



Podcast Episode 209
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“How to Create the Future You Want by Vision-Casting Today”

David Loy: Hi and welcome to In the Loop with Andy Andrews. I’m your host David Loy and I am thrilled, excited, ecstatic, once again to be standing across. I wanted to see if I’ll get your attention.

Andy Andrews: Well I’m writing notes but I’m listening to you.

David: I know. I just wanted to see how long it would take for you to look at me as though I was crazy.

Andy: I’m writing notes.

David: I’m here with Andy Andrews.

Andy: Disciplined David.

David: That’s terrific. Andy what’s going on, you doing alright?

Andy: Yeah, I am excited, things are going great. I’m learning as hard and fast as I can so sometimes that can be frustrating, but I’m ultimately excited.

David: And you’ve been spending a lot of time thinking, creating, writing, recently.

Andy: I have been.

David: Working on a lot of new stuff. We did...

Andy: I was working on five books, then I was working on three books and now I have narrowed it down. I still got them going but I've narrowed it down to one that I need to finish now.

David: That's terrific. That's exciting. Then we will stay tuned to hear more information from you on that in the future.

Andy: But you know how the publishing thing works, I will finish it pretty soon, you know how that is.

David: Right, it will take a while. Well, we've also done recently, I guess it was last month, within the last few weeks, we did The Unshakable Entrepreneur webinar program.

Andy: Man, gosh, that was fun. And we had so many people a part of it and are we hearing good things?

David: Oh absolutely, amazing things. This was the first time that we had ever offered some specific coaching from you, only geared towards entrepreneurs, people that either have their own business or have wanted to start their own business. And the response has just been amazing.

Andy: I want to do that in several areas because I talk to people all the time. And we talk specifics and it allows me to dig in and find principles that I've known, that I've understood better or that I've kind of unearth the power of them and am able to explain people. But then when I talk to people individually and their situation, I'm really able to dial in on that and that's what, when you guys created,

you said, we're hearing from this segment of people, let's talk to them. That, boy, that was, I think empowering for them, I think it was enlightening and it was certainly exciting for me. And I mean, that's my, that's helping people live the lives that they would live if they only knew how. And so many of us were just, just one little compass, just a little change here and there we need to make. But if we don't know what they are or how to make them, then we're still stuck heading in that same other direction. But I would love to hear from people, like what topics would you like to really dig into. This was, it was kind of a three part intensive, wasn't it? Explain how we did this?

David: Well we did, the first thing was just kind of a three-hour webinar for anybody to join. And the content just kind of was all about getting started. All about kind of working through the process of starting your business and figuring out how to really make that happen.

Andy: It was more spread out. That very first one was more.

David: It was a little bit more general, a little bit entry level but it was free and the value was there, the content was there, people absolutely loved it. Now if you enjoyed that, people got the chance to sign up for two additional sessions that totaled over four hours in terms of content and question and answers.

Andy: And they were live and we did live question and answer that went forever. I mean, everybody was digging it. I was enjoying it. And you know, you and I have talked, how many times we talked, or I come in from somewhere and I said, man, I just had this conversation with this guy and he's a mechanic and he does this and he wants to do this. Gosh that was so great, I wish I could have that conversation with other people, because people stop and they want to have coffee or they say, I'll come in to Gulf Shores, or come in to Orange Beach and have

lunch, and I'm like, I'm so sorry but when I'm at home, I have to be with Polly and the boys. And so, but this is our answer, this is a way we can have private, personal conversations with people. And we can, and I can go into the topic that they want to go into and answer their questions personally.

David: There was an added value that I don't think we expected. First of all, obviously people loved being able to interact with you, to get your thoughts on their specific situation on their business, growing their business, providing additional incomes.

Andy: We could do that in other topics.

David: Yes, absolutely. That was what we intended to provide for people and that worked amazingly. An unknown benefit that came from that to everyone that participated was, this community type feeling. Because anybody that participated there, was in the room and I'm using room in quote because this was an online webinar, but was in the room with light-minded people. And that created a sense of community and oneness and everybody in there was dealing with the same issues. And so Andy when you answered individual questions, not only did it apply to that person that was asking but it also applied to everybody else in the room.

Andy: Because they were all on the same page.

David: They were all on the same page. So I know you were really excited about that, we are excited about doing some more things like that in the future. So I guess anyone that's listening, just stay tuned for those things because we're going to be doing more of it. The response has been terrific. Like Andy said, if there are specific topics in your life, specific areas of emphasize that you want Andy to

cover, or that you want to hear his perspective on, let us know because we will build a content around that.

Andy: We'll find people, almost like eBay. If you have something you think, well nobody else is like me, oh, yeah there are. And we will find those people and we'll put us all together in one room, right. And we'll have a conversation and teaching and question and answer about that topic.

David: Absolutely. That's fantastic. Well I know we're excited about that so thanks for sharing a little bit about that. We have a great question that comes from, I believe it comes from Franklin, Tennessee, just down the road from us, way up the road from you. But this comes from Jamie, so let me play Jamie's voice mail and his question to you and then we'll get your thoughts on it.

Question: Hey this is Jamie, calling from Franklin, Tennessee. Hey David and Andy, I love your podcast, I listen to it every week. I turned a whole bunch of people on to it. My question is this. My wife and I, we had some success in our marriage and life because we work together and been on the same page. We're trying to create and cast vision for five and ten and thirty years for our marriage and our family and our finances. And I just wondered if you could share some practical ways that you and Polly have done or you've seen other successful people. Just really just kind of throw gasoline on the fire and create more momentum in that process, just being on the same page and casting a vision on how you want your life to be. Again, thanks so much for your podcast, I love it. And I'm looking forward to hearing you answer guys, thanks.

David: Alright Jamie, thank you so much.

Andy: It's a great question.

David: Yeah, absolutely. Jamie thank you for that voice mail, thank you for listening. Andy, excited to get your thoughts on Jamie's question.

Andy: I listen to that question and that has so much value. I think Jamie is very wise to be asking that and exploring the boundaries of that, what do we need to do with this. Obviously he knows he needs to do it, right. He's not saying, do we need to do this or not. He's probably already doing it and he's saying, ok, am I missing anything, what are your ideas, what you. Because he wants to cover all the bases. And so a very wise question but it's also a great question for In the Loop because this is something that if you are not doing this, that if you haven't done this with your spouse, your family, with your kids, this is something that you're missing, ok, because this is a very, very powerful, powerful tool.

You know, when I sat down for the first time to do a version of this with Austin, he was thirteen. And as I got into it, here's what I said, I said, Austin, have you ever noticed how many kids are just kind of alike in what they do and then they graduate and how alike they are in the things they do after graduation, then how alike they are when they move into the adult world, have you ever thought about that? He said, I haven't really thought about it. I said, if you look around you'll see that there is variations on the theme but pretty much people kind of do the same thing and they kind of get the same results. The reason they get the same results because they're doing kind of the same thing. But every now and then, you'll see somebody who jumps out and you're going, oh my God, how did they do that. And I'm always reminded about this, just great funny little quote that Zig Ziglar, or a little line, it's not a quotable kind of thing, but it's a line Zig Ziglar did years ago and I think about this every time I hear about mount Everest or hear about something. He, Zig always said, that when Hillary was working to knock off mount Everest and nobody ever had, he said, my friend, you can bet that he did not end up on the top of mount Everest by accident. When they asked, sir Edmund

Hillary, how did you peek the summit for the first time, his answer was not, well I was just out walking around. It's so funny. And I told Austin that and he laughed and I said, you don't just kind of stumble your way into greatness, you don't stumble your way into awesome results. You stumble your way into average results, ok. And I said, so, think Austin, if we walked out onto a hardwood court and held the lines at the basketball court held all the lines, but you didn't really, you'd never seen a basketball game, you didn't really know anything about it and somebody had not put the baskets, at either end of the court. But as a beautiful hard wood floor and they walked a couple of teams out there, five guys on this side and five guys on this side. And had the basketball and said, ok, you stand here, you stand here and I'm going to throw this up and you try to tip it to these guys and you try to tip to these guys and that is going to start the game and you guys play. Everybody would kind of go, ok, but what are we supposed to do? Well play basketball man. You're one team, you're one team, play. Ok, but what are we doing, you know, what's the object to the game? Because if you don't, if there's nothing to shoot at, then you end up just kind of wondering around, ok.

And another line of Zig, you end up being a wandering generality, ok. And so, what Jamie was talking about here, about casting a vision, is critical, ok. Because you don't want to spend your life or your marriage or you don't want to have your finances rely on wondering around. And you know, people, a lot of times you'll ask, so, what is your mode here, you know, what's your MO, what do you, you know, you got a place you want to get in your life? And people will say this a lot, people say, man, I'm doing the best I can, man, I'm trying hard, I'm doing the best I can. Well two things I say about that, I'm trying hard. I always think, well you know what Yoda said about try, there is no try, there is only do or do not. Ok, you do it or you don't do it but trying to do it, what is that? And the other thing that I think is when people say, well, you know, man, we're doing the best we can. Ok,

doing the best you can is not a standard. That is not a standard. Doing the best you can, can vary week to week. Doing the best you can, that effort and that direction can vary by the hour. And so doing the best you can does not really get you anywhere specific. You want your life to be specific, you want your life to be an arrow, you want it to be fired in a direction, with kinetic energy that will force its way into places that others would not get into. That's an arrow with a broad head, man, that will go through anything. And I mean, an arrow with a broad head, you know, fired at three hundred feet per second, will literally, because of the kinetic energy, because of the shape of the arrow, an arrow with a broad head will literally penetrate some things that bullets will not, ok. So you want to be an arrow, you want your family, your purpose to be an arrow.

And so, what I would urge you to do and Jamie you probably already know this but if you don't listen carefully because I appreciate the question. What I would urge you to do is to put aside everything you know about people like you. Put aside everything you know about how this works. Put aside everything you know about well, the industry that I'm in. Put aside everything you know about your age, your background, your education, put aside everything you know about the results that are common to people like you. Put it aside. And understand that you are not after average results. Average people do average things and a lot of the reason that they get average results is because average people compare themselves with other people. So it just makes sense that they would be shooting at the same targets that people in their industry shoot at. I mean, you can see anything on MSN or Fox news or any homepage that shows headlines of news. You can see any number of articles. I see these all the time and they'll say, the top ten best paying job positions for today's graduates. And if you click on any of those, it will tell you how much are you going to expect to make. It'll tell you how much, if you go into this industry, this is how much you can expect to make. This is how much, this is

the best anybody ever does, this is kind of the bottom, this is what you can do. And so, reading stuff like that and buying into that kind of thinking, literally builds a wall around you, it builds a wall. Because remember as we've talked before, whatever you believe is so powerful, you cannot achieve beyond it. And that's true physically, financially, emotionally, relationally, in every way. What you believe is so powerful that you really can't achieve beyond it. And so, when somebody says, ok if you're going to be in the garbage industry, if you're going to deal with garbage for people, you know, what you can probably expect is probably twenty-three thousand dollars a year. And that's what you can expect. And so people who go into that industry rarely get beyond that. Now I know a couple of people in that industry who've got beyond. There's a kid that I met, African American kid, I met him in Mobile but he lives in Birmingham. I wish I could remember his name, but I met him as a part of a Team Focus. It's an awesome group people that Mike Godfree, an old coach, he coaches football, he was head coach at Pitt, an ESPN commentator. He and his wife started this, and it's for boys without fathers. Now, it's for boys, no matter why they don't have father. Maybe the father left, maybe parents got divorced, maybe the father died, maybe he never had a father. So this is not juvenile delinquents, this is boys without fathers, ok, Team Focus. Nick Saban and Urban Meyer, both those guys that I've done some stuff with, both those guys are very involved in Team Focus. And a lot of coaches around because Mike has those contacts.

Well I went and I did some stuff with them and I met this kid, and he's probably seventeen, African American kid, Birmingham, Alabama. And I was so impressed, just like with the way he shook my hand, looked in my eye, the confidence that he won with the way he dressed. Austin was with me and he and Austin talked for a long time, but this, and Mike said to me, ask him about his business, because he has a business of his own, like Austin. Austin was there to talk to these young

men. You know, I was talking and Austin also talked about his business to these young men, about not getting a job, having a business. And so this kid already had a business. And I said, what kind of business you have? He said, a concierge garbage business. I said, now what is that? He said, well, I have a couple of guys hired and there are people who are older, there are people who are busy, there are people that for every reason, it's a hassle for them to take out their garbage. And take it to the road and take their cans back. And he said, and so I do that. And I'm like, really? Like how's this working? And you know, Mike's standing, Mike said, tell him how many clients you've got. And I'm like, I'm blown away. I mean, this guy is making serious adult money in the garbage industry and this is not any kind of job that anybody says, oh no, that's a job you get. This guy, this is his idea, this is an idea, ok. An idea from somebody who's willing to work, who is willing to dress in a very appropriate manner, in a way that people who have the money to pay to have their garbage, are very comfortable with. This is not a little tough little kid going, let me take your garbage out. This is a businessman that just happens to be seventeen or whatever. And so he's in the garbage industry, well, Wayne Huizenga is in the garbage industry. He bought the Dolphins.

David: And a bunch of other things.

Andy: And a bunch of other things. But so these guys had a vision that they put out and what they did was they laid out what the best, what am I looking to do, what result? See, they were not average people comparing themselves with average, they were not average people because they didn't compare themselves to other people, they didn't look at an industry and go, well, that's, they're above average people, extraordinary achievers compare themselves with their potential. They always look at their potential. And so, your potential, you and I can sit right now and say, well, your potential is unlimited. Well, ok, exactly, ok. So if your potential is unlimited then why not write that down, why not get crazy casting a

vision out there for five years and ten years and thirty years. And realize, you're not lacking money, you're not lacking time, you're not lacking leadership, you're just lacking an idea, you're just lacking the will, you're just lacking the thought process. And so, as I told Austin and as I'm saying to you right now, it's very, very important to lay out, not to say, ok, this is what we do and this is kind of how much money we can make doing it. What you do is you say, what will I like to create for my family, what will I like to create in my marriage, what will I like to create financially for my family, what will I create financially as a legacy? What will I like to create to influence other people financially? And so you get that way on out there. And then you ask yourself, ok, is this insane or is it possible? You got to understand, everybody else, you don't ask anybody else that because they'll say, that's insane, that's stupid, I can't believe. So you're not asking, you're asking yourself, you're asking God, ok. Is this insane or is this possible? And here's how you find out. If it's possible, you can come up with, if this was going to happen here's how it would happen. Now how it would happen may have never happened before, ok. But this is what would happen, this is how the planets would have to align for this to happen. I tell the story sometimes about, when I did that financially for me, what I did was I laid out million dollars a speech, how about that? A million dollars a speech. And I'm just talking to myself and you know, your first thought is, well that's insane, nobody's ever gotten a million dollars a speech, nobody's gotten that. Nobody would pay that. But then I said, ok, is that possible? Because if it's possible then we would be able to figure out how it would happen. I'm not saying it has happened, I'm not saying it's going to happen next week, next year, next decade, but this is how it would happen. And so for me that answer was, well yeah, that could happen because whoever it is that's wanting to get a million dollars a speech at some point, well, if companies or governments, if word gets around that whatever that guy speaks about for an hour, if Joe Blow speaks for an hour, every time that guy speaks, everywhere he goes within six

months, the company makes a hundred million dollars. Well that's how it happens. Whatever he's saying, whatever he is teaching, is so valuable that the company can harness it to double or triple, well, that word gets out than the question isn't, are we really going to pay this guy a million dollars? That isn't the question, the question is, can you speak twice a day? Can we get him for 1.5 if he speaks twice in one day and he doesn't have to move. Can we get a discount? Those are the questions then. And so what I urge you to do with your finances, with your marriage, lay that way out there, way out there. Determine is it possible, what would have to happen for that. And I'm not saying you know a pathway, I'm not saying you've ever heard of a path way, I'm not saying anybody's ever done it, I'm saying, is it possible? And of course the Bible says, with God all things are possible. And so, you find that, is it possible, right. And after you do that, then you go, we are committed to this direction, alright. You figure out, you commit to this direction. And what we want to do is be on the look out, to learn. We want to be on the research, we want to be on the grow for what we have to become, what do I have to become to make that happen, what do I have to learn. And what you will start doing is you will start moving in that direction and you will start creating methods that will move you further along, faster along. And then, if you're a speaker and let's say your life ends and you never make a million dollars a speech. I mean, wouldn't that be horrible if you only, they said, gosh, he totally failed; he was only making three hundred thousand dollars every time he opened. You know, that's kind of silly but you know what I'm saying. And so, this is important and what you're going to find and this is the last thing, what you're going to find is, this plan works, because you will start to create momentum. That's a word that Jamie used in his question and you will start to create momentum and we've all watched football games, where it seemed like the momentum was gone and momentum was gained.

And here's the thing to remember about momentum in our own life, is, how ever effective you are, let's say, you are a five in effectiveness, on a scale from one to ten, let's say that you are a five in effectiveness. Well, your effectiveness, how you are, that's just how you are, ok. But when you lack momentum, your performance is less than what you really are. Your results become less. So while you are a five without momentum you are performing and being rewarded and getting the results of a four, ok. With momentum, to start creating momentum, with momentum and adding that momentum, even though you are a five, when you get that momentum rolling, you can be rewarded and get the results of a six or a seven. And because you're learning from those results than you can move yourself from a five to a six and then your momentum will yield a seven and an eight. Does this make sense?

David: Absolutely. It builds on, you're laying the foundation.

Andy: And as Forest Gump says, that's all I've got to say about that.

David: Well Jamie thank you for a great question, we want to hear from you, other listeners, everybody else that has a question for Andy, we'd love to hear from you, give us a call, 1800 726 2639, that's 1800 726 Andy. Tell us your name, where are you calling from and leave us the question that you would like Andy to answer and we'll try to get to that in the future episode. You can also email us intheloop@andyandrews.com

All right Andy we will talk to you next week.

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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