

Bicycling: A Story

Bicycling in 110 Degree Desert for 150 Miles...What's Your Excuse?



Written by [Ferny Ceballos](#) on Jul 15, 2010 4:13 pm



Wow,

I'm just now getting my energy back, after literally giving everything I physically had at the 'No Excuses Summit' in Las Vegas this past weekend. I've literally been physically sick, from having over worked (and over partied) my body, to help make the biggest event in the history of this industry truly magical and life altering for those who attended.

My business partner Raymond and I were truly humbled by the roaring standing ovation we received after 3 days of powerful teaching, networking and masterminding the 900 people in attendance got to do with our POWER line-up of speakers, which included Mike Dillard, Brian Fanale, Jonathan Budd, Mark Hoverson, Todd Falcone, Cedrick Harris, Jim Yaghi, David Schwind, Jimmy Davis, Katie Freiling, Tim Erway, Jairek Robbins and many other industry giants.

The fact that this was our event, still seems surreal to us.

No home study course in the world will change your life more, than to personally receive advice and mentorship based on your unique situation from people who have what you want. The Q&A by Mike Dillard, the breakout sessions and even the conversations with our leaders at the Venetian bars a was once in a lifetime opportunity for the people in attendance.

Bicycling in 110 Degree Desert for 150 Miles...

After the first night during the breakout sessions, I met this woman who was wearing biking shorts and was walking her bike around the breakout rooms. She looked at me with a big smile, super excited about being there... then she proceeded to tell me her story...

She had biked 25 miles in the 110 degree Las Vegas heat to the Venetian, with \$70 in her bank account, no job and having to borrow money to purchase her ticket. My jaw dropped! I was like "*Holy %#!t, you did what?*"

That night she would also have to bicycle another 25 miles home and then again in the morning back to the event for 3 f-ing days! (That's 150 miles!) For the rest of the conference, she didn't even sit in the chairs, she sat on the floor, against the wall, right up close to the stage, taking notes ferociously and not missing 1 second of the teaching from our speakers.

Talk about No Excuses! Geez!

But simply put, that is the difference between those that succeed and those who don't. She had no money, but was willing to do whatever it took to make it to this historic event and learn everything she could. What she lacked in money to travel, she made up with blood, sweat and tears... literally!!

On the 3rd day of the event right before I was scheduled to speak, my body had hit "the wall". Going on 10 hours of total sleep for 4 days of prep and running the event had done me in. My body was going "no mas". (I admit, not quite like bicycling 150 miles through the 110 degree desert, but close ;-)

But my mind said "you must". My mind was the general and my body was the soldier. I marched up on stage with my business partner, Raymond and we gave one of the best speaking jobs we've ever done at any live event.

That woman who bicycled through the desert had inspired me to put on the best event possible. I was NOT going to let her down, nor the 900 other people who had made sacrifices - financial sacrifice, time

away from family, time off from their jobs, traveling from as far away as Thailand, etc. Putting on anything other than the best event in the history of this industry, was unacceptable because everyone there had set aside the excuses to make it there.

So how'd it go you ask? Well, 900 of our closes friends seem to think it was pretty freaking awesome!

[\(View No Excuses Facebook Page\)](#)

Still Got Excuses?

Recently, what excuses have you made for not moving forward in your business? Would you be willing to bicycle through a 110 degree desert for 125 miles, to meet and learn from the people that have the knowledge you need to be successful? Would that be the point where you would say, "Ok, I don't want it that bad..."

Regardless of your situation, in order for you to get the results, knowledge and mentorship you need, you'll have to sacrifice and pay whatever price you have to pay - whether its with money or through sheer grit and determination.

Everyone pays a different price. By the time I had my first big success online, I was \$50,000 in debt and spent 2 years going through trial and error to finally "get it"! I was willing to do whatever it took and I did - it's the only way you will make it.

Now if you are in the financial situation to afford this, I am going to provide 2 people the opportunity to skip the \$50,000 credit card tab and 2 years of trial & error to learn what I know, personally from me.

Here's the situation:

- You and me work together 1-hour per week via phone for 12 weeks
- At some point in the middle of those 12 weeks, you fly into Los Angeles and we spend a day together masterminding and working on your business
- I help you build every single part of your business and create a front-end product with you

If this sounds like it's for you, [click here for more details on this 12 week program](#)

For everyone else, if you are not in the financial position to take me up on this opportunity, then my advice is to remember the story I just shared with you about this woman.

A few years ago, there was this sign over the martial arts studio I train it. It said, "When you're not training, someone else is".

I guarantee that the woman in this message is real and you will hear about her again... only next time she will be at the top. Will you be there to join her?

Wish You the Best,

[Ferny Ceballos](#)

Pasted from <<http://www.betternetworker.com/articles/view/personal-development/mindset/bicycling-in-110-degree-desert-for-150-mileswhats-your-excuse>>