



“How to Use Your Strengths to Design a Life You Love”

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

Andy: I am glad to be here. How are you David?

David: I am fantastic. We are well into the first month of the New Year. 2016 is off to a great start. What’s been happening down your way for these first few weeks?

Andy: Oh, listen, it’s finally gotten cold here. So we’re just really glad and cold for us is like 50 during the days. I think the other night it went down to maybe 41 or 42. So it was -- it is cold for us and when the wind comes off the golf in Arizona they say, “But it’s a dry heat.” Well, for us it’s a wet cold and so it feels colder than it normally would be. But, man, in Christmas day we were all walking around in shorts and T-shirts and barefoot and playing football in the front lawn and so it’s just been so hot. I mean all my buddies who have been hunting have said that the mosquitos are worse during hunting season than they were during the summer.

David: Oh wow, golly.

Andy: By the way, I have an observation for you...

David: Yes.

Andy: About mosquitoes and it's not the normal observation about why did God make these things? But here's my observation about mosquitoes that I think is very funny is, people will say -- because I'm hearing and I'm saying this and sure they'll say, "Yeah, we're not having much cold weather so the mosquitoes will be horrible in the summer time because we're not getting the cold whether that we should have. If you don't have that cold weather, those mosquitoes are just..." I'm like, "No, wait a minute. Have you ever been to Canada or have you been to Alaska?" Because if you've been outside in Canada and Alaska, I mean you have to have a gun to kill a mosquito up there. Those mosquitoes are so huge and they're awful, I mean swarms. Canada has cold, Alaska has cold and it doesn't seem to do anything to the mosquito population that pops out in the summer. So I'm not sure this, it didn't get cold enough thing has any validity at all just by personal opinion.

David: This public service announcement from Andy Andrews about mosquitoes was brought to you by

Andy: Mosquito control.

David: That's terrific. Well...

Andy: I also read about mosquitoes that the males do not bite. Only the female mosquito bites and only the male mosquito buzzes. So think about that. The non-buzzing mosquitoes are the ones who bite. So if you're alone outside and you don't hear anything...

David: That when you're in trouble. I thought you're going to say about it being females that bite. Never mind...

Andy: I did want to go into that direction. My wife is at home.

David: There you go.

Andy: She's upstairs.

David: Well, hey before we get to this week's question, I wanted to get you to just briefly talk about some of the exciting things that we've got planned for these years. We said we're already well into January, well into the first part of 2016. There's a lot that's going on. A lot of people that have been listening and emailing in on the podcast, remember The Unshakable Entrepreneur Event that you did back in the fall of 2015 and just the amazing response that we got to that. Because of that, we've actually started moving a couple of things in place to release something that we're really excited about and more details are going to come soon but I know you're hard at work behind the scenes about a couple of things.

Andy: Man, David this is just a huge passion of mine. It is to help people understand how to really make money and increase their income for their families and increase what they're doing and it's a huge passion. I love doing it.

I'll be picked up at the airport by some driver and man within five minutes I'll say, "Okay, so how long have you been driving. Is this the only thing you do? Do you have another thing that you do? Is there something you wanted to do?" Because -- and I'll start and I've got several of those guys that I keep up with and that they have really started some amazing businesses and so it's a passion of mine. But a huge frustration of mine through the years has been -- as my time has become had just more critical to be home with my family and to write. The opportunities of me getting out to talk to groups is just becoming more limited.

David: Right.

Andy: I've got tons of friends around here and they have small businesses or they want to have a small business or whatever. I love them and I don't ever really have the time to help them. Of course, some small business in east isle or whatever, they're not going to be able to bring me in and us to sit down for a couple of hours or anything like that and so I ended up talking with big companies. I have such a passion for the small businesses and the people who want to start something and create something. So I am very excited about what is shaping up to be able to help all those

people. They don't really have to leave home and I won't have to leave home too much and so I just -- I'm very excited about this and the ideas were just kicking around in my head.

David: Yes. Well and that's fantastic and we're -- it's not just ideas. I know you're spending a lot of time...

Andy: Oh, yes, it's not just ideas. This is coming to fruition quickly.

David: Well, we're excited to make some announcements in the coming weeks so make sure you're watching your email. Make sure you're on Andy's email list. First of all, go to andyandrews.com and sign up so that you can be in touch with what's going on. Also just plugged into social media. We'll make some announcements there in the coming weeks and months but some very exciting things that are coming in 2016 so stay tuned.

All right, Andy let's jump into today's question. We got a great question from actually an entrepreneur, a self-starter himself. His name is Israel...

Andy: That owns a mosquito control business.

David: Yes. So let me read this question that came in from Israel and then we'll get your thoughts on it.

Andy: No wait, wait, wait. It is -- the person's name is Israel or that it came in from Israel?

David: His name is Israel.

Andy: Okay, all right.

David: I don't think he's from Israel but.

Andy: Here is a question that just came in from Israel.

David: Yes, his name is Israel so let me read this. "Hey guys and Andy I've seen you speak at multiple events. I've read several of your books. I listen to your podcast every week while doing yard work. I love your approach to sharing wisdom and I've taken many insights away from my own future as well as for mentoring others. You often speak of the Lord's will for us and the skills and passion that have been bestowed upon us.

From a young age, I feel I was naturally good at most things simply because the idea of saying, I'm no good at this did not sit well with me. I would push myself until I was decent at pretty much any given thing. I grew up in a home where I often heard things such as, "You have a talent for this. You should develop this. You should pursue your dreams." As great as the heart may have been from which these words came, it has been in the back of my mind, my entire life.

I'm 31 years old, not quite as old as you two seniors." Andy he just called us seniors.

Andy: Hey, hey what?

David: How old does he think we are?

Andy: What? I don't know if we want to continue to read this letter from Israel.

David: Israel.

Andy: Hey, okay go ahead.

David: He asks raised this.

Andy: I'll take a jab.

David: He says...

Andy: 56 doesn't seem near as old as I used to think it was.

David: Yeah and I'm only 34. I guess I am his senior though. So maybe that's what he's talking about.

Andy: But you're barely a senior. You're both little puppies.

David: Just barely. Anyway he says, let's see, "I'm 31 years old and...? Let's see, "It has been in the back of my mind from my entire life and it influenced my decisions on what my

career would be. Where I would live? Whether I would commit fully to any particular path, et cetera? So Andy do you have any insight on this from your experience and wisdom that maybe of aid to myself and others in guiding a more successful approach to creating a life by design that truly uses my gifts but when that is also balanced with a long-term awareness of taking advantage of momentum.” So he wraps it up and says, “Thanks guys, a blessing to you and your families, from Israel.” So Israel first of all, thank you for sending that question and...

Andy:

I’ll be able to tell Polly tonight that I received a blessing from Israel today. That is a great question. I’m not trying to be smart-aleck but it has an obvious answer that I overlooked for a number of years. I think a lot of people do and because I overlooked it for so long, it becomes obvious for me when I hear it from others.

There is a part in there where you said any insight or it asked for insight on guiding to more successful approach to creating a life by design. I think it says that he uses his talents but he’s also balanced with a long-term awareness of taking advantage of momentum. Here’s the thing. I think that so many people looked at the gifting they have. They looked at the talents they have and the skills they’ve developed and by the way it’s important to know that talents and skills, that’s two different things, okay.

A talent is something that you have been given that you can polish it. You can lift it. You can make it a little better but it's something that either you have or you don't have. A talent is like Josh Groban's voice. That's a talent. Josh Groban can carry a tune. I can carry a tune but it's two totally different sounds coming out of our mouths, all right. Whatever he has, whatever he was given.

There's a lot of times I see some of these things like radio broadcasting school, become a radio DJ or become a radio broadcaster. I always -- that rubs me the wrong way because I know that somebody can be taught to run the dials as somebody can be taught how to do that. But as far as talking, talking on the radio or talking faster or words just coming out of your mouth, you can either do that or you can't. You can develop what to learn to talk about but you can either -- you can either do that or you can't.

So there are talents then there are also skills, okay and it's important to know the difference between the two.

A skill, a great example of skill is juggling. Juggling is a skill, okay. Most people look at it and think, "Oh I could never do that." That's actually quite simple. If you have the ability to like throw a tennis ball a foot in the air from your right hand and catch it with your left or throw it in the air from your left and catch it with your right. If you can just throw something up in the air and catch it, I can teach you how to juggle in 10 minutes. You won't be great at it.

But if I can explain to you, if you can understand a pattern and I can literally teach you to do it in 10 minutes. Now, again, you won't be great at it but if you practice it, if you practice it just 5 to 10 minutes a day, in a week you'll be pretty good. Then in a month, you will be really good. If you do that 10 minutes a day for a year and just start messing around with it and trying different things, people will think, "Oh, you just have a natural gift, a natural talent."

Well it's not a talent. It's a skill. Everybody has the talent. For the most part of people who have the talent of being able to toss a ball a foot into the air and catch it with their other hand. But the skill that is developed is in the repetition. It's in the pattern. It's in being able to do it without thinking. It's understanding that crisscross pattern and you can literally learn it.

So to go into Israel's -- the end result he's looking for, it is important to know the difference between your skills and talents and line up your talents and figure out, number one. Here's the thing that's obvious that most people miss is there is no pathway that you can get on, not a single pathway that you can get on that will work like you want it to work and go in a fairly straight direction. Not a single pathway and get on if you don't know where you want to go.

Okay and so it is really, really important. You know, where he says, "The stuff has influenced what my career would be,

where I live, whether I commit fully to any particular path.” Well, you’re only going to be able to commit fully to a path if you know where you want to go.

Now, I’m not saying that even when you know where you’re going to go, that pathway will go from where you are to that destination in a straight line. But nothing moves in a straight line so you don’t ever expect it to.

You have learned in your life that you are most effective when you remain flexible. Even if you get in your car and if you’re at work and you get in your car and you’re going home, well, if you’ve done it so many times you could do without thinking. But you’re still not going to be able to get in the car, crank it up, put it in drive and sit back with the paperback as you hit the accelerator. There’s left turns, right turns and even though you might be able to do that calmly and think about other things, you have to be flexible with that pathway because some days there might be more traffic one way. Some days there might be an accident ahead of you or some days they might be working on the road and you’re not going to just stop the car and just panic and go and, “My God, they’re working on this road and it looks they’ll be working on it for six weeks. I just won’t ever to be able to get...” You’re not going to do that.

You’re going to be saying, “Yeah, I’m going to go to the left.” Well, you need to do that with your life too but it is important to know, are you going home? Are you going to

somebody else's house? Are you going to the grocery store? You got to know where you're going to go before you can even commit to being flexible with your pathway. Does that make sense?

David:

Absolutely and I think that that really is -- you started this off by saying, you don't want to be a smart-aleck but it's obvious but I think that that's crucial about just being willing to ask questions. Is that so often in our own lives, it's very difficult to see what it is simple to see in other people's lives. So I don't want -- you're not skipping and it's not like this is just some simple question. You're pointing out something that he might not be able to see in his own life.

Andy:

Right and I understand that because I certainly wasn't able too for a long time in my own. Israel, what I want you to do and what I really want you do understand quickly is that when you identify where you want to go then you'll look at the gifts, the talents that you have that will line up with that place, all right. After that you determine how much work you're going to have to do polishing all these talents but you also determine what skills are you willing to develop that will put a base on your talent that will actually put some weight to it, okay.

I'll give you an example. You have to -- when you figure out where you want to go and then make sure that your talents line up with that. An example of that not being done

correctly is we've all seen on American Idol some of these people that you kind of think, "Who told you, you could sing." I mean, oh my gosh, I just -- I can't believe that you're not a kid.

So here's somebody who said, "Well I want to be a star. I want to be a recording artist." "Okay, well I'm sorry but you don't have the gift, that one what God bestowed on you. He didn't give you the voice or the pitch that would enable you to do that." Okay so when I'm saying line up, make sure your talent lines up with it, you don't have to be awesome, okay. This has to be developable if that's even a word. It has to be able to be able to developed because, listen, some of the greatest in every profession we're not -- I don't know, not many people have sold more records than Kenny Rogers, okay. Does anybody think that he has the best voice in the world? Well no, he has an unusual voice. Does Willie Nelson have the best voice in the world? Yet look at what he has been able to do as a recording artist.

There are people in every genre-- I was very successful as a comedian and I was not under any illusion that I was the funniest guy out there, okay. I am fairly successful as a speaker. I don't think that I am the best speaker in the world. I've got a gift for talking, a gift for speaking but it is the skills that I have developed over that time.

I have a gift for being able to talk fast and I have a gift for seeing things in a different way. But the seeing things in a different way is something that it was a little bitty of gift that I learned to develop and almost have made it a skill because I can almost teach it. I can almost do it at will now. But there were skills that I had to develop that augmented, that made that speaking thing happen, the writing thing happen. So sometimes those skills don't have anything to do with the direction of the talent so to speak.

I look at Kenny Rogers and Kenny had this good voice, very unusual voice but he developed a people skill that is really unequalled. I have been around a lot of people like that and Kenny is one of these guys that when you -- I'm talking about years ago when he was doing arenas. I'm talking about right now. You meet Kenny you think, "Golly, man, what a great guy." You just feel very comfortable with him and that was a skill he developed.

That was -- if you're trying to think, if you have a voice like Andrea Bocelli, maybe you don't have to be as personable. Maybe you don't have to develop people skills to the greatest degree. Maybe you don't have to develop other things to help. Maybe you can lead with that voice and people are so blown away that they'll put up with anything.

I'm not to say, "I don't know Andrea Bocelli," but I'm just saying if he was a jerk he would still have that incredible voice and because his voice is so incredible people might

put up with him or put up with more stuff or be willing... But somebody that's trying to get in the door, there's other skills they're going to have to develop to augment that. So most important and listen, I am so passionate about this topic David. I'm hearing myself now and I realized I could talk about this for hours.

So let me just say an answer to Israel's question. Israel, you need to determine where you want to go. Now at 31, I was just beginning to figure it out, I think or actually I thought I had it figured out and then it turned. It shifted on me a little bit because doors opened in other areas and so I was able, I was ready to walk through them because I had prepared muscle in different areas so that I was prepared. I was not totally unprepared.

Dave Ramsey told me one time years ago Dave told me that preparation has really been the key to this end of his career. That you look at Dave now and think, "Good grief, man, he's on 50,000 radio stations, he's doing these major shows. He's doing..." and you think, "God he's got -- there's just so much money coming in that it's just incredible."

Well and everybody knows who Dave Ramsey is but there was a time where Dave was just preparing. I'll tell you why he told me this because I made a comment to him and this was -- I've known David a long time and maybe this was 20 years ago or something but maybe not that long. But I had written a book and I had only written a couple of books but

I've written a book and it didn't really sell well and I was like, "Well, you know the guys, my guys that work with me, they aren't really...until they figured out how to sell this, I'm not going to... What, I'm going to just write another book that doesn't sell? Man I've got other stuff to do." So I let them figure out how to sell a book and then think, figure how to sell these things. I'll write one.

Dave laughed and he said, "I understand that thinking." He said, "But you're so full of it." He said, "You're just so totally wrong. You're just knocking yourself out of the picture." I said, "Okay so what?" He said, "Look." He said, "I understand that feeling." He said, "But I -- we did my first book Financial Peace and we did radio then we go to another radio station," and he said, "Things got rolling but we knew we needed some big kick. Some big kick." He said, "But I had -- because I was ready that if some television show did some big thing, all of a sudden we had a bunch of people ready to buy stuff or whatever."

He said, "I had a book." I already had a book, all right," he said and so -- but I went ahead and I did a tape series so that we had a book and a taped series. He said, "Man, we were so close," He said, "CBS this morning it looked like we're going to get on there." He said, "We didn't." It was disappointing and he said, "But I kept on going and I created another book," and he said, "Then for a while it

looked like we're going to get on." Remember the Sally Jessy Raphael show?

David: Oh yeah.

Andy: "So it look like I was going to get on Sally," he said, "But it just never happened." He said, "Then there in the meantime I created another tape set." He said, "Then it looked like we're going to be able to get on an MPR thing and that they're going to do a special thing on me," and he said, "But it didn't happen." He said, "So during the next year or so I created another book. I created another this. I have tape set. I had a manual. I had little thing going." He said, "So I've still had gotten anything but I spent seven or eight years creating all these materials and learning stuff and figuring this out."

He said, "Well then, 60 minutes got interested," and he said, and "I did it." He said, "And when they did an 11-minute piece on me, the next week, we sold a million dollars' worth of stuff." Here's the thing and here was his point. He said, "But if I had waited, the number of people that ordered, they ordered everything I had." He said, "So if I had waited on everything and not continued to prepare and continued to do what I was supposed to do." He said,

“We had the same number of people ordering.” He said, “But it would have been about \$50,000 because I would’ve only I had a book.”

David: Huge difference there.

Andy: So yeah. So he told me -- he talked to me about working with some faith and with an end result in mind. Listen Israel, just know the stories of people getting turned down for stuff, for books, for speaking, for records, for an engineering project, for a PR project bid on building a bridge, the housing construction bid. The stories of people getting turned down are so common. They are a cliché.

If somebody comes to me and says, “Gosh, I haven’t been turned down for anything.” I would want to say, “You’re either a liar or you’re just escaped from a psychiatric hospital.” I don’t -- that’s just not possible. So it’s just something that you need to figure out where you’re going and get on it. Times are wasting.

David: That’s right. Wow, those are great thoughts, Andy. Israel, outstanding question. I think there’s a lot of value there for many people out there but hopefully, Israel, in your specific situation as well. All right...

Andy: I appreciate your blessings from Israel and Israel you tell your wife that you have been blessed from Alabama.

David: All right, well if you want to jump on this conversation, give us a call, leave a voice mail and we'll play that on our future episode. We'll play your question for Andy and get his thoughts. That phone number is 1-800-726-2639. That's 1-800-726-Andy.

Of course you can always email us Intheloop@andyandrews.com but we would encourage people to leave a voice mail. We like hearing your voice. Andy likes talking to people and that way I don't have to read the question and we can get your full meaning. So give us a call or leave us a voice mail. We'll play that on a future episode.

Andy thanks for your time. We will talk to you next week.

Andy: Thank you buddy.

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

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