

## TRANSCRIPT

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Welcome everybody to Success Left a Clue, episode number twenty-one (21). Robert Raymond Riopel here. Man! What a beautiful day today is! I have got an awesome, amazing lesson for you, or I hope you think it is. You know what, this is one that's made a big difference in my life. How appropriate where I'm coming from for this lesson as well. Right now, I just got back off the beach, beautiful West Coast in the gulf coast of Florida. Came up off the beach, and now I'm taking care of a little bit of fun by getting an episode recorded for the podcast. What's interesting is that even though this isn't the first episode of the podcast that we've broadcast for 2017, this is actually the first episode that I'm recording in 2017. This year is going to be phenomenal, and I hope you're setting the intentions that it's going to be phenomenal for you as well. To get into today's episode, before we begin, we're going to set the tune or tone, nah I said it right the first time. We're going set the tune. We're going start off with a little bit of intro music that's going be the theme for today, and then we'll come back into the lesson. So listen close, get ready for the theme, and I'll be back in just a moment. Here it is.

Excellent. So that was Bruno Mars and the Lazy Song. That is our theme for today and it's not about being lazy. Let's be clear, it's not about being that. I say it and I've said it and I will say it again, and again and again. Success takes work. Success is hard. You've got to do something. You've got to take that action. Most people think the reason they hold themselves back from success is because they think they have to work too hard for success, not realizing they're actually already working harder being broke. So why would I have an episode that is kind of got the title or the theme song Lazy by Bruno Mars? Because of what I learned a number of years ago, way back in 1993. Let me set the stage for you. If you've seen me before, heard me before, you know I've been taught when I was growing up that if you work hard and you stay loyal to a company, that company is going to take care of you. Even though that wasn't the reality of my life, the engrained part of working hard, working hard, working hard was. Everything that we would do, my wife and I, we would work hard at it.

It was no different in 1993 when we actually bought our first Domino's pizza. Here we were already, we gone from me being a driver, to then becoming the manager of my own store, my wife Roxanne becoming my assistant manager, and the two of us also a year and a half later been able to buy our first franchise. Here we are, we're already working hard open to close, seven (7) days a week. We knew how to work hard. Well, here we are, it's 1994. Five (5) years earlier, we actually got married. So we got married 1989, here we are now, this year we will celebrate our twenty eight (28<sup>th</sup>) wedding anniversary. Wooh! Love it! And we got married because we were hard workers. We actually never been able to afford money-wise, or time-wise to take a honeymoon. And we always set the intention – we'll take a honeymoon, we'll take a honeymoon.

So now, your one (1) year turns to another, turns to another. We go from driving, to managing, we're now franchisees, still working hard. And it's been five (5) years since we got married, still no honeymoon. Hey, we got great intentions. In fact, we gone to Roxanne's brother, who have known a timeshare in Florida and said, "Look, why don't we buy one (1) of your weeks from you? We'll use that, we'll take a one (1) week holiday into Florida and we'll get a good break. We'll have a honeymoon. It'll be nice." Our anniversary came, our anniversary went and we never left. We never went on a honeymoon. So now, here it is later in that year, it's now Christmas time. We're spending Christmas at my in-law's place in Calgary where we happen to live now. I remember being around the tree, we're all exchanging gifts, and from my brother-in-law comes this envelope and it was addressed to Roxanne and I. We gathered around, we opened the envelope, pulled it out, and it's a letter from my brother-in-law saying, "Earlier this year, you purchased a week of my timeshare from me. Well, as my gift this year, I'm giving you a second week. Also, you have enough air miles built up that you can use the air miles to fly yourself down. Oh and by the way, you have to use these two (2) weeks, two (2) weeks from now as when it starts. There is no choice."

Well we went into *oh crap* mode. What do you mean we don't have? The way that it worked is the weeks will be lost if they didn't get used so he had actually booked them in, locked them in cause knowing if he didn't, we wouldn't use them. So he locked them in and we had no choice but to go. We're all freaked out, we got two (2) weeks, we're both the main workers! Sure, we have an assistant manager, but she's never been properly trained how to run the store for a week on her own, let alone two (2) weeks on her own. Are you kidding me? But we made it work. And also next thing you know, two (2) weeks later, just in the New Year, we fly down to Florida – very first time ever for us in Florida, 1995. We land in Orlando, we go to the timeshare, and we're checked in, we're like, "Okay, we're ready to have some fun."

Now back then too, cellphones, if you remember the roaming charges, you remember the cost of having a cellphone that time. Oh yeah, you know where this is going to go. Because we were so unprepared, we want to make sure that our store was still able to produce. Now my brother-in-law, who was running his Domino's pizza, was going to oversee ours as well cause we're part owners in his as well as full owners of ours. Yet everyday, we made sure we're on the phone with Jennifer, our assistant manager, assisting her along, helping her out, making sure things were going well. Well couple of interesting things happened during that time. One, is our two-week vacation – we started having so much fun, it ends up turning into a whole month in Florida. A whole month. So here we were, we were afraid to take one (1) week. We were freaking out to take two (2) weeks. But when we actually got to the holiday and it was so deserved and we had been so burned out, we needed some downtime, we found a reason to make it into a month and we stayed a whole month in Florida.

Now everyday on the phone, we're talking to Jennifer, "How's things going? What do you need to do?" Roxanne's doing the schedules, we're faxing the schedules over. Get it? Faxing. We're doing as much emailing as we can, but technology was not it was as it is today. There's no Facebook, there's none of that. But we're making do with what we can. Subsequently, just like you know, we got back. Our phone bill – that next phone bill because the month we're away, for our cellphones alone ended up being over \$2000 because of roaming charges and all that. But there is a silver lining to this story. Just stick with me, you're going to get there.

So here we are, we end up taking that whole month off, and not only did we take the month off, not only did the store run as well as it could have, but actually, that month, our sales went down by \$8000 that month. Just kind to set the picture on that, our store was at a stage where we were just getting by as it was on the sales that we're doing, with both of us working full time. So to lose \$8000 in sales, that was a hard hit. That meant we had to come back and take some massive action to try to change things around. Alright, so that's what happened.

But here's the key. Here's what this whole webinar tonight is about. Today, whenever. It's night for me as I'm recording it. We forced... I won't say we forced ourselves. There was a holiday forced upon us. From what we learned from that holiday, we ended up from that point forward, making the decision, making the commitment that every single year, we would take time off. Regularly. At least two (2) weeks a year. Get away, do something to rejuvenate ourselves. You see, we came back that month and sure our sales have gone down by over \$8000 that month, but we came back so refreshed, so rejuvenated, that all of a sudden sales have started skyrocketing, the cost came down into line. Our customer service improved and our whole bottom line just went to another level because we were coming back at it, like we hadn't been there.

To kind of give you an idea, you can walk in a store – and I love walking into a pizza store and smell of pizza. But when you're in it everyday you don't even notice the smell anymore. So one of the first things we noticed the day we got back when we walked into our store was that amazing aroma of freshly cooked pizzas. And it was like, wow! We have missed this! So from that point forward, yes it became an automatic habit. Every single year, we force ourselves to take a holiday. That's why I used the 'Lazy Song', cause today I

don't feel like doing anything. And when you get those days, it's because usually you've been doing so much and haven't been giving yourself the proper time to step back, to take a break, to relax. Of course, you don't feel like doing anything. You get burned out. That makes you more unproductive. The more unproductive you actually become, the more your sales will go down, your productivity will go down, your income will go down which means you get frustrated. You think, "I have to work harder." That's not the case.

Work that smarter by realizing you do deserve to have those lazy days. I'm not saying you have to go away for a month. I'm not saying that you have to travel at a huge expense especially if you're just starting at something. But why not find a day at the beach? So how appropriate is it that I'm here now, I'm on the beach in Florida. And it's kind of cool because I'm in Tampa just outside Tampa in Clearwater. When we flew down to Orlando that first time, we didn't actually stay in Orlando by the way. Our first experience is we drove over to Tampa Bay. We went over to Bush Gardens which is a theme park. We then drove all the way down to Miami. From Miami, we then drove back to Orlando. We really had a great experience that has changed our lives.

And so now, how am I starting this year? Well, ten (10) days, myself, my amazing wife Roxanne, and we even brought her parents – their first time to ever come to Florida. We know it's going to be a busy year, there's lots of stuff we do. "Well Robert, nowadays, you're all over the world, you travel all the time." Yes. You see, that's part of my work. I do take downtime when I do it. If Roxanne's with me we take downtime. But this trip here, this is ten (10) days on the beach to do anything that we want to do. If that means we want to do nothing, that's nothing. Today, we're sitting on the beach, because it's only twenty (20) feet away from our door. We're sitting there, we're feeding some seagulls, we're having some fun, reading and just relaxing.

So that was my theme some for today. I thought how appropriate to make that the theme for this podcast. Ladies and gentlemen, force yourself to take that break. And I'm not really going to say force yourself. Give yourself the gift of consistently having the time away – time for you, time for family. Watch that change and impact your whole life. Happiness, health, wealth, all areas.

So for Success Left a Clue, Robert Raymond Riopel here, episode number twenty one (21). Time for me to do a little more relaxing. I look forward to having you on the next podcast. Thank you everybody who's been listening, downloading from all over the world. Please do us a favor. If you want, you can go to Success Left a Clue or download, we have the transcript there, you can pull the transcript of the recording or all the podcast recordings from there if you choose. But I also like you to go to iTunes. If you're listening from your iPhone or iPad or Mac, go to iTunes and we would love if you'd leave us a comment. Love if you leave us a rating so we can help get it out to more people.

From my heart to yours, thank you for being amazing, have a great day and always live with passion.