

Jesse Vierstra Urges Americans to Rethink Success

Builder-turned-author says success isn't status—it's responsibility, integrity, and action



Boise, Idaho Aug 5, 2025 ([IssueWire.com](https://www.issuewire.com)) - Jesse Vierstra, homebuilder, entrepreneur, and author of *Under the Red Oak Tree*, is calling on Americans to step back from the constant chase for status and redefine success through personal values, resilience, and real-world contribution.

“Success isn’t a finish line. It’s something you live out, one decision at a time,” says Vierstra. “You don’t need a big platform or fancy title. You need to show up, do the work, and stay true to what matters.”

Jesse’s message comes at a time when over **70% of Americans say they feel burnt out or disconnected from meaningful work** (APA, 2023). He believes the pressure to “achieve” is distracting people from building real lives rooted in purpose, discipline, and service.

He speaks from experience. Jesse grew up working on his family’s dairy farm in Twin Falls, Idaho. “You either did the job or the animals suffered. That sticks with you,” he says. After launching his homebuilding company, Iron Oaks Custom Homes, in 2018, Jesse built over 50 homes, started an HVAC business, and even helped farmers access solar power. None of it came easy.

“When I started, I had no investors. Just a few tools and a notebook. Every day was hard. But I kept showing up,” he says.

His takeaway? You don’t need to wait to be ready. “Start small. Be honest. Be consistent. If you give your best and keep your word, that’s success.”

[Jesse Vierstra](#) also believes success includes giving back. He founded the Ryan Franklin Memorial Golf Tournament in memory of a friend and is active in church and local service. “Helping others—without expecting anything back—is one of the best ways to stay grounded,” he adds.

Redefine Success for Yourself

Jesse isn’t asking for donations or followers. He’s asking people to pause and reflect. His call to action is simple and personal:

- **Write down what success means to you—without comparing it to others.**
- **Break your goals into micro steps. Progress beats perfection.**
- **Ask yourself: Am I living in line with my values or chasing someone else’s version of success?**
- **When you fail, ask what it taught you. Then adjust and keep going.**
- **Show up—especially when no one’s watching.**

“If you’re waiting for the perfect moment to start, you’ll never move,” says Vierstra. “But if you take just one step today—no matter how small—you’re already on the path.”

Read more about Jesse Vierstra and his message at <https://www.jessevierstra.com/>

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