

lock-in-2024-tony-robbins-three-to-five

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SPEAKERS

Tony Robbins

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I hope you're getting tons out of this. And I know if you apply yourself, you will, I just wanted to remind you, when you're in the midst of something, sometimes you will forget that it's not what you learn here that matters. It's what you're going to actually apply. We both all of us know that it's not knowledge to change your life. And people say knowledge is power. Knowledge is potential power, execution, Trump's knowledge every day of the week. And so Jay is offering you all these strategies. And you're also going to learn so many strategies, I think from each other, that's part of the power, but Jay does so well. And but all that matters in the end is what are you gonna apply, and you don't need apply everything here. If you start to feel overloaded at all, you need one to fully execute, or two or three, I usually got three to five to thrive, I hope you've picked those out. And I just want to encourage you to maximize your opportunity with this man, he really is a living legend, if you didn't pay me to say that I love him dearly. I've known him I think 40 years now virtually a little close to that at least. And I learned things from him in the earliest days of my businesses that really helped me grow. And then more importantly, I learned a way of thinking from Jay so that I could create my own distinctions and insights, and I still bring him as a teacher to all the people I've ever want to help to maximize their businesses. And one of the things I've learned, I have the privilege today of having 111 companies with over \$7 billion in business, I had to pinch myself, I had no background in business whatsoever. In the beginning, trying to one one little company, it was difficult, much less three or four, much less, you know, 100. Now to be honest, I, I basically I manage 12 of those directly. But I'm strategically a part of all the others, I'm an owner in them, and I have a blast doing it. And what helps me is because I know so many ways to optimize, maximize, take a company to another level, and we have so many tools, it just been a matter of can you get people to execute. And the one thing that gets in the way that I caution you on and if you you can make this mistake very easily I've at least made this mistake in the past a lot is you gotta remember that complexity is the enemy of execution. I'm gonna say it again, you might jot it down complexity is the enemy of execution, the more complex you make something, the harder it's going to be to get your team to execute, maybe you understand it. But if you got an organization of 1000 people, or 50,000, or 200 or two, doesn't matter, you really have to be able to simplify it m j at his best does that all the way back to the earliest days when he talked about how do you grow any business? I've asked him that question, I think 30 years ago, and I said, you know, I'm a big believer, everything happens like in threes, you know, two or three is most people's brains go 123 Many overloaded. And he gave that whole 1010 1020 2020 plan that began to get people to understand that, hey, I don't have to go and get 30% More Clients, see my business grow 30%, you know, I could get 10% more clients, they get them

to buy 10%, more and 10% more often, my gosh, I've made a giant jump my business or 2020 20 and goes 72%. So his ability to at least when I worked with him to simplify was his strength. Now it's easy with Jay, because he's so brilliant. And I'm not saying it's blow smoke, but he has 22 synonyms of adjectives for one of mine, it's easy to get a little bit lost, overwhelmed or the complexity of it. So I really want you to keep it simple. And leave here if I can make one suggestion is like what are your three to five to thrive out of everything you've heard, what are the three to five strategies or tools that you can actively implement, they're the easiest to implement that have the highest possibility of success, probability, no, no guarantees. And that, you know, probably cost the least to implement. Those are the places I'd start with. And when I started doing that, let me companies and teaching other people in my company how to do that. That's when I became a business owner. And not just a business operator. Because obviously, I couldn't be managing 111 companies. If I was the operator, I have to be the owner, I have to be strategic, and I have to teach other people how to optimize. So my goal in triggering you is to think about a simplified and let me give you another model of simplification. This is one that I've used in all my companies didn't come from Jay. But it came from thinking like Jay, and it came from somebody else. Because what Jay has done, as I'm sure you know, is he synthesized what he's learned from so many different industries, seeing what different people do in different industries. Because if you do the same thing that everybody else does in your industry, and you do it significantly better, you're gonna get an incremental improvement on your business. But if you do something that no one else is doing your industry and you do an extremely well you're gonna get a geometric change in your business. So I remember years ago, I met Tony Shea who has now passed and some of you know are familiar with Zappos, the company that he didn't found but he really built Zappos was an interesting example of how quickly you can grow a business if you understand three things, three simple things, and I use this in every company when I take them over. It's one of the keys along with what I know from Jay that I bring to the company to simplify, get people to focus and grow a business. And when Zappos is coming along, you have to kind of imagine it this way. Think have if you were alive, then I don't know how old you are. But if you're alive in the year 2000 You know, if you're not too young, you certainly remember where you were 99 2000 Where were you in the world? What was life like, if you were alive back then you probably remember that I knew years they thought the whole world is going to end there's always something the world is going to end with, by the way, you know, climate change something back then it was y2k, all the computers in the world, were gonna stop working all hell's gonna break loose, the whole world was gonna come to a stop. And of course, it didn't like most things. But I'm asking you to think about where were you? What were you doing for a living? Where were you in the world? If you were alive at that time? Again, I know, there's probably some young people hear too. And as you think about that, if I were to ask you in the year 2000, going all the way back then, hey, listen, I got this idea. I got a brilliant idea. We're going to sell shoes to women online. And I said, I want you to invest. Well, today, it might look a little different. But back then if someone said, I want you invest your first response, if you're smart, you would not bet on this, you would probably say well, wait a second, you're gonna sell shoes to women online, there's a problem here. What's the obvious problem? Well, they got to try them on them, I got my shoes from you, and pay the shipping and go try the shoes at home and then pay the shipping. I mean, that's not going to work. And sure enough, if you had thought that you had been right, because the company was on the verge of bankruptcy, it wasn't a big company. But all the money they got investors to put in was blown very quickly. They their offices were in a little like house that they'd rented up in San Francisco. And they're fortunate to come across Tony Shea was a young man had already succeeded in many ways. And he's looked at me said, guys, I think you got a great business here. He said, But a business for it to grow really needs to do two things. I had a third because it's just so obvious and important. But he said two things. said first, you got to know who your ideal customer is. Who's your ideal customer? Who's just your current customer? Who is the

customer that is going to stay with you during tough times? Who's going to buy from you when there's inflation? Who's gonna buy from you, when interest rates go up? Who's gonna buy from you, when the economy tightens? Who's going to refer people to you, who's gonna love your product and buy more of it? Right? Who is your ideal customer, and you want to know everything you can about them? What do they love? What do they hate what excites them or concerns them. Because if you understand what they love, what they hate, you understand everything about their needs, you can meet their needs. I often tell people, you know, life is really the dance between what you desire most and what you fear most. That's where people live. If you want a bigger life, you got to fear less and desire more, right? But if you understand what people desire, and what they fear, you can really quickly figure out how to meet their needs. And he said to them, I think you already have the ideal customer. It's women. He said, that's your focus. And it shouldn't be because men buy shoes, and some men really love shoes, but as a percentage, women love shoes. And when I do a live seminar with people all very asked us how many women loves shoes, and they all make noise and go crazy, right? The vast majority of them is how many women out there feel like you put on one shoe you're one kind of woman another shooting another kind of woman and there's clapping and cheering and laughter right? That's not true for most men, and some Sure it is. But most men is like shoots, right? So you have a passionate client, who really absolutely loves loves the product or service, you have the sense that the problem is the second step, you have messed up massively. In order to grow a company, you got to know who your ideal customers where they want, they need what they desire. But then in order to meet that need, you need an irresistible offer. That's step two, what is your irresistible offer. And if you want an irresistible offer, you're not going to grow the company. I've seen so many companies that start from nothing, and all of a sudden they come up with irresistible offer, and there's an explosion and growth. And so he said you need to have an irresistible offer and you don't have one. He's also got your offer. You're saying, Okay, I'll sell your shoes online, pick out what you want. Buy it, pay the shipping home, try mine at home, if you don't like him, you can pay the shipping and send it back and we'll give you a refund. Because you're never going to get traction. It's why you're in a bankruptcy. They said what do you think an irresistible offer would be? And Tony Shea said it's simple. Tell them buy as many shoes as they want, they buy 20 pairs of shoes, you will pay the shipping. And if they can try them on the comfort of the home and if they don't like any of them, they can ship them back and you'll pay the shipping back. Now if you're an investor in this company, Zappos then and someone says we're going to pay the shipping both ways. People take 20 pairs of shoes and send 15 back. Your first response is I'm not doing that there's no way this shipping costs alone will go bankrupt and that's what they said to him. And he said you know you're already going bankrupt. You should obviously try an irresistible offer. And he said plus, the fact you think this won't work shows me you don't really understand your true client, your ideal client. Because I asked this to women in seminars I said here's what actually happened. They buy 10 pairs of shoes they take them home and ask the honestly how many ladies out there have ever tried on a shoe it doesn't fit perfectly but

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you love the shoe so much you hung on to the shoe for a future time when it will fit. And there's this nervous laughter and then some Cheers. happing gets tons of women do this all the time. And it worked. That's exactly what happened. So they tried the shoes and it was close enough, they hung on to it because they love the shoe. Some people shipped it back. But it was such a small percentage. And as a result, Zappos by just changing their offer, literally went from companies struggling to survive and your bankruptcy to a company that five and a half, six years later sold to Amazon for \$1.2 billion. And Tony Shea stayed on because he wasn't about the money for him, he was just really wanted to create happiness in people's lives. If he's written a book about that it was all about making the customer so

happy. So the third step he did. Now he doesn't explicitly say it. But the third step is you got to over deliver. If you know your ideal client is, and you know everything about them what they want, they need, what their hurts or what their pains are, and then you can solve that problem with an irresistible offer. It's so good, they think I'd be crazy not to try it. But then when they when you do deliver that offer over deliver meaning do more than they expected. And Tony Hsieh always did that they throw in a belt, they throw in something, they do something extra for the client that made them go, this company cares about me. And they turn their customers into raving fans. They were not the most they were not the cheapest shoes, they were not the most expensive shoes, they were pretty expensive. But they did so well because they nurtured the customer as well. So every company I've gone into I look at that. And you can look at any company that succeeded. You can look at Domino's Pizza, you know, they started out I think was in the 60s, early 70s Trying to remember. And you know, they buy this little pizzeria. And the guy comes up with the idea and says, you know, what, if instead of having this little tiny restaurant, I'm trying to get people into what if I could cut the space down have less expense, I could just deliver the pizza. People don't need to be in here. We could make it eat in the comfort of their home. And, you know, all of a sudden they thought, Well, who would the ideal customer B and they said, well, probably college students probably eat more pizza than anybody else. So they put their first location near a major university. And they hit the jackpot. It went crazy. They built another and another. And at one point, they were starting to grow so much, but they were losing money like crazy that Pizza Hut which had normal restaurants came along want to buy them out. But founder there did not want to do that. He said, You know what? No, this is my dream. I'm gonna hang on to it. But he was run into problems. And what turned the business around and made it grow geometrically was a change in the offer. He was actually answering the phone himself. And one of his little pizzerias are pizzerias, little pizza places, right. And this is now they're no longer just selling to university students. So this man gets on the phone with them and calls back and said, my pizza is an hour late. You Can Go screw yourself as a second time something like this has happened. You eat it take when the pizza gets here, I don't want it. You can shove it you know where you want it. And he handled it so well. He said, Listen, sir, I feel so bad. How about I'll do this, I'm gonna send you a brand new pizza right now. And if you don't get it within 30 minutes, keep the pizza and there's no charge. And the guy said, All right, he got the pizza. And within 30 minutes, the man had the pizza, he loved the pizza. He called up Tom on and said Tom said sir, you know his name At those times, he said, Whatever you do do that this should be what you guys offer. This is fantastic. If you deliver this like this, every time I buy it, every time he goes, I'm going to do that very thing. And he came up with the whole validity of 30 minutes or the beats across you know, across that entire marketing campaign, built that company and to the largest pizza companies in the world. I gave example after example, after example, change your offer, change your business, change your offer, change your life, but the offers got to be irresistible. And it's got to be tied to your ideal client. So that's just two cents, I could offer you really quick of simplification, right? Remember, complexity is the enemy of execution come up with something simple enough that you can really execute more importantly, you got a team of people can execute since now relying on you and you get to become a business owner. Instead of business operators. business operators are always stressed out. Owners are thinking strategically, and are maximizing it I'm telling you, even if you feel overwhelmed right now you can get to that place. And it doesn't matter how big the businesses there are a lot of big businesses there. People are still operators, I want you to have the freedom that you deserve. I have that privilege. And I think of you I haven't met you personally when I stand was like 55 of you. You must be brothers and sisters with me on the path because if you're an entrepreneur and you've bet on yourself, and you're growing something and you've invested heavily in yourself to go to the next level, I just want you to make this investment blast make it work, simplify. Come up with your three to five to thrive and go crush it