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Be a Dog  
with a Bone

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# Be a Dog with a Bone

.....  
Always Go for Your Dreams

Peggy McColl



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*To my sister, Judy, who reminds me  
to always go for my dreams.*



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# Foreword



You never know how tough you are until someone takes your bone away!

Leave it to a bulldog—me—to write the Foreword to Peggy McColl’s book *Be a Dog with a Bone*. After all, we bulldogs are bred to have dogged determination. It’s in our genes. Have you ever noticed how our noses are slanted backward so that we can breathe without letting go of that bone?

In these pages, Peggy McColl explains how you can follow some doggone good guidelines not only to succeed but also to simplify your life. As a matter of fact, I wish I’d read her work a few years back when I was starting my business, *Zelda Wisdom*. I chased my tail, I ingested things that weren’t good for me, and I spent a lot of time in the doghouse. Life is “ruff,” and barking up the wrong trees instead of using my instincts to reach my goals didn’t help. Once I found my “bone,” however, success came quickly.

*Be a Dog with a Bone* briefly defines how you can learn some helpful tricks from humans’ best friends. I especially liked Peggy’s concept of “drool unto others



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as you would have them drool unto you.” I keep that message posted above my dog bowl.

The book will keep you thinking and smiling at the same time. Best of all, it will teach you the tricks you need to reach your goals, follow your dreams, and succeed when you don't think you can. Success comes when you can hang on after others let go. So *go for it!*

— **Zelda the Dog**  
([www.zeldawisdom.com](http://www.zeldawisdom.com))



# Introduction



If I think about my own life and what has allowed me to get through challenging times, overcome obstacles, stay focused on my deepest desires, and achieve my goals, it all comes down to the sheer power of determination. If I think about those who have inspired me—and thousands, or even *millions*, of others—they too had dogged determination. Whatever their dreams, they held on to them like a dog with a bone.

Allow me to be very clear from the outset: to be a dog with a bone does not involve growling, biting, snapping, barking, or mistreating any other human being. Nor does it mean that you're supposed to be needy, jealous, boastful, envious, or inflexible; forget about what's most important to you; or lose sight of your values. Dogged determination means holding on to that which you most value, as well as working in a positive way to make your dreams come true.

Being a dog with a bone is *not* an unhealthy attachment. You aren't obsessed with your goal; rather, you have a clear intent to achieve it. Attachment is



unhealthy because it causes you to close yourself off from possibilities. Intention means that you have a strong desire, but if you don't achieve your goal, you can accept that. I believe Deepak Chopra spoke well when he recommended that everyone should be "attached to nothing and open to everything."

As a matter of fact, most determined people don't actually know how they're going to attain their dreams. They don't become attached to how the universe will answer their intent—they simply decide what they want, grab it, and hold on tightly, having faith that the "how" will reveal itself in time.

It is my intention to share with you my vision of being a dog with a bone in order to help you realize your own dreams. I use dog metaphors because these animals represent beautiful, admirable, and desirable goal-achieving qualities such as persistence, playfulness, loyalty, and unconditional love. So to be a dog with a bone means that you're someone who wants to achieve a specific outcome and remain steadfast in the pursuit of that goal, overcoming roadblocks, refusing to give up, and maintaining unwavering faith. All you have to do to become such an individual is decide what you want and then turn on a dormant, powerful, positive emotion inside of you that can be set into action to propel you forward. In other words, you must learn



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how to use your intention to create that which you desire. Isn't that what life is all about? You bet it is!

### ***What Is Your Bone?***

Each of us has a desire to discover the great secrets of success, experience total contentment, and find the path to personal fulfillment. For centuries, we've turned to wise men and women for guidance: we've climbed to the hermit's highest cave, trekked through the desert to meet the sage, and scoured the self-help section in bookstores for hours on end in our search for answers. But after all this time, is it possible that we may have been looking in the wrong places?

All around you there are reminders about how to achieve success . . . you just happen to be overlooking them. As the saying goes, "Success leaves clues." But don't look up, out, or in—look down! All the inspiration and insight you need might just be curled up at your feet.

In all seriousness, we humans can learn from our canine friends who enjoy happy, stress-free lives. Imagine what kind of world we'd live in if we all shared the same high level of commitment, determination, playfulness, unconditional love, and true loyalty that



dogs do. Imagine if we all trusted and followed our instincts. Imagine if we all reveled in the simple pleasures of life: running freely in an open field; driving down the country road with our head stuck out the window and the wind blowing through our hair; accepting the warm invitation to take a walk with a friend; or playing happily for hours, never showing signs of fatigue. We have a lot to learn from our wise four-legged friends.

So are you feeling restless and unsatisfied? Have you given up on a dream you once had? Is there something you deeply desire, something you'd like to grab hold of and never let go? Are you ready to trust in the universe and courageously step out, one paw at a time? If you answered yes to these questions, then *Be a Dog with a Bone* is definitely for you.

I hope that as you read this book, you're inspired to discover passion, persistence, devotion, and joyfulness; and that success will naturally follow as you hold on to your intent. (As you're reading, dog-ear the pages that have significant value for you so that you can return to them later for inspiration and future reference.) You may be pleasantly surprised to find out how simple goal achieving really is.

Grab on and hold tight to your dream as you reconnect to what's important to you and capture



## Introduction

the essence of one of the most powerful keys to success: dogged determination. Come for a journey with me in which we'll dig up your dreams, sniff out your strengths, and roll in the bliss of success!

— Peggy McColl







## Chapter 1

# DOGGED DETERMINATION

*Grab hold of that bone  
and never let it go!*

---

*“Get a good idea and stay with it. Dog it,  
and work it until it’s done and done right.”*

— Walt Disney

Have you ever witnessed a dog with a bone? No matter how hard you try to wrench it out of that pooch’s mouth, she won’t let go. As a matter of fact, the more you attempt to take the bone away, the deeper the dog will sink her teeth in. That is sheer, dogged determination, a quality that is absolutely required if you want to achieve any goal, no matter how large or small—that is, regardless of the size of the bone.



## BE A DOG WITH A BONE

The late Maurice Richard was a dog with a bone when it came to pursuing his dream of playing hockey. It was very clear what he wanted to do with his life early on, even though he incurred a large number of injuries at a young age. While he was ultimately accepted to play with the Montreal Canadiens, very early in his career he was labeled a “frail” player. He was also challenged by a lack of support from those around him, except for his devoted wife. Maurice’s passion for the sport took him past these obstacles, however, and led him to a record-breaking career of more than 20 years. He had a bone and would not let go!

When *you* know what you want, and you have no doubt that you want it, you need to become just like Maurice Richard. Clench your teeth firmly on your bone and don’t let it go. Be determined not to allow anyone or anything to take it from you.

Many circumstances can make it difficult to hold on, such as health challenges or your own doubts and fears. Other people, even well-meaning loved ones, may also try to yank that bone away from you. When you face these obstacles, you just need to turn up the volume on your determination and feel the passion of your desire, the force that will propel you toward your goals.

While being determined is crucial, it’s also important to open yourself up to receive new ideas and



## Dogged Determination

expand your thinking. You must be ready to let go of those limiting thoughts that feature the words *should* and *ought*, such as, *I should be realistic and not make such a lofty goal for myself*, or *I ought to do what the people I love want me to do instead of pursuing my own passion*. Go for what you really want!

Challenge yourself to scratch out a new path and chase your dream, but be careful of the route you take. Be willing to explore new paths; after all, if you travel the same route that you've been taking thus far, you'll end up at the same destination. Is that where you long to go?

### ***What Is Your Bone?***

Before you read any further, think about the following questions: *Do you know what you want? Do you have a dream that you wish would come true or a goal you want to achieve, one that you're truly passionate about?* Don't turn more one page of this work until you've connected to your deepest desire, your biggest dream. What is it?

If you could have anything, and I mean *anything*, what would it be? Write it down, and as you go



through this book, keep your dream in mind. In these pages, you'll find out how to make that dream a reality.

Here are a few guidelines for writing down your goal:

1. Be clear about what you want, and if you know the specifics, include those.
2. Use only positive words.
3. Write your goal in the present tense, as if you've already achieved it.

The following are some examples of goals:

*— I am achieving to the point that I'm going beyond my sales objectives. My clients are thrilled with the service I'm delivering, and my company is ecstatic with the numbers I'm doing. I am a true achiever, and it shows.*

*— I am a straight-A student and excelling in school. I put my heart and soul into my work and enjoy the many benefits of being a top scholar. I feel really good about myself. And I am inspiring others to excel in education as well.*

## Dogged Determination



— *I am completing a full marathon in record time, feeling exhilarated, accomplished, and ready to take on the world. I am in the best physical condition of my life, and I look and feel great!*

— *I have a successful, profitable, honest, growing business with ecstatic customers and joyful and capable employees. I work in my business 30 hours a week or less. My revenues exceed a million dollars, and my profit is at an all-time high.*

— *I am a loving, healthy, honest, warm, kind, considerate, romantic, sweet, playful, confident wife who is loved in return. My relationship with my husband is absolutely wonderful. We are both very happy with each other and completely committed to our relationship. We live in marital bliss.*

— *I enjoy being a member of a winning team in the National Hockey League. I am setting new goal-scoring records and inspiring others to go for their dreams. I am demonstrating the absolute best of myself each and every day, on and off the ice.*

— *I own outright a stunning, solidly built, professionally decorated, beautifully landscaped,*

BE A DOG WITH A BONE



*first-class, quality four-bedroom, five-bathroom, 5,000-square-foot house with a three-car garage on a spectacular lot! My family is safe at all times in our home, and we all love living here.*

*— I am a New York Times best-selling author. I am known throughout the world in a very positive way, as well as being highly respected in my business. My work is making a positive and beneficial contribution to the lives of millions of others.*

Now write down your own deepest desire in a notebook or on a sheet of paper.

Even if you haven't met your goal yet, be sure to speak about it as if you've already accomplished it. As you read your deepest desire aloud, create in yourself the emotions you'd feel if it were 100 percent true right now. As you do, you'll notice the excitement building in you. That feeling is your passion, and it's the force that ignites your determination to pursue your goals. Passion will keep your jaws clenched on your bone and stop you from letting it slip away or be taken from you.

If your dream doesn't come from desire or passion, it's less likely that you'll maintain a high level of tenacity. You may have wondered why you haven't



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been able to stick to a goal—well, maybe you need to take a look at whether it's truly something that you're excited about. If you are, great! Just ignite that spark once again and keep it going. If not, ask yourself why you feel you have to pursue that aim. Isn't there some other goal you've been ignoring that makes you feel the power of your passion? If so, acknowledge it and pursue it!

### *Desires, Dreams, and Determination*

Dreams are not always obvious. So if you think that someone is going to deliver a wonderful dream to you, all wrapped up in a pretty bow, think again. You've got to be willing to sniff out that bone, just as dogs do—they'll dig in many different places until they find the treasure that they know is there. Your goals and desires may be out there (undiscovered, or not yet uncovered) or in there, inside your heart, waiting for you to find them. From time to time, your bone may show up and you'll know exactly what you want to do with your life. But if you don't have a clear vision, you'll need to dig some more . . . don't stop until you uncover that dream.



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Keep in mind that sometimes you may mistake short-lived wants for dreams. A short-lived want is often the result of a “be nice to have” thought. In other words, while it would be nice to have a new car, let’s say, your desire to obtain it might not stay all that strong if you don’t really need it.

A deep desire, on the other hand, comes from the soul, and you’ll recognize it simply by the way you feel about it in your heart. When you uncover this bone, you’ll have deep determination, because determination is fueled by desire. Short-lived wants don’t run deep, and there’s nothing wrong with that. But it’s vitally important to connect with the deepest dream of your heart, for when you do, you’ll access your dogged determination.

When you have this type of determination, you feel an abundance of energy flowing through your body, which comes with a lot of excitement. Your ability to focus is then intensified: you set your sights on a target and don’t allow anything to distract you, no matter what happens.

Dogged determination means that you’re holding on to your dream more tightly than ever. If someone tries to pry this dream away from you, it isn’t going to happen. You take action toward its attainment every day, and even if you don’t know how you’ll achieve



## Dogged Determination

your goal, you keep going. When a challenge comes along, you get excited because you know that this is an opportunity to reveal the best of who you are, which is exactly what challenges are designed to do.

When you have such determination, you know that nothing is going to stop you. You become more energized, committed, and persistent every day. You exude confidence, knowing for certain that you'll achieve your goal because there's no other possible outcome. Being determined gives you an incredible natural high. You know that nothing will stop you, and you show it in everything you do.

Yet being determined doesn't mean being without fear. You may feel afraid, but you'll move forward, take action, and be completely optimistic anyway.

The following formula summarizes this well: desire + focus + courage = determination.

### *What We Can Learn from Max*

David Booth's dog, Max, is very determined to play. As David explains:



Our Scottish terrier, Max—born Maximilian McDuff—is incorrigible. He loves to play; he loves everybody and everything. If you start playing fetch with him, he will keep going and going. Max's playfulness and persistence know no limits. If you're sitting down, he'll keep bringing you the ball and begging for you to throw it.

When we have a guest over, Max knows that he has a new mark. He'll go over and drop his toy at our guest's feet and will keep doing it until he or she picks it up and throws it. Our Scottie simply doesn't quit—he'll keep at it until he gets his way.

Max probably removed the word *stop* from his "recognition vocabulary," as dog trainers would say. (Although if he did hear it, he probably wouldn't listen anyway.) Because of his determination, he achieves what he desires.

I've noticed human beings behaving the same way, particularly salespeople who won't be deterred. Even when you say, "No, thank you!" they keep selling. It's almost as if they don't hear the words. And if they keep asking in a style that isn't offensive, or they come back later to try again and again, they're likely to get the result they're striving for.

Max reminds us to keep going and remain cute and playful. He's not intrusive or obnoxious—he simply



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has a desire to play, and he asks you to play with him. Sooner or later, this little Scottie achieves the result he intended. That's the power of dogged determination.

When you expand your thoughts from being just a dog with a desire to play to someone who is *determined* to play, you can achieve great goals. You can go from being a ballplayer who merely enjoys the game to a world-champion athlete, or from a reliable and pleasant worker to a highly successful and enthusiastic businessperson. The key ingredient in this transformation is determination, also known as stick-to-itiveness, tenacity, or perseverance. Certainly, world-champion athletes and successful businesspeople have their share of challenges, but even so, they maintain their determination. In the face of adversity, they put themselves right back on track again.

### ***Discovering Your Determination***

Your own determination may be a sleeping dog, lying dormant inside of you. If it's unexpressed, you may have no drive, focus, or direction for your life . . . but it's still there. You can think of determination as energy stored within you. You have the ability to flip the switch and turn it on, and you have the ability to turn it off, too. Which do you choose?



Erin Brockovich, immortalized by Julia Roberts in the movie based on her life, was a single mom with no ambitions or goals for herself. After her attorney couldn't negotiate a settlement from a car accident she was in, she insisted that he hire her, since she was out of cash and out of work. Her lawyer was so impressed by her tenacity that he indeed employed her, and while on the job, Erin found a cause that inspired her passion. She discovered that a power company had been covering up the fact that they'd polluted the local water supply, creating illness and disease in the community. Erin doggedly pursued her goal of suing the company to force them to clean up the toxins—and along the way, she discovered her own capacity, talent, and passion for achieving justice for people harmed by uncaring corporations.

Just like Erin, we all have a unique set of talents and deep desires that we can use to make a difference in the lives of ourselves and others, but we won't find those bones unless we take action and start sniffing for them.

### ***Hold on to Your Values***

I'd like to take a moment here to stress that while you need determination as you move toward your



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goal, it's equally important to keep in sight your most important values: health, honesty, integrity, family, friends, finances, and so on. Being a dog with a bone doesn't mean that you take leave of your senses or lose your priorities. On the contrary—when you're pursuing a goal, it's more important than ever to use your keen sense of logic, engage your common sense, and stay true to who you are and what matters most to you. If your family is a priority for you, for instance, but your goal requires you to spend more time away from them, don't neglect them completely. Be determined to make the most of the time you do spend with your spouse and children, and try to carve out more time in your schedule for family activities.

Notice the effects of your determination and be aware if someone or something is suffering as a result, since I'm certain that wouldn't be your intention. Give the things that matter to you the attention they deserve, or they could create a greater challenge for you down the road.

*“In order to really enjoy a dog, one doesn't merely try to train him to be semihuman. The point of it is to open oneself to the possibility of becoming partly a dog.”*

— Edward Hoagland



# Acknowledgments



Thank you to my wonderful son, Michel, for your wisdom and insight to include humor and stories in this book. I love your unconditional love for animals, especially dogs . . . there are actually so many things I truly love about you that words on a page could never express them fully.

To my husband, Denis, thank you for being completely loving and devoted.

With a heart filled with gratitude, thank you, Mom and Dad, for your unconditional love and loyalty and for bringing dogs into my life.

My grandmother Alva McColl passed away many years ago, yet I'm grateful for her devotion to dogs. She was recognized as the world's first dog psychologist; she was the editor of *Dogs in Canada* and the first female president of the Canadian Kennel Club; and she was an award-winning journalist and a sought-after dog judge. I'm grateful for the gift of dog wisdom that she brought to the lives of thousands of others.

My greatest challenge in completing this book was the effort it took to keep the acknowledgments at



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a reasonable length. It was tremendously difficult to limit my thanks because of the overwhelming amount of help and support that many people—colleagues, friends, and complete strangers—so generously provided to complete, enhance, complement, and improve upon the ideas and messages of this book. To you all, I'm grateful. Thank you.

A big “woof” of thanks to all of the dogs who generously, unconditionally, and willingly teach us humans some extremely valuable life lessons.



# About the Author



Peggy McColl is an internationally recognized expert in the area of destiny achievement whose purpose is to make a positive contribution to the lives of millions of others. She's been inspiring individuals, experts, professional athletes, and organizations to reach their potential for the past 25 years. She is the president and founder of Dynamic Destinies Inc., an organization committed to delivering sound principles for creating lasting and positive change.

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