love to read that." I said, "I've got a manuscript in the car, I'll give it to you tonight." Everybody started to laugh. I said, "This is just for you, it's not for him." Everybody really laughed at that.

We found out later they stayed up all night long, well she stayed up all night long reading the book. He stayed up all night long because she kept elbowing him going, "Listen to this part. Listen to this part. Listen to this part." Within a week, we had a deal on the book. Now it was two years before I had the guts to tell Mike Hyatt they had already turned it down. I've got the rejection letter in my office. None of that would have happened. None of that would have happened if I had not had a lot of talks with God. If I had not persisted without exception. It's a different thing. It would have been so easy to just stop that.

Again you're just needing one idea. You've probably heard me say it before. Don't ever come to me and tell me there's not another idea. There are tons of ideas. There are tons of ideas. We put men on the moon before anyone thought to put wheels on luggage. There are tons of ideas.

David: Wow. That's terrific Andy. Thank you for answering that question so in depth. Scott, thank you for asking that question. Love hearing Andy's perspective and listening as he is learning as well. Listening to the experience that he's gained. Andy you're so gifted at taking complicated, sometimes confusing issues and explaining them in a clear and focused way. Thank you so much for doing that.

Andy: I'm honored to be a part of this. I'm honored to be a part of people's lives. The only thing I ask please, if any of this helps at all. Please share it. Please somehow connect people. We do these things they're free to everybody. The only thing I would like is for more people to hear them if they're helping.

David: Absolutely. Tell somebody about it. There's somebody in your life today that could use the encouraging word that Andy just shared in response to Scott's question. Share it with them. We'd appreciate it greatly.

Andy: Give it a one sentence review on iTunes. If you've never done that you only get to do it once. If you've never done it just go on iTunes and give it a one sentence review. Tell people it's good

or whatever. That's how it shows up on their list is by numbers of reviews.

David: Absolutely. All right, if you have a question that you would like Andy to answer on a future episode, send us an email InTheLoop@AndyAndrews.com or call and leave a voicemail 1-800-726-2639 and we'll try to get to that on a future episode. All right Andy, that's all our time for this week. We will talk to you next time.

Andy: Woo. All right. I can't wait.

Speaker 1: Join in the conversation with Andy on Facebook and Twitter. Also be sure to check out AndyAndrews.com for more information.

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Would you like to run something by Andy? Contact us and your question might be featured on the show!

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