

Larry Winget

Armand: Hi, my name's Armand Morin and welcome back for another Marketing Interview. Today we're going to interview a friend of mine named Larry Winget. You have probably heard of Larry before, because he has been all over the place.

He's been on his own show the A&E's Big Spender. He's been featured in two episodes of CNBC's The Millionaire Inside. He's had his own PBS special and has written numerous books. I'll tell you he's known as the 'pitbull' of personal development and you'll understand why in just a bit, because of the way Larry delivers the information, it makes it very easy for you to understand.

The other part I have to tell you is, what I love about Larry is the fact that he simply tells you like it is. That is the key to getting through to you.

With that being said, Larry, welcome to the interview today.

Larry: Thanks for having me on, I appreciate it.

Armand: Larry, I know there are a lot of people with us that know who you are.

Could you give everyone a little bit of background? Right now you speak all over the world. You're on constant television, interviews on Fox and various other networks. They may have seen you now.

◆ How did you get to this point of where you are today?

Larry: Through a lot of hard work that's how I got here. All that kind of stuff, everything it takes for everybody to be successful...hard work, stick-to-it-iveness, focus and all that.

I've been a professional speaker and, in fact, this is my 20th year on the platform. I've done 400 of the Fortune 500 companies. I have spoken all over the world to just about every kind of association and corporation you can imagine on my take of personal development, business, and over the past few years I've branched off into personal finance, parenting and some other areas.

While people don't always recognize the name, what I've discovered is when they see me I'm kind of a visual person and they go oh, it's that guy. I'm easy to spot in a crowd. Maybe it's the shirts or the earrings and cowboy boots with sunglasses, making me easy to spot. When you're creating a brand, having your content recognized is important but being visually recognized is equally important, especially with the age of television.

Armand: That's very interesting that you say branding because with your particular brand, and like you said, and again for those of you who don't know Larry, if you go to LarryWinget.com, you'll be able to see a picture of Larry and I'm going to bet you've probably seen him before.

Like you said, Larry, they may not recognize the name but your brand is very distinct. The question I have to ask you is this. I know that some of it may be on purpose, but I think that's more or less who you are.

Larry: Oh, it is who I am. I think a good brand really only works if it's in alignment with the authenticity of the product. I am a product. I think anyone who is successful looks at themselves as a product. You have to know how to market that product and make it look right, buyer friendly and so forth.

But it is, in my case certainly, based on authenticity. I spent a lot of years being your typical motivational happy-crap kind of guy, blowing smoke up people's skirts and telling them to believe in themselves, have a positive

attitude and all that. That was so inauthentic for me and while I was successful doing it, simply because I'm good at my job, it wasn't who I really was.

When I got to the point where I decided I was sick of this and not willing to do this anymore, I hate myself and the words that come out of my mouth, I don't like the people I'm talking to and I don't like giving their speech for them, that's when I really became successful. It's because I became authentic and started saying what I really wanted to say.

And that was, pretty much, your life's your own damn fault you made this mess and it's up to you to clean it up. Stop whining about it. Don't tell the rest of us we have our own stuff we're dealing with and we don't want to hear yours. There's nothing special about you, your sad crappy life is your fault, you made it, fix it.

When I started saying what I really thought, people went whoa an honest man. It was authentic with who I really am. You could call me at 4:00 o'clock in the morning and say Larry, what do you think about whatever and I'd have the same opinion? I'm the same on stage or off stage, just as I am in my books or on television.

Maybe that's because I'm lazy and I don't want to have to remember to be somebody else, so it's just easier for me to be myself.

Armand: You bring up a very good point. In fact, I was just talking about this yesterday while reading an interview with Bill O'Reilly. Bill was being interviewed and they were talking about the different news networks and as many of you know, Bill O'Reilly is part of the Fox News Network.

Bill said, when you look at the different networks you have Fox News, MSNBC and then you have CNN. When you look at the opinions, Fox News certainly has one, MSNBC pretty much has the opposite opinion

politically but then CNN tries to play the middle of the road and cater to everybody, yet they have the lowest ratings.

I think that's pretty much what people really want. They try to play that middle of the road and it just doesn't work.

Larry: No, the sure way to failure is to try and make everybody happy and that's been proven repeatedly. Besides that it's the people out on the edge who always do the best. People don't understand and in pretty much every business, I've been saying for years you can't have rabid fans unless you're willing to have rabid enemies.

It never bothers me to have rabid enemies, because if you're doing it from a marketing or financial standpoint, rabid enemies buy stuff too. There are people I can't stand who they are, yet when they release a book I'll buy the book just so I'll have more information to hate them for, which makes me a customer for them.

I have people who don't like what I do. They don't like what I have to say, yet they are still customers of mine, which I would find interesting but I just discovered that you have to draw lines, not in the sand but in the concrete and take a stand. When you do that at any level, you're going to leave some people behind.

The sad thing is that some people are so insecure in their position that they cannot leave someone behind. They think all success is based on, I have to make everybody happy but you certainly don't. You have to make a handful of really dedicated people with money happy and that's it.

Armand: That's a good point. There was an article and I can't remember the phrasing this person put it in, but he said that basically to build a brand you need 1000 rabid fans.

He didn't talk about having 10,000 or 20,000 or even 100,000, but just 1000 people that no matter what you come out with will buy whatever you have.

Larry: Exactly, without question.

Armand: That to me said a huge amount and made total sense. Oddly enough I went back and looked at my own customers and discovered that he was right. I thought that was so on the money, but with you, like you said you certainly have distinct opinions as far as how things are said and done.

As I said earlier, you're very up front with the way that you say things and that not only makes you stand out, but that makes people accept your message differently.

◆ **Would you agree with that?**

Larry: Totally. I've said for years to other people who are in the speaking industry that they mistakenly believe that audiences care about what they have to say. We think people actually believe what we have to say and that others will even listen to what we have to say, but that's not true.

People don't, for the most part, listen, care or believe what any of us have to say; however, they do listen to see if we believe and care about what we have to say. Big difference! They don't have to agree with us. I'm not looking for people to agree with me, but I have discovered that people will listen to me just to see if I mean it.

When they find out that I mean it, it doesn't bother them whether they disagree or not. The fact is they know I mean it and that speaks wells of truth to people these days, because they are so used to turning on a television and watching people who...

1. One are just talking heads taking a position, they've been given this position so that's the point they'll argue.
2. Or two, people are so shallow and inauthentic that they'll say anything to be on TV or to get some attention or notoriety for their 15 minutes of fame.

That when they find anyone at any level and I'm not talking about what I do I'm talking about the standard salesman, anybody you walk up to or bump into at Best Buy or whatever, when they find anybody who really believes what they have to say whether anyone likes it or not, they are in awe of that person.

Armand: I definitely agree.

People have a certain level of respect when you have a strong level of belief. But also, I think in part, many of those people that were naysayers all of a sudden turn around and become your biggest fans.

Larry: Yes, that's true.

Armand: That's very interesting.

◆ Would you say that the shock of how you deliver your message plays an impact as far as how it's received?

Larry: I watched during the elections in the fall, this guy named Frank Davis who is one of the leading political ad writers, for years and years, for the last 30 years he's been writing political ads. Some of his ads have been absolutely the most shocking ads ever written.

He said the key to the success of those ads is that they are so shocking that they can't be ignored. They make you sit up and pay attention. That

the message really becomes secondary, it's the 'getting someone's attention that matters' and really, that whole thing applies to every commercial that's ever been done, you have to get people's attention before you can sell them.

The problem is that most people are not very good at getting another person's attention. I've learned that my style and the way that I say things that confronts, challenge's people and gets their attention. Now, what I do with it after that point that's what really matters, but there are so many people who want to argue that their message is more relevant...that may be true, but they don't have anybody's attention.

I got an email not long ago from a guy who said he was just sick every time he turned on a financial program on Fox Business or Fox News and there was a guy dressed like a rodeo clown talking. He was talking about me, of course, and he said here I am in New York City blocks from their studio. I'm a true financial advisor. I have much better things to say than you do why am I not on TV and you, a guy who knows nothing and dresses like you do why are you on TV?

I wrote him back and said it's pretty simple. I can step out in front of the studios there, take a rock and throw it and hit 50 guys that look just like you. You are a dime a dozen. In New York City, a guy in a suit talking about finance, there's a lot of you. There's only one of me and that's the difference. It doesn't matter about my message, it still speaks to a certain audience or they wouldn't have me on.

But, because of the packaging I've put together with the style I've developed, the up front nature with which I speak I get people's attention. Sadly, people don't understand the most important thing in the world of marketing and even delivering your content is you first have to have people paying attention to you and, I know how to do that.

Armand: Certainly part of your message that you talk about in many of your books, for example, *It's Called Work For a Reason*. The whole idea of work has almost become a four-letter word for many people. In my industry, as you know, I teach people how to market their business on the Internet primarily and lately it's been sickening, what I'm been seeing.

I'm speaking in regards to people putting out these 'blue pill' type products as I call them where, buy this product and all of a sudden for \$37 you'll become a millionaire overnight.

Larry: I hate that crap.

Armand: If that could have been done I would have quit 15 years ago. But you see all these things coming out and you see it probably as much as I do, but the reality is that self responsibility is the key and you do have to work to do anything in life, no matter what it is.

Larry: We sure would like to skip that step in the process. I think that's the key to much of what's going on right now in terms of book sales and everything. You have books like *The Secret*, *The Law of Attraction*, that whole movement and the reason that has so much appeal to people and the reason people clamor to it and throw money at it is because those schools of thought would lead you to believe that you can get rich, healthy, successful and have everything in the world you want without work.

You can just sit back and think your way to success, happiness, health, prosperity and all those kinds of things. So, any time you can come up with a plan or program and sell it that leaves out that critical step of work, you'll do well for a while.

Armand: Sure.

Larry: Not the people who bought the program but the people who are selling the program, they're going to do well, because we convince people you don't have to have work.

I did a big wealth seminar for a very well known name. They brought me in to close out this guy's big convention with thousands of people there and the guy I followed was on stage and he'd written a little program, self published it and so forth and it was 'The Quick and Easy Way to Become a Millionaire'.

I went on stage and said before I start to talk about what I'm here to talk about I'd just like to say that guy's full of crap, because there's no quick and easy way to become a millionaire and if you spend your money on this guy's stuff I have to tell you he's the only one who's going to make any money not any of you.

I know lots of millionaires and there isn't one that will tell you it was quick and easy. That's just not how it works, millions come to you through slow hard determined effort and you have to combine that effort with excellence and you have to do a good job. You still have to serve other people well, you can't get there quick and easy, so any time somebody has something that looks quick and easy or promises you simple and all that sort of stuff, you should shun it and run.

Armand: You said something very interesting, which is to serve other people well. When we think about our businesses that's our primary goal and, in fact, that's our only goal quite honestly.

Larry: That's it. You're exactly right and still we forget that. I tell people and I have in all my books, never kid yourself about why any business exists. They exist for one reason and that's to be profitable.

If they're not profitable they're going to go away, they won't serve anybody and won't have any employees so everybody loses. So a business, hard-hearted black and white they exist and the whole reason for their existence is profitability.

You have to understand that profitability only comes from serving people well, because if you stop serving people they won't spend their money with you and they won't pay the level of profit in your product margins to keep you in business.

So, while profitability is everything, the only way to achieve profitability is through service.

Armand: Right. That's something I think many people forget along the lines. In fact, I see it where people put out something and the only person they're going to serve is themselves. Like you said, that may work for a certain period of time, but sooner or later they will be found out.

Larry: Yes, it'll catch up and bite you in the butt, there's no way to make that work forever.

Armand: Right, then its game over. It's not a long-term strategy in any way shape or form. In fact, now it's probably even more important that everyone listening understands this. I'm glad to see the FTC going after people left and right, shutting many of these companies down and making sure they don't exist so they can't take advantage of people.

Let's talk about something and I know you talk about finances and things of that nature, the economy, etc., right now in the economy where many people would look at it as a very negative place, and from many perspectives it really is for some people. But also, at the same time at this

point in the U.S., I'm speaking specifically of; I believe there's bigger opportunity today than there ever has been in history.

Larry: I believe there's great opportunity out there. There's more opportunity if you have a little cash set aside. For those who have nothing right now it's tough and I won't discount that. I have a lot of people, when I talk about just this topic as we're saying here about the opportunities and so forth. If you're already down and out and they've beat the hell out of you and you're behind on everything, I won't say there is a lot of opportunity out there for you because it's tough.

But, if a person has worked, saved and can invest and do some things with the money they've put away then it's a good opportunity. However, I still think there are a lot of pluses. We focus on all the negatives of the economy and I get a lot of questions about that.

First, you can't do anything about the economy. There's nothing in the world you can do to change the price of gasoline, to change the price of groceries going up or any of that stuff, so I tell people to stop worrying about it. The only thing you can do is vote a certain way when election time comes and in the meantime, you have no impact on the economy, but you have total control over your own personal economy.

Armand: Correct.

Larry: Get in control of that. When people start going oh you're right, I don't guess it'll do me any good to whine about what's going on globally or nationally, I better figure out what's going on between the walls of my home. That will get people to think a little differently.

I think the other big thing, in my opinion, that's been the strongest plus to come from the entire recessionary time that we've had is that finally

people are starting to pay attention again. That they understand you can't just spend, spend, spend and there's never going to be an end.

Everything that goes up must come down it's just a universal law of physics. So it went up and they thought it would always go up. When it started coming down they started saying man, what is a deficit. We have people now for the first time who understand what a deficit is when it comes to government spending, who understand what interest rates are about, inflation really is and what the market does.

They're starting to pay attention at a level they never were before and I believe, and even wrote this week on Facebook about this, any time you make someone think at any level about anything, we all ultimately win. Because, in the past things have been so good, they've been so shielded from anything that was ever going to go wrong, everybody was employed, everybody had money and was spending like crazy.

They became so shielded and dumb from the whole thing that they weren't paying attention to what was going on in their own homes, in the country, nationally, globally or whatever and when it fell apart they said whoa, and they had to start paying attention again and think. The thinking has been a good thing.

Armand: Yes, and I would definitely have to say I'm one of those people. It wasn't until just a few years ago that I guess you could say I've been more politically aware of the processes that go on in my own country. I took them for granted and went along with the flow and said I guess I'll look that up some day.

Then, all of a sudden, things started happening and I became interested in what was happening. The question I had at this point in my life is why, why did this happen? Then I went out on my own and looked up various things

and formed my opinion as to why it happened. So it made me more aware and I felt more my friends that are typically of the same age, pretty much became the same processes they went through.

So, like you said, it made everyone more aware and that's a good thing as far as it goes. But also on the other side, you said there's nothing we can do about the economy and it's true.

In fact, my father lived in upstate New York and used to always call me up and say how much is gas down there? I'd tell him I don't know. He would say what do you mean you don't know? I said I don't look. I have to get gas, there's nothing I can do about the gas price I put gas in and when it's filled up I leave. That's how it works. He could never understand why I didn't look at the price of gas.

Larry: You have no impact on it. You can't do without it so you have to live around it that's how it works.

Armand: Exactly. It was just a different way of thinking on that. Also, like I mentioned before, many of your book titles, and I'll just read a few.

- *Your Kids Are Your Own Fault*
- *It's Called Work For A Reason*
- *You're Broke Because You Want To Be*
- *People are Idiots and I Can Prove It*
- *Stop Whining and Get a Life*

◆ **All of them have this central message of self responsibility would that be true to say?**

Larry: I'm truly a one-trick pony; it's all I've got, that's personal responsibility. My entire philosophy really is, *Life's Your Own Damn Fault; What Are You*

Going To Do About It, and I've been very fortunate in figuring out how to take one simple principle, which is that of personal responsibility and driving that principle across a variety of different topics.

When I deal with parenting it's about the responsibility of the parent over the child to make sure the child knows and learns everything they need to learn, in order to be successful adults. When I talk about money, I talk about the responsibility of every individual to understand where their money comes from, what they can do to have more of it, the spending of money, saving, investing and so forth.

How it is always, every money problem is a matter of personal responsibility, from the choices you make, how much to work, how little to work, whether you're going to work and how you're going to spend and the same thing applies to business. My business book *It's Called Work For a Reason*, it's a book about personal responsibility—

- How to be a good manager
- How to be a good employee
- How to take care of the customer

All those kinds of things and I've always liked to listen to people who speak on principles not tactics. I speak on principles. My principles are easy to identify, you don't have to worry about if it's a leadership principle? Who cares? Is this a customer service principle? I get people to talk about that all the time, principles are principles they'll work for anybody at any time and in any situation.

Be honest. Live with integrity. Have a good work ethic. Treat people better than you'd like to be treated. Those sorts of things are principles that apply in every situation at every time.

Now, I've taken the principle of personal responsibility and driven it across a variety of topics and it works well for me.

Armand: You bring up two things I want to mention.

1. Your own message

Let me mention a quick phrase I heard when I was in Australia recently. I was down there and the promoter for whom I was speaking, he and I were outside talking and he said his mentor had told him, you don't have a business until it's boring.

I thought about that for a second and then thought that's brilliant, because what he was really saying is that you don't have a business until you know that business inside and out and it's almost boring to you, but to your customers it's always new and different.

What I found out with most business owners, having dealt with literally thousands of them over the years is that people get bored with their own information first and they start looking for greener pastures and they're always jumping from something to something else.

Larry: The downside with that is that people who want to do business with you are unsure of what you do. It makes it appear as though you lack clarity. I'm getting ready to speak for the National Speakers Association doing a speech about branding and how I've been able to go from where they are to where I am in the speaking industry.

It really is about that one thing, that I have one message and that I'm very clear on that message. I've beat it to death. However, when I had that one principle of personal responsibility and very clear message, the plus side to that is when any television show or radio show, whatever the topic of

the day is, if they say we need a personal responsibility guy then I'm the guy they think of, because I own that topic.

Now, I can't own personal responsibility to everybody in the world, but I can certainly own it with a group of people like we said earlier. I've branded it enough that I have a group of people that follow me based on that and that group of people will call on me for that message.

That's what I think, businesses, I don't care whether you sell electronics, housecleaning or whatever, I think they need to be known for one thing so they own that topic, that concept to the point that when you think I need that then their name comes to mind. Like FedEx did, if I know I have to get it there tomorrow, the thing that comes to mind, I know DHL could probably do it and UPS might be able to do it. Even the post office could do it, but if you absolutely have to get it there by morning, who do you think of? FedEx

They own that one simple concept and what I try to teach people in my business and all other businesses is that you need to be so identified with a concept, an idea or philosophy and again, it does not matter there are no exceptions to what that product could be. You need to be so identified that people think of you when they want it.

Armand: You're so on the money with that. I see it so many times where people spread their business out, try to be everything to everybody and in the end they're nothing to nobody.

Larry: That's right.

Armand: That's the key is to be identified for that one single thing. I have two friends that own a software company. It was interesting, they started their software company where a lot of software companies have all this

different software products, like Microsoft's idea but they only have one product that has a very specific function, but they do multi-millions of dollars a year with that one product.

When they wake up in the morning they know exactly what they're doing, they're working on that one product and they're known as the leader in that particular niche for that product. It's just what you're talking about is they focused, like you, you know exactly what you're doing and you become the default standard for that.

The next thing I want to talk about is the basic principle of personal responsibility.

Again, this is something where you are the expert and fact is today what I see the problem with many people being is that they're so quick to lay the blame on somebody else rather than themselves. That I would have to say, is probably the number one reason why most people aren't more successful in their own life.

Larry: I totally agree with that that is the number one reason why people aren't successful in their own lives or their businesses if they want to blame someone else. It's easier to set back when you own a business and go listen, the reason we're not doing very well, have you not watched the news? The country is in a recession, nobody's doing well.

They have a million excuses about why it won't work and why it hasn't worked and so forth, but what it really comes down to is they're lazy and they're not working as hard as they ought to be working. But, they found an excuse.

When I start my speeches I always ask questions about how many are ready to be more successful. How many are ready to have more money?

Everybody's ready, but they're not willing to do what it takes to make that happen.

While they talk about success they practice failure, because we've given people an out. When I tell people at the beginning of my speeches how simple the principles of success are: honesty, integrity, hard work, excellence and all those kinds of things, I've only got 18 good ideas that I've discovered after reading 4000 books, but when I tell people how simple it is it bothers them, because people are clamoring for it to be hard.

They want it to be hard so they will have an excuse, a place they can blame, some place they can point a finger because when you remove the excuses and take away the fact that it's not hard then you've only left them with themselves to turn to and that's the last place in the world people want to turn is to themselves for the answer for why they aren't successful.

They're quick to do it when they are successful. I got here all on my own. It's all up to me, look at who I am and what I've done, but when you're on the downward spiral, we want to blame everything and every one, because it can't be us.

And you're right, and in fact, that's my whole goal in everything I do Armand is to take away people's excuses and to remind them that they only place you get to lay blame is to the mirror you've created, your thoughts, your words, your circle of friends who you chose, your actions, the food you put in your mouth, the way you dealt with your child, everything you have done has created the life you're living and given you the results you've got.

Don't blame anyone else. I know there are circumstances out there but those affect everyone. If one person figured out how to do it, so can you

so go to the mirror, look yourself in the eye and say I did this, now what do I do?

Armand: I had a conversation with my own team/staff and we talked about a promotion I did recently for a product I developed and it didn't go as well as I wanted it to. So we were talking about what the reasons were for why it went this way. Several of my team members brought up that it's just the economy right now and things of that nature.

I said it's not the economy. I said the fact is we suck, that's why. The question is how do we not suck that's what we have to figure out? I said people will buy something if they see the value in it and obviously we didn't show them the value in what we have. That then leaves the question, how do we fix the value?

I make it a distinct point on my team not to lay blame on outside factor, but to always take responsibility for our own failure. That's why we continue to move forward and trying to create new and various techniques for what we have.

This falls hand-in-hand with exactly what it is that you talk about, which is self sabotage. Meaning, a lot of people, I think it goes with them not willing to be able to do the work but oftentimes they do things that sabotage their own success. Do you agree?

Larry: Yes. Most of us sabotage our own success. In my book, *People Are Idiots and I Can Prove It*, the subtitle is; The 10 Ways We Do Sabotage Ourselves. Again, this goes hand-in-hand like you said with the personal responsibility thing, but you have to be able to move past the personal responsibility to say now I'll accept responsibility but how did this happen? What have I done that sabotaged where I am?

There are a lot of things, but it comes down to just a few.

One I wasn't smart enough, but we don't have time for all 10 so basically it boils down to stupid, lazy and don't care.

1. Stupid means that you don't have the information, but that doesn't work for long because there's plenty of information.

You could write how do I, type it in Google and get 1000 answers to any how do I question out there. So information is too easily available, too readily available and free.

So most people don't do well first, because they're not prepared to do well, they start a business and say it didn't work. Have you ever read any business book? No. I get this a lot by the way that question. I started a business and didn't do very well. Well, what did you do to prepare? I just started. Read a business book and figure out what's going on first.

2. Education is always an issue and then, I believe it comes next to laziness.

Once you have the information you have to be willing to work, so stupid and then lazy are the two primary reasons. People don't work as hard as they should be working. Every statistic I get, I get into more fights with fans and so forth who follow me on Facebook and Twitter who want to say Larry, you don't know how hard I work.

Bull! There's not a study out there that will back up the fact that people go to work and work 100% of the time they're being paid; it doesn't happen. It's already been proven. Every office worker spends one and a half to two hours every day doing personal stuff on the Internet. That's not what they're paid to do.

All other workers, when interviewed anonymously, admit to the fact that they only work 50% of the time they're being paid. Now, when they're not being interviewed anonymously and they have to sign their name to it, they work all the time. So it comes to stupidity, they don't have the information. Laziness, they're not working as hard as they should.

3. They don't care.

I believe this is the biggest one. People go well, of course, I care. You're a liar you don't care. Do you love your kids? Oh, you bet I love my kids. I'm sorry but people who say that are liars. The American Parenting Association says the average parent spends 3 ½ minutes per week in meaningful conversation with their children.

Yeah I love my kids, not enough to talk to them. We have a 60% obesity factor in the United States. You bet, I love my kids and my family, I'm just going to eat like a pig and die before I have to, simply because I don't have the willpower to push a plate away from me and not order the extra big fries.

So we talk a good game we don't practice that game. We sabotage our success through lack of information, lack of effort and lack of priorities and when we get those things in alignment we're going to be all right, but if you have to focus on priorities. Your time, your energy and your money, 100% of the time will go to what's important to you.

If you want to know what's really important to you shut up, look at a piece of paper to figure out where your times going, your energy is going and where your money is going, because that's the truth of what's really important to you.

Armand: That's a great strategy. I find that most people don't know. Let's take money, for example. I'm going to say I have a relative that doesn't do very well with their money. I was looking at his daughter and what happened just recently, he was talking about how he doesn't have money and everything else and his daughter has a brand new iPhone 4.

I'm like, I make millions of dollars and I don't have an iPhone 4. So, where are your priorities in this, you can't pay your bills but you're buying your children brand new phones. This makes no sense in any way, shape or form whatsoever.

Larry: And yet they probably can draw the correlation between those two ideas. They probably can't make it work because most people work from thought not from document. The first thing I've ever done when working with people on a financial basis is to get out a sheet of paper and figure out where you really are.

I've never dealt with any person ever, not one, who knew on paper where they were financially and where their money went. I think that's amazing. **You can't figure out where you want to be until you figure out where you are.** Figure out where you are.

Armand: That's the first step, because if you don't know where you are how are you going to get to where you want to be? It's a basic principle, yet again most people don't know where it is.

The thing is, with so much information out there, oddly enough and I say at least, the message that you deliver to people seems to fit in almost any circumstance.

Larry: That's the goal.

Armand: It's really kind of an amazing thing, because when you think about it and again, just judging by the many titles of your books it's pretty much like you said, it's based around being able to take responsibility for yourself and if most people took more responsibility they wouldn't be in the position they're in right now.

I love one of your book titles *Shut Up, Stop Whining and Get a Life*. I think that's a fantastic title, but it's also appropriate for many people where they're sitting there talking and putting themselves in this situation where they're talking themselves into a deep depression. Then, at the end of the day, not doing anything to further themselves in whatever aspect it may be.

That's like, when I was a kid I was a teenager in high school and I was working for a grocery store bagging groceries and this one lady always made me laugh, because she would go through and have all this junk foods. We're talking potato chips, chocolate and all this crazy junk food and then at the end you'd see one can of Slim Fast. It's like okay, maybe you're not seeing the bigger picture here but that one can of Slim Fast isn't going to negate all this junk food you just bought.

It's sort of the same thing is that people are too busy whining, in order to actually go through and do the things necessary to get the things they do want.

Larry: Yes, and that's really the reason behind that title is it really does represent, while it's fun to say and tell people, it does represent a three-part process.

First, shut up you're talking too much. You can't learn anything when you're talking.

My dad used to say, you're broadcasting when you ought to be tuned in. It's based on shut up, stop whining and then go create the life you want; get a life!

While that's the best title that hasn't always been my best written book, but it is a great title and by the way, I just rewrote that book. It will be out August 1, in an all new revised second edition and was also just released as a comic book, which is cool with Larry as a super hero, which was a lot of fun.

The new revised edition is much stronger, in my opinion, than the first one was. It really is what I'm probably best known for that book and title and it has reached a lot of people. It's been translated into 14 languages around the world and has sold many copies, because I think people are ready to be told...listen, my life sucks and all this stuff I've been reading hasn't worked for me. It takes more than a positive attitude. It takes more than thinking. I can sit on my lazy butt and attract success to me. I understand that. Now what do I do?

When people have been through all the ridiculous stuff that people are selling out there and say this doesn't work and they're truly ready for a wake up call, that's when they turn to me. I'm sort of your rock bottom last chance and I understand that's where my followers are for the most part, rock bottom, last chance, nothing else works so what do I do now?

That's because I tell people very clearly in my book, I don't have the answer I have an answer and it was the answer that worked for me. If you're doing well, then what you're doing is working for you. But if it hasn't worked and now you're ready to try one more thing, why don't you try this for the first time in your life.

It starts with taking responsibility. And you're right, the principles work across the board for anyone at any time and in any situation, Armand, it's not a problem. To take what I talk about and say that it works for parents and it works for leaders and managers, it works for the janitor, for the rich guy and it works for the broke guy. It works for everybody, because principles don't change and they are unconditional.

Armand: And that's something I think people need to understand is that principles are time tested, proven and they last a lifetime. They will always be there and the basic principle of taking self responsibility is something that we can't avoid; well, you can avoid it but it's not going to do you very good.

Also, by simply taking that that'll be the basic different between you and the life you have now or the life you want, the business you have now or the business you want or the weight you are now and the weight you want to be. It's always going to be the same. Taking that simple responsibility and self control, I would say as well because self control as you mentioned a couple times here today, let's talk about that for a moment.

- **I think a lot of this has to do with self control, am I right?**

Larry: It does, which is different than willpower. I'm not a big believer in willpower and some people I guess it works for, I'm weak I must admit. That old biblical saying that the spirit is willing but the flesh is weak. My wife, when she wants to watch her diet she will fill the pantry with everything in the world that she loves to eat and then she likes to go in and say there it all is, I'm above it and I can deny myself.

I'm going you're kidding right? I can smell an M&M at a guy's house at 50 feet, I really can. I have no willpower, which is much different than self control and I think self control, the key to that is having very strong

priorities. You control yourself when you know that anything you do will not move you closer to your goal or will move you closer to your goal.

Therefore, when you have clearly established priorities and you say this is what's really important to me and that comes from tracking what you've done, just like I said, it's when your priorities, your time, energy and money go to what's important to you. When you've established this is important to me, whether it's wealth or just financial security or just the fact that you want to pay off your Master Card, any of those things or maybe you want to lose 10 pounds.

No matter what it is, when that's really important to you then control is easy, because that one thing matters to you so much. It is such a priority in your life that you won't deviate from it. But, you have to understand it must be important to you. You must have reached a point in your life where you're willing to do what it takes in order to achieve that and have that or just to get to that point.

Armand: That brings up obviously the idea of priorities. I really don't think anyone sits down and takes the time to make a list of what their priorities are to them. What, first and foremost, are the things you want in your life or place priority on and look at that? Everything should be leaning towards achieving those priorities.

Larry: You're right and very few people every write anything down. I'm getting ready to do a consulting deal with someone who's doing very well but he wants to take it to the next level. I said write down your priorities and he said that's the first time I've done that.

The most common question I get all over the world is...**what does it take to be successful?** That's a big question, but it's really very simple and it doesn't matter if you want to be successful at losing weight, getting rich or

whatever. It comes down to you needing three sheets of paper and a pencil, that's it. Using these just about anybody can figure out what it takes to be successful.

1. First, figure out where you are.

I mean really, write down where you are in every area of your life, especially the area of life that you want to fix. Write it down where you are in life.

2. Take another sheet of paper and write down where you'd like to be.

Really get it down in black and white. Then look at the difference between the two sheets of paper and on the third sheet...

3. Write down what you're going to give up, to get from where you are to where you want to be.

People look at success, achievement, prosperity and health in absolutely the wrong way. I try to contradict that thinking through what I do, but people have been told for years, you get successful. That's the dumbest idea in the world.

- **You don't get successful you give up what's keeping you from being successful.**
- **You don't get healthy you give up what's making you unhealthy.**
- **You don't get rich you give up what's making you broke.**
- **You don't get skinny you give up what's making you fat.**

People need to sit and write down these things and when you look at the give up list and have identified the things you'll have to give up, if you're not willing to give those things up then throw it all away and go back to your fat, lazy and broke life. Because it comes down to the willingness to give those things up that's going to turn your life around and therein is the crux of the entire problem in society today; people are not willing to give up anything, they want it all.

There's a sense of entitlement that says I can have everything I want and do whatever the hell I want, but it just doesn't work that way. You have to sacrifice and sadly, we'll take it back to within the boundaries of our country, because I don't know the others so well.

I watch what's going on in the news and with economic collapse and the riots in the streets in France changing the retirement age from 60 to 62, you're going holy crap people, sometime in your life you're going to have to sacrifice because you can't have it all.

These motivational idiots who stand up there and say you can have it all, you can be anything; they're wrong, they're lying to you. Success always comes from sacrifice. And, you better identify in advance what it is you're going to give up, because it'll be your willingness to give those things up that will determine just how successful you are.

Armand: That principle, the three sheets you mentioned, I think it's so appropriate and spot on. First, it's so simple and being the fact that it's so simple most people won't do it. I think many people believe it has to be complicated in order for something to work.

Let me tell you a quick story. Just recently, I actually opened a Word document on my computer and did at least two of the steps you had. My third step was a little different, but my first step I wrote here's where I am

and I tried to be as honest with myself as I possibly could. This was about my business and things of that nature and I do this about every six months, maybe once a year but here's where I am in my business and here's where I want to be and what I want to achieve.

My priorities have changed a little bit, as far as what I want and what I want to be in my business for the most part. So I had my two lists there and then the third step for me, actually I didn't do what I want to give up but I like that idea and now I'll go back and actually do the what I want to give up part.

But I did, what am I going to do in order to get there? What do I have to do to get from A to B, between the two sheets? The thing is, the key to this process that you just described is utter and complete honesty with yourself and the situation you're in. If you lack that honesty then it's not going to work because you're fooling yourself.

Larry: That's true and I find that people are more able to be honest when they're writing it down then when they're just thinking about it. That's why I'm a big believer in lists and sheets of papers, pens and pencils, because when you start writing it down there are a lot of pluses to that.

First, any problem gets smaller when it's written down, that's just a law. You go well it's not near as ominous now that I've written it down I can break it apart and so forth, which is one of the keys to problem-solving.

The other thing is, you have a tendency to be more honest with yourself when you're writing it down, because as long as you're working from thought you go well that's not so bad, I can slide past that and you will minimize the truth.

Armand: I think that's a brilliant principle and I'm glad you brought that up.

Larry, we're almost at the end of our time. I'd like to thank you again for taking the time with us today to share all this great information and I really do think if everyone hears what your message is and apply it to what they're doing in their lives it'll change the way their life or business is currently, or anything else they're doing.

So thank you very much for taking time to be with us today.

Larry: It's been my pleasure I had a great time. I always like talking to you.

Armand: The other part is, I know a lot of people want to know more information about you as they rightfully should. You've got a lot of great things, so everyone can go to LarryWinget.com.

Larry: Yes, that's great. You will find just about anything you'd like to know. There are hundreds of video clips on there of me on different new shows and my speeches.

There are a lot of bargains we're running right now on the website. I've got my five bestsellers autographed in hard back that you can get like five for \$60, as well as other great specials we have going right now. Please come visit the website and find out anything you'd like to know.

Armand: If you go to the website there are a ton of video clips where you can see him on the various news networks. You can see him being interviewed by a number of people from all over. The other thing is to go to his products tab, to the books and you'll see all the books he has available, DVDs, clothing and a variety of things to choose from.

Get the books, because they themselves will give you an insight as to what Larry is all about. You'll see the simplicity and the genius as far as his message goes. I believe you'll learn a lot from this just like I and thousands of people all over the world have done.

Again everybody, this has been another Marketing Interview, my name is Armand Morin, everyone have a great day and we'll talk to everyone soon.