

TRANSCRIPT

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[Intro]

Welcome once again everybody to Success Left A Clue. And of course, I am your host, Robert Raymond Riopel. The author of the book that is now released called Success Left A Clue and I feel honored and I feel blessed to be here doing these recordings. And I feel blessed for all the hundreds and thousands of people that are now reading my book. And I will say right at the beginning here, if you haven't already got your book and received and started reading it, please go to successleftaclue.com and order a copy now. The feedback that we're getting is amazing. People are loving it.

So today's episode, we're going to get into episode number 46. I have to pinch myself. I cannot believe it's been almost a full year since I started doing these recordings, since I started out putting this podcast. We're almost at that one year mark. We are so close and I am blown away. The feedback I get, I got to events and people tell me they listen to the podcast, how they're enjoying it, how they're loving it, the insights that they're getting, that's the reason I am doing it.

So today's episode, episode number 46, let's dive into it. This one kind of takes me back awhile because this is something I believe for a long, long time. And I don't know why it has taken me this long to actually put it out in a form of a podcast. Let me give you the title. The title of this podcast, this episode is simply Attention to Detail.

Attention to Detail. It is the little things that will actually make the biggest difference. And I will tell you kind of how this played into my recent life. How it has played in my life in the past. All areas. There is a saying that we teach that says, "How you do anything is how you do everything." And I guess that's the biggest lesson why this is a clue from success. Success leaves clues all over the place. Hence, success left a clue. And this is one of the clues that many people overlook.

Again, it is not about what you say or what you think, it is about what you do that is going to tell yourself and everyone around you about you, about who you are. And that is where this attention to detail comes in. And I am sure you can all relate. There are people out there who they look at something and if it is close enough, whatever it is quick, that is good enough. But then there is people that will look and they'll see – is their attention is this detail, am I paying attention to what needs to be done.

So let us back it right up. Let us kind of get into what I mean because I am even confused of myself. Let us just get back right to this.

On my journey to be a trainer, I watched, I paid attention to the smallest minute details: how are the people moving on the stage, how are they inflicting their voice, pausing, flowing down the doors behind the doorknob. I was paying attention to every single detail. Now, when I started getting on stage, I started actually teaching other people to be trainers. One of the first things I would do is if they were serious, they said, "Robert, I want to train. I want to train with you. I want to train with the company. I want to be one of the people up on the stage." I'd say, "Great!"

First thing I would do is I'd ask him to volunteer. And then I'd watch to see how they respond because people who truly want to get in and do something and learn something, they are going to start wherever they can. And so, that was my first clue whether they are serious or not. Those who were serious, they jump in and said, where, when and how. And they were there. Those who weren't, they would say, "Oh I don't know."

And then at that point, I wouldn't even have to worry about working with them anymore. Because if they couldn't even have the detail of going in to learn and be of service, they're not being of service as a trainer.

Number 1, I am paying attention to that detail about them. And then as they come on and they volunteer, they'd be there, then next thing I would do is I'd actually make them my personal assistant. Now, you may think, "Well, that's kind of an ego type of thing. Make the person have to bow down to you. No. That is not what it was about at all."

As my personal assistant, they had to be able to service everything that needed to be done, especially on how the stage was setup, my table was setup, everything I needed to go from one break to the next on what I was teaching. Did I have handouts? Did I need props? All of that. And all I had to do was watch how much attention to detail that they were putting into the practice.

You see ladies and gentlemen, if they put in a lot of attention in detail and even if they weren't perfect, but they are willing to make adjustments, make notes, learn and improve as they went along, I knew that if that is what they were doing there, then that is what they would be doing as a trainer. They'd have attention to detail to their students, are there students getting what they said they get. Are there things going wrong with the event that they are aware of that they can make adjustments on the fly or are they totally clueless? Do you follow where this is going?

That is what I am talking about. So I would actually be able to weed out the people who I think would be great trainers and not great trainers, because even if they weren't the best to being my assistant, if they had attention to detail, and they are willing to learn, I would work with them. But if I have to keep reminding them, "This got missed, this got missed, this got missed..." And they were making the same mistake over and over and over and over again, then I knew they would make a lot of mistakes on the stage because they don't have that attention to detail and they don't pay attention to what they are doing and they are not learning from what is not working.

So that's one of the biggest ways that this law, this lesson from today came into so many people's lives. Attention to detail. So now, let us fast forward because I don't educate and train trainers as much as I used to. But let us go back to my book. Getting it ready for the launch.

And so, I've watched people going into every detail of their book. They want it to be as good as they can before they release it. It will never ever be perfect. There will never ever be the perfect book. There is always something that can be enhanced. So it is not about making it perfect, but it is about saying, "Have I gone through it? And am I willing to stand behind this?" And they get the editor to check the spelling. They get the proper person to do great graphics. They make sure they have someone format the book so it is actually put into place. These are all stuff I didn't even know until I went through this process.

So myself and my business partners, which is my wife Roxanne, and the amazing Jason Checkik. We would go over the manuscript again and again and again. We sent it for editing. We sent the graphics over. We sent it for formatting. And then, we went through it again. And it wasn't until we'd gone through this process a number of times and check every little detail that we actually put it out to be printed. And we sent it to the printer. We vided the printers. We got the first test copy back. Blown away, excited. Very proud of our work.

Put our big order in. Getting ready for the launch. All of that, not a problem. We even did a Facebook Live where I showed the first copy. They have just got the copy in. All the viewers were coming on. It was amazing. It was magic. And then I got a message. An instant message from one of my students that said, "Robert, your cover looks awesome. But did you notice there is an error." And I am like right away, "No, I did not." And so, they spelled it out.

See, we had attention to detail but even when you do, things do get missed. And again, that is all right. This is where you learn. This is where things come from. And they had noticed that where we had forward by [Les Brown. The word forward was a wrong use of the word foreword. See when you are talking about writing a foreword is, it is spelled, foreword. So foreword. As in the foreword word. Foreword. And so, in the book, when we had the foreword by Les Brown it was done that way. On our table of contents, it was the proper word, foreword in it but on the cover our graphics designer had missed out and put it forward, as in moving forward. We had missed that little detail. And I will let you know. We beat ourselves up about it in the beginning. Luckily, our student had mentioned it and notice it before our print went out. So we're able to get to the printer, get to our graphic designer. Redo the cover. Resend it to him. And get it in before they started printing a mass quantity.

So we were happy we caught it. Everything happened for a reason. That reason really served me. And so, couple of days later, I am now doing a Zoom call with one of my mentors who is at an amazing media presentation – How to get yourself ready for interviews on TV and radio? He has helped some of the top people in the world with their media presence. And I mentioned the little error to him. And he said, “Robert, don't you realize that's gold?” And I'm like, “Joe, what do you mean that's gold?” He says, “The copies that had that misprint will become collectors' additions.” And I am a little confused and says, “Okay, clarify. Explain it.”

He said, “Well, Robert, what does your book do?” Your book is all about helping people move forward in their journey. And I was like, “Wow!” One handed clap ladies and gentleman. Right between the eyes, I got it. And I was like that makes sense. So on today's lesson, that attention to detail, the little things make the biggest differences. We had missed something but because we trusted in ourselves, we got a huge lesson. We know that the book may have one or two little errors but I have watched people toss books together with no attention in detail and there are grammar errors, errors in the spelling all over the place because they weren't willing to actually put the proper time into it. We did and there were still some errors. And guess what ladies and gentlemen, that is okay. Because look at the big lesson we got from it.

So that is my podcast today. I want to talk about attention to detail. And yes, ladies and gentlemen, it is those little things that will make the biggest difference. Thank you again for everybody who has been listening, downloading and with the release of the book, we've had even more hundreds of downloads coming on to the podcast. I am ever so grateful for that.

So thank you very much. Make sure you are leaving those comments. Make sure that you are giving us ratings on the podcast. Let us know on the comments. What can we do to take it to another level? What would you like to learn from? And as I sign off, as always, always live your life with passion. Have an awesome day everybody! And I look forward to having you on the next podcast episode number 47.

[Outro]