



Podcast Episode 187
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“The Truth About Your Potential, and How to Keep Getting Better”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. Andy, thanks again for joining us.

Andy Andrews: I’m glad to be here. Fantastic. We sound like a motivational truth, thanks, oh thank you doctor. Fantastic.

David: Amazing. I shouldn’t say this but...

Andy: I sound like the Zig Ziglar appreciation society.

David: That too, but I used to, I’ve got a background in the speaking industry and you would always hear.

Andy: Well tell them your background.

David: Ok, so I’ve spent.

Andy: Before you ever worked here.

David: Before I worked in house with you, I spent five years...

Andy: Like you really work. This is not work.

David: I spent five years booking you and hundreds of other speakers.

Andy: Yeah, it wasn't just me.

David: It wasn't just you, but I worked with Premiere Speakers Bureau, booking tons of amazing speakers for hundreds or thousands of amazing clients. Matching the right speaker with the right client. And in the world of "motivational speakers", there's a reason that the stigma exists for motivational speakers.

Andy: Yes, there is.

David: Like, the stereotype is, has to be true at a certain level for there to be a stereotype, right. I mean that has to exist somewhere.

Andy: To me, I got to tell you man, now you were with Premiere, Premiere Speakers Bureau, which is still my agency,

David: That still book you, yes.

Andy: And you know, you would expect me to say that they're the best, and to me they're the best, that's why I'm there. But they are one of the top three largest speakers bureaus in the world.

David: Absolutely.

Andy: The three most successful speakers bureaus in the world. And to me, they're the best which is why I chose them.

David: They are the best in terms of roster but also in customer service, those guys, they know exactly what they're doing. But one of the things that you just made me think of, with the corny introduction, with whatever it was you did at

the beginning. We came across, when I was there, you would constantly get people that would submit themselves, wanting to be speakers. Everybody wants to be paid to talk.

Andy: Oh my gosh, do you guys sit around in the back and laugh.

David: Absolutely. And so one of the ones that was submitted was a guy and I won't say the last name but his first name was Stan. And his pitch was that his presentations would be, I kid you not, Stantastic.

Andy: Really? Oh my gosh.

David: Stantastic.

Andy: So did you all talk about that, did that become something you said?

David: Yeah, somebody ask you, how you're doing, oh I'm stantastic.

Andy: You know, I had a friend that years ago, Lee Payton, I still laugh, Lee Payton has some great stories. And Lee and his brothers used to travel as a Bluegrass group and there was one time, this is so stupid, one time they stopped at this drive inn, somewhere in central Florida. And the name of the place was The Cheese Buster. That was the name of it. Ok, it was this big burger place, so they had this big, extra big burger that was a cheese buster, alright. And so they had cheeseburgers. And so Lee said, you know, it's like five brothers, and so they would go and one at a time, they would order. And so first brother ordered and said, like, cheeseburger and they say, is that a cheeseburger or a cheese buster?

And he said, cheeseburger. And so then the next guy come over and say, I'd like two cheeseburgers. Would those be cheeseburgers or cheese busters? And so, now, I mean, I heard that 30 years ago and Polly and I laughed and laughed, so till this day, somebody would say, hey you want a cheeseburger? And Polly and I would look at each other, cheeseburger or cheese buster?

David: It sticks with you, yes.

Andy: Yeah, it is a stantastic memory.

David: That's so funny. Alright.

Andy: What are we talking about? Have we got a question?

David: We do.

Andy: I don't even know where we're going.

David: We had another great email come in from Diane and let me read this to you Andy. And let me just remind everybody that we do get a ton of questions. So please keep sending them in, we're trying to get to them as fast as we can. But we can only do one a week. At least that's the approach right now. So keep sending them in intheloop@andyandrews.com. Call, leave us a voicemail, 1800 726 2639, we'll try to get to your question in a future episode.

Andy: We'll make to more questions if that 24-hour podcast thing ever comes into reality.

David: The Andy Andrews 24-hour never-ending podcast.

Andy: It'll be stantastic. Go ahead.

David: Well here's today's, it comes from Diane and let me read this to you Andy. It says, Andy I've heard you say, that after you wrote *The Traveler's Gift*, you learned more about the principles and a lot of what you speak on, isn't even in that book. Do you feel that learning everything about a principle is an unattainable goal? Or is it that when you've proven it once, the rest is just fortifying the truth which gives you the opportunity to explain in different ways for different people.

Andy: Wow, wow.

David: That was unique, that stood out. And I know she's right. You've talked several times, you wrote *The Traveler's Gift*, now, what, 15 years ago, 16 years ago?

Andy: I had, also I've got to slap myself because I'm wanting to say, what a stantastic question. I've got to get that out of my mind.

David: Sorry, I've been planning that.

Andy: Alright, but that is a great question. And you know, I really believe that, I don't know that once you, once you've learned about a principle that you get to a point where well that's it and everything else is just kind of. And I don't know that what you learned about a principle that, it might be unattainable. I think that, I guess a principle to me, first I thought it was like, a rock, but now I think of it more like an onion. There are layers to it that I find. She's exactly right, I'm kind of shocked that at some point I realized that most of this stuff I was talking about in The Seven Decisions seminars, I learned after I wrote the book. And I think

while a principle is written in stone, I think it is written in stone, because a principle is something that will work every time. I think there are contexts to it. I think there are ways that it can be applied. And I'll tell you something else that I have figured out recently, that may be of great use to our listeners because I work with people who are very, very successful. I'm not only working with people that want to become successful, I work with people, I look at them and I go, what the heck do you think I'm going to do for you? I mean, you're already the best in your whole profession. And so, I think a hallmark of people like that though, is that they want to be better even though they're, you know, considered the best. And in the corporation, leadership wants to be better even though they have been in first place for years. And so I think that's a healthy attitude towards oneself or toward ones work. But it leaves me in kind of a weird place sometimes because I come in and I go, now what do you want me to do? But I've gotten a little more comfortable with that too because I realize that, when I figure out, I don't really have to know a lot of about the industry to help them with the industry. I don't really have to know a lot about football or golf to help in those areas. Because the most important part of golf, when you get down to increasing your effectiveness, is a mental part of it, ok. There is obviously the physical part but a lot of that is a gift and a lot of that, is things that can be worked out. I think golf is a talent, it's a skill, but it's a talent that you have right away, ok. Because I don't know about you but me, I could practice till Jesus comes, I don't think I'm ever going to be a golfer.

And so there is a certain amount of talent there that I think somebody has to have to play golf at the highest level. And then with that talent you've got to make use of that talent. You've got to develop that talent into a skill that increases or you learn and hone that, you know, you develop those skills. But beyond that, the big difference in the highest levels of these things, are usually something mental, whether it's knowing a principle and being able to apply it or whatever. But just

to me for instance, I'll never will forget riding in a golf cart with Nancy Lopez one day and she had just retired and we were riding around at an LPGA event on a practice day. And so on a practice day, everybody's kind of out, just wondering around and they're actually playing the course. And the media is not allowed. And so Nancy, obviously a legend, she can go wherever she wants. And so we were watching, we talked to this one lady, I didn't know who it was but as we pulled away, Nancy said, oh I feel so sorry for her. I was like, why, what? She said, well, she's great but she just can't pull it together in a tournament. And I said, really, why is that? And Nancy said something that I have come to totally understand about the PGA and the LPGA, it's a hundred and fifty players on the tour, on the men's tour, women's tour, a hundred and fifty players. There's not a dimes worth the difference in any of them physically. I mean, everybody was so amazed by those commercials where Tiger Woods was bouncing the ball on the club head. Ok, everybody can do that. I mean, they all do it. They can all do that. They can all make every single shot there ever is to make and probably they can all do it left handed. But the difference is, what happens mentally at the critical moment. And you know, if you ever doubt, Tiger Woods is the greatest example of all of that. Because I mean, mentally he was stronger, I mean, obviously he's very gifted and he's developed his skills. But man, when all that stuff started happening, I mean, I look the other day, he's like ranked number 1, 20, in the world, now. And that's on the tour with the hundred and fifty players. And so, you're telling me all of a sudden he lost his skills? No, his mental, all that stuff got taken somewhere else. So in any case, here's the thing that is huge about a principle. And that is, you can know how to use that principle. And you can absolutely make a fortune, you can change the world, you can do amazing things, change in industry, but there is another level that can be grabbed. And that is, when you know why that principle works as it does, not just that the principle works, and not just how he uses it, but when you know why that principle works as it does, you can use that principle in

different areas of your life or business that seemed to have no connection to each other. And all of a sudden you will see results that most people don't even think are possible.

This is why I know that, I look at some of the coaches that are coaching at the highest level, and man, they know how to do it, they know how to do it. But I also, I watch and I know there are gaps in there that they could fill if they knew, there are certain things that they do and they know it works, and they know how it works. Well if they knew why what they do works as it does, they could apply it in other areas of their coaching and get the incredible results in that area because there's always areas that a coach struggles in. There's always greater reason. So anyway, with the principles that the original question obviously, is there more to it, is there more to a principle or is it just? I don't think it's just perspective. I think it is reality that there is more, there is more that we can learn and maybe it's in different ways that it can be used. But I'll tell you, it's amazing, when I started doing the seven decision seminars, there was, it was like a three-hour thing. And I would fill that three hours and it would be, you know, I was laying out just about everything I knew, you know, in three hours. And now, oh my gosh, I'm telling you David, I could do an hour and a half on seeking wisdom.

David: On every single one of them, yeah.

Andy: I could do two and a half hours on the forgiveness one. And I'm talking about stuff that people really have never thought about. Because I had never thought about it, I never read it.

David: Well and you'd never would have thought about it that way had you not written a book so long ago.

Andy: I guess so.

David: So it's a continual process here. And I think that's the important thing Diane to remember, is that, there is not, Andy you've said this probably much better than I can say, but there's not an achievement, there's not an end goal, this is a constant process, it's continually seeking wisdom, it's continually every day, continuing to improve and do more, do better.

Andy: That's right. I really, really, really believe in every life, no matter where you are, there is more.

David: There you go. Well Diane, that's a great question. We'd love to hear from others, I gave you the information earlier, but again just in case, intheloop@andyandrews.com is the email address. 1800 726 2639, that's the phone number. Like us on Facebook, like Andy on Facebook, he will be your friend. That's one thing that you've said many times. Make sure you're on Facebook, that you're on the email list, to stay in touch with everything that's going on. There's a lot of great things coming up in the future, with all things related to Andy. So thanks so much for listening, thanks for sharing this with your friends. Andy we'll talk to you next week.

Andy: I will see you soon David. And next week, it will be stantastic. It's the last time I'm ever going to say that.

David: Oh my gosh.

Andy: I hope so.

Would you like to run something by Andy? Contact us and your question might be featured on the show!

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