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# SPECIAL REPORT

## WHAT I LEARNED FROM TONY ROBBINS AND JERRY GARCIA TO ACCELERATE MY BUSINESS



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In this Special Report I will outline for you the 4 key things I learned from Tony Robbins. Anyone can get great value from this report, not just people connected to the speaking industry. Where does Jerry come in? Perhaps you are familiar with the **Grateful Dead**. They were never my favorite band. In college at the University of Oregon they were at their peak of popularity. What did they do well? They connected with their fan - **RAVING FANS** - who would tattoo their logo on their body and just travel around the country from concert to concert. Jerry Garcia's said,

**"You do not merely want to be considered just the best of the best, you want to be considered the only ones who do what you do."**

That quote embodies what I've tried to do with my business and the niche I've carved out. I'm certainly not the best of the best, but what I try to do is to be the only person who does what I do and has the experience I can bring to an audience.

**Regardless of your business, how can you be the only one who does what you do?**

It is not just **WHAT** you do it is **HOW** you do it.

I have been in sales since 1983 and I worked with Jantzen Sportswear for 4 years towards the beginning of my sales career. Unfortunately, or perhaps fortunately, after a couple of corporate shakes ups they cut their sales force in half and I lost my job. I had moved down to San Diego and serendipitously saw a little ad in the newspaper. They wanted 5 people who were committed to making a difference, which sounded interesting to me. I went in to hear about a guy named Anthony Robbins, who was far from a national celebrity

at that point in 1988. I saw Tony perform one night and it changed my destiny. Shortly after, I was working to promote him on a sales team promoting his one day business program. It was managed by my now long time friend Mike Hutchison. I worked with Tony in various areas for almost **6 years**. Primarily I was going out to sales and marketing organizations to do a 45 minute talk that was fun and persuasive and persuading people to make an investment in themselves a buy a ticket to attend the seminar. I received a call one day from my friend Ian Lowe in Australia who was working with the promoter bringing Tony down there on his first tour in 1993. He asked me if I wanted to come with down and show them the model how we filled seminars rooms in the USA. I thought about it for 3 seconds and said yes. I spent a few months in Australia and then went to London working with Andrew Hughes Hallet the UK promoter assisting with the promotion of the events in both countries. When I returned to the USA I realized there wasn't an opportunity available for me with Tony and so that became the moment I decided could I do this for myself, and I have been doing it ever since.



There are four key areas that Tony dominates, that I think anyone can take and apply to their business, whether you're a speaker or not. The first thing **Tony dominates is his goals**. Tony taught me that you have to get clear about where you are before you can figure out where you want to go and that keeping score is fun. For example you should know what your weight, your standing heart rate and blood pressure are. You should know how many date nights you have with your spouse, how often are you playing with your kids, how often you are going to church, or to a play. I've applied that to my business by making sure that each year I have a clear game plan for what I want to accomplish

in terms of the business I want to create, new products I want to produce and so on. I make sure I have these goals posted somewhere I can see them as a constant reminder of what I am working towards. I have also created a scorecard to keep track of my successes and accomplishments throughout the year. What can happen if you don't keep a scorecard is you can get behind and lose touch with the reality of where you are making it harder to adjust. That's why Tony believed that keeping a scorecard and dominating your goals are crucial in any business.

The second area that **Tony dominates is marketing**. Tony is the greatest from the front of the room on the planet, which many of you have probably witnessed first hand. He believes that your best marketing tool is to hit a homerun every time you're on stage, because there's no substitute for being a great speaker. What I've found makes my presentation more memorable and enjoyable for the audience is to make it more about them, than about me. I know there are speakers who think "hey, I'm just there to fill an hour in a program", but I believe there are no accidents. I know I'm there, in front of that audience for a reason. I'm there to engage and challenge them to look at their current patterns, acknowledge what's working and what's not, and to give them an emotional state change. I'm there to help them make decisions and actually write things down and commit to them. I try to make them remember me by something they felt or decided versus them remembering my 'signature story'.

In my experience going that extra mile to establish relationships with clients, the key decision makers, the meeting planners and your bureau partners, will make all the difference. When you get booked to speak at an event, you usually get booked by a meeting planner. Although the meeting planner can be a valuable asset and leverage point for you they aren't typically the person who can say, "hey Chip that's fantastic, how can we do this for every region?" The way I make that happen is I deliver a great presentation and then make sure I talk to the head of VP of Sales for example. That's the person you need to know, they have the power to give you more business. Those are the people you need to connect with.

Tony believes that “people would rather be entertained than educated”. I know there are a lot of speakers who have great content, but they’re not able to deliver it in an entertaining way and therefore aren’t getting booked consistently. So in order to keep them coming back for more you need to make sure that you are not only providing good content and value but that you are entertaining as well. The key is to be remembered, and to do so you’ve got to create an experience for your audience. Tony always talked about creating an emotional experience for the audience, he said they want to experience an emotional state change, they want to feel different after you’re done talking to them. I have found that I’m not able to give my audiences that with a traditional ‘keynote’.

Now my definition of a keynote is when someone speaks for typically 45 minutes or an hour, often times their talk is memorized, well crafted and story oriented. However, in order to create an emotional state change for your audience I think that you have to take them on highs and lows. To do this I try to build momentum throughout my presentation with energy and emotion, building up to an emotional crescendo. One of the things that’s germane to my presentation is I talk about getting people **Switched On** and what that means for themselves, their family, their teammates and how they are better when they’re Switched On. When they are involved and it is about them and not me, I can easily go for two or three hours without a break because it goes by so fast.

I start by building rapport, then the motivation starts to ramp up and I get them out of their seats doing a routine that is anchored to what I call a trigger to get them Switched On. I don’t go for a standing ovation, I just get them to feel different, and the only way you can get them to feel different is to give them time to go inside themselves and ask some tough questions, and get really clear about their desires and intentions. So many times I’ll see a speaker make a valuable point, but they don’t give the audience time to process it before they’re on to the next great point. There’s no time for the audience to integrate it or apply it, so remember to give your audience time to soak in your key points before you move on.

To help me do this I’ll create a customized handout that’s 2 - 3 pages long, to help the audience capture the key ideas in my presentation. In the 17 years and over 875 presentations I’ve delivered, I never done one without a fill-in-the-blank handout. I’ll do my homework in advance through internet research, phone calls, administering pre-event questionnaires and also email interviews with people within the organization so that the information is specifically tailored to their situation. My goal when I do a talk is to make people say “that guy did his home work, it’s like he works for us, how did he find that out?” The more stories or names you can use of the people in the audience, builds your credibility phenomenally well, it separates you from the pack. All the way throughout my presentation they fill in the blanks and when I ask a question, I’ll have them write down their answers and stand up and share with their colleagues in groups of 3 or 4. That way the presentation is entirely interactive for the audience, which helps to create that emotional experience.

As an added bonus I have found that this process can also bring in more money from each event. How does it do that? When talking to the meeting planner or key decision maker I say “I’m going to go out of my way to create a terrific customized event for your team, it’s a shame that they will only hear it once”. Then I tell them that they can have the professional crew they have already hired for the event record it and give a copy to everyone in the organization. Sometimes I will also encourage them to take a message from the key decision maker and include it with the recording for added effect. For the rights to record and duplicate my presentation, I charge anywhere from five to eight dollars a head. This allows me to send them an extra invoice after the event and the real beauty is that they have to record it, duplicate it and get it out to their people, and all I have to do is deliver a great presentation. It is a terrific win-win.

I also try to give my audiences other added value add pieces, like the wallet card I created. It's a high quality card, twice as big as a normal business card. It folds in half, has my contact info, two special added value pieces and a place to write down a DECISION. I get comments all the time from people who still have that card in their wallet months or years after they've seen me speak. I also like to give them other handouts with useful information and ideas. You can download them off my website for free [here](#). Find ways to add extra value that people will use. Another example is the [3PercentChoice](#) web site I created - Check it out - Commit to be one of the 3% who live a healthy life style. What would that do for your future?



One of the comments people have about Tony is "it's like he talked to me the whole day". If you ever get the chance to meet him and there are twelve people, or even a hundred people around him, when he's talking to you, he is talking to you. He is completely focused on that conversation, making you feel like it's just the two of you in the room, it's a great gift he has. Most people who speak however, speak to the whole audience. What Tony does is carry on a 'series of interesting connected conversations', where his whole physiology is focused on one person in the audience at a time. Practice moving into your audience and lean in with that one person and carrying on a conversation and then the only reason you're moving is to carry on another connected conversation with someone else. When you talk to one person in a big audience it seems like you're talking to the twenty or thirty people within that eye line as well. That way your audience feels individually connected to you, and not just a sea of faces. When you're on stage and you're moving back and forth you have to be able to move with purpose. Chris Rock if you've ever seen him, paces the stage back and forth, he probably walks about 6 miles in an hour show. He's moving but he doesn't move with purpose.

What also makes Tony different is how much he is in his uptime versus his downtime. When you're in uptime you are flowing, you're not thinking about what you're going to say, it just happens. Speakers who are in downtime are more internal, they're not as spontaneous. To be the most effective and at your best you need to be in the uptime. The only way to do that is to consistently put yourself in that state and be able to move with purpose and know where you're going. That's why I use my handouts. Of course I can't memorize all of the information that is on each handout, especially since it is customized for the group I am speaking to. So I have a little music stand, like you'd see in a choir and I put it up on stage with my master book and that way I'm not forced to memorize everything. My master book has all the different stories or little points I want to make highlighted with colors that mean different things to help me remember. That helps me tremendously because if I was trying to do 2 hours off the top of my head I would often go into downtime because I would be worried about where I go next.

Again it's all a part of my routine, I create my customized handout, I have that master book in front of me I make sure I have a 6-foot skirted table on stage with copies of every article or statistic I mention throughout my presentation. So if I'm talking about an article I've read in Inc, or Fast Company or the Wall Street Journal or a statistic from the CDC or the National Cancer Institute, I've got it there in writing. I don't have it on PowerPoint where they can all see it, but I think it helps lend credibility to my message.

Tony also taught me to consistently strive to make myself better. When I started with Tony, there was very little training and I hadn't yet read his book. I saw him present on a Wednesday, I got hired on Friday and on Saturday I was driving up to Seattle for my first event. I hadn't even seen the event I was promoting and I when I arrived I had training on Sunday and Monday and I did my first presentation for this program on Tuesday. Needless to say I did not have a good first week, and it was 100 percent commission sales job. Initially the other guys were selling tickets and I wasn't. I thought they must be getting better meetings than I am, it certainly can't be me, because I know I'm a professional sales person!



The way I got better is to tape myself. I had a mini cassette recorder (now you have a voice recorder on your smart phone) and I would tape my sales calls. The first time I taped myself it was a real eye opener, because I realized very quickly that it wasn't them, it was me. Since that day I've committed to consistently go back and review videotapes or digital recordings to make sure I'm as good as I can be. You can tell really quickly when you go back and watch your video tapes, if you were Switched On and in the moment and if you were moving with purpose and carrying on a series of interesting connected conversations. It takes guts to go back and watch yourself, but that's the only way to really improve in this business. Remember, your best marketing tool is hit a home run every time you're on stage and if you do that year after year, you won't have to try and sell yourself because your reputation will proceed you. Like Jerry Garcia said, you don't have to be the best, you just have to be the only one who does what you do.

The third area that **Tony dominates is the art of leveraging**. If you look at Tony's infomercials for example, the social proof, and third party testimonials he uses are very powerful. Perhaps like many of you I hardly ever send out a traditional 'press kit' anymore, it seems like everything these days is done on the web. So, now I'll take a picture of myself with the meeting planner or key decision maker, and I'll put that picture along with their quote and the company logo on my website. You could also take that to the next step and use video or audio testimonials from satisfied clients. What has also worked well for me is to have clients that love what I do, call prospects for me. Whether they just leave a voicemail message, or they send an email, it can be a very powerful endorsement that will help you get your foot in the door with that prospective client. For example, at the end of last year I received an email from someone at an organization called Stoneward.com, looking for a speaker for a sales event.

So I jumped on the internet and found out that Stoneward.com was an advertising agency and I noticed one of their clients was Meineke Car Care Centers. As luck would have it, the month previous I had presented at an event for Meineke with George Forman in Atlantic City, and I had a quote from the VP of Franchising saying what a fantastic job I had done. I attached that email quote from Meineke back to the person at Stoneward and said "I'm not sure who your client is but here is what one of your other clients had to say about my services". It turned out that the event was for Terminix. I flew over to Memphis to meet with them and I took my leather embossed book that has 'My Raving Fans' printed in gold on the cover and pictures of me with key decision makers over the years and all their testimonial letters inside with me. When I showed it to them it that landed me a contract that wasn't just for one event, it turned out to be 17 separate events over the next year

One of the dangers you can get caught up in with this business is thinking about all of the things you're not doing. So try to stay clear and focused and praise yourself for all the great things you are doing. Look at the success you have, look at the products you've created, look at the books and articles you have written. I'm like many of you out there. I work out of my house and at this point, other than my daughter I do not have any employees. However, if you look back at Tony's career and you go all the way back to Unlimited Power, Tony created joint ventures with other experts like Richard Bandler, to help him build the empire he has today. Going as far back as the original Date with Destiny seminars he did with Bob Bays, or his partnership with Guthie Ranker on his Personal Power and Get the Edge programs, he always brings in great people to leverage what he was doing. He's very good at doing what he does best and getting someone else to do the rest. All of us need to figure out what we do that is the best use of our time.

Make sure you have the right video production people, Ed Primeau has been a big help to me over the years in that area, or the right graphic artist and the right photographer. This year Dawn Josephson helps craft my articles to get them ready for publication. I'm also trying to remembering that we're in what the late Joe Charbonneau called the 'name accumulation' business. Create an incentive to build your list, give value and never abuse the relationship.

There is also many websites like Article [Marketer](#), it's an online submission program for your articles. As you all know is content is king, and the more content you have out there in the right areas they more traffic you drive to your website and therefore the more names you capture for your newsletter.

I'm currently taking all my websites to the next level, and help me with search engine placement and key words and redo my shopping cart, so people can download PDF's, Special Reports, ebooks and MP3's. Look around your desk, what are you doing that you don't need to be doing. As Mr. Calloway said, "what do you need to let go of?" Who can you joint venture with?

Last but certainly not least, **Tony dominates the details**. Talk about someone who sweats the small stuff. Some of these details might feel a bit over the top to you, but if you've been doing this a while, you know the logistics of the room you're speaking in can make or break you. When the logistics ( number of chairs, lighting, sound, room set up) of a speaking event are not handled well by the client it can make my job very difficult. You have to find out up front on the phone call with the meeting planner what kind of flexibility you'll have with the room and the logistics to make sure it is ideal for your session.

Remember that Meineke event in Atlantic City? Well talk about a tough room, the audience was mostly guys that were Car Center Managers from all over the country. Many of them had literally taken their first plane ride to get there and they were in Las Vegas for 2 days, so how much do you think those guys partied! Just try to imagine having to deliver a closing key-note from 3:30-5:00pm after the two days of non-stop action those guys had. Now that's a tough room. What I've learned though is that you need to believe that you're going to get through it and you've just got to accept it and know that everything happens for a reason and purpose and you do your best and move on, because there's going to be some things you just can't control. However, if you make sure you have some kind of an event checklist, you'll be sure to cover all the details you can control.

My dad challenged me several years ago when he said "You've been doing this 15+ years now, are you doing all the little things you did when you started out in the business?" and that's a good question. I can see where some people after they've been doing it a while, can begin to cruise or cut corners. In order to prevent that from happening to me, I created an event checklist that includes all the details from the moment I get the contracts signed to getting the pre-event questionnaires out to the temperature of the room I'll be speaking in. Having an **event checklist** will ensure that the logistics are optimal so that you can hit a homerun each and every time.

What should you include in your event checklist you ask? Number one, lighting. I have found over the years that lighting is absolutely crucial. Ideally, you need to have the lights as bright as you possibly can, unless of course you are using PowerPoint. Seating is also important. Ask the meeting planner how they're going to set up the room. If you're doing a motivational or upbeat session you know it's very difficult to get a room going if they're sitting at round tables. If there's flexibility have them set the room up theatre style instead. As well, remember that people hate being squished right together, so if there is room put the chairs 3 or 4 inches apart to give them elbow room. And make sure you off-set the chairs so that your audience members aren't looking at the back of each others heads instead of you.

You should also request that the chairs are chevroned so they're at a 45 degree angle to the center of the stage. If they're flexible you should ask for a stage that's in the shape of a T so that you can get into the audience during your presentation, that's crucial. Pay attention to what's behind the stage as well. Many hotels will put you on a stage with a blank wall behind you. What I'll do is tip the staff to help me bring plants from around the room or out in the hallways up on stage or if there's no stage you can put them behind you where there's a backdrop. Having the right number of chairs is also important, of course the rule of thumb is you can always add chairs, it's tougher to take them away.

If you can't take away chairs, one of the things I've done is grab some Duct Tape with the permission of the meeting planner and tape off some of those back rows and encourage people to sit up front. What time of the day you speak is also important. Obviously if it's flexible it's easier to speak earlier in the day rather than later.

Many of the meeting planners you're dealing with are pretty inexperienced, so you need to make them your friend and align with them to make sure your presentation is the best it can be and that all of the little details are taken care of. Trust me, they will appreciate how organized and detailed you are because it takes the pressure of them to remember all of those details. And you will appreciate when all of the logistics work in your favor and showcase your presentation to the fullest, because let's be honest isn't it easier to be brilliant on stage when you know everything else is taken care of?

The most important thing that makes Tony so effective is his commitment to preparation. If you saw him before a presentation you would see him engage in a very specific routine that he uses to get him to a state of absolute certainty. So often when you see someone speak you can just tell they didn't do a lot of preparation before they went on stage. We all know

there's not a great singer in the world that just gets out of the cab and walks on stage ready to sing, there's not a great actor who doesn't prepare and warm up before delivering a scene. Preparation is paramount, especially if you're a busy speaker doing the same presentation over and over. It's similar to a Broadway actor who does the same show eight times a week for two years. They call it creating "the illusion of the first time", and in order to create it you need to get yourself into an emotional state where it becomes fresh for you again. Because you have to remember that audience has never seen your presentation and in order to hit a homerun it needs to be as fresh and compelling as the first time you delivered it.

Tony would say 'motion creates emotion'. The way you're moving creates your emotions, I equate it on a 0 to 10 scale where 0 is comatose and 10 you're at your absolute best, and it should start the moment you wake up. People who are depressed usually do not move much. Check out my site [3PercentChoice](#) - you can read all the latest studies how changing how someone moves/exercises and eats is very effective depression...more than a pill. It is just much easier to prescribe a pill. Whatever time of the morning you're speaking or doing important business, you have to find time to do some kind of physical activity to get you primed and ready. You have to find a way to get yourself to a 10. Run in place, doing jumping jacks, do 20 push-ups, do the routine I taught you if you saw me speak...do something to get pumped up.

How you eat is also essential to getting switched on. **Watch the video on how to make the Get Switched On Smoothie [HERE](#).**

You also need a way to get yourself centered and balanced before each presentation. For me it's simply a prayer asking the Lord to give me the strength, the words, the brevity, the emotion and the certainty to impact these people and let me be a shining light for the Holy Spirit. I try to do that every time to make sure I'm at my best, because when you're at your best you're so in the moment that when finish you can't even remember what happened. I challenge you to find what works for you, what gets you to a 10 and do it every single time before you speak because your audiences deserve it.

I hope you enjoyed this special report. It was fun to put together. Feel free to share it with anyone. And finally,

# **Please do not keep me a secret!!!**