

[Intro]

Welcome once again, everybody, to Success Left a Clue. This is Robert Raymond Riopel coming to you right now, and this is episode number 31.

I love it! We've been able to knock out 30 episodes already, recording episode 31. That means it's well-over half a year already of doing this podcast. I kind of go back to one of the episodes I did a while ago that says "Don't Get Good – Get Done." Because by getting done, you'll get good. And, I don't know if I'm improving or whatever, but I'm having more fun doing these podcasts—more fun than I've ever had. And I'm learning something new every single time that I do them. Meaning, I'm going to put that to you.

If you're a trainer, if you're a speaker, if you're a coach, or someone who just knows they have something to share with people, what are you doing to get that value out to people right now? Are you just waiting, planning, perfecting? Or are you actually doing it?

Now, look—that's not what this episode's about, but I just want to kind of roll it back because again, I'm actually, truly blown away that this is episode number 31. And I'm excited as well as blown away. So let's dive into it.

there's something called the "law of attraction." And there's something with the law of attraction called the "reticular activator." It's part of your brain that when you all of a sudden think of something or an idea comes in your mind, you start noticing it or thinking about it more and more and more. And this episode was inspired by something that kind of happen with that.

As most of you know, I travel around the world doing trainings. This episode's actually being recorded at home in my own home office—love it. But I am getting ready tomorrow—no, not tomorrow—in the next two days, I head down to Los Angeles to do an amazing five-day training, teaching people how to train the way I do. From there, I get to head to Vietnam for two amazing weeks.

Now of course, when this episode releases and when you're listening to it, I've already done this; it's already happened, so it's in the past! But I'm excited right now as I'm recording it because it's my present. And it's talking about the future. Crazy stuff, reticular activator.

So as I've been doing the podcast, as I've been learning, I love to absorb like a sponge from as many people as I can. I love to learn—and I talk about that all the time; learn, learn, learn. And so there's a couple of people—that one person that's kind of been in my scope, and I've been noticing more and more of him because I've always wanted to be a personal student of his but haven't yet—and that's Tony Robbins.

And so, you know, just a few weeks ago, he actually did a couple of events for us where he was the keynote speaker for two one-day powerful events. And so I've known of him for a while, and I love to learn, watch recordings—all of that. Never been to a live training with him—yet. But I will. But I've listened to a lot of stuff that he does. And so he's been in my sphere—my realm of knowledge—for a while. But there's another person that was on the stage with him at the same event that I've heard a little bit about—not a lot, but I've heard a little bit about, and I started to hear more and more good things. And his name is Gary Vaynerchuk. Gary Vee. Questions for Gary Vee. He does a live—not a podcast—it's a video log. A live video broadcast with his production company. And so also his name's

becoming more and more to the forefront, so I'm starting to be aware. Law of attraction. Reticular activator. I've started to be aware more and more of who he is.

And so here I am. This event has gone by, where the two of them have shared the stage together. And I'm just going along Facebook, taking a look at things. And also here he is, one of his video logs. And sure enough, it's not just him. It's something like episode 212 of his—it's a ridiculous number of episodes—and he's doing an interview with Tony Robbins. It got my attention. Also, it's like, boom; I've been hearing of him, I've heard of Tony for years—here's the two of them together. 37 minute-long video. I'm going to watch it, what the heck. Let's see if there's some great insights, see if I can learn something. Oh, and you know? I did. Something that I guess Gary talks about a lot, and he brought it up on this video broadcast.

So it's the first time I've heard him talk about it, but it hit me right between the eyes. One of those one-handed claps that you get. If you visualize, I'm in front of my Yeti microphone, I'm taking it up on my head and I've just tapped myself on the forehead right between the eyes. One-handed clap. Because the lesson that he gave out—something he talks about—is a true principle for success. A true clue for success. And it hit me, it impacted me so much, I instantly took advantage of one of my other clues of write it down. I instantly pulled out my phone, pulled up the little notes pad I have that's all for my podcasts where I write down ideas "What is it that I want to talk to my students about?" And I just typed that in. I typed in the lesson that I got from him, and I titled it—because he talks about steak and sides—and I wrote that down, "The Steak and Side," because wow! It was such an amazing lesson. That yeah, again, I knew I was going to talk about it.

So today's episode—today's podcast—is all about steak and sides. And here's what I love that he said. He said, "You know, if you have a great steak that's been prepared just right to the perfect level, seasoned just perfect, you know it takes a while to do. But it's done just right because someone's really good at what they're doing; they have cooked steaks for years, they've practiced it, they've honed their skill, and they're good at it. If you have that steak that is just done perfectly just for you, the side dishes that come with it—the vegetables, or whatever is it you have on the side with your steaks—even if they're not perfect, it's not going to matter. It's not going to matter, because the steak—you won't notice the sides as much because the steak is done to perfection. So even if the sides aren't perfect, the meal, overall, is still going to be rated as being a phenomenal meal. And here was a lesson that he put around that: this is a tip for success—the clue for success: how many times have you actually looked at what is your steak in life? What is your expertise? What is it that you have honed your skill to, perfected, that you're really good at? That if you deliver on that, you put the focus to 80 percent.

The 80/20 rule. Not the traditional 20/80 or 80/20 or 20 percent of your efforts give you 80 percent of your result.

Let's reverse it. The 80/20 rule. What is your steak that you're putting 80 percent of your efforts into that gives you the results? That allows you to hone that expertise, something that you are known for, that you are so good at it, even as you dive into some of the 20 percent of things that you want to test out, you want to practice, you want to start getting good at. That as you deliver that, it doesn't matter if they're not the best in the beginning because your focus, the 80 percent—your steak—what you just know how to rock out—that's carrying your success. That's growing your success for you.

And so let me give you the example he used:

His family was in the wine business and he took that business over. So he honed it, he honored it, he did it—he got great at it. And the only second company that he ever did once when he was like killer

at that 80 percent of his steak being that wine business—being highly successful. The other one that he took on was his broadcasting company, his media company.

And so what he's known for is those two things. And so that's what I want to ask you:

What is it that you're good at, that maybe you're not putting still the energy, the effort that it takes into it because you, maybe, you're not as excited about it anymore? Or you want to try new things, or you want to just add more things to the plate?

I'm going to encourage you that if you don't have the absolute, most amazing success that you want right now, chances are, you're trying too many side dishes; you're trying to cook too many side dishes and you haven't perfected the steak yet. So go back.

For me, I'm going to go to my example: What am I good at? I am great at training from the stage, and so that's where my big focus is.

Now I've got sides that I'm doing: my book. I've got sides that I'm doing where I am now mentoring other trainers because I'm awesome at that as well. I'm doing a podcast. I'm getting videos out. But my main focus—my steak that is cooked to perfection. Now, of course, am I going to quit enhancing my skills? No. Because there may be another technique I can learn to take my steak to even be a little bit more flavorful than it already is right now. So I don't know why you confuse that my steak may be amazing. Or I may think, or people may think it's perfect, but I'm always going to be keep on working on enhancing because that's my main skill right there.

So about side dishes, I'm doing this podcast. I've got a book coming out, I'm doing the coaching, I'm doing the mentoring, but those aren't my main thing—those are just the sides—so that if any of them isn't coming to fruition the way I actually want it to, I'm not stressed out because my steak is carrying the meal.

Do you get that?

I hope you do.

So here's a challenge. Here's what I want you to do in your life: I want you to go back into your day-to-day life, and I want you to look at your profession, your passion—whatever it is your good at—and ask yourself: "Do I have that skill of cooking a steak to perfection? Am I absolutely as amazing as I could be at it? Or have I taken some of my focus off it, and I'm focusing on the sides?"

And how is that impacting your life?

That's what I'm putting on to you in this episode of Success Left a Clue. Steak and sides.

I want to say thank you to Gary, I want to say thank you to Tony Robbins because those two people—that one video, 37 minutes—which is in such a small portion of the day, just absolutely blew my mind right there and I got more than I could ever imagine, because now, I am focused on having an amazing—even more amazing steak while I work on the sides. Because ladies and gentlemen, as I do that "Don't get good—get done, by getting done you're getting good," those will become steaks as well. Because you could have a T-bone steak, you could have the prime rib, you could have the—see, I'm going to try to wrangle out all of types of steaks—forget about it. There is it—filet mignon, there we go.

There's different types of steaks you can have. But I want you to get so good at your steak, having it cooked to perfection, seasoned just right—mouth-watering. Know how long to lavish it and all that. That's what I'm talking about.

Hey. For all the vegetarians out there, all the vegans out there—tofu steak—whatever it is. What is your steak, and then what are your sides? But the focus' on the steak. That way you let the sides be as good as it can, but allow the steak to be magnificent.

So that's today's episode. Steak and Sides. Coming from Tony Roberts, Gary Vee.

Check them out. If you don't know who Gary Vaynerchuck is, just google Gary Vee. Gary V-E-E—don't worry about trying to spell his last name. You'll find him. He's a mouthful, he's marvelous, and I look forward to learning more from him.

So, also, one of the things I'll mention as we wrap this episode up: by the time this episode airs, my book *Success Left a Clue* is no longer just the upcoming *Success Left a Clue*; we're going to start changing over the narration. It is—should now be out, so if you haven't found a copy yet, please do. Go find it. Go order it.

As always, if you love the podcast, please do go to iTunes or wherever you can and you know my website, successleftaclue.com. I'd love for you to let us know what you're thinking of the podcast. Give us a rating. I would love that.

So thank you so much. We look forward to having you on the next podcast, but for *Success Left a Clue* episode number 31, this is Robert Raymond Riopel.

Have yourself a phenomenally, magical day, and always live with passion.

Have a great day, everybody.

[Outro]