

## TRANSCRIPT

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Welcome once again everybody to Success Left A Clue. This is your host, Robert Raymond Riopel and I want to welcome you to episode number 45.

Again, I'm really excited about this episode. Well, let me be clear, I am excited about all the episodes that I get to do. So why should this one be any different?

And let me explain what I mean by that though. I was not intending on doing any recordings today for a podcast. I wasn't. I have other things I'm getting done. At the time of this recording, we are leading up to the release of the book *Success Left A Clue*.

No matter when it is, by the time you've hearing this, we've already launched it. I hope you have your copy. I hope you've been enjoying it. If you have not got a copy, please, please, please go to [successleftaclue.com](http://successleftaclue.com) and get yours ordered.

Amazing, amazing success of the book. It is absolutely awesome. And it's kind of wow. Let me kind of digress here. I'm recording this before we've launched it but you listened to it after we've launched it. And I'm talking like it's already done amazing and it's already been changing people's lives. And you might be wondering what the heck is that all about? Well, that's kind of part of what today's episode is about. Today's episode, episode 45 is called "Dress For Success".

And so, I'm going to dive into what that means but let me go back into my example of what I'm talking about. See, in my mind clear, I already see that the book is a success. I already see that hundreds and thousands of people have been ordering it and reading it and enjoying it, giving a feedback on Facebook, all of that stuff. I already see it so clearly that there is no doubt in my mind that it is a success. No doubt whatsoever. So that's why I can say, if you haven't already got a copy, go get one. It's changing people's lives. [Successleftaclue.com](http://Successleftaclue.com), find it, and order it, and you'll be thankful that you did.

So, now that I've done that, let me go back to what the lesson is "Dress for Success". Why was I not planning to do a podcast today but all of a sudden here I am? Well, I've said it many times. When inspiration hits, you just got to cease it, grab it, run with it.

And I'm getting ready, today, because I'm falling up with JVs, Joint Ventures for those of you who doesn't know what that means. To have the success happen, it does take work, to get the book, to be the success it is, it takes work. And so, we're connecting with a lot of friends, a lot of people who are going to help get it on to their tribes, their list, their people.

And so that's what the bulk of my day of doing. And my wife had to head out for an appointment and she was, just before she left she said "Oh, by the way, I want you to get into one of your outfits, into your dress shirts, dress pants that you wear on stage." I looked at it and said, why? She looked and said "Because I want you dressed up for success while you're talking to all the Joint Ventures." And so, I'm like "Okay, yeah, yeah, yeah." And then I'm getting ready. And I'm getting ready and I'm about to get dress and all of a sudden, yup, there it came ladies and gentlemen, that one handicap right between the eyes. It was a success principle. It was a clue to success that I believe in youth, love and I forgot.

See sometimes, it's great to get reminders. See, getting into right now, I mean one of my purple and gold dress shirts. It has the logo which is this magnifying glass with the heart that's made from the lesser that and sign in three for an emoji type of thing. And, an art built into it for three hours my initials. And also that I come with heart. So I'm wearing this and I feel like a million dollars, which shifts my energy when I'm

talking to different people. They can hear. They may not get it consciously, they can't see me physically, they don't know I'm dressed up but see I've set my subconscious, I've set my energy, I put everything into alignment with the direction I'm going in. Where I want to go? What I want to do?

And because I'm in that space, creativity is happening. I'm even writing down other different episode lessons, other clues I want to do for further podcast. Like the next one is attention to detail because everything we're learning, no, I'm not teaching that lesson right now, I'm still back on "Dress for Success". So it's not just about necessarily, physically dressing for that success, that's part of it.

Let me go back to our Domino's Pizza days. When we have our Domino's Pizza, strictly pick up or delivery. And so, the bulk 85-90+% of our orders would come in by phone. Phone first even if the person was picking it up. And so, one of our number 1 rules is for all of our customer service reps or CSRs is that before you answer that phone, the moment that phone is ringing, people are running forward because officially that's what we do, it's part of the system. But before you actually pick that phone up, you mentally and physically smile. Mentally and physically smile.

Because all of a sudden, the moment you do, it shifts, it changes your physiology. It changes your energy and that smile will come across in your voice. Picture this. "Thank you for choosing Domino's Pizza. This is Robert speaking. Will this be for pick up or delivery?" versus "Thank you for choosing Domino's Pizza. This is Robert speaking. Will this be for pick up or delivery?" See difference in the energy because of a "SMILE". So mental or physical in that way, that was our one big rule, every time you answer the phone to take an order.

So tie that back into what I'm doing right now. I'm dealing with everyday people like you and me and some of those everyday people. Also it happened to be high end people with tens and hundreds of thousands of people that followed them on their journeys, on their list, on their social media. And so, I want to make sure that they get that I am going to be a driving force behind Success Left A Clue being successful at a launch coming up.

So because of that, I want to be in that physiology, I want to be in that mindset. So I am. Even though I'm not on stage, I'm dressed in my gold and purple dress shirt, I've got my dress pants on. I am set for success baby because that's exactly our goal. That's why I know without a doubt, today, this morning we actually place, I physically place the order for the first shipment of the books. Excited! I'm excited about that.

So the first shipment of book so that they arrive prior to the launch. I'm talking to the different Joint Ventures. They're excited coz I'm excited. Let me say that again. They're excited because I'm excited. So ask yourself. I'm going to give you a little bit of homework this time. I want you to ask yourself "What is it? Is a business meeting? Is it interacting with family, with friends, your spouse, loved ones? Would a little change in your mindset dressing for success mentally or physically, would that have an impact on how you come across to them? On how your energy is, on how all of that happens?" My predictions, it absolutely would.

This is the power of having anchors. An anchor that makes you powerful. Maybe you do a fist pump and you're just like you pull it into your side and you could do that quietly, inconspicuously before going to a sales meeting, before getting on a sales call. Maybe there's someone that you know. Maybe I'm not having the best day. So you go put on the nicer clothing. Maybe you touch them up, you press them, you put them in place and you put them on and now you feel like the million dollars. And watch out that will move forward in everything you do.

So that's, I just felt I couldn't put this one down. I just couldn't write it down and not do it because I'm doing it Dress for Success right now baby. And that's what I love. I love it! So I thought I'd knock this one off, give you guys some great information, another success clue that I love to deliver.

And I'm going to finish off again, thanking everybody for who's been following us, who did take advantage of the book, catch some amazing bonuses. Cool. I've been downloading the podcast. We know by now there's even hundreds of people more because in the book it's telling people to listen to the podcast. So I'm going to keep delivering. I'm going to keep pumping out all these clues that I'm getting from around the world as I travel from my day to day life. And I'm going to keep delivering them to you because you deserve it and together, we can all create this space into the success we want.

So Robert Raymond Riopel for Success Left A Clue signing off. Always live with passion. Thanks everybody.