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No Instant Pill for Success



Ernie Quintana and Kyle Seay. Super stars at PAR who earn their success daily!

I will always try to help anyone who asks for help in trying to be more successful. I have had a lot of help along the way. I've grown to be disappointment more times than not that people in whom you invest time, money, and energy simply won't do what it takes. I will suggest books and more times than not I will send them a book for free or give them a book when I'm done with it. I think they believe their journey upward will happen instantly. I was riding with a friend over to my good buddy Lance Dean's new \$1.6 million dollar house that he paid cash for and was just gaining traction with his revolutionary new alarm control panel called 2GIG. The friend I was riding with said in all seriousness, "I want to do what Lance is doing." That's like saying I want to be like the person that just pick the right lotto numbers.

Having had a ringside seat to Lance's 25-year-long overnight success, I said to my friend, "Well it starts like this. You have to go back to being a 21-year-old poor kid, and you have to outwork everyone every day! I mean everyone, and I mean every day!" You have to be the master of the breakfast meetings because everyone does lunch meetings, but breakfast is the extra five great meetings in a business week that no one but the extraordinary salesman consistently has done them for 25 years. That's $5 \times 52 \times 25 = 6500$ extra meetings. Breakfast is cheap and breakfast ends, unlike dinner appointments. Then you ram as many sales calls, lunches in a day (yes, that's lunches, not lunch, and you book an 11:00, then a 1:00 lunch with two different clients) for 25 years. On top of that you invite everyone you know to Happy Hour (back when happy hour was the norm); you invite everyone because you understand the leverage of time, like Lance.

If you meet one person for one hour you have a 1 to 1 ratio and you can maybe get wealthy but it's going to take longer. So what Lance taught anyone that would notice is you invite everyone. Let's say that night you invite 15 folks and 10 show up. Now you have 10 people for that same 1 hour of time. 10 x better ratio that day and then multiple times 25 years. Lance is the best I ever saw at putting people together! Plus, you are helping those folks network with each other. Then to carry on and be this overnight 25 years-in-the-making success, you become selfless,

willing to help anyone who asks. Regardless of how well Lance was doing he always was and is extremely humble. Until he bought the big house, you wouldn't know that he was a multi-millionaire 15 years earlier.

There is no instant pill. It doesn't happen quickly, not that it should or you wouldn't appreciate it if it did. People who get success real fast rarely hold onto it (think lotto winners and child actors) for the long haul. I've had a run of young people lately who have lofty goals of being wealthy at a young age, like 30 years old. I'm excited these young guys have goals, but what I've been seeing is that they don't realize how much you have to develop your skill set. You have to work hard, outwork your competition, and constantly be improving yourself. For a young person to think that it's just going to happen because they are nice and pleasant is like every college football player expecting to go to the NFL. Why should it happen for you when you are giving average effort?

Fortunately, it doesn't happen fast because there are way too many lessons to learn and you would miss the strong foundations that these lessons create and teach you. Back to the car ride over to Lance's home. I could tell my friend wanted what most people do, a quick fix or an express lane to success. It just doesn't work that way, so you need to embrace the challenge and enjoy the challenge! Ninety-eight percent of the people in the world aren't willing to do what it takes to be a millionaire! Are you?!



10 Things That Require ZERO Talent

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| 1. Being on time | 6. Attitude |
| 2. Work ethic | 7. Passion |
| 3. Effort | 8. Being coachable |
| 4. Body language | 9. Doing extra |
| 5. Energy | 10. Being prepared |