

## TRANSCRIPT

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Welcome again everybody, this is Robert Raymond Riopel and I want to welcome you to *Success Left a Clue*. This is episode number nineteen and oh man here we go again. I was just mentioning on episode eighteen if you've listened to that one you know I just ended up returning from an amazing event where not only did I get to host and teach but I got to be a student in the back. And its when you are listening and learning, that's when I- some of the greatest nuggets happen to come my way and I noticed and I learn and I go to another level.

So in this event we had a number of amazing, amazing, amazing presenters come up and talk about their expertise, their line of expertise and one of the beautiful things is not just the learning that I was getting, but I was looking from the back of the room, watching the students light up as they would realize what was possible for them. You know, one of the things that hit me was, that's actually one of the things that is why I'm passionate about what I do. When I can see, someone get that what we call the one-handed clap. Now picture your palm coming up to your forehead and you're going, "Oh my goodness I got that!" I hope you got that visual. That is what lights me up. When all of a sudden, you get that realization that you are actually greater than you think you are. It's pretty, pretty wild.

And so I'm sitting there at the back of the room and a presenter came up that was a presenter I had seen in July. And his story in July, his expertise in July kind of gave me a swift kick in the butt. For something that I had been holding back on, not just for a few days or a few weeks or even a few months but I had actually been holding back for a few years and so when I heard him in July, it was at that point I made the decision, ok, enough is enough. Oh my goodness, enough is enough. I've got to quit procrastinating or as Napoleon Hill says in 'Outwitting the Devil', I've got to quit drifting. Time to hold myself to a higher standard and actually carry through on what I said I was going to do all those years ago. And It was after that, I was doing a training the very next month where I turned around and to keep myself from procrastinating any further, I made a commitment, I made a commitment from the stage, to the students and going into my warrior and my word is law. It was the moment I made the commitment that I actually started moving forward to deliver on that promise, ok.

What the heck am I talking about? Some of you may have already figured it out, especially if you've been at an event with me, you know exactly what I'm talking about, and what I'm talking about is the fact that it's time, it was finally time to get my book out. The one that's been sitting inside of me, the initial concept came to me in 2002. All those years ago. I didn't realize what I totally wanted into it, I just knew at that time, I wanted to write a book. Research shows that seven out of ten people out there, they want to write a book. Are you one of them? If you are, and you haven't written a book, listen closely. Because you may uncover right now, right here, some of the reasons holding you back. For me, it was things like, oh I'm too busy, I don't have the perfect things right now, I'm not sure about my topic. Whatever it is. And I allowed that little story to run over and over and over again, in my mind. And because of that story running over and over again in my mind, it became a hold back, a mechanism, a reason why not to do it.

Now fast forward six years later in 2008, 2009, I actually sat down and I actually got a first manuscript done. I ended up- for those of you who know the story because, I struggled doing what's called the procrastination rite. I struggled, I, would try to type what I wanted but I would, I, because I channel, in the moment, things come up and I know what I want to say but in the- all of a sudden, they're gone before I can get them down in the book. All of a sudden I get frustrated and then for a couple years I did this frustration, this frustrated procrastination rite. And finally, I sat down, wrote out a one day training based on what I wanted on my book. I did a one day training, I actually recorded it, did that twice, sent it to a ghost writer and she put it into book format. So also, now I had a book I was done, I was ready to go. Oh yeah, Baby, we're good! And all of a sudden here we are, years later and it still hadn't been released. See I had come up with different reasons, I'd replace the story, I'm not knowing what I want to write, not being perfect, whatever it was. Often, I'd replace the story with, wow how am I going to release it, why don't I release it this way, why don't I-

One of the ways we were going to release it. One of the things that became my whole back story just for learning for everybody. This is where AmentorA came from. AmentorA is nothing more than an interactive web platform based on the concept of what my book was. So we were going to code AmentorA, launch AmentorA, and we were going to use AmentorA to launch the book. Three years go by, four years go by. AmentorA is not going as quickly as we thought it would. We were having to program, reprogram, do all these different fixes and so because we were going to use it as a launching mechanism, the book transcription, manuscript, sat there. It was a good story, of why not to get it out.

I'm now back from my Hiatus, I'm now training full on again. People are asking when are you going to get your book out, oh I'll get it out when are you going to get your book out, oh I'll get it out. And here we are, July of 2016, the book still isn't out. And also, I saw this gentleman up on the stage and he's talking about how your book adds instant credibility. It elevates the level of your expertise in people's eyes. And you can write a book in ten hours. What's holding you back? And it was that big one handed clap, just boom! I was like, dang! So the very next month in August, I announced, time to do it. And now I commit to it, and now the book, we've been writing new chapters, we've been editing, I took that old manuscript and what's really interesting is the old manuscript, I was a different person way back then so there's something, some brilliance in there, I'll speak for myself, that I'm keeping but there's a lot of things I'm taking out so now I'm adding back, I'm going in.

So here we are and then I now see this gentleman again, last week and I sit down with him and I said look, thank you for the kick in the butt, in July, I'm now full on doing the book, we want to get it out, what's out next step? And now we're in full conversation on how we're going to launch it, we're going to get it out there, we're going to put it out. And who knows, because I'm prerecording this podcast, the book may be out by the time you're listening to this. And that's pretty cool. And of course, just like the podcast, what's the title of the book? It's called *Success Left a Clue*. And so we're putting the book out and it's going great and I'm excited about it. Because now, especially because I committed to it, there is no more procrastination to-. There's still little things that try to come up and hold me back but I'm not going to let it.

So how does this relate to you? Why am I doing this podcast today? Well it's because of that realization ladies and gentlemen of what I said just a couple months ago. For you, when it comes to a book, a book elevates your level of status, a book actually in other people's eyes automatically positions you more in the expert place, this is a huge clue to success. You know, one of my mentors, Ken Cartwright, he sent in one of his podcasts, he said this, he said, books equal authority. I'll say that again, books equal authority.

Well Robert, there are thousands of books being put out every single day. Sure there are. Well then, what's going to make my book different than anybody else's? Well you wrote it. Well Robert, thousands of books go out every day, isn't the market saturated? No. See, maybe thousands of books go out every day. But isn't there over seven billion people on this planet? Seven billion. So what's a niche that you could go towards? Maybe you're in real estate, so you write a book on what to look for before purchasing a house. A little booklet that you can now hand to your clients. Say, "Oh by the way, here's a little book that I wrote that might help you make a decision before you start looking. Even if they're not your client, you hand them the little booklet and all of a sudden, you've elevated your authority in that arena. Maybe you're a car mechanic and in your waiting room, while you people are waiting for their car to be serviced, your staff can say oh here's a booklet that- or a book that was written by the owner and this could be on things to look for in a lemon. How to avoid purchasing a lemon. What to look for in a good repair facility. Whatever it is, your expertise. Maybe you love to dance and it could be, here's some great steps to learning the steps of dance without getting frustrated about the steps. See what I'm talking about?

You don't have to think about trying to go out to the masses because in reality ladies and gentlemen I'll tell you this, to get to number one on the New York Times Wall Street Journal or USA Today best seller list, most people aren't. And that's not why you write a book. You get our first one done, you get a second one done. As you create traction, as you create a platform, as you get people who are now looking for your next books, now you can look at going for the Wall Street Journal, The USA Today, the what- the New York Times best seller list. Whatever it is.

And I'm going to go back to something that Ken Cartwright taught me a while ago. He says, "Don't get good, get done." That's another reason why I decided that you know what, I'm not letting this hold me back anymore, I'm not going to sit there and wait, I'm going to get one done. I'm not going to wait to get good, I'm going to get done. And of course, then I added on to that nice little clue of success and I made it one of my clues. If not just don't get good, get done. By getting done, you will get good. So let me say that again, don't get good, get done and by getting done, you will get good. So utilize a book, write a book, find a way. If you want to know the best way, if you want little nuggets of gold, email me at [robert@amentora.com](mailto:robert@amentora.com). So Robert, [R-O-B-E-R-T@A-M-E-N-T-O-R-A.com](mailto:R-O-B-E-R-T@A-M-E-N-T-O-R-A.com) so the word mentor with an 'A' at the beginning and an 'A' at the end. And I'll help put you in contact with people who can help you get your book written, published, launched. All of that. Very, very quickly. Because it doesn't have to be a huge process. It doesn't have to be perfect. It's going to be imperfectly perfect. Or, perfectly imperfect, whichever way you want to look at it. And remember, it then raises your authority level in other people's eyes. So, Robert Raymond Riopel for *Success Left a Clue*. Your clue for this podcast, podcast number nineteen, is to get that book out. Write a book, raise your level of authority, raise your level of status, raise your level of expertise. Until next time, always live with passion and we'll talk to you on the next podcast. Thanks everybody.

