



## Douglas MacArthur

People of integrity expect to be believed

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As a military history enthusiast, I can tell you that major conflicts nearly always include their share of larger-than-life commanders. The Second World War is no exception. And of all the colorful military leaders involved that war, General Douglas MacArthur is definitely on the list.

Shakespeare reminds us, “big wars make ambition virtue.” And ambition is one thing MacArthur had plenty of. Historian David McCullough says of MacArthur, “[...] you couldn't react indifferently to Douglas MacArthur. You couldn't shrug your shoulders at Douglas MacArthur. There was nothing bland about him, nothing passive about him, nothing dull about him.” <sup>1</sup>

As a field commander, MacArthur earns a reputation for being headstrong, highly opinionated, and unafraid of conflict of any kind, be it on the battlefield or in the Whitehouse. His disregard for politicians, including serving presidents, is well-documented.

When Japan attacks Pearl Harbor, on December 7, 1941, General MacArthur is supreme commander of U.S. forces in the Philippine Islands. <sup>2</sup> By the end of that same month, Japan turns its attention to the Philippines. <sup>2</sup> Despite MacArthur's brilliant leadership, U.S. forces

are overwhelmed, and MacArthur is ordered to escape to Australia.<sup>2</sup> On March 12, he leaves the Philippines to do just that.

After a harrowing ride in a torpedo boat, followed by a B-17 bomber flight to The Land Down Under, MacArthur boards a train on his way to Melbourne situated on the southern coast of Australia.<sup>2,3</sup> Friday, March 20, 1942, his train stops at Terowie, a small town, whose name translates to “bitter water.”<sup>4,5</sup> MacArthur is extremely popular; he’s practically a celebrity. So, when he steps off the train in Terowie, the public cheers, and reporters mob him.<sup>4</sup> Such is the setting when General Douglas MacArthur declares those words for which he is so famous. Speaking of his military setback in the Philippines, he says to reporters,<sup>4</sup>

**“I came through; I shall return.”**

This bold proclamation makes headlines. President Roosevelt asks MacArthur to “amend his prophesy to ‘We shall return.’ The general ignores the request.”<sup>6</sup> Not only does he disregard the president’s request, he continues to repeat his mantra of “I shall return” for 2 ½ years.<sup>3</sup> After much planning and marshalling of forces, the time comes to recapture the Philippine Islands. On October 20, 1944 MacArthur’s forces hit the beaches in the Philippines.<sup>3</sup> A few hours later, the general wades ashore (see header image). Later in that same day, General Douglas MacArthur makes a radio broadcast in which he declares, “People of the Philippines, I have returned!”<sup>3</sup>



**In war, there is no substitute for victory.**

**—Douglas MacArthur**

“Say what you mean and mean what you say.” Easy to voice, but sometimes not so easy to live out; especially when we’re referring to our goals and dreams. Someone says, “I’m going to do ‘this’” or “I’m going to do ‘that.’” But are they expressing genuine commitment, or are they merely spouting out with short-lived emotion?

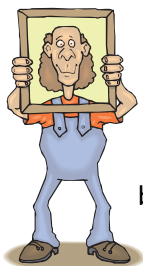
Life is full of challenges; no secret there. Why would the networking profession be any different? It isn’t. A lot of the folks who come into the profession have no experience in business of any kind. I most certainly did not when I first got started. I was utterly unprepared for the crazy adventure we call “Network-Marketing.” I suspect I’m not alone.

Building a business is very different from a 9-5 job. One big difference is how friends and family perceive your new business endeavor. Some support you 100%, whereas others do not. You join a networking opportunity and suddenly, your dream is rekindled, rejuvenated, reignited. You are some kind of fired up! You make bold proclamations regarding your status as a future networking Rockstar. You’ve discovered your calling and you’re all too willing to say so.

A lot of folks claim you should avoid approaching friends and family (F&F) with your product or opportunity. I beg to differ. Here’s why: if your product is as good as you say, shouldn’t you at least make your F&F aware of it? This doesn’t mean making a pest of yourself. Nor does it mean to talk about your product every time you talk to F&F.

It’s all about how you frame the subject. All you have to do is say something along the lines of, “I’ve been introduced to this wonderful

new product. It works so well, I decided to sell it. Don’t worry. I’m not going to try and talk you into buying anything. With your permission, though, I like to explain it to you. That way if you come across someone you think can benefit, you can point them my way. Would that be okay?”



Very few of my friends (and zero of my family) have become my customers, but not one of them has been offended or felt like they have to avoid me. Why? Because I treat them with respect, and I don't keep bringing it up. You see, the F&F issue has nothing to do with whether or not you approach the *people*, but rather how you approach the *subject*.

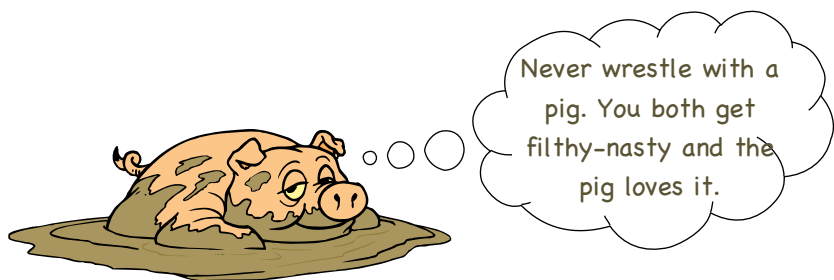
I have learned that respect does not automatically flow both directions. Let's say you share an overview of your opportunity with some of your friends. You're not trying to persuade them to join you. You merely want them to know what it is that has you so excited.

And they all share your enthusiasm, don't they? Every last one of them responds with words of encouragement, right? I'm guessing not so much. Oftentimes, the people closest to us become our harshest critics. They aren't offended, but neither do they share your vision. They feel like they have to "protect you" by talking you out of the business. hope this isn't the case for you, but it does happen a lot, you know. So, what are you supposed to do? How do you reconcile your newfound hope with negativity from the people closest to you?

You don't. There's nothing to reconcile. Are your friends offering to pay your rent? Is your brother-in-law making your car payment? Do your fellow church members concern themselves with your dream of funding the construction of a new orphanage? I'm guessing not. Here's my point: you don't need anyone's approval to pursue your dream.

God put your dream in your heart. This makes it your responsibility to pursue it, to work for it, and yes, when necessary, to fight for it. And some of the battles you'll fight are emotional in nature; such as when someone you know or love rains on your parade.

So, while you need not concern yourself with negativity from others, you do have to do *something*. And that something is: build it despite the naysayers. No need to argue with them. Don't get dragged into a pointless debate. Words are cheap. Results are proof.



You say, "I'm going to build this business." They say, "No, you won't" or "Those things don't work." They have preconceived notions of the networking business. Moreover, they may be the kind of person who's negative about everything. Whatever the reason, they're guilty of what my good friend Tim calls "contempt prior to investigation." They have, in their mind, some imaginary set of bogus rules regarding what it takes for someone to be successful. Newsflash: Network-Marketing violates pretty much all their "rules." (And thank God it does.)

**You are remembered for the rules you break.**

—Douglas MacArthur

It is **not** your responsibility or your mission to change their mind. Your only responsibility is to stay true to your calling. And here's the thing: you don't need support, approval, or permission from the naysayers to do that.

Working towards and fulfilling your calling is all on you. It's to be, it's up to thee. You want to overcome the naysayers? Be gracious to them. Then work your guts out to build your business. Do that, and your results will speak for themselves.

## Wrap up

At the outset of World War 2, Douglas MacArthur faced some daunting odds indeed. He didn't win every battle. In fact, he lost the

Philippines entirely at the beginning. He never lost faith though. Even in the moment of defeat, he declares *boldly* and *publicly*, “I shall return.”

It took 2 ½ years—thirty-one months, of repeating his mantra—for MacArthur to make good on his claim. After much preparation, after meticulous planning, and after fighting battle after battle in the Pacific, he finally achieves his goal. He wades onto a Philippine beach. And later that day, he broadcasts, “People of the Philippines, I have returned!”

Never mind the naysayers in your life. No need to be bitter. State your claim. Make it an affirmation; repeat it to yourself often. Prepare yourself through practice and personal development; plan your actions by setting goals; fight the inevitable battles—both internal and external—as you expand your skill set and grow as a person. Do these long enough and you’ll be able to wade along the tropical beach of your choosing.

**People of integrity expect to be believed, and  
when aren’t, they let time prove them right.**

—RM

Note: More valuable perspectives of how other people respond to our offers • How to frame approaches to your warm market • How to frame approaches to your cold market • On- and offline prospecting (how, when, and why to use one over the other)—[The Critter Lessons Series](#) explains all these and much, much more.

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*Russ McNeil writes prolifically and trains for the Network-Marketing and direct sales professions. His content—endorsed by over 50 top-earners and experts—focuses on the art & science of human connection. Russ’s unique teaching approach uses traits and behaviors of animals as illustrations for communication, sales, & people skills. His trademark humor and unorthodox writing style appeal to readers on every continent except Antarctica (and if he ever manages to get an audience with one of those pesky penguins, he’ll probably stake a claim there too.) Discover more at [AhaUniversity.com](http://AhaUniversity.com).*

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