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## “How to Determine What Success Looks Like in Your Life”

**David:** Hi and welcome to In the Loop with Andy Andrews. I'm your host David Loy. Andy, thanks for joining us again this week.

**Andy:** I am glad to be here. I am glad to be here. Thank you for joining us, David.

**David:** I love it. It's one of my favorite things that we do.

**Andy:** I know. I love doing this.

**David:** Yeah, it's so cool. If you received the email and then clicked through listening to the podcast from an email today, you might be wondering why there is a picture of a great looking young man holding a gigantic fish in your email. Andy, I just saw this this morning and this blew my mind. Tell our listeners what they're looking at.

**Andy:** Well, that's Adam again, 14-year-old Adam. He is my fishing savant. He is the fish whisperer. Austin and I have gotten to where we just like roll our eyes at Adam because he is so much ... He's just better at it than we are. I thought I like to fish but I guess I'm nothing compared to Adam, and I thought I was pretty good at it, too. I'm telling you this kid, part of it is that he studies it. He stays after it. Adam is on spring break. We had gone bass fishing that morning and early afternoon and we didn't catch anything. We

got a couple of strikes and they were just ... Man, they had lockjaw or something and we just did not catch anything.

That was a long morning for me. You wake up before daylight and drive an hour to where we went. You're getting out on the water at daylight. You're fishing until about nine. It starts getting hot. Adam doesn't want to stop, and it's his spring break and so I end up like, "Okay." I'm hanging in there. Finally, at about 2 o'clock, I'm like, "Dude, I'm just about wiped out. If I'm going to even stay awake driving home, we're going to have to get on home. You'll want to go again tomorrow somewhere else." So, I finally got him.

Well, I went into my office. I didn't even go upstairs. I called Polly as we were coming down the road to the house and I said, "Dear, I am wiped out." I said, "Adam is asleep here in the car. I got to go in my office and just get in my big papa chair and take a nap here for a while so I can even have a conversation tonight." She laughed and said, "Okay." I said, "You might want to come down here in 10 minutes and just make sure Adam is awake and out of the car.

I went in my office but I did wake Adam up as we're coming to the driveway. I said, "Hey, buddy. Buddy, buddy, buddy. Get up. Get up. Get up." He woke up and I said, "You got everything in the car? You got everything? You're going to take care of everything?" "Yes, sir. Yes, sir. I am." I said, "Okay. Just get everything ready for tomorrow. We'll come up with a new plan." He said, "Okay."

I go in, take a nap and I wake up in a fog about 30 minutes later and Polly says, "Come down to the dock really quick. Come down here. Adam, he has something you got to see and bring your camera." I come down and this kid,

he came home from fishing all morning where we didn't catch anything. Of course, it's not really the time to fish where we are yet. Water is still kind of cold and not a lot of fish in here in the saltwater. But, he's fishing anyway and he went down there to fish and got like a 20 pound redfish right off the dock. Of course, he's going to release him so he's standing in the water in this cold water, and he's standing in the water up to his waist and kind of swishing this fish back and forth keeping him alive, and kicking, and doing good until I can take a picture. Then he let him go. I'm just shocked. I didn't ever caught the fish because I wouldn't have been out there fishing.

**David:** It really is amazing so check out that picture. That's the backstory on the picture that you saw in your email. If you happen to not be on Andy's email list, this is a great reason for you to go sign up. [Andyandrews.com](http://Andyandrews.com), there's a place, it's pretty obvious there for you to sign up and receive these emails every week when we're releasing blog post or podcast, that type of thing. But, if you received your email today, then that picture is there so check that out. So cool. Everybody always says this but, gosh, he is getting bigger by the day.

**Andy:** You wake him up in the morning. It's like hitting a fire hydrant. He's hard as a brick.

**David:** Well, you keep carrying around 20 pound redfish all day.

**Andy:** I guess. I guess.

**David:** All right. Well, thanks for sharing that, Andy. We'll get into our question that came in from a listener in just a moment. But, before we do,

let's tell our folks about today's sponsor, [growingdeer.com](http://growingdeer.com). Tell us about them.

**Andy:** Man, I love [growingdeer.com](http://growingdeer.com). This has become a go-to site for Adam, and Austin, and even Polly, and me. We have fallen in love with the family that does this site. This is Dr. Grant Woods, his wife Tracy. They have two daughters, Raleigh and Rae. We have actually become friends with these guys. We went out, flew out to Reeds Spring, Missouri a few weeks ago, and Adam got to turkey hunt during the youth season there and actually took a big gobbler. It was a 20 pound turkey, 10 inch beard. Just a awesome, awesome time.

[Growingdeer.com](http://growingdeer.com), this is not your normal hunting site. It's about the land. It's about family. It's about enjoying creation. Now, there is hunting on it. There is meal preparation. There is fishing. It's just about everything on there but it's all about enjoying creation and connecting with our creator. I love this family and I cannot encourage you enough or I can't encourage you strongly ... How would I say that? I can't encourage you more or any more than I possibly could. However that is that you're supposed to say it. You need to go to [growingdeer.com](http://growingdeer.com) and put your email address in there. Subscribe to that. They put out a television show every week that's only on the internet. But, I'm going to tell you the production and everything on this show is better than any outdoor show you'll see on television. Hey, we ought to put a link to that Growing Deer episode in this episode of our podcast episode.

**David:** We can definitely do that. That'd be a great resource for people. Yes.

**Andy:** That way you can see the television show that Adam was actually on and then Austin and I are on there briefly. If you watch the show until the end, there's this great picture of our whole family where Polly is very beautiful. We're sitting there with this turkey Adam killed and we're all gathered around it and taking a picture. The boys are going, "This could be our Christmas card. This could be our Christmas card this year." Mom is going, "Yeah. Yeah. Okay."

**David:** Whoa, she's still patient.

**Andy:** We got three to one. It might be our Christmas card.

**David:** Great. There you go. All right. Check them out, [growingdeer.com](http://growingdeer.com). Great people. Great family. Dr. Grant Woods, just an amazing person behind the scenes as well but we think you'll enjoy looking at their website and watching their videos.

All right, Andy. Let's get into today's question. This is actually a series of questions that came in from Scott who listens to the show on a regular basis and this was interesting. I want to get your thoughts on this. Scott actually opens this up summarizing something that I have tried to say for a long time. He says, "Andy, you always have a different perspective and I'm curious to hear you talk about the commonly overused term 'success.'" Andy, that's a great ... I couldn't have phrased it better myself. There's so many of these topics out there and words that get thrown around and probably misused, misinterpreted, misapplied and success is certainly one of them.

Scott goes on to say, "I have several questions and would greatly appreciate hearing your thoughts on any or all of these." Let me read these to you and

you tell me which ones or if you want to answer all of them, that's fine. The questions are: how should someone be defining success? What are most people getting wrong when they think of success? What does success look like when you've arrived? What steps do you take to help others achieve success? And, what do most people overlook when looking for success?

Andy, again, it's a word that is probably thrown around too much and maybe has lost a little bit of meaning because of it. So, put it into context. Give us your take on these questions that Scott sent.

**Andy:** Okay. I think you've successfully explained it. Let's take a shot at all five of these questions because this is a great thought process that Scott is going through. And, I don't think that you'll ever get to the place you want to get to in your life or ever approach it without thinking through this like Scott is thinking through it.

He asked, "How should someone define success?" Well, I'll tell you one way that someone should define success and that is by not allowing me to define it for you. You say, "How should someone be defining success?" Man, that is so up to them, and if I were to ever impose whatever I believe about it on you, it might screw you up so badly. Now, I can tell you how not to define it, right? But, as far as how to define success in your life, that's going to be a personal thing, and that is going to have to do with situational control probably more than finances.

This whole thought process we're in right this second really leads to the second question, and it begs that the second question be answered, which is what are most people getting wrong when they think of success? Here is the answer to that. I believe that when people think of success, if you said, "What

is success? What do you think of when you think of success?" If you'll notice, Scott asked, "What are most people getting wrong when they think of success?" I'm just going to specifically answer that. I believe that if you said to most people, "What do you think of when I say the word 'success?' What do you think of?" The vast majority of people would say, "Money, travel, a big house, a car, a boat, a plane." That's what they would say when you think of success.

Now, Scott asked, "What are most people getting wrong?" Here's what they're getting wrong. I can tell you by just phrasing it a little different. When I say, "What do you think of when I say 'success?'" Well, there you go, the planes, the cars, the boats. All right. But, what if I said, "What do you think of when I say a successful life?" Well, when people start defining a successful life, then they start talking about things like influence, and giving, and time with their family, and the legacy that they leave. And so, what most people are getting wrong when they think of success is they are neglecting to open their eyes as wide as they need to be opened. They've got tunnel vision.

Then back up to the first one, how should someone be defining success? It should be in terms ... I really believe it should be in terms of a life, a whole life and, perhaps, even more than a whole life because I know I am thinking of my life now and whatever success that I am trying to achieve however you look at that, I am thinking of that in terms of some generations that I usually have a hard time even thinking ... I'm thinking past my grandchildren or great grandchildren.

I recently was with somebody and walking on some land, and they said, "This land has been in the same family for eight generations." You think about that. You think about what land can provide in terms of timber resources, and in

terms of agricultural income, in terms of time with the family in private places. You think of what that can provide and so then you think back on whoever the person in that family eight generations ago was the person that said, "I'm going to struggle and figure out a way to obtain this, and to buy this, and to hold onto it so that however many great, great, great you have to go to for eight generations so that down the road this can be affecting ... " Boy, there is a hugely successful life, isn't it?

When Scott asked, "What does success looked like when you have arrived?" See, there's another odd question in a way, Scott, because I don't think ... If you are living a successful life rather than just after success, if you're after three houses, and five cars, and two boats, and a jet, then what success looks like when you've arrived is three houses, five cars, two boats and a jet. That's what it looks like.

If you're after a successful life ... What does a successful life look like when you have arrived? I don't think you ever arrive. If you're after a successful life ... See, average people compare themselves with other people which is in effect why they are average. Average companies compare themselves with other companies which even if they're in first place, they're just ... They're competing at a high average. But, average people, average companies always hold that comparison with other people, other companies. But, incredible achievers, excuse me, people living successful lives manage to compare themselves to their potential which when you get close to your potential, your potential expands.

Some people say, "Well, you're just going to keep ... There's never enough?" It's not about never enough. It's about continuing to be productive as you are drawing breath. It's about continuing to create influence, about continuing

to be able to help. I'm sure there are people who all they ... They just want more money so they can stack up more money. There is a reason some of us want to make more money and we understand that if we make more money, we can do more things with it. We can help more people. We can create more opportunities, and so this is what we're in the process of doing.

What steps do you take to help others achieve success? Well, one step I take is to help people understand what we're talking about right now. That success is not a destination. Success is a progressive realization of a worthwhile goal or a dream. It's a progressive realization. It's a process.

One of my mentors, Dr. Will Baker says that your reward for solving a problem should be a bigger problem, and that on the last day of your life, that should be the steepest hill you've ever climbed. That it should get more and more and tougher and tougher and you should build more and more muscle and better equipped to climb that mountain. I want people to understand what it takes.

What do most people overlook when looking for success? They overlook the discipline process, I believe. And, I think many people overlook the sometimes repetitive nature of learning what we have to learn to get to the point that we could do something with extraordinary excellence. As Forrest Gump says, "That's all I got to say about that."

**David:** Wow. What you just said from Dr. Baker ... I've never heard you talk about him, I don't think, or that concept before, but that's heavy. We might need to explore that one a little bit further. That's really good.

**Andy:** Yeah. Listen. We could do show after show after show on Dr. Will Baker. People have asked me sometimes because I dedicated *The Noticer Returns* to Dr. Will Baker. I will tell you this is an amazing man. He's in his 80s. He was a fighter test pilot. He's theologian, went to seminary. He is the only person I've ever heard of in my life that is so valuable that without a medical degree, he taught at a medical school for 20 years. He's a doctor is a PhD as a couple of doctors. This guy is unbelievable. He's in his 80s and, man, some of the stuff that I have heard from him, it's taken me a long time to unpack. That whole idea about what we are becoming and what is intended for us is pretty amazing.

**David:** It really is. These are always great questions to be asking so I appreciate Scott sending these in and, Andy, you giving your perspective on it. I'd like to hear more of these type of things. So, if you have a question along these same lines that you'd like for Andy to answer on a future episode, send us an email just like Scott did. You can send that to [intheloop@andyandrews.com](mailto:intheloop@andyandrews.com). Again, that is [intheloop@andyandrews.com](mailto:intheloop@andyandrews.com). Our outstanding producer Matt Lempert receives all of those questions and will feed those to Andy and I for a future episode. You can also call and leave a voice mail 1-800-726-2639. Again, that's 1-800-726-2639 if you want to leave a voice mail for your question and we'll try to get to that in the future.

Andy, thanks for your time and your thoughts today. Before we go, let's one more time mention Dr. Grant Woods and his crew over at [growingdeer.com](http://growingdeer.com). You said Adam is in a video and we're going to put that link in the email, but did you say you and Austin are in one, too?

**Andy:** We're in the same one. Our whole family went there and it was youth season in Missouri for wild turkey, and so they have a 15-year-old daughter

who was able to hunt in the youth season, Rae. Then, Adam is 14 and he ... If you're under 16, you can hunt youth season. Those two hunted and they did a television show with both those hunts and it's pretty neat. Part of the time you see Austin and me in the background. There's one point that I'm teasing Adam about something, and then at the end there's just a really great picture that their daughter Raleigh took of our whole family posing with Adam's turkey that he got.

**David:** Well, that's great. All right. Check them out, [growingdeer.com](http://growingdeer.com), the website, the YouTube channel, all the videos. It's a great thing that they've got going on there. Happy to have them as a part of In the Loop. All right, Andy. That's all the time we've got for today but we will talk to you next time.

**Andy:** Thank you, buddy. See you then.

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

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