

TRANSCRIPT

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[Intro]

Hello and welcome to Success Left a Clue, the podcast where I, your host, Robert Raymond Riopel, take you on a journey with me around the world where I end up watching and getting lessons and then turning them into clues to success and delivering them to you through this podcast. Again as I journey around the world, I'm always watching, always being aware of what's going on around me and what kind of lessons can I draw because one of the things that people don't realize is that there's a lesson in every single situation. I don't care if it's walking down the street, what's the lesson that you learned from what's going on around you, are you present.

When you're driving a car, what's the lessons? If you listen to episode 77, that success is like driving a car in India. You'll understand that one exactly. Well, this is episode number 79. And it's titled, the *X-Factor: Does Not Matter*. And that's interesting because simply well, especially in today's day and age, you've got shows like the X-Factor, where people, it's all about that charisma. They just got that something. You can even sometimes put your finger on it. But there's just something that they have, that makes them stand out. Something that they have that makes them special, that gives them the reason for their success, why people would want to listen or follow them or whatever it is. America's Got Talent. What's that one thing that just stands out, that catches your attention, whether it's a singer or whether it's acrobats or whether it's someone doing death-defying stunts or dancing or whatever it is, comedy, whether it's ventriloquism, whatever it is. They've got this X-Factor.

And people put so much attention and energy around that, that unfortunately, some people believe that they're not good enough, that they don't have the X-Factor, that they don't have it within them. Podcast number 78 where we're talking about the 1000 versus 1. Are you focusing on the thousand reasons why you can't do something or one reason why you can, and that's gonna tie right into this. Because the full description, the full title of this episode is X-Factor Does not Matter. The Why-Factor does. Because ladies and gentlemen, with the Why-Factor, if you have a Why-Factor, strong Why-Factor, it will create your X-Factor for you, plain and simple.

And so, here I am, and it's funny and I'm going to call it as it is. I'm in India still. This is the third podcast I'm recording today before flying to Vietnam and one of the things that India is very well-known for is also the power outages. So as I'm recording this, all of a sudden, everything went black. Well, it's only for a couple moment. Lights are already back on. And luckily, you have battery power on the computers because my power went out and I was still able to keep recording.

Anyway, back to our talk. So I'm in India just like episode 78 where a guest speaker, an event I was doing in Mumbai, I was hosting, said something that caught my attention. At that very same event, this episode, got created in concept because another speaker said these words of the X-Factor doesn't matter, Why-Factor does. And all of a sudden, I was like, what? You've got my attention. Because I'm aware of how much energy is put around having to have the X-Factor. If you truly want to be successful and stand out. So I listened a little bit closer. And here's what this person said.

They said your Y-Factor and I'm not talking X and Y as in the X in the alphabet, the Y in the alphabet. It is a definite play on words. See the X-Factor's that unknown factor that people just seemed to have. But the Why-Factor is your why factor. Why is it you want success? Why is it you want to have more in your

life? See when you have a huge why, the number one reason people don't get what they want is they don't know what they want. But the number two reason is they don't know why they want it.

And I'm gonna give you an example since I'm in India. A very important person, someone who is very near and dear to my heart. He's like a brother to me. He's our partner by the name of certain. Surendran J or to his friends and family Surn. And he is the CEO and the person that started success in the company here in India that has a mission to not only bring the world's best to India, but it's to them to bring India's best to the world as well. And I got to hear about his why, just the other day. See when he was younger, the young man, his father passed away while he's at a young age. And all of a sudden, him being the oldest, he had to take on the responsibility of helping support his family. He actually had to quit going to school so he can start working. He wasn't even making enough money. This family was so deep in debt. He wasn't making enough money to pay the interest payments on the debt that the family owed.

And so, he knew that one of the things he wanted to do, is he hated seeing his mother struggle. He wanted her to be able to live like a queen. That was his why. Allowing this mother, creating the reality that his mother can live like queen up. A very strong intense why. That was his Y right there. So he started doing business on the side, part time, while he's working. Doing business, learning about business, getting in there to create extra income so not only that they could make payments for the interest that was owed on the loans, they could actually move forward. And because of that strong why, the long days didn't matter. The frustration, any time success wasn't happening didn't matter. He wasn't focusing on those thousand reasons why he couldn't succeed. He was focused solely on the one reason why he could, the one reason why, that why factor.

And because he was so focused on that, something interesting started to happen. His X-Factor started to grow inside of him. He started to attract people that wanted to do business with him because he started seeing his success. He started attracting people who wanted to be there to assist him to go to another level. He didn't have to go chasing after them. They started being attracted to that unknown X that he had. Whether you call it charisma, whether you call it confidence, whether you can it whatever. Because his Why Factor was so strong, it created that X-Factor in him.

So the question I have to you, listening to this podcast right now, what is your why. Again, folks on the thousand reasons why you can't accomplish something or the one reason you can. Make a strong and powerful why. Allow that to be your focus, the why, the driving force behind you doing what you're doing, taking those steps, working the hours, whatever it takes to create the reality you want. Because the more you do that, the more your confidence will raise; the more your confidence raises, that X-Factor will then stand out. Because that's confident leads to charisma. And you've all seen it. You're in a restaurant. Busy place. Someone walks in the room and it's like almost every single person. No system. Just something draws them. And when you come authentically through your why, authentically creating that X-Factor, the universe is going to bend over backwards to help you bring your dreams to reality.

So let me wrap it up. The X-Factor does not matter. You're Why Factor does, a strong Why Factor will be how you will create the X-Factor. That's it.

So ladies and gentlemen, this is Robert Raymond Riopel, for Success Left a Clue, episode number 79. Feel free to go and give us a rating, give us a comment on how you enjoy or look, even if you don't enjoy the podcast, let us know. That's the only way we can grow and take it to another level. And so, as you continue forward and as you continue going toward your Why Factor, remember to always live with passion. Thanks everybody. Talk to you on the next episode.

[Outro]