

Marcus White



on Staying Power

Marcus White was a high-school dropout, dead broke, and selling cars in Houston. His only success in 1992 was his wife, Jenny and his kids. Then it happened. A salesman rolled into the lot and handed Marcus a motivational cassette tape, "The Power of the Inner Winner by Denis Waitley." That tape changed his life.

"I didn't have the \$20 to pay for the cassette. The salesman told me to keep it 'til payday. Reluctantly, I agreed. I listened to the cassettes. Slowly my life began to change. The more I listened, the more I changed for the better. My focus became laser sharp, my self-image changed, I believed in myself. I began to have some success."

"In the beginning, I had a fear of failure. The risks of starting a business seemed monumental, wondering if I deserved to succeed, if I had what it takes. In time, I learned to deal with those fears by doing first what I feared the most. I learned to control my fear. I tell myself everyday that I deserve to win. Failure is NOT an option."

"I learned to compartmentalize all my tasks into a mental or physical folder. When I open the folder, I work on that project. When I'm done, I close the folder and stop thinking about it so I can move on to other tasks. I'm not walking around with all this information bouncing around in my mind."

"Staying power is simple. A strong work ethic, setting goals, having the self-confidence and desire to succeed, a willingness to make sacrifices. The willingness to be patient, focus and wait. We focus on our customers and their satisfaction and we compete with ourselves to constantly improve

our procedures and keep up with marketing and advertising."

"Success is being content with what you have and have worked for; having a loving family, like four incredible grandchildren, always doing your best, living below your means and not lusting for things beyond your reach. If you want something, make the sacrifices necessary to attain it."

"Jenny and I have two sons who help us run our business. Our daughter is a Penn State grad who will attend Queen Mary University of London to earn her master's degree in marketing."

"Oh, when payday arrived in 1992, I gladly paid for the cassettes. Denis Waitley's 'Power of the Inner Winner' is part of how I live my life every day."

Like Frontier Pawn, The Tribune is a small business providing jobs in our community, the foundation of our great USA economy. We both have staying power. Frontier focuses on customers and their satisfaction. The Tribune, now more than 10 years old, focuses on the people who live here, the businesses that thrive here, as well as the churches, sports and community organizations that make Lake Houston such a wonderful place to live.

 **The Tribune**

Staying Power for 10 years

