



Podcast Episode 233
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“How to Be the First One Promoted and the Last One Laid Off”

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

Andy: David! I'm so glad to be here. I'm so glad to be here!

David: Yes. Well the last time, a few weeks ago, it maybe a couple of months now, I don't remember. But I talked about how great it was to be in this new little, cube little studio.

Andy: We have our own. Yeah we have our own. We have our own studio but Matt, you used to put us right in the middle of everything. That's what I grew doing a show right in the middle of a gym.

David: And I was excited to get you up here so that we can be in this little cove together. We're surrounded by soundproof foam and wall. I don't even know what you call this stuff but it's kind of fun to touch.

Andy: Can you hear this? [Banging] I mean that's—it is very nice.

David: If Matt had his way, he would cover the entire room with this stuff. Now Robert, your manager, is not a huge fan of that idea but--

Andy: It doesn't look great.

David: But it is very effective with the sound.

Andy: It is very effective.

David: So we're always...

Andy: I was Marvel Studios yesterday.

David: Oh really?

Andy: Yeah and I saw how they put sound and what they cover the walls with. In their acre—I mean inside an acre without pilings in the, you know—it was like fifty, sixty feet high. No pilings and it covers an acre and then they have the sound stuff on the wall. I saw what they put on the wall. It's not beautiful either but it sure cost a lot more than this foam stuff from Wal-Mart I'll tell you that.

David: Yeah absolutely. And you're talking about Marvel film studios, right?

Andy: Yeah. Yeah.

David: Oh gosh. Okay. Well I'm sure you probably saw in some kind of non-disclosure you can't tell anybody why you were there but that sounds pretty cool.

Andy: I did. I did. Well we couldn't tell you the...I took the boys and you know, we were there for a specific reason but it was funny. They were filming a new Guardians of the Galaxy

David: Yes.

Andy: And the next Spiderman coming in. They just did the Civil War Captain America movie that you know, where Captain America and Ironman were fighting. But it was funny because the boys and I were going by the star trailers and I don't really know the Guardians of the Galaxy characters. Except I did ask which, you know—which trailer does the raccoon get to live in? But they had a bunch of different people from the galaxy right?

David: Right.

Andy: And there was this one woman that came out of one of these trailers and her skin was all metallic. It was very beautiful, shiny metallic like silver or like the Sun or something. Adam said "Hey look, there's a gold woman." So all day long we did that. Hey there's a gold woman.

David: That's great. What a treat for them to get to go to be a part of that.

Andy: How did we get from the sound on the walls to—

David: I don't know.

Andy: Anyway.

David: That's great. Well Andy today I wanted to—this actually kind of has something to do with a lot of the stuff you've been talking about recently. But we actually have been receiving a lot e-mails, a lot of questions. People that possibly joined you on the last fall you did something called The Unshakable Entrepreneur. This was a webinar, a two-night thing.

Andy: Boy. People talk to me about that in airports.

David: Yes and it's still going—this was five, six months ago and we're still getting questions about it but really the core question came in this past week and was asking “Andy why is entrepreneurship something you are focusing on?” Seems like you're talking about it a lot recently, what's on your brain? Why is this something that has become so important to you?

Andy: You know I really believe that you know—you ask the question why. I think people ask why when things are going wrong. We want to improve right? We want things to go well and then we want them to go better and then we want them to go much better.

David: Right.

Andy: And it occurred to me one day that people only ask why when things have gone wrong. A part of that is probably because our parents knocked it out of us when we were kids. Don't ask me that anymore. But you know it's like "Why is this not working? Or why is this not going like I thought? Or why did this happen?" And then when we get the answer "Okay. Well that's why." Well then we work with that.

But we don't ask anymore because we got the answer. We found out why isn't working. But nobody ever asks "Why is this working like it is?" And until we know why a certain thing works as it does. I mean you can know that a principle works. You can even know how to use a principle. But until you know why that principle works as it does, you will never harness that full power of that principle.

David: Hmm.

Andy: You'll never make as much money as you could had you'd been able to harness the power of it. You'll never have the relationships you could have had as you harness the power. You'll never be able to have the influence of the leadership that you could have. So it's important to know why something works as it does because knowing why is another little dot to connect here. Knowing why will get you

to what I call the bottom of the pool. And we played a game when I was a kid.

David: Right.

Andy: And you know, I've told you about that. But we played it one way forever until Kevin Perkins kind of broke away from the pack and really did something totally different that got us much greater results. But he did it by harnessing the foundation of the bottom of the pool. So I always say, you know, "Boy, now the bottom of the pool is this."

And what I mean by that is that we tend to live our lives and make our decisions and do everything on the surface where we can see everybody and we see what everybody is doing. But until you get to the bottom of the pool, until you get to the foundation of why, you can't harness anymore. Okay. Now you said why have I been focusing on entrepreneurship. My mission David, and you and I have talked about this a jillion times when we were just hanging out. Because my mission I know has kind of become our mission.

David: Right.

Andy: This has something we all care very much about and that is the people that we're able to talk to and have influence with. So our mission is to help people live the lives that they would if they only knew how.

David: Hmm.

Andy: And what this encompasses to me is, you know, I just assume that people would be financially free if they knew how to be. If they could be debt free, I'm assuming they would, if they knew how to have peace in their family, I'm assuming they would.

David: Right.

Andy: Right. So there a lot of things that are involved in helping people live the lives they would and you know, if they only knew how to do it. And so really a couple years ago, I became convinced that parenting was one of those all-encompassing things.

David: Um-huh.

Andy: That it had such a huge impact on people whether you are a parent or you used to be a parent or whether you don't like kids at all and never going to be a parent. You still have to live into a world—you have to live in a world and interact with people who act according to how they have been parented.

David: Right.

Andy: I mean you're living in a society that is a reflection of what has happened with parenting whether that's good or bad.

David: And you even say that how important is parenting, it's the— what the phrase?

Andy: It's the fulcrum--

David: Yes.

Andy: --that our society tilts upon.

David: Hmm.

Andy: Okay so that is a basis that I've really examined for a couple of years and so the reason that I—and I know probably a lot of this. This question might come from just out personal conversations. I know we've talked about it, on the podcast on In The Loop here, but I tend to talk about this a lot because I'm thinking about it so much. And that is I really believe that you can live your life as it is. You can just kind of accept what's, you know, you're going to accept the slop that's thrown on your plate or you can eat that slop on your plate thinking "You know what? In a couple of weeks, I'm going to be eating chicken and a month from now, I'm going to be eating steak and a year from now it's nothing but lobster baby."

David: Um-huh.

Andy: I mean you know what I'm saying? You can live your life with hope or you can live with just kind of what is. Now to me, the greatest kind of hope is hope with some control.

David: Right.

Andy: Right. I mean wouldn't you like to have hope for a greater life that you actually control? And so we have been given free will. We can choose. And so as I look at this and I realize, I think that people who are entrepreneurs, they seem to have more hope. They seem to have more hope for a life they can control because they're creating something. They're creating whether it's a product or service. They're creating a situation, they're creating value.

David: Now let me stop you there real quick.

Andy: Okay.

David: When you say people who are entrepreneurs.

Andy: They are already entrepreneurs.

David: Who are you talking about there?

Andy: I'm talking about the people who consider themselves entrepreneurs. Okay? People who—they've started their own business or they're in 100% commission in real estate or insurance or this is a writer or this is you know, the guy

that has the peanuts stand. I mean he owns his own business alright?

David: Okay.

Andy: I really believe—because of something that a friend said to me years ago, I believe that entrepreneurs have a longer lasting, more controllable level of hope than people who we traditionally—who might traditionally think of themselves of “I’m not an entrepreneur, I have a job.” That’s what they think okay?

Now I even think differently about that and we’ll go into that in a second. But I had a friend say to me year ago, because I was telling him some idea. You know, another one of Andy’s crazy ideas and I want to do this and I think that if I do this then I can do this and then I can make one of these and then I can bring some people to do and you know. I have always just kind of thought like that. What if we do this? And what if we do this?

David: Right.

Andy: And my friend who—incredible position, right? A very professional position and you know a very high level scientific degree. I also made mention as I was saying, this and this and this and this and this and I’m going to do this and one day I’m going to get a boat and I’m going to be able to fish... And he said to me he said “Yeah, well you can think

about a boat like that. I can't even think about a boat like that because I know of what I do for a living and what I am and what—I'll never have one.” And that kind of really freaked me out because I—

David: There's no hope in that statement.

Andy: I know. I thought “Should I just like not talk about this stuff in front of him anymore?”

David: Oh.

Andy: I don't want to make him feel bad. But I thought about the tons. That was 25 years ago that this guy said this. And so I don't believe that you and I, and that's the collective you and I, all of us. I don't believe we've been created with some of us having some kind of lucky lottery ticket in life that—gosh, you just you know have a better imagination. You can just get up earlier than I can. I don't believe that. I believe that everybody—and If God created us all with the ability to think and the ability to choose and to choose how we think that people can do what they want. Now they may refuse to believe that but again, they're choosing how they think, right? And so here is the weird conclusion I have come to David.

David: All right, here it comes.

Andy:

I know. I know. Let's have a little drum roll please. And I know this is kind of odd but I really believe that people should, no matter what they do for a living—that they will make more money and they will have live more peaceful, exciting, contented lives if they understand that they already are entrepreneurs. They need to understand that they are. Whether they have considered it or not and I'm not saying you're going to go open a popsicle stand on a weekend. That you're going to invent some fabulous thing. I'm not saying you're going to open a pet shaving van that you run on Tuesdays and Thursdays. I'm just saying, whatever it is you're doing, you're working in a grocery store, you're the cashier at the grocery store, you had better understand that you are already an entrepreneur.

David:

Andy I'm jumping in here for a quick announcement. We've heard from so many people who are saying that they've enjoyed the five-day inspired entrepreneur challenge that you did this week. The feedback has been tremendous.

Now if you're listening and you followed along with that challenge and you've enjoyed that content, you are going to love what Andy is announcing next week. So make sure that you're signed up to receive Andy's emails and watch for a very special announcement that's coming next Tuesday.

Go to AndyAndys.com. Enter your e-mail address and you will receive that email. You can also follow Andy on Facebook and Twitter. We'll be making the announcement there as well. So stay tuned. All right Andy, let's get back to the cont—let's get back to whatever. All right Andy, let's get back to the show. I'm going to spin this back to you then because you know at the beginning you talked a lot about the importance of why.

Andy: Uh-huh.

David: So how about--

Andy: To get to the bottom of the pool.

David: So why should everyone see themselves as an entrepreneur?

Andy: That was very good how you do that.

David: I've been taking notes over here.

Andy: You just flop it back in my face like that. The reason everybody should see themselves as an entrepreneur because it allows greater hope and an awareness of the control that you already have. Let me say that again. If you can think of yourself as an entrepreneur, it allows a greater level of hope which people who are hopeful are happier. Okay? It allows your greater level of hope and a greater

awareness of the control you already have. Meaning you already have this control but if you're not aware of it—you certainly can't possibly—you can't use it, right?

David: Right.

Andy: All right. So, greater hope and greater awareness of the control you already have. Here is why. Let's just say that you are one of a 10—let's just say you're one of 10 cashiers. I mentioned that before, you're a cashier in a grocery store. All right.

David: Okay.

Andy: Let's say that there's 10 that are hired, the 10 on the rolls, on the payroll at that grocery store. Okay. If you can see yourself—and you may think that you are being paid a certain amount and it's the same as everybody else and at the moment that may be true. But an entrepreneur is always very, very concerned with how they come across because they know that the first line of defense before anybody ever gets a service or a product or whatever, is they got to like it a little bit.

David: Yes.

Andy: Because if they don't like it, they're not even going to listen what you got. They're not even going to consider it, okay? So if there are 10 cashiers and 1 cashier is really paying

attention to what he is becoming. And one cashier is doing this entrepreneur thing meaning they are learning—becoming more aware of other people. Becoming aware of how they come across. Becoming aware of smiling while they talk and all these things are what entrepreneurs better get good at. Let's just say that this cashier is reading and is reading specific things and is learning specific things, all right?

Now at that point, people like me who I look—I shop at Publics in Orange Beach, Alabama. And I've seen all those people a million times. I don't know how in the world David, my mother used to go to the grocery store once a week because we go twice a day. I mean we go all the time.

David: Right.

Andy: But I see all those cashiers and I see every one of them and I know which ones of them are slow. And I know the couple of three of them who are as fast as lightning.

David: So you know who to avoid and who to target?

Andy: I know who to avoid and who to go to. And you know what I want to tell you something. Benny, the manager of Publics, I was in line one day and I didn't realize that Benny was sitting in his office and he had a direct view of me in the line and he saw my eyebrows raise or something at some point. I certainly didn't say anything but he came out,

great guy. I mean this is an awesome, awesome guy from Publics.

He came out and he said “Hey what was going on there?” I said “What do you mean?” He said “Well I saw you kind of gave a “woo” kind of look.” And I said, “Oh well I said “I don't want to like to tell on anybody.” He said “No, no. It's all right. Just say it. He said, “I needed to know because I want to help the situation. I want to help whoever it was.” And I said “Well man, she is just slow.”

David: Hmm.

Andy: She's just slow. She is not slow because she can't figure it out. She is just slow because she just keeps talking to everybody around her.

David: Hmm.

Andy: And I said “No big deal but I'm not getting in her line anymore.” Benny laughed and he said “Yeah I know that, I already know that.” I said “Oh okay.” He said “Yeah, I already seen that.” And now here is my point. Okay. Publics is doing great but we all know, I don't care what job he has; accountant or retailer or a pastor or a plumber, an electrician, a security guard, we all know as the economy goes you know. People hire more. Sometimes they have to lay people off. Sometimes they have an opportunity to hire somebody and they have to move somebody out.

And here is one thing that I know. There is a lady at that store and another guy that I know that works at a cash register and those two that I'm thinking about specifically right now, I don't care what's going on; Benny will never get rid of them. He'll never get rid of them. They're fast. They smile. They talk. Everybody loves them. I mean they're ambassadors for the store, okay? And when there are raises to be given and bonuses to be awarded, they're getting them. And you know who is not going to get them?

David: Hmm.

Andy: It's that slow person right? You know if they have 10 people and they have to lay off 3 of them, she is probably in there. Okay? But that's an entrepreneurial thought. Even if you have a job, you have to understand that you have to perform because if you don't perform with discipline and you don't create results then just like an entrepreneur who loses his business, you lose your job.

David: Hmm. So it applies. It's another one of those--

Andy: Unless you have a government job and

David: That's a different kind of story.

Andy: I know. I don't want to get into that. Yeah.

David: So it's another one of those thinking things. It's a thought process.

Andy: But is that accurate?

David: Absolutely. It makes perfect sense.

Andy: Does your life better that out?

David: I thought I had you trapped when I asked you “Why everybody should see themselves that way?” But now you have come back with an amazing answer.

Andy: I think a lot about that because I think “What life would you want to live?” Would you want to live the life that we hear about? The life that people think they have sometimes well, you know, that’s just—I can't even really think about a boat like that.

David: Right.

Andy: I can't think about it you know. I can't—hey—and look. I know that the lady who is—that I'm thinking about. That she I so incredible as a cashier. I mean I could see in the major meetings, you know, Benny, somebody saying “We need somebody who trains these people to be...” Hey! I got a lady I know who can do this. Well, all of a sudden, she is making a lot more money.

David: And Benny knows if everybody can perform at her level.

Andy: That's right!

David: Then the whole company increases.

Andy: Right. You know, she just thought she had a job.

David: Hmm.

Andy: Okay? But now she is making whole money—more money because she treated it like you would—or she thought of it as an entrepreneurial position and whether the boss thinks of it that way or not. The truth of the matter is, people who perform, people who bring results, people who work fast, people who bring in customers, people who add value to the company, they are the first to be promoted and they are the last to be laid off. And if they ever are laid off, they can quickly find another position or truly start a business of their own.

David: Exactly. Wow. That's fantastic. I loved the line earlier. Greater hope provides two things. That thought process of entrepreneurship provides greater hope and an awareness of the control that you already have. That's outstanding.

Wow. Andy, we're out of time for this week's episode but thank you for those thoughts. This is outstanding. If you like to jump in on a future episode of In The Loop with your question and have Andy address what you're going through, please give us a call. 1-800-726-2639. Tell us your name, where you're calling from and then ask your question and we'll play that on a future episode of the show. You can also email us intheloop@AndyAndrews.com and Matt our producer will receive that and we will try to get to that question on a future episode as well.

Andy: You know what? Can I start this?

David: Sure.

Andy: I really—I think it would be a fun future episode because you know, helping people. Helping people understand the power that they really have. I think it would be fun if people—we don't need a page, okay? But just a paragraph that, this is what you do for a living and this is how you are learning to think of yourself as an entrepreneur.

David: That's a great idea.

Andy: I think that would help a lot of people and we can read them and talk about them on another episode.

David: Absolutely. Send those by email to intheloop@AndyAndrews.com. Again that's

intheloop@AndyAndrews.com and that would be fun. Then we'll read those on a future episode.

Andy: Just a paragraph. Tell us what you do and how you see what you do in a n entrepreneurial way that gives you an advantage over the people you compete with.

David: Over those that don't, yeah.

Andy: Because people don't think they're competing but I guarantee, they're competing.

David: Absolutely, every day for sure. All right Andy, that's fantastic. Thanks for your time. We'll talk to you next week.

Andy: Thank you.

Announcer: Join in the conversation with Andy on Facebook and twitter. Also, be sure to check out AndyAndrews.com for more information.

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