

# THAT BURGIGG DESIRE

Arnold Palmer

“My father always said to me, ‘Remember whatever game you play, 90% of success is from the shoulders up.’ You don’t have to be the biggest and the strongest. Having natural ability can even be a detriment if you take it for granted.

“Your dedication has to be 100%. It won’t happen if you’re doing it because someone said you ought to. You have to have that burning desire.

“You must begin with the fundamentals, and take it step by step. You have to overcome any physical problems you might have. Everything you do has to contribute to the goal, right down to the people you associate with.”

