

TRANSCRIPT

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[Intro]

Hey everyone! Robert Raymond Riopel here. Welcome to *Success Left A Clue*, secrets to creating success that is real, relevant and repeatable. This is episode #6 and right now, I happen to be sitting in my hotel room in Orlando, Florida. We just finished a 5-day amazing, intensive, intensive program called *Train the Trainer*. And it's really cool when I get to teach others how to do what I do. Teach them to how to actually use the technologies, use systems. And if you've been listening to podcast, you know I love systems. And so, I've been teaching them the systems on how to do trainings in a way that is highly impactful, their students remember it more and they have a lot more fun. So you know new peaks having train the trainer, what an awesome blast to be able to do it.

I'm headed home today and while I was getting ready to get packed up and just head on to the airport that often, it's incredible how you've got to be hitting – you'll always be aware of inspiration. Inspiration hits all the time in different ways, and it reminded me of one of the clues that I love to give people in my book *Success Left A Clue*. And that clue is this, write it down. I got to tell you, I don't have the best memory and so one of the biggest things that helps me and you may be able to relate or not is, often something will happen, inspiration will come. You'll often remember or think of something and it's brilliant, or to you, it seems brilliant, and then if you don't write it down, within moments, it's gone. And you can't even remember for the life of you what it was.

So I'm going to kind of give you the back story to where our lesson, the theme of our lesson's going to be today. And before we get into that even, I want to thank everybody who's been listening to *Success Left A Clue*, and giving your feedback on the podcast. I'm having a blast doing these and we're going to keep them going forward, and forward, and forward, and forward. Just having a lot of fun, see what kind of information we can get out there. So here I am. We finished a program a couple of days ago and my wife Roxanne and I decided to take a couple of days. Another clue is that whenever you're going, always make sure that you give yourself time to relax, regenerate, rejuvenate.

And so, here we are, we decided to spend a couple extra days in Florida and we have season passes to Universal Studios. But of course, intention isn't always the best, here we are, thunderstorms rolling in, downpours. So we've been doing some other stuff and utilizing the time. While this morning I got up, I decided to go for a workout. It's our last day here, I decided to go down for the gym and I've been -- really especially lately, I have been just really integrating and taking and listening to podcast. I've been devouring podcast and especially because I'm in this now, mode of wanting to deliver information through podcast. I've just been devouring them. And you've heard me saying on other podcasts that one of my favourite people to listen to – and if you haven't checked him out, if you haven't Googled him yet, and you haven't started listening to his podcast, his name is Ken Courtright.

I want you to really take time and actually go and check him out and start listening. So here I am this morning, and I'm already up to episode number 68, 69, 70. And I get to 70, and in 70, he say's "Here's what I want you to do, don't listen any further until you go back to episode 1." Okay, I'm listening, I'm learning, so I do. And all of a sudden something kind of hit me and I – while I'm on the treadmill, I pull out my phone and I decide I better write this down or else I'm going to forget it. In the next 15 steps on the treadmill, it's going to be gone on my head, I'm not going to remember what I wanted to write down, I'm not going to remember what it is I wanted to do this podcast on. So I hop on the side of the treadmill so it can keep going. I pull out my phone. While I'm listening to the podcast, I actually opened up my notes and I just start writing. And I write down inspiration for two more podcasts.

So today's podcast and the next podcast that you'll listen to are going to be based on what was going on for me on that treadmill today. And so, that's a kind of the cool thing. So today's podcast, oh my goodness. Well, there's going to be a theme song to this one. I'm going to play that theme song in a moment, and then we're going to dive right into what today's episode is about. Now this song, if you have a heartbeat, you've heard this song. I don't care what genre's you like, I don't care what music you do or do not listen to. If you've been around for the last few years, you'll know this song, you'll hear it. And one of the couple things is going to happen, either you'll go "Oh I love that song", or you're going to go "You know it's kind of an irritating song". Either way, it doesn't matter. And the reason it doesn't matter is because there's a lesson to it, and I'm going to get into that lesson after the song. Take a listen.

[Music]

All right. So as I said if you know anything or if you've been around at all, you know that song, it's called Gangnam Style, and it's by a singer by the name of Psy. And I got to tell you, I thought I was going to use that song for a totally different lesson and in a future podcast I may, but I may use one of his other songs as the inspiration for it. But I'm going to get into today's lesson. What I wrote down about for today's lesson, the theme of today's podcast and is all to do with success, the clues that success leave. And that first lesson is called repetition, repetition. If you're not driving, if you have your hands free write that down. One thing I've noticed in my career or life, especially 12 years onstage teaching people. One of the things that has become very, very evident for me is that repetition is key to success. And let's use the song Gangnam Style.

Actually, in any song, anything that's been successful as a song, let's use that as an example. You tell me, do you think a song that makes it to number 1, a song that's done what Gangnam Style has been able to do. It's going to be a later podcast, but a lot of people don't realize that actually Gangnam Style changed the internet. It actually changed YouTube; it changed a lot of things. We'll get into that lesson later, but back to repetition. Do you think that a song that makes it to number 1, a song that does well, the artist only sings it once? They only sing it a couple times? No. They sing it again, and again, and again. Songs that make it number 1, in fact that artist will actually perform and sing that song hundreds, if not thousands of times. Hundred – listen to my words, get this -- hundreds if not thousands of times. They'll sing it, they'll perform it, they'll have to talk about it, they'll have to live it. If they don't, even if it catches on, if they don't use that repetition it will fall off. And if you notice and you check it out, and I'm going to encourage you, let's use this as a case study. I want you to pick your favourite song, and I want you to find out how often did that artist have to sing it, or perform it in a live show and all that.

Go to Katy Perry, go to Pitbull, go to – even any singer from the back, the beach boys, any genre. Any genre, any – whether it's country and western, whether it's there's rock, whether it's hard rock, head banger, whether – what it doesn't matter. Classical, doesn't matter, punk. How often do they have to perform it? And when you look at that, here's what want you to kind of start noticing, the one's that do really, really well, the song will stay the same again, and again, and again. The one's that seem to get a little bit of success but then fall off, are the one's that actually -- they played the song and started getting successful, and because they got tired of it they started changing it, they started making little shifts, little changes, little differences in that song because they got tired of performing it, they got tired of singing it again, and again, and again. And that's really where this lesson comes down to.

We talk about how success leaves a clue and when you find success, you look, you will see that people use systems, the most successful people use systems. What gets in the way of people success are the ones who see the system and they change the system. So as you're having success, I want you to notice where in your life -- I want you to go back in your successes and where did your successes come that came from consistently doing something again, and again, and again. Keeping it the same, not changing it. And where did you run into problems, because maybe you started using a system, but because you got tired of it you decided to make little adjustments, little changes. You forgot to do that repetition. And let's tie that into the

training business, since I just finished teaching 200 people how to train from the stage. I've been blessed to train thousands and thousands of trainers over the years. And one of the hardest jobs I've ever had was keeping them to the system. They learn it and instantly because I've said that again and again I'm going to change it, they started making little adjustments, things that they thought would enhance it, not realizing it was actually taking away from it. And because they were making these changes they started having the issues happening. And that's the big thing right now, that's the big thing I want to get across to you.

Repetition is the key to all success. Gangnam Style, you know here it is and one of the reasons I love that song is because I stared to -- I decided from a challenge years ago in 2012, right when Gangnam Style was big I happen to be overseas, I happen to be in Australia when I challenge was put to us. And we decided to do a dance to it. I know it's just a random, off the top dance and it did okay. But to take it to another level, I actually did some searching, and I went on YouTube and I saw who had an actual line dance, an actual choreographed dance to it. And I decided, let's learn the choreography, instead of reinventing it, let's take it. And I started to take that system, I started to take that dance. I used the choreography, I learned it, I started to teach others. And next thing you know here I am dancing Gangnam Style all over the world, literally. I've danced it in Australia, Singapore, Kuala Lumpur, Taiwan, I've sung it in Bangkok, I've sung it or danced it in Vietnam -- not sung it -- danced it in Vietnam. I've danced it in Poland, I've danced it in India, I've danced it in Germany, I've danced in all over North America, all over the world. And because I kept it the same, all of a sudden it started to blow up. And people started posting it on YouTube, people started posting it on Facebook.

I want you to go and Google, Google Robert Riopel and Gangnam Style, see what you come up with. Robert Riopel and Gangnam Style, Google it and see what you come up with because you will see the same dance and it's really cool when you do, because I have kept it the same. Now here's kind of the interesting part of that, I tried to retire it a couple of times, for a couple of years I tried to retire it and actually it was hard to do. Because I was known for it, people I'd get back to an area -- I'd get back to a county even if I hadn't been there for a while, all of a sudden people would go and "Are you going to dance Gangnam Style again? Are you going to dance it?", "Oh no I've retired it". But they were persistent, because that was something I became known for. The repetition.

So even if I say "I don't know if I'm going to do it", if there was the energy there for it, why not? Why not? It's like branding, branding is the same thing. Repetition, you keep things the same. That's why Robert Raymond Riopel, I'm now branding that name. Everywhere I talk, every signature, everything I do, Robert Raymond Riopel. Real, relevant, repeatable. Even if I get tire of it I'm not going to quit saying it. Because that's me getting tired. Who knows when someone hears it for the first time, or the second time. And that kind of ties me back to Ken Courtright's podcast as well. Here I am I've blown to 70 of his episodes, and some of them I've listened to a couple of times. And here's how the mindset works, one thing I noticed while I was on that treadmill today before I got this lesson of doing the repeatable. Often here I am and I found my mind because I'm always noticing, I'm always watching my mind, I'm always watching what's going on in my own head.

And I noticed I started going "Oh you know what I've heard that message from Ken a couple of times, I don't know if I need to hear it again". And then it hit me, "Wow, I've heard that message before" and I'd said write it down, and because maybe I was doing something, I didn't. And then I heard it again, and I'm like "That was impactful". And often here I am "Sure, in a different podcast". I'm hearing some of the examples. Not even the full on examples, but reference to the examples I'm hearing again, and again, and again. And my mind often switch from not wanting to hear to that's brilliant, brilliant. Because often I realize that the willingness -- because Ken gets on there and he just talks about the different mental lessons, ties them together, brings them in from the left, brings them in from the right, brings them in from all over the place, it's taken me 3, 4, 5 times sometimes to get the lesson to really ingrain it. It's been repeatable, he's been doing that repetition and he's not worried about how many times I've heard it.

He talks about Tom's Shoes all the time, I love it now. He talks about S-Curves, I love it. He talks about what it needs to be to do success, I love it. And now that's why you'll hear on this podcast now, I'm not going to worry about if you've heard something one or two times, I want you to listen, I want you to notice what's going on in your head, I want you to really take it in. Because the more you're willing to get into that repeatable, get into that "Oh I've heard it again, but did I really hear it?", and then tie it back to your own business, tie it back into are you finding yourself getting bored with the message you've been putting out, and because you've been getting bored have you been switching it up. And because it's your crap, not the people who've looked for you, see on your websites, on your advertising, on everything you do, if you don't keep it repeatable people aren't going to be able to find you this easy.

So no matter what's going on for you, I want you to keep it in a way that even if you're getting tired, perfect, amp it up, do it again, amp it up, do it again. I want you to make sure you keep doing it and repeating it, repeating it, repeating it. No matter how tired you get of it, I want the repetition to be keep going. That's what this podcast is about. On a couple of more podcast from now, I'm going to get into the last of why Gangnam Style, why that one has changed industries. It's because of the repetition. Why he travelled all over the world, doing that Gangnam Style, doing the horsey.

Remember I dare you, dare you, Google Robert Riopel, this was before the Raymond was in there. Google Robert Riopel, Gangnam Style, and see how many times I've danced that around the world. Have fun. So I'm going to sign off from this -- on this podcast and again today's lesson is the repetition in your business, repetition in your message, repetition, repetition. By the way, did I use the word repetition? [Laughter] I hope you are enjoying these. Check out the website *Success Left A Clue*, I'll have the links to get you to Ken Courtright, you've got to listen to his podcast, they're brilliant. Ken if you're listening to this, love you man. Love the messages you're putting out there. So here's Robert Raymond Riopel, signing on -- off from *Success Left A Clue*, secrets to creating success that is real, relevant and repeatable.

Always live with passion. Have an awesome day and will talk to you on the next podcast. Signing off from beautiful Orland, Florida. Have a great day everybody.