

TRANSCRIPT

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[Intro]

Welcome everybody to Success Left a Clue. This is Robert Raymond Riopel here, coming to you with Episode #25. Episode #25.

And this episode today, we are going to be talking about something called Side B and what's your story. Side B are you willing to share it. Side B, it may mean you have to be a little bit vulnerable. Now, my first question is do I have your attention? Or are you wondering what the heck is he talking about? What could all this Side B be referring to? Well, let me dive into kind of what I mean. I'm going to be talking about an impact that we have today that wasn't around even so much as a decade ago called social media. And it was interesting, I love, as I talked about before, I love to watch TV. I love to watch movies. And one of the things when you're talking about success, clues that success has left, you get people that will say, "You know? Here's a thing, if you want to be more successful, turn the TV off." Well, if you've been listening to my podcast, you already know my opinion on that. My opinion is, all good things in moderation.

See for someone like me, who loves TV, if I was to shut it off, I would find a way to now self-sabotage myself because I'm not being able to do something I enjoy. So it's not just about turning it off. It's about find times, ways to be able to enjoy it. And that's what I do. And so here I was, and it's kind of interesting because I was watching a TV show that I absolutely, I just love, I was getting a chance to watch it, I was helping my father and he kind of going to the whole story, he was in a hospital, and so went to visit him, went out to help him. He's in a different city, about 4 hours away from where I live. And helping him out, got him settled into one night and came home to his or went to his place from the hospital, and as I skipped a little bit of business and relax a little bit, I decided to watch TV shows that I like.

And with today's technology, I was able to do a video on demand and I'm watching this episode of a show that I really like and all of a sudden something, the way the whole show went, it is not about the show, it is often something about that was said in that show that often just clicked in my mind and went, "Holy crap! That is a success principle right there." That is a clue that's left by success that I just ended, I instantly pulled up my phone coz as you know one of my clues is called Write It Down. Write It Down. So I pulled up my phone, I pulled up my notes on the phone and I instantly write down this little gem that was given to me while I was reading, relaxing in that moment where I just, "Haahh!", quieting the mind, doing something I enjoy, nugget of gold. I don't need to go into the show. I don't need to go story line or anything like that. But it was something that was said. It was talking about how in social media everybody is almost like everybody's life is glamorous. Look at Facebook, look at the post, and all you see is like "Oh I've done this, I've done this, I've done this, I've done this."

It's easy for people to compare their successes or than actually compare themselves to and make themselves a failure because they're comparing themselves to the successes they're seeing on social media. And it was interesting what this character said in the show. He said, you have to look at the side B. Everybody's good at playing their greatest hits but flip it over and go to the side B. And as I reference, some of you maybe aren't old enough to remember but in the old record, you have your side A, side B. And side A is what the greatest hits would be. That's what people put on social media today. And it's a very small percentage that are willing to actually become vulnerable sometimes and share side B. Be vulnerable sometimes and actually share the story of what is not going right in their life.

Instead of trying to make it everything look great, awesome, going forward. And this is important to success because if you think about, before we had social media, this is where paparazzi comes, this is where they're trying to catch all this glitz and glamour stars, people who are famous. How do we knock them down? Oh yeah. Let's catch their bad side, their side B. When they're not in their best. And because of that also you see people trying to protect themselves, you see people trying to hide things, you see people trying to not show

anything bad, of why they should be popular, of why they should be famous. And so, the clue to success that I want to give you from this is that every single one of us has our greatest hits. And we have our side B. And the question isn't, are you going to have it or not. It is how do you actually cope with the side B. And that's what really struck me. Because we all have this stuff that's going on for us. And so, some people, success for people who truly understand success or have attained and maintained it, attained and maintained it, is not that they don't have bad times, is not that they don't have a side B, it's they've just learned, they've come up with a way to be able to cope with it, the ones that have the issues, the ones that aren't able to maintain, the ones that aren't able to sustain their success, are the ones that their side B, all of a sudden, gets exposed or gets in front of them and they end up putting their energy to it and it rips them apart. Let me give you an example of what I'm talking about.

Let's talk about child stars, actors. They're young, they become famous, often all these money, all these energy, all this pressure and you see all these glitz and glamour, look at how great they did on the show, look how great they were in that movie. And then maybe years later, you've never heard of them for years and all of a sudden you see how they got into drugs, how they got into alcohol, how they got into partying, how they ended up going into a huge slide, and one of the reasons that happened is because they were thrown into stardom but never taught how to cope with stardom. How to be able to handle the stardom and be able to then deal with it, be able to handle that side B, because all that stardom gives them up, up, up, up, up. Greatest hits. But then the crash comes, the side B. Think of Olympic athletes.

Statistic show, it's amazing. It is just like mind-boggling how many former Olympic athletes go into deep depressions after they've won a gold medal. And the reason is because they've worked all their lives to have that glory but never been taught how to go back to being a normal life, where do I go from here? I've got the best, I've attained the top, I'm the best in the world, or one of the best in the world, and they don't know to then cope with what next.

Let's talk about a fellow Canadian, Justin Bieber. 15, 16, 17, at the age of 17, 18, he's the second highest earning entertainer in the world, only second behind Taylor Swift that year, the year I got, read the article or was ranking who was the highest paid entertainers. Taylor Swift had made 83 million dollars. Justin Bieber only 78. 78 million dollars at the age of 18. You know things are being thrown at them. But do you see the pressure that is under? That's the side you don't normally see. So at the age of 18, all of a sudden 78 million dollars in one year, unlimited access to in anything and everything he wants, except for maybe good role models, to teach him how to cope, how to handle, how to be able to take care and go with the flow of that.

Now, of course, everything happens for a reason, and that reason will serve all of us. And if you look at it in and this is just my opinion, his songs today are deeper and greater than the songs when he first started because what he went through, how it has made him who he is, that's what he is now putting across to his audience. And what he's creating is masterful and magic. I enjoy his music. If you ever want or really if you haven't done so, if you want to take a dive into this, watch Katy Perry's movie or documentary, Part of Me. It follows her on a yearlong, something like 200 performance tour. And how in the beginning, cause look at the fame she's had, look at the fortune, look at the ups, and of course, today, you know the downs because of social media. Everybody wants to find what's wrong. What she does wrong. What she's bad at. All of that because that's what we're trained to do is to knock others down. So we feel bigger. That's not success ladies and gentlemen. Look at what makes other people great and model that. Ask yourself how you can support it. I'm going to a lot more lessons in just one here. But let me get back to Katy Perry.

What I found interesting watching that documentary is in the beginning she's up, she's going, she loves truly, truly, truly, loves her fan. All the behind the scenes that she does for her fans and as the tour was going on, the couple days off, every now and then that she gets, if she's over somewhere out other than North America, she doesn't just relax, she hops on a plane, flies 14, 15, 16 hours to be home for maybe 24 hours with her husband before flying back to wherever country she was in to go. I travel a lot overseas, and I tell you if you don't give yourself the proper downtime, you will sabotage your success. And so, going through

this, getting that jet lag, back and forth, back and forth, the energy she puts out, not just on the stage but in the practices, in the preparation, 3 quarters away, just over 3 quarters away to the year, all of a sudden, you're seeing a different Katy Perry behind the scenes. She's tired. She's wiped out. She doesn't want to get on stage, emotionally she's gone. But then she kicks in because it's about her audience. So great that you put out your greatest hits, side A. My suggestion to be able to get success, maintain success, grow success, find a way to be able to allow that side B to be in a healthy way, taking care off, that's why I love having coaches, mentors, being part of mastermind.

So that in your downtime, because ladies and gentlemen, again, success is not easy. It's simple coz you can follow the systems but it's not easy. There's work that's got to be put in. Right now, recording this is one o'clock in the morning and I'm doing it because I committed to it. I'm doing it coz in a day and a half I start a full day training where I am on stage for 12 hours. And because it is important to me I am going to get it out. That I want to be part of my greatest hits but you better believe on side B. I have time to relax, time for family. I've come up with ways that allow me to be vulnerable so that when it's time to be present fully in place, I am rocking rolling.

Well, let us be clear. I am present all the time whether I am up or down or sideways. I am always checking in with myself where I am right now. Success takes work, but it also takes assistance. That is why it is so important to surround yourself with amazing and phenomenal people. Earlier tonight, I ended up doing a webinar for a private small group of my students and in this group of students. In this webinar, it was a live webinar, where I brought on an amazing friend who has deep, deep, deep information on how to be able to transition through the four stages of night of nature. Let us just say that. And I am excited because tomorrow him and I are going to get back on the phone not on the webinar but on the phone. And we're going to record and interview on this same material we covered tonight and I am going to put it in the podcast.

And let me say ladies and gentlemen, you are going to be excited. You are not going to miss that one because what he will teach you will help you to maybe be able to see how to be able to have that side B that supports the side A. One of the things that I am going to suggest that you can do, on your Facebook, on your social media, don't you share the greatest hits. Be willing everyone once in a while to be vulnerable and let your side B play. Be vulnerable. Let your story come out. There's people out there that want to support you. If you brought it a little up, and try to hold it in, it is going to pull you down. But if you allow it to come out in healthy ways, watch how not only will you create that success, you will maintain that success, and then you will grow that success without having to give up the things that are important in your life like family, friends, time for yourself, whatever it is, for you. So I am going to wrap this episode up. Episode #25.

And I am going to, again, say play both sides, A and B. The greatest hits side A, but side B your vulnerability as well. I am also going to encourage you, thank you, just I do this because I love it. So please share if you have enjoyed the podcast. Share it with your friends. Share it with your social media. I am going to keep everything I do real ladies and gentlemen. That's the clues to success. That's why success left a clue. We're going close to the launch of the book. I am excited about that. So go on to iTunes. Leave us a rating. Go to my website - successleftaclue.com. Check out what we are doing. There's a lot of magic happening. And I look forward to sharing more of that with you.

So for success left a clue episode #25, this is Robert Raymond Riopel, reminding you always live with passion. Have a great day wherever you are!

[Outro]