

Welcome everybody, this is Robert Raymond Riopel and success left a clue.

This is episode number 11 and again, I am jazzed to be doing the next episode. Inspiration as we talked about in episode 10. When inspiration strikes, you only gotta go go go, you gotta answer it. So here I am, I actually technically just finished. Recording episode number 10, and what am I doing, I'm already doing episode number 11 because inspirations just flowing and I'm like have got to get these done. If I don't do it now, I'm going to lose the excitement, I'm going to lose the fun, it's not just going to be what it is meant to be.

So let's jump right into episode number 11. This episode is going to be like episode number 10 and a couple other episodes that we've done in this series so far. Is going to be a song that I'm going to play in a moment. That is going to be the song that is the theme for this episode. Now is a little bit different because I'm going to make you think a little bit of why am I playing this song before I actually get into the lesson and tell you the meaning behind it.

So let's dive right in, let's not waste any more time.

Here is a song "Given Listen".

Excellent! so now for those of you who don't remember or maybe you don't know that song, that is by the Rolling Stones 'start me up.

Let's get into that lesson of why did I choose a song for the theme for today. Well, the reason I played that song is because of something that happened back in 1995. That changed and impacted this planet and the way people look at things. And so that was the song that was actually used to actually launch the first major software from a little company that people didn't know was a software company till back in 1995. The big name was IBM computers and software, stuff like that. And there's a little company, even though they weren't really little, they just were unknown at the time by the name of Microsoft.

You recognize that name, of course, you do! And Microsoft and Bill Gates was getting ready to launch their new iconic windows 95, and they're trying to think: how do we launch this and because of the start button on there they wanted to use a song that kind of meant something to that and so the thought of the Rolling Stones, they thought Mick Jagger and they went "Start Me Up". And so if you go back and I'm going to encourage you to actually Google and look back. For the original commercials from that.

Back in the time, it was reported that Microsoft actually paid the rolling stones anywhere from 10 to \$14,000,000 to be able to use that song, the rights to that song for launching windows 95. Years later more reports came out and they were actually able to get an insider to say you know the guy who actually hired the Rolling Stones, what did you actually pay, it came down to a lot less than that. It was \$3,000,000. But really \$3,000,000 for a song to use it to launch a program, launch a product. Microsoft put a lot of money behind that launch and it got them to be starting to be known as a software company and make them what they are today. And so one of the interesting things though is you might be asking yourself: What does this have to do with success left a clue?

Well, a number of different things, absolutely! Think about this, Microsoft was willing to go after what

they wanted, they wanted an iconic song to be able to launch their product. One that was in alignment that kind of said what they were doing. And so that song wise “Start Me Up” so they went after it. They were willing to pay millions to do it and because of their willingness to go for what they want, that launch them to the billions and billions and billions of dollars that they are today.

So that's one lesson!

A second lesson, though, is that not only did they go for what they want. But they were actually willing to really identify that they had a position in the market where they are unknown that had to be changed. Until windows 95, most people thought of IBM. They didn't think of Microsoft as a software company. So how many times in your life do you not make a change and just what we talked about in episode number 10, “Man in the Mirror”. Being willing to look at the man in the mirror or the woman in the mirror and if you want to make a change, You’ve got to be willing see what's going on in your life. There's areas that are working, areas that are not. Well, Microsoft that were not well known enough were willing to look at that. Instead of ignoring it, let's do something about it and they did.

Now look at all the upgrades and updates to windows 95. Windows 95, I think did next big launch was windows 98, and then also in windows XP and bla,bla,bla. I don't even know all of them. But one of the things very interesting to me is that most people, If I ask them: Are you using windows 95 today? They laugh, they laughed at me. They find it funny and I say why? Why is it that you are not using windows 95?

In this scene are you kidding? Windows 95 is so outdated! Some of the people listening to this podcast were not even born in 1995. And so they're going why would you use an outdated software? And it is true. Most of the computers today wouldn't even recognize the windows 95 operating system. If you can find a computer old enough. If you can find a computer that was going to run it. You couldn't run any of the programs today that are written today. Windows 95 couldn't even process that software from today. If you could find a software that would even run on windows 95 anymore on a computer, couple of things are going to happen:

One it's going to run really really really really slow.

It going to be like the days of my first time on the internet - was back in the early nineties.

I remember how to plug my computer into the wall socket, into the telephone line. And I had the whole 14:4 for the internet. Some of you don't even know what the heck that means 14:4.

Well, let's put in context: If I want to download a picture and look at a picture. Today there is instant pop up! Look at Facebook, look at how quickly pictures come. No! not on a 14:4. I could start a whip picture downloading and I'd walk away from the computer, I come back in about half an hour and hopefully the picture was finished downloading by then. On my computer screen, you watch it go line by line literally. I'm not kidding, line by line is how that picture would load. That picture would load line by line on your screen and it would take half an hour or longer depending on the quality of the picture. That was 14:4.

And so using computers back then to try and do anything would really really slow. So meaning if you

could find a program of today that would run on a windows 95. It would be ancient, it would be by today's standards, archaic. It would be like you would have to be an archaeologist going in digging under the pyramids in Egypt to find the software that would actually be dusted off, tried to get it to work, try to configure, try to figure it out. If it did work it would be slow. If you could find a software to run on windows 95, another thing that you would notice that would be happening is not only would it be really really slow, but it would crash a lot. It would be constantly also not working, have to reboot, freezing up your system, it would be a nightmare. So people aren't even going to think of running anything but the latest up to date software today. Because it has a waiver program. Look at the apps on your phone, also on your app store says: you know what, you got some updates. If you're like me, you instantly go and update. You don't want to run an out of date system! And how quickly are things updating? *Tap finger* like that, *Tap finger* like that; there's another one; there's another one; there's another one *Tap finger*, That's how quickly the world and universe are working today.

So let me ask you a question, you may be saying to yourself. So Robert, what the heck does this have to do. Of course, we're not using 95. So what's the lesson here? What's the success clue?

Well, here it is ladies and gentleman, every single one of us, our body is our hardware; our mind and our programming are our software. And people wonder why they're having trouble getting success; why they don't have much happiness in their life; why they're not in the position they'd like to be; And the reason is mostly your programming is based on what you learned, experienced, and saw as a child. And it's never been updated.

Meaning ladies and gentleman, the reason may be why you're not where you want to be is because you're still running an internal program that is equivalent to running windows 95 on your computer. And here's what I find interesting. Most people won't even conceive running windows 95 or going without the latest update in the hardware of a computer. But they don't even give a second thought of why they should update their software in the hardware of the body. Your internal software, your internal programming. And of course, we haven't because most people are still running the windows 95 equivalent in their software, the room reason they're having success or not having success is because of that. And they wonder why it's coming really really really slow.

No wonder why if they start to get some success:

They crash.

The light freezes up.

They get overwhelmed.

They can't move forward.

And they end up rebooting the system, going bankrupt, getting divorced, losing friends. Well, ladies and gentleman, it comes down to your windows 95.

And when are you going to be willing to update that?

See that's the question I put across to you. The moment you treat your internal programming like your software on your computer that's when your life changes. This is why learning is critical. This is why making sure you keeping up to date. This is why you read. This why you find mentors. You find someone to model from This why you go to training. This is why you listen to podcasts. This is why you mastermind. This is how you upgrade consistently. *Tap finger* New upgrade!

Oh, you know what, you do 5 days with the mastermind people you know, *Tap finger* Upgrade. You go to a new training over a weekend so that you can learn something new, *Tap finger* Upgrade. You listen to another podcast, *Tap finger* Upgrade.

Do you get the point? That's what we're talking about, that's the lesson I want you to get from this episode. Is that the moment you put the focus on upgrading your internal software that's the moment when your success will come quicker because you run smoother. That's when you also don't jam up anymore. Because when you defrag your system, you work on clearing that negative stuff, you defrag your computer, you clean up the filing cabinets if you remember what a filing cabinet is this! This why you've always done that. So that's why you need to do it and want to do it with your internal programming.

So today's lesson is let's start me up. Start me up means identify that you are windows 95 and let's move forward. Let's get to the latest, greatest, newest update in the software today that you can be. If your version 1.2 of yourself, let's get the version 9.3 of yourself! And then move to 9.4, 9.5, 9.6, that consistent ongoing, upgrading of your software, so that you can truly be the person that cannot only create the happiness, health, wealth, relationships in your life, but you're able to maintain them. And then you're able to grow them.

That's the key!

So I'm going to wrap up this episode for success left a clue. This is Robert Raymond Riopelle, I want to invite you to go www.successleftaclue.com for the transcript, you can download the transcript if you like to read and study these things. I encourage you to do that.

You guys are awesome! Look forward to the next episode, episode number 12, is going to be an interview, it's going to be awesome, it's going to be rocking, it going to be amazing. And I can't wait to have you on that episode.

Have a great day, always live with passion.

Leave us a review on iTunes and we'll talk to you next time.