



Podcast Episode 238
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“This is the Key to Getting People to Listen to You”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. And I am sitting here with viral sensation, Andy Andrews.

Andy Andrews: What?

David: I knew I’ll throw you off with that.

Andy: That sounds like I’m sick.

David: No, you have gone, surely you know this by now, but recently a video of yours, has gone, what they call viral.

Andy: No, I do not have any idea about this because the last time I looked at me on YouTube, I had like, you know, three hundred views.

David: Ok, well, we’re recording this right now, in late March. I’m not sure when it’ll air but probably, April or May or something like that, but as of today a video of yours, just in the last few weeks, has received just over three million views. And it is your, this is so funny, it’s your story, from when you were a child, singing Amazing Grace.

Andy: Really?

David: Yes. And your good friends at Women of Faith, had posted a video of you doing that at one of their events, remember you did three years of Women of Faith.

Andy: Tuesday's token man.

David: Yes, you were. A man in an arena of 10,000 women, the only man.

Andy: People say, what do you do with them? I'm like, 10,000 women, whatever they tell me to do.

David: Whatever it takes not to upset them. But anyway they posted, from one of their live events from a couple of years ago, they posted you doing the Amazing Grace, and it has gone crazy. Specifically I think it was on Facebook, I think they just posted it to their Facebook page. So if you have not seen that, make sure that you go out there, either on YouTube, Andy's YouTube page, just @andyandrews, or go to the, I think it's the Women of Faith Facebook page, if you want to search for it there. But if you haven't seen it, I can guarantee you that you'll get a good laugh out of it. And you'll contribute to Andy being viral, as they say.

Andy: Contribute to my virus.

David: That's right. But I thought that was really funny. Internet sensation Andy Andrews.

Andy: Oh yeah, that's me.

David: That's funny. Alright, Andy we've got another great question that came in from Jack. And that reminds me, I always ask for questions, for people, you know.

Andy: Is Jack man or a woman?

David: We've encountered that issue several times though, recently. So if you're going to send us a question, maybe you indicate if you are a man or a woman, just so we know exactly how to refer to you. We've missed, I think I've missed a couple of times recently, assuming incorrectly. So I want to make sure we don't do that in the future. So if you send us the question, make sure that we know exactly who you are so we can address you specifically. But this one Andy comes.

Andy: Jack, Jack's pretty easy. Jack sounds tough. What's your name? Jack.

David: Yes. Jack sounds like a guy who I want at my side if things are questionable. Jack writes in, he says, Andy I'm guessing you've had to think about this during your career so I'm expecting a home run of an answer here. At least there's no high expectation here. He says, Andy you have a killer story. Folks love to hear you tell it when you're speaking. But I'm sure that you don't want to overuse it. So how do you determine when, how and how often to use your best story ever?

Andy: That's a good question. And I'm assuming he's talking about my story of when my parents died and I ended up kind of on the beach because I was sleeping under a pier and in and out of people's garages. And Jones found me there and so it's really the story, the first chapter of the book *The Noticer*, is true. And I'm sure that's the story Jack is referring to.

David: Now that I think, I hear you talk about that, and those of you who have been with us on *In the Loop* for a long time, but possibly if you're fairly new, you haven't heard Andy's story, definitely go read that. Go read *The Noticer*, the first chapter

specifically. But Andy it's almost to the point now where it's referred to, Jack calls it your best story. When you were 19, you would not have called that your best story.

Andy: That's true, boy that's true. Isn't that amazing. And we all know, we all hear, your worst times can become your best times, but sometimes your worst times can literally write the ticket for the rest of your life because it was that time that I would've never chosen in a million years. And yet it was that time that the rest of my life was really built upon. Because that was when I read the 200 biographies, I found the seven decisions, found Jones. And so just right there, you can. Alright so *Heart Mender*, *Forgiveness*, *Butterfly Effect*, if you look at *The Traveler's Gift*, *The Noticer*, *Noticer Returns*, *Heart Mender*, *The Lost Choice*, those books came directly from my time under the pier. I mean, the stuff that I learned. And so it is I think, he asked, when do I decide to use it or whatever? And maybe if somebody had asked me that a few years ago, I was like, you know, I do it every time. But I don't. I do pick and choose when to use it and how much of it. And part of that is dictated by time, sometimes just the time. And so, knowing what I need to get across with a group. Some of it is dictated by relatability, ok. Because as my, I want to say, as I have become more well known, I also understand that makes me little less relatable on the surface, to a group of people that might be intimidated by that. You know what I'm saying? If you go to, alright let me put it this way and this is a way I can say it and nobody will think, oh, he's talking about me. But if I went to a convention of billionaires, then the convention of billionaires, they're not going to be intimidated by me at all, alright. But if I went to a convention of people and they all, financially they all make \$8,000 a year. And they were hard workers but they had not been able to break out, and that's what they make. And then at that point, they might look at me and if I get up on stage and I'm talking about stuff I did with Kenny Rodgers, stuff I did when I met president so and so, or I just flew across. You know, there's no relatability there at all. And so those are stories that I may choose to tell in some

other context but I'm not going to tell them to those people. And now, listen to me, I'm not saying that I would never use the story of living under a pier with the billionaires, I'm not saying that at all. But I am saying that I'm going to make sure that I carve out the time to do it for the group of people that. And here's the thing, it's not something, relatability is a part of it, ok, but the bottom of the pool, the key is, I want to tell them a story that brings about in their gut, wow he seems to be doing well and he was in a place that was much worse than a place I'm in. And so if he was in a much worse place and he has ended up there, knowing where I am, surely I can go much farther than I am. That's what I want to bring about. I want to bring about that belief in themselves, that understanding that just because it looks like the world is ending for you, that, that's not true. That's not the case.

David: Absolutely. And I think that kind of speaks to the point of what makes up a best story. Well a best story has to not only be great for you but others have to find either hope or value or the chance of improvement. So I think that that's an element of this as well, there's a reason why it's your best story, it's because it inspires. So it inspired you and it can inspire others.

Andy: You know, when he says, I think what he said was, how do I figure out when and how and how often to use the best story, I just realized as we're sitting here talking, that as much as I have done that story and as many different ways as I have told it David, and as many different parts of it that I have highlighted, I realized that if I started talking about that time and you and I just, said, let's just dig into this, let's figure out what this means, let's figure out how we can apply this day and that day and that conversation and that time, and that failure. I could probably, that there is a story that I can relate to you in five minutes. But the stories from the story, we could do 6 or 8 hours. And I have used those stories from that story because there are many times that I'll be on stage or I'll be talking to somebody one on one, there

are many times that I will hear something in them or see something. And I can totally relate to it because, listen, I remember the day that Bobby Hastings and I were cleaning fish together. And we've been cleaning fish for about 12 hours. We were working for Gene Seafood. And man they had some big monster, like hundred pound plus amberjack and some big sixty and seventy pound cobia. And this was before electric knives. And we were having, like Bobby would hold up a part of a file and I would use an ax, pop, pop, pop, cutting through those rib bones, just to try to get to meat because they were taking this meat for the restaurant. And one day, Bobby said, alright and here's my point. That isn't a part of a regular story but that I was cleaning a fish for 12 hours a day because I was living under a pier, and because my parents were dead and I didn't have anything else I could do. And there was something that this person said or that this audience had or they needed, or I sensed they needed, that popped that story in my mind about what Bobby said and what I did, about that time that Bobby and I were cleaning fish there and all of a sudden the police come in and I'm the one getting questioned, like, were you in Mike's office by yourself? And when? Yeah, I was. And they were, need you to take a lie detector test about stealing the money, about the payroll's gone, and you were in there by yourself, because Mike walked out and you were in there by yourself for a minute. And man, you know, I'm terrified. And I can't just leave it there obviously.

David: Of course. And I've never heard this before so I want to hear.

Andy: Man, I'm terrified but you know, I'll tell you this, Robert Smith was on the scene at that point. And I called Robert. And Robert's living in a garage, in Birmingham. So he calls this law student that he knew. And he said, whatever you do, don't take a lie detector test, just because they're just arbitrary. And so, but man, they really pressured me. And then nothing. It's just like, nobody said nothing. I waited a week then I waited another week, and finally I kind of figured out, they

aren't going to say anything else. And I had stopped going up there to clean fish, right. I wasn't going up there any more. I'm like, I ain't going here. And I asked Bobby, have they said anything? No, haven't said anything. And of course, you know, Bobby, did he steal it? I don't know if he stole it or not, right. This is the guy, we weren't incredibly close friends but we were friends. And so it was like 9 or 10 months later, I was in Sea N Suds, which is a place that I used to go in, and the hostess in Sea N Suds at that time, dated the owner of that restaurant, that we were cleaning the fish for. And she said to me, she said, I feel so bad about that, that happened, that they had accused you of that. And I was like, well, right. She said, I can't believe that they put that much into that and then it turned out like it did. And I said, well how did it turn out? And she said, well they found it. I said, what do you mean they found it? And she said, well, you know, he put it, he didn't remember where he put it. He put it somewhere else and he thought he put it. So he misplaced it. And when they found it, they realized that you had not stolen that. And I was like, well somebody could've told, you know. And literally, I mean, literally, nobody ever said anything to me about that, ever. And I say ever, the guy that was responsible for that, through the years, I just, on him, just like would say hey, because you know, my life went on and I became Andy Andrews.

So this small town's proud of me. And so as that went on, you know, I'm around him, I saw him, but I got word that he was not doing well, he had cancer, and he since passed away. But I was in a Lowe's one day, and this is probably 25 years after that had happened. I'm in Lowe's and I see him, I picture it right now, in the aisle where the screws and the nails are, and I said, hey man, how are you doing? And he said, good, good, how are you? And I could tell he had effects of this illness. And I said, oh I'm doing good, doing good. And he said, I wanted to say, I really hated that that happened a long time ago. I really hated that. And for minute I had to think, what is he talking about? But then I realized, oh. And I said, oh man, don't worry about that,

that's ancient history, that's cool, you don't worry about that, I appreciate you da da daa. And I realized he was so uncomfortable. But for 25 years that had been eating at him. And he's dying, and this was his way of clearing the decks with me. He ran into me and he's like, I got to do this, I got to do this now, here he is, right here, I got to do this. Well I have told that story several times to several people and that's part of the living under a pier story. Because there are times in our lives when we're not going to have done anything and we will be totally in the right, somebody else totally in the wrong, and it really has detrimental effects. Ok, now, but here's the thing, I am not in control of them. I am only in control of me. And I realized in that aisle in Home Depot that this had been eating at that guy for 25 years.

Now I want to tell you something, if it had been eating at me for 25 years, I wonder what I would've not written or what I would've not done or what I would've not become? But I realized somehow, early on, there's this brief, I had the fear there, and then the kind of relief that they're not coming after me and then I had this like flash of just like crazy anger. You know, when she said, oh they found the money, nobody ever told you? Gosh I can't believe they never told you. Well they never did. And I quickly realized, I can't control what happened but I can certainly control how I react to this. And I think, I hate that he carried that around for that long and I hate to say this but that was totally his choice to do that. Totally his choice. And it was my choice as to whether I was going to carry it around now. I was the one that was wronged, ok. And I guess so the lesson outside the lesson David, and the answer to Jack is, Jack I pick and choose about when to use that best story. But I also understand that as my life progresses, as I get older, as I seek wisdom, your best story, it may not be anything that you would ever chosen like mine, maybe something you'd never choose, but it doesn't just provide you a story, that story is the entryway to a mine, it is the doorway to a mine, that you can dig out things that are valuable for other people, that will relate to other people. And it's shocking to me, to be able to say this

now, but that one story, I can find from that story, I can find lessons of persistence, lessons of seeking wisdom, lessons of action, lessons of choosing how to act, lessons of serving other people, lessons of humility, lessons on entrepreneurship, lessons of teaching, lessons of being taught, lessons of keeping my mouth shut. Lessons of knowing when to speak up, lessons of knowing right from wrong. I mean, I could go on and on and on, just about the topics that have come out of that one mine.

David: Wow. Jack I loved the question because of your question I and everyone listening, have gotten to hear Andy tell a story that I have never heard before. So I'm assuming a lot of people have not heard that story, specifically before. That's terrific. Jack, thank you so much for that great question. Andy thanks for sharing your thoughts and the wisdom there. There's a lot to learn for sure. Andy we have not had a voice mail in quite a while. So I'm going to ask people, if you have a question for Andy, give us a call and leave a voicemail. We'd love to play your voice instead of my voice reading your question. We would love to have people actually have their voice on the podcast. So give us a call, 1800 726 2639. That's 1800 726 Andy. Tell us your name, where you're calling from and then ask your question. And how about this, the first person to call and leave a question, I will guarantee that we'll play their voicemail on a future episode. So the challenge has been set forth. Alright Andy thanks for your time.

Andy: I may go to a phone and do a question.

David: Alright. We'll catch up with you next week Andy, thanks for your time.

Andy: Thank you buddy.

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

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