

## TRANSCRIPT

File Name: SLACEP56LookWhatYouMadeMeDoComplete

Duration: 00:10:13

[Intro]

Hello! And welcome once again to *Success Left a Clue* the weekly podcast, where I take my travels around the world and I look for those clues to success and then deliver them to you week, after week, after week.

This is your host Robert Raymond Riopel and I want to welcome you to episode number 56. Today, we are going to have a little bit of fun again because it's amazing when you really pay attention, the clues that you can see all around you. On this episode, we're going to do another one where I have gotten a theme song for this episode and this is coming from a new song that has just been kicking it! When you look into it, whether you like the person or hate the person, you like the song or you hate the song. If you really think about it, you've got to admire the brilliance because they are a phenomenal marketer. They know how to take lessons of life.

Last week, we talked about creativity is the real way to make money - the true way to make money. Today, we're going to continue on that theme that it doesn't take a lot of money to make money. It takes creativity to make money! You've got to look at it. Are you taking life? Are you making things? Are you playing the victim of what life hands you? Or you're turning that victim role and turning into being the victor?

So let's listen to this song. Let's see what I'm talking about and let's dive into today's episode. Take a listen. I'll be right back.

[Song plays]

That's it! That's the song of *Look What You Made Me Do* by Taylor Swift. First time I heard the song I was like, really? Come on! But now that tune gets caught in my head. The video, you watch the video and you see how she's willing to make fun of herself at the end and maybe you're wondering what does this have to do with success.

Well, I wasn't really even looking at it that way until I was listening to a radio station because I love music, which goes back to another one of the clues, another one on my podcasts. And the reason I'm putting music into my podcast. Remember when I said, make everything you do a reflection of you.

I love music. I listen to music all the time. When I do my work, I'm listening to music or podcast. When I'm working out in the yard, I listen to music or podcast. I just love music. I was listening to this radio station and that song came up and the commentators, the radio hosts were bantering back and forth and they were talking about *Look What You Made Me Do*.

One guy said, "Yeah look what you made me do. Because of you, I wrote another song and made a few more million dollars." And that's when it hit me. That's one of the brilliant things of Taylor Swift and why she is as successful as she is.

Every time something goes on in her life that maybe doesn't work out the way she wants it to, instead of getting miserable, maybe she does for a little while, maybe she brewed for a little while, maybe she takes herself out for a little while but it doesn't last long because then she turns around and she writes a song about it. She writes that song and all of a sudden, she turns around and she takes those lemons and she

makes them into lemonade. She goes from being the victim to being the victor! Talk about brilliance. How does it get anymore brilliant than that? *Look What You Made Me Do*, I want you to make that a theme song.

Every time you find yourself going into the victim role, something has happened to you or someone's done you wrong and you start noticing yourself saying something even similar to, "Look what you made me do. I had no choice. Or because of you. Or I'm blaming you!"

The moment you catch yourself doing that, I want you to stop! I want you to play this song. I want you to listen to it and then I want you to ask yourself how can I turn this around? How can I make this be something even more amazing in my life? How can I become the victor of my own situation?

I mean, go back in time. I'm going to date myself, another artist who was brilliant at this, was a master of this as well was Madonna. Madonna, I remember listening to an interview years ago, where the person interviewing Madonna asked her, "How is it you stayed so successful for so long?"

And she said, "I'm willing to look at who I am and I actually reinvent myself every couple years. I reinvent my look, I reinvent sound, and I want to reinvent who I am." She doesn't get stuck in the way she was, she doesn't get stuck when she starts going down playing the victim of all. You know I have no other choices. She ended up reinventing herself.

And Taylor Swift, if you look at her background, her father is a marketer and so I'm going to guess I don't know her, never matter, love her music. But I'm going to guess that she's watched her dad, she had an influence of her dad, because she is a brilliant marketer. Every bad break up in a relationship and she's had a number. Look at the number one song that came from it. Everything that is gone not the way she want it. I want to say it's gone wrong.

Listen to my words, everything happens for a reason and that reason is there to serve you. So that's one of the brilliances she had. Instead of getting in that victim role, that it went wrong, it look, it happened, what's my lesson, what do I take from it, how do I turn it around. So, from this song just been released, just a few weeks ago, if you go on YouTube, it's now last time I checked, it was at over 400,000,000 views, 400,000,000 people have already viewed the video for this song. 400,000,000! She's going to definitely get to over a billion! I guarantee it. And then she can keep going and she can write another song. She's going to write another song.

I'm going to even tie it into look at another person, a fellow Canadian. Here he is, he ends up at fifteen becoming a runaway star. He's discovered by Usher and all of a sudden becomes the star. You know who I am talking about! Justin Bieber. All of a sudden, the fame goes into his head, things go wrong in his life. He goes into partying, drugs, drinking. And some of his deepest song is best songs, came from when he decided to turn things surround. And look at the first song he wrote. It was titled *I'm Sorry*. He actually decided to write a song and apologize to his faithful fans and he turned it around.

So ladies and gentlemen, every time you think life is against you and something wrong is happening in your life, I want you to realize that there's a reason it happened, there's a reason, there's a lesson. And step back and take a look at that lesson, and listen to Taylor Swift's song and watch how that can take your life to a whole new level.

So I just felt compelled. I wanted to do this one. I wanted to knock it out, and I wanted to get out to you. So I hope you enjoy. I hope you get the lesson, utilize the lesson. Now go to YouTube, watch the video, especially at the end when she makes fun of herself, that something we don't need.

If you choose to be willing to look at all the different things in the way you act in life and actually have fun with it, not take yourself so seriously, watch how that will help you out as well. Choose to look at it. Don't feel you need to do that. Need is such a disempowering word. So I hope you enjoy this episode. I have you enjoy the song. I have it makes sense and you've learned a lot.

This is Robert Raymond for *Success Left a Clue*, episode number 56. Remember, if you love what you're hearing, tell friends about it. Write us a review, leaves us a rating. I would love it. You guys are awesome, you're the reason I do what I love to do and I thank you for that. I look forward to having you on the next episode and remember, always live with passion.

[Outro]