

TRANSCRIPT

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[Intro]

Welcome everybody to another episode of *Success Left a Clue*. This is your host Robert Raymond Riopel and for the past year, I have been giving you weekly little nuggets of gold through the clues that I pick up from traveling all around the world, clues to success.

We just celebrated our first year of doing the podcast and this is the first episode of the second year. So this is episode number 53. I am jazzed, blessed. I am just so happy to be doing this. Let's get right into the lesson. The only thing I'm going to say before I do is thank you once again for being listeners, downloading and all that you do.

Well, today's episode, *What Fishing Can Teach You About Business*. Well, if you just listened to the last episode we talked about *Eagle Focus and Tenacity*. So you know I was out fishing. You know I was enjoying some relaxing time just out there and having fun.

As I mentioned on the last podcast, my wife and I are up in a beautiful part of Canada northern British Columbia called Kitimat and on the Kitimat River, two million salmon swimming up the river to do their spawning and we're sitting there fishing.

The first week and a half that we were there, it's raining and the fishing were just pulling them off, left training center. You cast, you jig a bit, you pull it out, cast, jig it, cast, pull it out. So, every day all of us that were, we're catching our limit. We were doing a lot of release because we're having so much fun. We just catch and release, catch and release. Keep just the ones that look the best. So we're having a blast.

Now my wife and I ended up staying there for another week and a half and family members all had to head back and when they all left, it was like all of a sudden, they took the rain with them and the sun came out and it got hot in Celsius. Because I'm Canadian I will speak Celsius. It was getting to 33 degrees every day. So we we're continuing our fishing but yet it seems like now we weren't able to catch a fish.

During the rain, we were catching them but in the sun, it's like the fish were somewhere different. They weren't coming up to the surface. We tried different ways and just nothing seemed to be working. We would get a few nibbles but that was it. And so, we we're getting a little bit frustrated. And it was one of the last days that we're actually there and we happened to be back in the campground because we fished in the morning while it was cool, let the heat of the day happen.

We do a little more fishing at night when again it started getting cooler. And so, we were finishing for the day and still light out, we decided to take our dog and our pet pig for a little walk. We were walking along. For those of you who have ever listened to my podcast, you know when you walk a pig, Gracie May, you don't go very fast. You're only ever going to go as fast as she wants you to go.

So here we are, we're walking Gracie May and all of a sudden, a van and it was a mobile fishing tackle. So everyday this company would come through with all the different fishing tackle so that instead of the fishermen having to come to them, they go to the fishermen and be able to restock them, help them out, and give them advice, whatever they needed.

So this man starts driving by and all of a sudden, you hear me hit the brakes. And out of the window, you just hear “No way.” The van gets put into reverse. You hear the beep, beep, beep... He backs up, parks, puts in park and all of a sudden, he comes running out of the van.

Here's this six foot to six foot three guy, 350 pounds, and he's like, “Can I see your pig? I used to have a pet pig I'd love to meet your pig.” And we're like sure. Gracie May is very friendly. And Adam is all over hugging or petting or just getting down talking with her. It was awesome to see.

Well, we get into a conversation and we're like, “How are you doing?” We said, “Good.” We met him and he said, “So how's the fishing going?” We said, “Well, we're a little frustrated.” He goes, “Why?” So well it was raining. We were just pulling them in like crazy but since weather it's got hot, nothing. He says, “That's because you got to just be a little more gentle with the way you're doing your fishing.” We were like, “What do you mean?”

So he started giving us some examples, given us some coaching. He said, “Look, if you really want to learn how to do this, here's what I want you to do. Call this number. Tell Ron I told you to call them. And just do a float. We do 4 hour tours down the river for our float where we'll take you fishing. We'll teach you the best way to do the fishing and we'll take you to our secret places and stuff like that. Go for a float.”

And Roxanne and I, my wife, were like, “Sure.” So we call up Ron and we set it up and Adam has been our guide the very next night. So we launched the boat. We started fishing and he's given us some little insights. It is a hot day and in a hot day we weren't having a luck, but here we are, all of a sudden, we pull in, in four hours, we catch over 30 fish. It was like fish on, reel it in, let it go. Fish on, reel it in, let I go.

It was just like every single we were just blown away. Beautiful scenery, beautiful relaxing time and catching a lot of fish. And so, I'm thinking about this. And of course, I'm always looking for the clues of success and how can they be turned into generalized life lessons. And of course, this one was an easy one. This is life. Things change in business. Everything is always changing constantly. If you're not keeping up with change, you're getting behind. So as condition changes, so do the strategies and that's what hit me. We had not changed our strategy.

We have been fishing in the cooler weather, the wet, the rainy weather and the fish were biting for the way we were fishing. But as soon as the conditions changed, we kept with the same strategy and we didn't change it and that's why they weren't biting anymore. It had nothing to do with the fish. It had to do with what we're doing.

In other words, ladies and gentlemen, as conditions change, if you're not getting the customers you want anymore, if you're not having the success you want anymore, then you've got to change your strategy. And so, the question I know you're thinking is, well, how do I do that Robert?

And the advice I'm going to give you is simple. You go find the experts. So in this case, Adam, fish is day in day out. He knows how to fish for all conditions and it wasn't until he came to us and told us we needed to look and learn that we hired him to teach us. And was it worth it?

Absolutely. So the question is where in your business, where in your life are you resisting hiring the experts you need? Remember, this is why the one of my podcasts called three to one rich. The formula for success always have at least three coaches in your life business coach, personal coach, finance coach, relationship coach, health coach, whatever it is, have three coaches, have two mentors. And be part of at least one mastermind.

And be willing to pay for the people. Don't be thinking I can't afford it. You can't afford not to have these people in your life. The people that mentor with me they want to be great trainers, they want to have 7-figure training businesses. So they're willing to pay me to work with them one on one. And it's not cheap but they know they get way more than their value. The money it costs us to go with Adam for four hours was way more worth the three hundred dollars it cost us to do a four-hour trip.

And I'll do it again and again and again to learn the strategies, to have fun, to be less frustrated, to actually have more success quicker. So if you're not getting the success you want in your business, if you're not having the fun you want in your business, if you're not getting the results you want in your business or in your life, maybe you're doing the wrong strategy.

So that was a great lesson and I just wanted to get this one out to you. I wanted you to understand that that's business right there. This is what fishing can teach you about business. As conditions change, so do the strategies. So be willing to go out. Hire the people you need. Get the proper strategies.

That's it ladies and gentleman. That's the first episode of the second year, episode number 53 for *Success Left a Clue*. Thank you again. Have fun. Always live with passion. Talk to you on the next episode.

[Outro]