



Commitment

Module 10

Trevor: All right, you made it. We're on module 10. Congratulations.

Robyn: Yay.

Trevor: It's time to celebrate, almost. We're going to talk about a couple of things here really quickly about making sure you ... Steve when you mentioned this right at the beginning ... It's about making sure that you are committed to plan full out and taking something that you learned from this and going out and getting some results.

Steve: Yeah. Getting what you want.

Trevor: That's what we're about right now. One of the ways to help you with that are these last two pieces and then we're going to celebrate. Okay? Really quickly the first thing that you want to do ... Oh, I'm standing right in front of this, by the way. This is basically number 10, is you want to focus on commitment. You need to now be disciplined, because we made a promise of clients on demand... where you're going to work for five hours a week. You can do that one hour a day, like we tried to give you the discipline. You can choose to do that all on Monday if you want.

Steve: Yeah, one day. I have one client, he does one day where he does all these calls, then the rest of the week he deals with clients, does his life, and he just does all of his calls in one day.

Trevor: Just block it out and make it happen. Now, I want to give you these

last couple of pieces to make it even more compelling to get you to help. I don't know about you, but sometimes I need a consequence to make sure that I actually take action. I've seen it. This works tremendously well for me. I know it's going to work tremendously well for you. It's worked for my clients, it works for Robyn, it works for Steve.

See, the challenge here on making sure that you hold your commitment is that you've got to make sure you have a self imposed consequence; something that is going to cost you. Robyn's got a kind of a fun way of saying it. It's a long version. It's hard for me to process, but go ahead. What is it?

Robyn: Well, this is how you do it; you think of something you don't want to do, that you're willing to do, that ... Now I forgot...something that you don't want to do, that you're willing to do, that if you don't do something ...

Trevor: That you say you're going to do.

Robyn: That you say you're going to do ... Now, I totally lost it.

Steve: Then you have to do it.

Trevor: Then you have to do it.

Robyn: Then you have to do it. I had it down earlier.

Trevor: A consequence ... See, a real consequence in life is if you don't do this, you're not going to go get all of the clients on demand you want. That's what's going to happen. Instead of letting that happen you can set a self imposed consequence. As an example for this, I wrote my dad a check one time. I decided well, what do I not want to do. I don't want to send my dad more money. I don't want to go send him a check. I wrote a check and I gave it to my wife. I said 'Honey, if I don't make my calls this week, send that check to my father'.

That meant that I had all week to get my five hours of calls in, so if what happens is by the end of the week I haven't gotten that done then that check is mailed. I know that there's a couple people, myself and this one, that are not going to be happy with that consequence. Therefore ... This happened to me multiple times I would push it back, things would happen, I'd have it scheduled on my calendar to do it on Monday, do it on Tuesday, do it on Wednesday. I'd find myself on the weekend and guys, it's Sunday, but I can't go play in the park today, because I have to get my two more hours of calls in. If not I'm going to have to send this check to my dad.

What I like to do is put it into someone else's hands. I did this one time and I don't want you to judge me on this. I did this one time and I decided I wanted a different accountability partner and I sent a friend of mine, Marco, a check and what Robyn said is pick something that you don't want to do. The challenge with me sending my dad a check or to a charity or something like that is I actually get a positive benefit.

Steve: You kind of want it.

Trevor: I might be like you know what, I've gotten enough from my dad he can have \$500, or I'm donating to the church. That's a good thing. That's not what we're talking about here. We're talking about a very negative consequence.

Robyn: Just to add that you have to be willing to do it, because sometimes people set a consequence and then they don't do what they're supposed to do. Then they have to do that thing and they're like I'm not going to do it, I'm actually not going to do it. I'm not even willing to do that thing.

Trevor: It doesn't have to be a check. You don't have to write a check.

Steve: It doesn't have to be money. It could be something else like you usually do something every weekend with your family, every weekend, and now you tell your family 'Hey, listen if I don't do these calls I'm not going to be able to do that with you this weekend.' Then you have to go to your family. For me that would be huge, because as you all know me, or are getting to know me, when I have time with my kids that's so precious. If I had to go to my kids and say 'sorry daddy can't play with you because I didn't do my homework' then I would be devastated. I could already, right no in my mind, picture my kids eyes looking at me saying 'what daddy?'. It would hurt so bad, so make your consequence something that you don't want ... The whole purpose of the consequence is so you feel uncomfortable.

Trevor: So that you go do the action and activity that you said you wanted to do, which in this case you can add an extra six figures, at least, to what you're doing if you follow these disciplines and you do it just an hour a day, five hours a week. Within 90 days, we've seen it happen again and again, you can generate a nice six figure ... An extra six figure income.

Steve: Absolutely.

Trevor: This happened, a friend of mine did something similar. At one time I set a consequence to run 10 miles. The longest I run when I go jogging or something is two, three, four, five miles is a big run for me. I set this consequence I was willing to do, but you've got to be willing to follow through. I will admit that there was a time I had to go run 10 miles in a day. It was tough, because I had to be willing to do it and I had to pay the price. You've got to be willing to do it. In this case, my little example here that's outrageous, you don't have to do it.

Steve: He did something crazy.

Trevor: I sent my friend, Marco, a check ... This was in 2013 ... For \$500 to

the the KKK. Now, I didn't want to send the KKK a check, but I wanted a really negative consequence that I would make sure I would take action. The amazing thing about this week is ... I mailed him the check. Marco couldn't believe that I did it. I'm like I don't want to send money to the KKK, but I want enough of a strong reason to take the action that I committed to taking.

That week I got whatever my commitment, I think it was making these calls, I got it done by Tuesday or Wednesday, because I wanted to make absolutely sure that this consequence didn't happen. Then what Marco did is he mounted the check on a picture of the KKK. I just want to be clear I do not support the KKK. That is not what this was for, but he thought it was so funny ...

Robyn: Exact opposite, which is why you got your shit done.

Steve: That's why it worked, because the consequence was so detrimental. Trevor's like absolutely, no way, is a penny of his money going to the KKK. That's why he got it done so fast. What in your world would make you so uncomfortable that it would push you over the edge to get this done? Quite frankly this is simple. Five hours you have to give of your time.

Trevor: For your business, for your life, and everything that you want.

Steve: So you can eat. Right? Like, right? You're going to eat everyday. That's like this feeds your business. If you're going to say oh, I'm not going to eat this week. No biggie. I just won't eat. No. You wouldn't do that. That's where you have to do this for your business. We're setting one more thing. What if you said okay, I'm going to fast for two days if I don't make all of my calls, right? Now, that might be huge, because if you've never done that before ... Believe me I've done a few juice cleanses and I felt like I wasn't eating, right? Yes.

Robyn: I just wanted to add one more thing. Here's the thing, you're getting consequences in your life anyway. If you're in debt or you don't have the money you want, there's those consequences that are

happening, but it actually is comfortable to you and for some reason your brain is saying I'm okay with that, even though you think no, that's not what I want. No, I'm not comfortable with having debt or I'm not comfortable only making less than six figures. That part of your brain is actually telling you you can survive it. What we're saying is we have to do a self imposed consequence, because the consequences that are happening in your life right now aren't big enough to move you into action so you make these calls and get this done.

Trevor: It lights a fire under your butt, so it gets you into action.

Steve: Yep.

Trevor: That's what the purpose of the consequence is. Don't skip this opportunity if you need to pause the video and actually write down a consequence, because you need to commit to yourself now.

Steve: Well, at least maybe three or four to choose from.

Trevor: That's true. You can brainstorm them. My choice is typically to tell you to pick one consequence, a specific consequence, for your one commitment that you can start right now and then hold yourself to it and make a public declaration. You've seen my pattern. I turn it into someone else's hands so that I can't sabotage myself.

Steve: Yeah, like posting on Facebook if you don't have someone, but if you have a significant other, a business partner, a friend, you can say listen if I don't do 'this' you have to make sure that I do THIS.

Trevor: Steve will give you his cell phone number. You can get in touch with Steve.

Steve: Call me and then I will make sure the consequences ...

Robyn: Work anyone who will shame you enough into action.

Trevor: Yes, that's what you need. Now, there's two parts of what motivates people to take action now. One is pain, and I have to admit that's

what is probably the primary motivator for me ...

Robyn: And most people.

Trevor: It gets most people to act now. You want to go ahead and make sure ... That's why we do this self imposed consequence. We have one that's a little bit more fun. That is one where you get to set some rewards for yourself, so that when you achieve these goals and these targets, reward yourself. I know Robyn wanted to take this, because she's got some of her clients that are using a phenomenal rewards system for these small, medium, and large rewards and it's really working out well for them.

Robyn: I have a FEMM Mentorship, Female Empowered Money Makers mentorship, for women and women entrepreneurs. Two of the ladies, they are twin sisters, architects, and they actually don't like to spend money. They don't really like to reward themselves. It was hard to reward themselves, because they're kind of go, go, go in their business. They go take action. They did the consequence, but they didn't want to spend more money, because that felt actually like a consequence.

What they had to do to force themselves to celebrate was to actually have a system. If they closed X amount of discovery calls and closed X amount of strategy sessions and got X amounts of clients, they set up a whole system, they'd give themselves a certain gift; a massage or a fun day. It didn't always have to mean spending money, but they'd actually give themselves those gifts for actually doing the actions and getting the results.

You want to set up some rewards system. Some of you have no problem rewarding yourself at all. By the way, for those of you who like to spend money you don't always have to reward yourself by spending money, okay? One of my clients, she's what I call Spendthrift Sally, she likes to spend money. The first time she made her first five grand she was celebrating and saying how she bought

this \$300 necklace, you know, and it's like that's great, but she also wants to keep some of the money. It could be also with time, things that you love to do with your family, all of that stuff.

Steve: I thought you were going to say it was a \$4000 necklace.

Robyn: No. Okay maybe it was more than \$300, but still it was like ...

Steve: No, but crazy, right? It was like spend all the money.

Robyn: She was ready to spend it the second it was made.

Steve: We do want to celebrate. One thing I remember, one of the first projects Trevor and I worked on together ... I remember him coming to me, because I really like to celebrate. We were celebrating and Trevor's like I don't think I've celebrated this much before.

Trevor: Well, let me point this out; this was a project where we started a restaurant consulting practice. We started a little ... We had a TV show around it called Project Restaurant and our friend Marco that I just mentioned ... The three of us went on a ... It was strategy session we just held the one day.

Steve: But it's a bigger one. It goes over the whole strategy of the restaurant itself.

Trevor: In this one day consultation we went ahead and not only were we paid for that consultation, we made a sale where we partnered with that restaurant to help them with their marketing business and grow their business. It was the three of us. It was over a \$300,000 value for us. In one day we made \$300,000 and the celebration we had ... Didn't you call your brother?

Steve: Yeah, because my brother was nearby this restaurant, so we all ended up going to my brother's house. I just want to say it was crazy, because we were laughing so hard. We were kind of celebrating the whole day. I do want to make a point right now. I have fun every day with what I'm working on. Even if a client says

well, I have fun after work, then I'd say well, you might not be a good fit for me, because I like to have fun while we're working.

We laughed so hard during the sale, we actually didn't even realize how much money we made until we left. We got in the car and then we're like 'oh my gosh, this was a \$300,000 day.' We each made \$100,000 in one day. I was like 'we have to celebrate', so I call my brother and I'm like 'hey, get the champagne, we're almost to your house.' My brother went and got all the stuff. We went there and we had a party. We fully celebrated it and embraced life to its fullest, because we're able to help a restaurant and by then we benefited all together. We just had a blast.

It just lifts your spirit up. How do you think we all felt the next day? Like rock stars, right? You're just like wow, so you feel like 'wow I'm going to go help more people', so then I get back ... What do you think I'm going to do when I make my next six calls? How do you think those are going to feel? Right?

Robyn: Awesome.

Steve: Right? Right? Amazing. That's why we celebrate, because it rewards you to go to the next day, so that you can then do more. Every time you help one client you're going to want to go help more clients. Enjoy it, embrace it and do whatever it is. Maybe you don't drink alcohol at all ... Which we rarely do, but we had a glass of champagne that day. We decided to. It could be something else that's a complete reward for you.

Robyn: This is your chance. This is it. Go get them. Celebrate along the way and we're so happy you had this journey with us. If you haven't gotten involved in what ... We have so much stuff to offer. We give away a ton of free stuff, as well, so make sure you go to ...

Steve: Stevenapolitan.com.

Robyn: Robyncrane.com.

Trevor: You're going to notice a pattern here; Trevorcrane.com and you can find out what we're up to next and how we can best serve you.

Robyn: Yeah.

Steve: Yeah. We look forward to helping you.

Trevor: Yeah, and make sure you set this consequence. Set the reward. Get something really cool that you're going to go celebrate so you can reward yourself.

Steve: Even one other quick thought that I thought of is having a reward for your whole family. Sometimes when I'm doing something really big and I know I'm going to put in some extra hours I go to each of my kids and ask them what they would like. My one daughter is like I want to go to Disneyland and so we put it all down. Then when I hit the goal then everyone got their reward, so it was like a whole team effort. Then, what do you think my daughter said everyday when I got home? Did you make your calls Dad? Yeah, I did. Then my whole family is holding me accountable, because she wanted to go to Disneyland and I was in the way of her going to Disneyland if I didn't do my work. It was like a double ... It was a consequence and a reward at the same time. There are so many we're just giving you. Biggest thing for us ...

Robyn: Thank you.

Steve: The gift you can give us back ... I know I'm speaking for all three of us ... Is that you do something with it and you let us know. Let us know what worked, let us know where you're stuck. We want the feedback and we really want to hear about this, because that's what gets us to do these projects and make these courses so we can continue to help more people. Thank you so much for being a part of this, getting all the way to module 10. Go out there and do it. Woo.

Robyn: Woo.

Trevor: That's right. Celebrate. We'll see you later. Can't wait to talk to you.

Steve: Have fun.

Robyn: Better go get your flight, man.

Steve: Go team.

Trevor: Go catch your airplane.

Steve: Yeah, I have a consequence. I might miss my flight right now.