

11-6-20 Are You Honoring Everyone?

Tue, 10/27 10:24PM 11:24

SUMMARY KEYWORDS

honoring, talk, repel, opinion, permission, feedback, gift, comments, listen, waiting, ad, accomplishing, people, moving, social media, realize, emotion, share, ugly sweater, episodes



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Hey, everyone, welcome to another episode of legendary leaders. I love that you are joining me every single day. Thank you so much for that, I always appreciate it. Please know that I know that you can choose to listen to anyone. And the fact that you're listening to my podcast makes me super happy makes me feel as though I'm accomplishing what I'm setting out to do. So thank you. Thank you. Thank you. Today, as promised, I'm going to talk about a few of the nuggets from the Facebook or zoom call that Brendon Burchard had several weeks ago, read yesterday, I started covering



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one



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or I did cover rather one of his top 10 brand builders. And he talked about the 10 things that he did to build his brand. And so I shared one of those



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yesterday, him deciding, you know



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who he was going to be in his industry,

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which role he was going to play. today. I want to talk about the perspective pelo the perspective of honoring everyone the perspective of

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honoring everyone.

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Look, I'm not even a two minutes in and I'm already stumbling. Let's see if I can slow it down and keep it focused, I'm going to do my best, right, I'm going to do my best. I just get so excited sharing this information with you all. So Brendon talked about it as honoring every person.

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What he said, right?

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This one is something

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I come back to regularly, although I haven't called it this before. I haven't called it honoring everybody. But it's the idea that we need permission, right? This is something that we put inside ourselves, we tell ourselves that we need permission from other people to move forward, or run or start our business. Now sounds kind of crazy that we're talking about honoring everyone. And yet we're saying we don't need everyone's opinion. But let me walk through his perspective. And then you'll see how it ties into what

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what I consistently talk about.



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First and foremost, I gotta say this, none of us need permission or someone else's understanding in order to progress forward and make our crap happen. I'm so sad to tell you that right now. We don't need permission to do that.



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We just need to go get it done. Right,



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asking for other people's permission or waiting to have it



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is like is an excuse.



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Go handle your business? I'm gonna challenge you with that. Okay. So we say this. Many of us think that to honor people, we have to listen to their opinion, and their feedback. And so I would tell you go back and listen to my feedback episodes, right? I have several episodes that are talking about feedback and feedbacks, a gift and dinner data, right? feedback is a gift. But it doesn't mean that you have to keep that gift. Think of some gifts, right is when you open it up. And it's that ugly sweater, you're like, Oh, yeah, right, you can trash that gift. You can re gift it, it doesn't matter. Feedback is a gift. But it's not always the gift that you needed, nor is it a gift that you will use. So when you have a gift, now I'm talking about your gift, your passion, your legend zone, okay and need to help people solve the problem that you solve. Do you realize that they are out there waiting on you to get your stuff together so that you can help them solve their problem?



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you realize that?



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Did you



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think about the fact that they are actually waiting on you?



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They're waiting on you.



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It's crazy to think about but it's absolutely true.



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Those are the people that you need to listen to. Those are the people that you need to honor those are the people that you need to help those individuals that are out there last waiting and wondering how in the heck this problem that they have is going to be solved. And not even realizing until you come out there and start solving that problem that you your product, your service, whatever is exactly what they're doing waiting on. Now, here's the deal. Are there gonna be haters? They're going to be someone who's not going to like you. Who isn't your customer?



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Right?



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Absolutely.



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Absolutely. We talked about that this week already. Right? Just recently, if you episodes

ago, there was like, too many billions of people on this earth. And they're all on the internet. They're all on social media, and they all have opinions. And they all want to share them. And then they hide behind the immunity of social media.



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Right.



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They stay anonymous.



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Maybe their names tight But you're never gonna see them in public, they know that I take advantage of it. They think that their opinion matters. And so they share it. And so never realizing that that opinion. If they share whatever it is, and you've worked so hard on that information could just crush you a little bit. Most people don't realize the power of that negative comments have on social media, I think we're getting better and better and better at realizing it, especially when you know, whenever we have kids, but we're not kids. And yet, you pushing that button. You know, and leaving that comment on something that I've worked really hard on or something you've worked really hard on, it can hurt, we're human, we have feelings. People feel like they should share their opinion, because they're jealous, is my thought. Now, I don't mean like, horribly jealous and ugly, jealous, I just mean, they probably lack the confidence personally to do whatever it is you're doing. Or they lack the money to buy into whatever it is you're selling. And they get very frustrated. And they get angry about that. There's an emotion there, that seeing your ad or your post or whatever, it it just evoke that emotion. It's not your fault. They just pulled something out of them.



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And so whatever it is,



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it just hit them the wrong way.



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But here's the thing.



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It's okay.



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Because what you're trying to do with every post, and every ad and every type of communication, is you're building your audience, right? You're building your audience. And so you're purposely trying to attract your ideal customer, and you're trying to repel everyone else. So those that hate and that are negative, that leave ugly comments and say hurtful things. Right? Because number one, they feel like they can because I think the whole world should listen to them. Right. And I don't think we're like that. But number two, it's mostly every time that I've seen it happen is because they're going through something personal, they don't have the money to buy it, but they think they need it. They're aggravated that they don't have what they want. They're frustrated, because you're accomplishing and doing your dream. They want to follow their dream and they can't.



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And so



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they're having a tough time. But at the end of the day,



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the people that leave the ugly comments and say the hurtful things they are the customers you are trying to repel, at least at this point. Now they may come around and become your ideal customer. But in this moment, they're not. And so you know what your post your ad whatever worked. It worked. So see it that way? He repelled. Whatever you put out there it repelled. It worked. Don't let it hit your heart. And think oh my god, I'm trying so hard. And I'm getting all these negative comments. what in the heck should you listen a little bit just to make sure you haven't missed the boat on something. Yes, we have

to always listen and be honest with ourselves to make sure that they could actually be right. And that feedback is truly a gift we want to embrace and carry forward. But as you read through it, if you can see that that feedback is the ugly sweater that you just want to trash and throw in the garbage then do it. Realizing that whatever you put out there is attracting your ideal customer and repelling the individuals that you do not want to have in your customer base. So I will challenge you, that is very easy to find emotion with emotion. Super easy. Okay. But at the end of the day, don't get hateful. Don't challenge them back. don't respond. And don't let their comments ruin your focus or your day or change your trajectory. Okay, honor everyone. That was the point. Everyone can have an opinion, everyone has a problem that needs to be solved, you won't be able to solve everyone's problem. So realize your social media postings are out there to filter the population, your posts and your ads are working. You're going to honor everybody by putting it out there into the universe attracting who you're supposed to attract repelling who you're supposed to repel. You're not going to be disrespectful to the comments that are coming in. Right? Some of them are probably going to be true. those comments are going to serve to make you stronger and better. Even if they hurt. Even if you went out there and you were vulnerable and someone said something negative back to you. It's going to hurt



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but it's okay.



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You're going to learn from it and you're going to repel the people that need to be repelled.



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Right.



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Let the social media posting, let the ads and all the things that you're supposed to be putting together, let it work for you. Let it do what it was supposed to do. Be respectful of everybody. Feedback is a gift. Go out and just strive to be better. And let's just keep moving forward.



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want to leave you with today?



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honor everybody,



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repel those that are supposed to be repelled through the process of honoring, attract those that you're supposed to attract, again, through the process of honoring. Don't go out there and show yourself right. Like be completely off the chain. Blast everybody back, that will damage your brand. We're not going to do that. Let everybody have an opinion. Okay. You're not for everybody. I'm not for everybody.



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And just keep moving on.



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That's how you honor everyone.



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So think about that. Are you honoring everyone? Are you taking everything personally? Are you responding to every comment? Or are you as they would say, where I'm from letting it roll off of you like water off a duck's back,



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and you just keep moving?



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Because you have to



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cuz you're meant to serve those that need you.



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So keep finding them



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go and be legendary.