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INTERVIEW SERIES

Dr. Rob Gilbert Interview

**How to Be a Champion in Any
Field You Choose**

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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How To Be A Champion In Any Field You Choose

There's a huge difference between Muhammad Ali and the guy down the street who likes boxing. Both are trained in the sport and skilled at the game, so why is one a champion and the other just the guy down the street? Meet Rob Gilbert. As a professor of Applied Sports Psychology, Rob teaches his students how to take their game to the Muhammad Ali level. But, he says, the lessons he teaches can be applied to any field, whether you want to be an award-winning writer or the best salesman at your company.

While it basically comes down to psychology, you can't just "think like a winner" and expect to get there. You have to want it at a higher psychological level. Rob says in order to get an idea of what that level is, think about the sign Doc Counsilman used to point to at the start of every swim season. Doc was a well-known swim coach who trained Mark Spitz. His sign only had three words on it: Hurt, Pain, Agony. Hurt was the basic level of competition. Every day, Doc expected you to at least swim until you hurt, but if you had higher goals then you could swim until you were in pain and you'd win some championships. However, if your goals included being the next Mark Spitz, there was only one way to do that. You had to reach the level of Agony.

It applies to every field, and in this audio, you'll hear all about what that agony level entails and how to use it to get from where you are now to where you want to be.

Part One: Five Minutes To Better Performance

Rob says there are two types of people in the world – people who have to do something and people who get to do something. In other words, a large part of success in any field comes from attitude.

But, even if you only have a couple of minutes, Rob says there are three things you can do that will instantly improve your performance no matter where you are. And in Part One of this audio, you'll hear all about them. You'll also hear...

- The "too simple to be true" tip Sarah Hughes received when she wasn't getting the breakthroughs she wanted with her ice skating (but when she heard it, she said she'd be the laughing stock of the ice rink if she tried it). But she did, and it may be the reason she took home the gold in the Olympics
- The one way that works to psychologically push yourself that extra mile when you just don't feel like doing it anymore
- Short 3-minute stories that teach the core principles that led to the success of Muhammad Ali, Sinclair Lewis, the world's most confident fourth grader, and more
- The one book Rob recommends that could change your life in just the first chapter alone
- The biggest difference between a fixed mindset (I can't do it) and a growth mindset (I can't do it... yet) and the best and easiest way to change to a more productive can-do attitude

Rob: Rob Gilbert.

Mike: Rob. Mike Senoff here. How are you?

Rob: Okay. Here's your biggest fan.

Mike: My biggest fan on the other line. Nice to talk to you voice to voice. How's it going?

Rob: Everything's great.

Mike: So you're still teaching at Montclair?

Rob: Yes I am.

Mike: How many days a week do you teach?

Rob: Usually I teach Monday, Tuesday, Wednesday, and Thursdays.

Mike: What subjects do you teach?

Rob: I'm one of the few people that teach something called Applied Sports Psychology. So what I do is I teach mental skills for performance. They apply to athletes but they apply for sales people. They apply to singers, comedians. How do you reduce stress? How do you get yourself motivated? How do you focus? How do you do your best when it means the most?

Mike: How many years have you been teaching that subject?

Rob: 38.

Mike: Is that an uncommon subject?

Rob: Very uncommon. Well I mean a lot of people teach Sports Psychology. But I teach Applied Sports Psychology. You know, I'm not interested in the research and the theoretical stuff. I'm interested, how do you actually fall asleep? Don't tell me the research. Give me a technique to fall asleep. Give me a technique to help me focus better. You know? Give me a technique so I could be more resilient and bounce back from people saying "no" 20 times a day.

Mike: Were you instrumental in developing the curriculum or pushing that through?

- Rob: No. It was in place before I got there.
- Mike: That's great. How old are your students? What years are they?
- Rob: Well now a-days students are all ages. When I went to school it was typically 18 to 22. That's from the war in Afghanistan. I have people who are 18. I have people who are grandmothers.
- Mike: How many classes are you doing a day, when you work?
- Rob: It depends on the day.
- Mike: It could be 3, 4 or 5 different sets of classes?
- Rob: No. Usually 2 or 3.
- Mike: 2 or 3. All different students in each class?
- Rob: Oh, yeah.
- Mike: How big are the classes?
- Rob: Well at our school you don't have any classes more than 30 usually.
- Mike: That's still a pretty big class.
- Rob: Yeah.
- Mike: Are you a favorite teacher over there?
- Rob: No.
- Mike: You're not? Do you give a lot of A's in there?
- Rob: Oh yeah. Almost everybody gets an A.
- Mike: Is it an elective?
- Rob: Yeah. I think it's my job to prepare them to get an A.
- Mike: That's true.
- Rob: I don't see myself as a professor. I see myself more as a coach. So a lot of times when I went to school, the first class was okay, 10% of you are

going to get A's. 10% of you at best. 20% B's, 20% D's and 40% C's. I mean, I tell them, I want you to all get A's. I'll make it very hard for you not to get an A. Because, I know they're smart. So I don't call my final exams, "final exams". I call them laziness demonstrations, because I'm going to give you a chance to show me how lazy you are. I already know you're smart, I just want to know if you can use your smartness.

Mike: That's great. Have you changed it up over 30 years?

Rob: Every class is different. I've never taught the same class twice because there's so much new information. And a lot of the information I get is from you. I mean your audio interviews are unbelievable. My whole theory is this: everybody has the ability and all they're lacking is the strategy, in terms of copywriting, in terms of marketing, in terms of sales. You give everybody all the strategies they need, they don't need any more. I mean, everything is right there.

So then in my class, what I do when we could do this, I don't just tell them that, I prove it to them. I prove to them that I'm going to show you something. I'm also a professional speaker. So when I give talks, like tonight, I'll be speaking to a group of runners and the talk is titled, *How to do the Impossible*. At the beginning of the talk I'll say, look, I have 40 minutes with you tonight. Do you want me to tell you interesting stories or do you want to run faster tomorrow as a result of this talk?

Mike: What kind of runners are these? Cross country? Long distance? Sprinters?

Rob: These are called the Essex Running Club. Essex is a county in New Jersey. So I'll have everybody from people who are trying to run their first marathon to people who are trying to qualify for national teams.

Mike: Are you getting paid to speak?

Rob: Tonight, no. I usually do but not tonight. It's only like two miles from where I live.

Mike: So what are you going to tell them? So you tell them that I can either do stories or I can show you how to run faster?

Rob: Yeah. So what we'll talk with is things that most people don't talk about in Sport Psychology. We'll talk about, if you really, really, really want to start tapping your potential, what you have to do is you have to agree that you're going to suffer.

Let's talk a little about suffering. Many years ago I was at a talk given by Angelo Dundee. Angelo Dundee who's diseased, but probably for all time, he's one of the greatest boxing trainers who ever lived. He trained tons of champions. So after the talk I went up to him and I said, "Mr. Dundee, who is hardest working athlete you trained?" He said, "Ah, that's easy, Muhammad Ali." He put his hand in the air. "Muhammad Ali was up here and everyone else was down here, way down there." I said, "Oh really?"

So that got me interested in Ali. And then started reading Ali biographies and I found this Ali quote. Ali said, "I hated every second of training but I said to myself, 'don't quit, suffer now and I could spend the rest of my life as a champion.'" "I hated every minute of training but I said to myself, 'don't quit, suffer now and I could spend the rest of my life as a champion.'" "

Mike: I remember that as one of your phone bits.

Rob: So whether you want to be a writer or a sales person. All this thoughts of thinking stuff is nice and goal setting is nice. But you realize that if you want to get from where you are to where you want to be, you're going to have to do what you don't want to do, when you don't want to do it. So you have to suffer. If you want to lose weight, you have to suffer. If you want to gain strength, you have to suffer.

And you could see the suffering in a positive context. You say this is going to get me to the next level, because I'm sure that everybody that subscribes to your service, some part of them wants to get to the next level. Some of them might be beginners, some might be intermediate, some might be advanced, but there is something inside them. They would not even deal with you or they would never call my hotline, unless something inside them to get to the next level. So in order to get to the next level, like if you want to be a doctor you have to suffer through organic chemistry.

So here's another story. Nowadays everybody knows who Michael Phelps is, but people my age, we remember the first Michael Phelps, whose name was Mark Spitz, who in 1972 won 6 Olympic gold medals. He went to Indiana University and his coach was a guy name Doc Counsilman, the greatest swim coach in America's history.

Mike: How do you spell the last name?

Rob: C-o-u-n-c-i-l-m-a-n. I'm not positive about that but.

Mike: His first name was Doc?

Rob: Doc, yeah. I think it was James Doc Counsilman. An Indiana University swim coach. At the first day of practice every fall he would take all the guys going out for the swim team out on the swim deck. And this is the first thing. They didn't get in the water. And there was a little banner that hung over the pool. The banner only had three words on it. Hurt, Pain, Agony. And he said okay, "Okay, we're going to spend a lot of time together this year and if you want to be a part of this swim team, every afternoon you have to come here for a couple of hours and swim until you hurt. But if you have higher goals and you want to be an NCAA champ, you want to be a national champ, you have to come here every afternoon and swim until you're in pain. But if you have still higher goals and you want to be the next Mark Spitz, you want to be a world champion or an Olympic champion you have to come here and train until you're in agony."

He said, "So it's your choice. Hurt, Pain, Agony." He said, "All of you, I wouldn't have recruited you unless I knew that each and every one of you had world class potential inside of you." Now here's the interesting thing. Whether you choose hurt, or pain or agony, by the time you take a shower and go to dinner, everything is going to go back to normal. So it's how much are you willing to give in that 2, 2.5 hours every day that's going to determine your destiny. So hurt, pain, agony.

Mike: So what strategy would you tell someone before they go into a workout other than knowing that it's going to be over soon? What kind of tools could you give an athlete to keep them giving their all, facing the agony and the pain? Anything that would help someone, whether it's copywriting or studying or going into a training session?

Rob: It's all the same. I mean performance is performance. If you're cooperating, you're performing. If you're a stand up comedian you're performing. If you're a swimmer, you're performing. So what I talk about, I say, "The most important decision you'll ever make in your professional life, or your athletic life or whatever, is this: Are you going to go all out or are you going to hold back? Are you going to give a full effort or are you going to give a partial effort?"

So tonight I'll be speaking to some kids who are collegiate runners and I'll say, "How many people here are in college?" Say ten people put their hands up. I'll say, "Okay, last semester how many of you were in school?" And everybody will put their hand up. And I say, "Let me ask you another question. How many of you were in to school?" And they'll look at me quizzically like this guy doesn't understand prepositions. Ill say "No, no. There's a big difference between being in school and being in to school.

Being in school means you pay your tuition. It means you're enrolled.
Being in to school means totally, totally, totally engaged and involved."

So whether you're copywriting or a comedian or anything, suppose you go to a comedy club, you can tell within a couple of seconds whether the guy or the girl is in to it. And that's what I want people to do. I want them to be totally, totally, totally in to it. Now some of you will say, now, well what if I don't feel like it? I'd say, okay fake it, make believe, act as if, pretend. Just make believe you are the world's greatest athlete. Make believe you are the world's greatest writer. Pretend you're the world's greatest comedian. People say, fake it till you make it. No no no. Fake it until you feel it. Start acting, acting, acting, acting a certain way until you get the feelings. And that's the key thing.

And so your actions produce your feelings. So your actions produce your attitudes. Your motions produce your emotions and your movements produce your moods. So when you don't feel confident, you act confident. When you don't feel excited, you act excited. When you don't feel energized, you act energized.

So after I do that tonight, what I'll do is, I'll say "Okay, let's actually see if this actually works okay? Because I'm just telling you this stuff. Let's see if it works." I say, "I want to do a little experiment with you. What I'd like you to do right now is to rate your energy level on a scale of 1 to 10. 8, 9, 10, you have super, super, super high energy. 1, 2, or 3 you have super, super, super low energy. And 4, 5, or 6 you don't have enough energy to decide whether you are 8, 9, or 10 or 1, 2, or 3. So everybody get your number what you are right now. You don't have to tell anybody and I'm going to see if we can do a little intervention for one minute and see if that will get your energy level up to the next level."

And then what I'll do for about one minute is I'll play Simon Says with them. So stand up, put your hands in the air. I've done this so many years that I make it funny and stuff like that. And almost everybody's energy level improves because they started moving around, they had a couple laughs, and so the 6's go to 8's. The 8's go to 9.5's. So you act yourself into it.

You know most people, especially writers, they wait until they feel like. No, no, no, you don't wait until you feel like it. To do it, you do it and then you'll start feel like it. So you don't wait and feel like it to do it. You do it and then you start to feel like it. So your actions change your attitudes. Your motions change your emotions and your movements change your moods. And that's what a professional is. A professional is a person that does their best when they feel like it least.

Anybody could do what they want to do when they want to do it. Anybody could go to McDonalds and get a Big Mac, shakes and some fries. That doesn't take any effort. But can you get yourself not to do it? Can you get yourself to write on the day you don't want to write?

Like Stephen King has a very interesting strategy. When he's working on a new novel, he writes 2,500 words a day. 2,500 words every single day. And he said in some of the books he wrote, he wrote that he didn't write on his birthday, he didn't write on Christmas and he didn't write on the 4th of July. He said he just wrote that to just be cute. The truth of the matter is he writes every single day because every single day he takes away from his characters, he gets too distant from them.

So William Faulkner, who won a Nobel Prize. A great writer. And he says, "Don't be a writer, be writing." And I think it was Stephen King that said, "Often times when he gives talks to writers they say, what type of pen do you use? What type of desk do you write on?" William Faulkner was saying, don't worry about all those accouterments, you know? I mean if you want to be a writer, write.

This was my hotline message the other day. Sinclair Lewis who was also a Nobel Prize winning writer back in the 20s, he was going to give a talk at Harvard University on a Saturday morning to kids who wanted to be writers. So 45 Harvard students showed up at 10:30 on Saturday morning. And right at 10:30 Sinclair Lewis the acclaimed writer showed up dappily attired in a three-piece suit. He had a very fancy brief case with him. He put his brief case down, opened it up, took his notes out and he looked around the room. And he says, "How many of you want to be writers?" Everyone put their hand up. He said, "How many really want to be writers?" And everyone put their hand a little higher. He said, "How many of you want to make your living by being a writer?" And everyone put their hand even a little higher. And he said, "Okay, put your hands down. In that case go home and write." And he closed his brief case and left and that was the end of the seminar.

If you want to be a writer write. We could talk about writing. You can think about writing. So it's the same in sales. Don't be a sales person, be selling. Don't be a runner, be running. Don't be a weight lifter, be lifting. Don't be a student, be studying. And most of us go, what happens when you get into college? You get the decal you put on your car, you get the t-shirt, and you get the hat. Go to the library. Now that's where it's at.

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Mike: What are some of the things that Muhammad Ali did to be extraordinary when you read some of those biographies? Do you remember any of the stories?

Rob: Oh sure. Everything I think about, and tell me if you agree? I believe that anybody could do anything. Everybody is born with the ability and all they're lacking is the strategy. So somebody says, well, I could never be the golfer Tiger Woods was. Well if you read about Tiger Woods' life, his father started training him from the moment he was born to be a golfer. So when you look at people who are extraordinary like Ken Griffey Jr., I think he got the highest percentage being inducted into the Hall of Fame last week. And he had a secret strategy. His father was Ken Griffey Sr. who was also was a Major Leaguer. 30% of the people who win Nobel Prizes studied with people who won Nobel Prizes.

So as Paul Harvey says, "There's always the rest of the story." How did Ali do it? Well first of all, what motivated him? I said there are two types of people in the world, people who got to do something and people who get to do something. I get to work out today or I got to work out today. I get to study or got to study.

Ali was a young kid in Louisville, Kentucky and somebody stole his bicycle one day. He was so mad that he wanted to beat up the kid that stole his bike. So he went to the local YMCA and they had boxing lessons and he said, "I want you to teach me how to fight because I want to beat up the person that stole my bike." So what they say with motivation, if you have the big enough reason why, you'll find to do the how. So Ali's reason why was he wanted to beat up somebody that stole his bike.

So in his training, Ali won the Olympic gold medal but he wasn't a heavyweight, he was a light heavyweight. We think he had it really, really easy. When he fought for the championship, he fought a convicted felon named Sonny Liston. Let's talk about how Ali was such a brilliant marketer. One day, he's fighting a guy named Henry Clay in England. This is when he was Cassius Clay, this is before he changed. And he's fighting Henry Clay and I think they're going to fight at Wembley Stadium and very few tickets were sold. Ali is invited on to a radio show. He's going to be interviewed. The guy that was being interviewed before him was a professional named Gorgeous George. Do you remember him at all?

Mike: I've heard the name.

Rob: Gorgeous George was one of these guys, he had bleach blonde hair. He was liberace type wrestler, you know? He was just over the top. And he got on the radio and says, "I'm going to beat this guy. You come and say

I'm the greatest." Ali went to the wrestling match and this guy sold out the auditorium. And all of a sudden Ali says, hey just wait a second, because he was just a humble guy. He said if I want to put people in the seats, I've got to be doing what this guys doing. So that's where he got his idea, "I'm the greatest" and he did all his poetry and stuff like that.

So success leaves clues. So that's where Ali got his marketing ideas. So in terms of his training, in addition to working hard, as Angelo Dundee said, working harder than anybody else, he also worked smart. One of his training technique is he used to shadow box in swimming pools. He'd be up to his shoulders or up to his neck in water and he'd be boxing. And of course, under water there's a certain amount of resistance. Ali was so unbelievably fast, that's why he could predict, I'm going to knock this guy out in the 4th round, because he could fool around for 3 rounds. He was so much faster than anybody else. I am not saying that boxing in water was the sole reason that he was so fast. But I'm also not saying it wasn't. So it might be something you know, success leaves clues.

And where did he get his confidence? Well he wasn't always that confident. When he fought Sonny Liston for the Heavyweight Championship of the World. That's when he became World Heavyweight Champion. For about 3 or 4 months before the fight he was badgering Sonny Liston. You know, he's calling him big ugly bear. And Liston had mob affiliates. He was a hit man for the mob. Liston was much bigger and much stronger. The odds against Ali winning were I think, 15 to 1. Everyone liked him and he was really funny and all that but when they got in the ring they knew he was going to get ripped apart.

So Ali used to go down to Liston's training headquarters and just mock him and Liston didn't talk. So then it came the day of the fight and the gig was up. He couldn't just talk the talk, he had to walk the talk. Well when he took the pre-fight physical they almost cancelled the fight because his blood pressure and his heart rate. He was almost going through panic attacks. He was scared to death. If you know anything about the fight, Ali didn't win the fight. On the 8th round, Liston didn't answer the bell for the 8th round. He just stayed on his stool and didn't get up and he forfeited. So Ali didn't win.

Mike: Liston forfeited or Ali?

Rob: Liston. That's how Ali won. If you watch it on YouTube and he hears that Liston's not coming out for the 8th round, you see him jumping around like a maniac because he had no idea. That fight was kind of tough because Ali didn't fold in the beginning of the fight and when Liston realized he was going to have trouble with this guy, what Liston's trainers

did is they put oil on his gloves. So not only was Ali fighting this dangerous guy, but this oil got in his eyes and he couldn't see. And he told Angelo Dundee I think after the 2nd round. He said, "Throw in the towel, I can't see, I can't see." And Dundee, hoping that the sweat would flush out this oil and the sweat did flush out the oil. And Ali fought well but it was going to be a tough fight. And Liston who was just so unbelievably flustered by this young kid, he just gave up, as did George Foreman, when Ali did the rope-a-dope. He just let George hit him and hit him and hit him, and said George, "Is that all you got?"

Mike: Do you know about the story about George Foreman where he used to be real subdued, kind of had a bad attitude?

Rob: Oh absolutely.

Mike: So let's talk about that story. He realized that I don't know if Ali inspired him. Being upbeat and friendly, it changed his whole life. Do you know the story about that?

Rob: Well I know the beginning of the story was he was just a really bad guy. He was sort of like Liston. When he fought Ali, was that...

Mike: The Rumble in the Jungle or the Thrilla in Manila.

Rob: Thrilla in Manila. Yeah it was one of those. And he did something you should never do in Africa. He brought a dog with him. And the African people, they associate dogs with slavery. If you go back and read or watch, the whole crowd was for Ali and they were against Foreman. I think what happened is after the fight he was so devastated he took on to his life and he became a Christian minister, which he is to this day. And of course you know better than I, how much money has this guy made off George Foreman grill. So it's a dramatic transition. He was really a dark character and now he's very liked.

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Mike: What can you tell me about Steve Prefontaine?

Rob: Steve Prefontaine. Well I could tell you that one day I was giving a talk in Eugene, Oregon. A limo picked me up at the airport and they were taking me to Eugene. I say, take me the spot where Prefontaine died. They have a little memorial on that spot that day I was there, this must have been 10 years ago, there was a bushel of fresh flowers there.

Steve Prefontaine, it's interesting that you brought him up. He was like the Muhammad Ali of running. He was from, I think Coos Bay, Oregon and he went to the University of Oregon. And the thing was, he just a flair in his running. One of his quotes was and I think it was in the 72 Olympics, he said, "Either I'm going to win the gold medal or I'm going to die on the track."

He wasn't one of these guys like Ali that always making predictions. But just his swagger and all that, people just loved him. He probably had the biggest cult following of any runner in American history. I mean people love Steve Prefontaine. And if you go to Eugene there's a Steve Prefontaine running trail that goes throughout the city of Eugene, Oregon. He ran for the university and then he was on a national team and he was on the Olympic team. I think in the Olympics he won the gold medal, he didn't die. I think he got a bronze medal.

Mike: Did you see the movies that came out about it?

Rob: Well you know what? There were two movies that came out at the same time.

Mike: Yeah. The Disney one and ...

Rob: Yeah. I like both of them. I don't know if our listeners are going to be old enough to remember this, but way back in the 60s and early 70s there was a show on ABC called the Wide World of Sports. And it was usually on late Saturday afternoon. Do you remember that?

Mike: Yeah. Jim Lampley.

Rob: Yeah. And what they did is they used to cover sports like running, like the Senior National Running Championships and they used to have curling and they had Ali fights on there. So that's how most people knew about Steve Prefontaine, from the Wide World of Sports. He and Ali had this self-assuredness. So then the question is, how do you get self-assuredness? No matter what you feel, confidence really, really, really helps, because I believe in something. Somebody once said, sales is very simple. It's believing something and convincing others.

Mike: It's confidence. It's all confidence.

Rob: Yeah. So I had a student once who's father was a stage hypnotist. You know, these guys that go up on stage?

Mike: Yes.

Rob: So I said, teach me how to do it. He said, "Do you know hypnosis?" Yeah a little bit. He said, "You don't have to know much. All you need is balls." He said, "All you have to do is have the guts to get up and do this and a certain percentage of the people are going to do whatever you say." So then the question is how do you get this confidence? How do you get this confidence?

Well, let me tell you a story. There's a 4th grade girl. She wasn't the best student. She wasn't the best athlete. She wasn't the best artist. She wasn't the best musician. She wasn't the best at anything, but her teachers were always amazed how confident she was. So one day our teacher came in to the teacher's room and told this story because they called her the world's most confident 4th grader. So what happened is the art teacher came in and said, "Okay, today class, for the whole class you could paint, or draw or papier-mâché or finger paint. You could do anything you want for the next 45 minutes." So the world's most confident 4th grader put her hand in the air and she said, "Could I draw a picture of God?" And the teacher said, "Well, no body is quite sure what God looks like." And the world's most confident 4th grader said, "Oh, they will when I'm done."

So the whole thing is, you have to start, even when you're not confident. So Ali, when he was fought Liston, he was acting as if. I have a friend who is a boxing photographer and he was friendly with Mike Tyson. A lot of times he was in Tyson's locker room and taking pictures of him. He said before the fight Tyson was a scared little boy. He was a scared little boy, but if you ever say how he came out to the ring, he wouldn't wear a cape and he didn't have any socks on, and he had his whole entourage and he started acting. By the time he got into the ring he was the king.

So if I could give the listeners a suggestion because of all the things you could read that help you in performance, the thing especially in sports psychology, the best thing I've ever read, is in a book on sales. It was written in 1947. The book is called *How I Raised Myself from Failure to Success in Selling*, by Frank Bettger. B-e-t-t-g-e-r. Barnes and Noble has this book in the sale section. *How I Raised Myself from Failure to Success in Selling* by Frank Bettger.

So what Frank talks about in this sales book, all you have to read is chapter one. And the athletes and performers I work with, I say, "I want you to read this first chapter every day for 28 days until it becomes part of your DNA." So what Frank Bettger talks about is in 1908, now this is a sales book, but the first chapter is about his career as a minor league baseball player.

So in 1908 he's playing in the Minor Leagues and he's a young kid and he wants to make the Majors. And one day the manager calls him in the office to say, "Frank I hate to do this to you but I'm cutting you from the team." He said, "Well what do you mean you're cutting me from the team?" He said, "Frank, how old are you?" He said, "I'm 19 years old." He said, "Well let me ask you a question, why do you drag yourself around the field like a lazy old man?"

Well Frank got the message, and he decided that no matter where he would play next, that nobody would ever accuse him of being lazy. So his next job was in the lowest of the low Minor Leagues. He was making 175 dollars a month with the first team and now he's down to 25 dollars a month. But he said, I can't hit better, I can't throw better, I can't run faster, but I am going to act like a man electrified. Nobody is ever going to accuse me of being lazy again.

So as soon as he got on the field, and he was basically like Pete Rose, he was totally, totally, totally into it. And the newspaper writer started calling him Ted Getger because he kept up the whole team. Frank said he learned a secret. He was acting laid back because he thought acting laid back would calm his fears. He said that's exactly wrong. He said when he started acting more into it, that overcame his fears.

So what happened was he made his way up to the Major Leagues and he became the third basemen for the St. Louis Cardinals. He said he attributed it all to acting as if. Don't think about energy, act energy. Your actions change your attitudes. So one day, he's playing 3rd base, gets a regular ground ball, throws it to first, and he wrenches his arm and his career's over. This is before they had any Tommy John Surgery or anything. So here is an uneducated guy whose career is over in baseball. He's a young guy. So he went into sales and he was horrible.

Mike: Life insurance I believe.

Rob: Yeah. Probably. He went into sales and he was horrible. And then one day he had a revelation. He said, wait a second, I making the same mistake that I was making when I was a Minor Leagues. Starting tomorrow I'm going to act as if I'm the world's most enthusiastic sales person. I'm not going to know any more. I'm not going to be more trained. I'm just going to act as if, and from that moment on, he made it to the top of his company.

He became a trainer. He became a professional speaker. His book, if you read on the outside of his book Dale Carnegie says it's the best sales book he'd ever written. And it's all acting as if. Most people say, I'd like to start

my own business but I'm afraid. Well guess what, you probably won't start your own business. I want to start my own business and I'm afraid. You could do it and be afraid.

I mean, I'm 68 and I've been speaking professionally for half my life and I'm always afraid. I'm always nervous. But I know the secret now. I just act confident. And eventually the acting confident, the other feelings will leave. The actions will override the feelings. And the actions will actually create positive feeling. The book is *How I Raised Myself from Failure to Success in Selling*, by Frank Bettger, the first chapter, 28 days in a row.

Now getting back to your question. If I were working with any athlete or performer or any sales person, they'd say okay, "I only have 5 minutes, tell me what to do." I'd say the two things that could dramatically improve your performance is number one, get more sleep. I mean we're a sleep deprived country. For kids under the age 18, they should be sleeping 9 and a quarter hours a night. This is based on research. For the rest of us, we should be sleeping at least 8 hours a night. There's a lot of sophisticated research that goes into how we learn and how we practice and retain skills. And if you're not getting enough sleep you're what they call, sleep spindles don't kick in.

Mike: What's a sleep spindle?

Rob: A sleep spindle is suppose, one of your kids is practicing a sport or practicing the piano, and there are these things that help the coordination, help the neurons really interact correctly. And they don't work correctly without the proper amount of sleep. You know, just like the engine doesn't work correctly without the proper amount of oil.

So there's a story about a high school girl from Connecticut and she has hopes of being a super star in skating. Her father went to Cornell and she's not making breakthroughs. For a couple years she's not getting better. So her father called up James Maas who was one of his professors in college and who happened to be probably the world's leading researcher on sleep. And he said, "Can we come out and see you?" And he said, "Sure."

So Sara has a session. He says, "Well Sara, how much do you sleep at night?" She says, "Probably 6 or 7 hours." He said, "Well you have to sleep at least 9.25 hours a night." And she said, "Well that's impossible. I work out in the morning. I go to school. After school I have something to eat, I take a little nap. I go back to the rink for my second workout. I come home, I have dinner, I do my homework and I go to sleep." He said, "Only work out once a day." She said, "No Dr. Maas, I'd become the laughing

stock of the rink if I only worked out once a day.” He said, “Do it for 30 days and see what happens.”

30 days later, her pro calls Dr. Maas and says dramatic breakthroughs. Well the woman I’m talking about is Sarah Hughes who came from nowhere to win the Olympic gold medal in I think 1992 if I remember correctly. So when James Maas tells the story he says, “When I tell this story in class, if Sarah’s in town, I don’t tell the story. Sarah tells the story and brings her gold medal as proof.”

You’re listening to an interview on Michael Senoff’s Hardtofindseminars.com.

Mike: Increase her sleep. Cut her workouts in half.

Rob: Basically saying that the sleep is just the key thing in peak performance.

Mike: So that’s number one. What’s next?

Rob: Number two is kind of interesting. Just about every serious body builder I’ve interviewed, when I ask them a question, I say “What’s more important, your workouts or your nutrition.” And 100% of them say nutrition. Nutrition beats workouts. So once you get nutrition right, you’re body’s going to change even if you’re not doing world-class workouts. So of course if you want to be world class, it has to be your workouts and nutrition. But if they could only do one, it would be nutrition. So when you see these guys that are really cut up, and I’m talking about the natural body builders, not the guys taking drugs, so much of that is nutrition.

So let me give you the 3rd secret. This will apply to each and every person out there. One of the most fun things about being a college professor is you can invite these people to come to your class and they come to class. So every year there’s usually a convention of strongmen in the New York area. Every once in a while some of these people would come to my class. Many years ago, Dennis Rogers...

Mike: Yeah I know of him. I don’t know him personally but...

Rob: Dennis is well beyond me now. He is a super star now. Houston, Texas. And he used to come to my class. There might be a 100 performing strong men in the world today. Dennis has done some things that nobody has ever done. Just look on YouTube and you’ll see him holding piper cub airplanes and motorcycles and stuff. He comes to my class with some decks of cards and he’d bend metal and he’d breaks chisels but after about 15 or 20 minutes of this stuff you say this guys really strong.

But I have to prep my students because what I want them to see is Dennis has the number 1 peak performance skill. Because when you're bending metal or blowing up hot water bottles, they're not all the same. Some steel is stronger than others. Some rubber is stronger or weaker than others. So you're not quite sure what you're dealing with.

So whenever something got difficult for Dennis, the amazing thing was, he got turned on. You could actually see glee. He was turned on by difficulty. So imagine as a copywriter, you have a difficult assignment and that turns you on, it doesn't turn you off. Imagine you're writing a horror novel and 2,500 words a day turns you on, it doesn't turn you off. So that's the secret of Dennis Rogers. That's the secret of these people that do these extreme sports and climb Everest. I mean you want to find something that your turned on by difficulty.

You know, you don't want to have the type of teacher that says we have a lot to cover today. Oh no. We're going to have so much fun learning the Crip cycles today or whatever! So that's what I look for in people. What difficulty turns you on? Because that's how you're going to make your biggest contribution to society. I mean I want to find a person, and this is what a lot of Malcolm Gladwell's books were about. People were turned on by difficulty. That's why they'll put in 10,000 hours to get good peak performance. So find something that turns you on. I first noticed that in Dennis. You see it all the time. Like Derek Jeter got turned on by clutch situations.

Mike: All right. Tell the listeners who Derek Jeter is. What did he play and a little bit about that?

Rob: Derek Jeter retired not this season but the season before this. He played shortstop for the New York Yankees. He was one of these amazing, amazing guys because not only was he totally professional on the field. He was in New York City, and in New York, they'll look for any celebrity, they'll try to get dirt on any celebrity. Derek had a totally clean life. There were no scandals. No sex scandals. No unwanted children. He was really the last hero that had nobody baggage with him at all.

And of course Derek Jeter, when he started out, he was almost cut by the Yankees his first season at shortstop. He made so many errors that they almost moved him to center field. But just like with other people he just kept going and going and going. Every once in a while he would make one of these amazing plays. And then when they'd interview him the next day they'd ask him, "How'd you do that?" He said, "I just practice that all the time. That wasn't the first time I did that." So success leaves clues.

- Mike: What do you know about Bill Bowerman? What made him such an incredible track coach?
- Rob: Well that brings us back to Steve Prefontaine, because he was Steve Prefontaine's track coach at the University of Oregon. So do you know the story about how Nike was founded?
- Mike: I think Pre was demanding better running shoes and Bowerman was always trying to advance better quality running shoes, better surfaces to run on and things like that.
- Rob: Well I don't know if I mentioned this, I'm 68 years old. I grew up on the course of the Boston Marathon. I grew up in Boston. My father was a marathon addict. We went to every single marathon. And this was when nobody cared about it. This was when 250 people ran the Boston Marathon.
- Mike: And your Dad ran them?
- Rob: No he ran but he didn't run races. He ran every morning about 5 miles but he didn't run the marathons.
- Mike: Okay.
- Rob: Way back when, when I was growing up, when I was in high school, if I went to buy sneakers you had two choices, Converse low top, high top, black or white. I mean that was it. There was no Adidas. There was no Puma. There were no running shoes. In Europe they had them.

So anyway, Bill Bowerman was just like what we were talking about. He was like the Doc Councilman of running coaches. So one day his wife is preparing waffles for breakfast and she pours the batter on the waffle iron. He said wait a second. He came home that afternoon after track practice and he brought this liquid rubber stuff and he poured it in the waffle iron and it hardened. And he said, this is going to be the sole of my new running shoe. The first Nike running shoe was a waffle sole. So all of a sudden he had this idea.

So he also was supported by Phil Knight who was one of his graduate students. They just started this running company called Nike. So I was at a conference once and a woman who wrote one of the first books about the history of Nike and I said, "What was his secret in terms of marketing?" She said, "These people knew nothing about marketing. They were all track coaches and runners. They knew nothing about marketing. But they thought they did. They thought yeah Nikes a great name."

And the story about the Nike swoosh is they were in a time deadline and they had a half an hour left and they had to come up with a logo. So they had these different things and they said lets go with the swoosh. It was just by chance. It wasn't due to long serious investigation. But she said, "The thing is, they didn't know what they didn't know. They just went for it." I think that's true for most success. I mean you think about it, you could hope about it, you dream about it, but then are some people that are actually going for it.

In the famous story about Thomas Edison, he was once asked how he dealt with the 14,000 failures he had before he invented the light bulb. He said, "I didn't fail 14,000 times. I learned 14,000 ways how not to invent the light bulb." So he never thought of himself as failing, it was just feedback. So either way, it's not winning or losing. It's winning or learning. It's not like, oh, I lost. It's you learned.

And that's the key mindset which brings us to another key book called *Mindset* by a Stanford Professor named Carol Dweck. D-w-e-c-k. Her research shows there are only two types of people in the world, people with a growth mindset and people with a fixed mindset. A fixed mindset person is, I can't do that. I can't learn foreign languages. I can't go to college. I'll never be a good athlete. I'm not musical. The growth mindset is, I can't learn chemistry yet. I can't learn foreign languages yet. They realize that anything is possible with the right training. But with fixed mindset people, it's set in stone. I'm not a good student. I wasn't good in high school, I won't be good in college.

Mike: Can those people actually change?

Rob: Oh yes. Absolutely. And that's what the books about, that people can change. The book's called *Mindset* by Doctor Carol Dweck. What's the best way to change? The best way to change is by being around people who you want to be like. So if you want to learn French go to France. If you want to get better grades, like I had a student once, and as I mentioned before, I'm a very easy grader. But once in a while somebody fails my courses.

And when you're a professor and you go out and you're at a mall or something, if you see a student that did well in your course, they'll go up to you and talk to you. If they didn't do well, they'll just vanish. So this kid who failed my freshmen seminar class, now I'm an easy grader but in my freshman seminar class, I mean, if you're breathing you're probably going to get a pretty high grade.

So I see him and he comes up and he says, “Dr. Gilbert, you don’t remember I bet.” I said, “I don’t remember your name but I remember you failed my freshman seminar class.” He said, “You’re right.” I said, “What are you doing now?” He said, “ I’m going to graduate from Montclair in the spring.” I said, “Then what are you going to do.” “I’m going to medical school. I said, “No you’re not. If you failed my freshman seminar class, you couldn’t go to medical school.”

He said, “Let me tell you what happened. Right after I took your course, it was fall semester, I went to a Christmas party and I met my girlfriend. She went to Montclair State and I fell madly in love with her and all I wanted to do was be with her. So next semester I changed my major to pre-med because she was a pre-med major and I just wanted to be with her. So I took all my classes with her and she studied all the time, so I hung out with her. She got all A’s and I got all A’s.” He said this went on for 2 or 3 years. “And I just wanted to be with her and we got engaged and she applied to medical school at Vanderbilt and she got in, and I applied to medical school at Vanderbilt and I got in.” And I said, “I’ve got an important question to ask of you, do you want to be a doctor?” And he said, “Not really. I just want to be with my girlfriend.”

That just shows, hanging around with the right people, I tell my students, if you look at the grades of the three people you spend the most time with and average them out, you’re grade point average will probably be the average of the three people you spend the most time with. So if your friends get a 3.0, 3.5, 4.0, you probably have a 3.5. But if your friends got a 1.0, 1.5, 2.0 you probably have a 1.5. And I think that’s true and that’s what your products do. You don’t have to literally, physically hang around them. You can virtually hang around them. Just listening to the great copywriters, you start speaking their language.

Mike: That’s right.

Rob: I once met a comedy coach, and I said, “To be funny, is it born or trained? Is it born or developed?” He said, “Oh. It’s definitely developed.” “Okay, give me a simple strategy about how anybody can get funnier.” He said, “Okay. Go to Barnes and Noble and buy 8 or 9 joke books. And read joke books for 15, 20 minutes a day. Within a couple of months you’ll get funnier because you’ll start thinking like joke writers think.” Jerry Seinfeld every single day writes jokes. Every single day. No matter how much fame he’s has, he’s still writing jokes every single day.

Mike: Who is another lesser know coach that maybe most people don’t know about that’s pretty amazing that if someone wants to learn?

Rob: Do you know about Dan Gable?

Mike: I just learned about him and I watched a documentary on YouTube about him.

Rob: I know Dan Gable quite well.

Mike: For the listeners, who is he?

Rob: Dan Gable grew up in West Waterloo, Iowa. He was an undefeated high school wrestler. He went to Iowa State University and he won every single match until his very last match, the championship match, and he lost that. So he went through high school and college with only one loss. We're talking about 1966, 1967 and he set his goal to win the 1972 Olympic gold medal. Doctors told him that his knees and his ears, he had so many physical problems. They said, "You're risking a life time of injury." He started wrestling on one leg. And he said wrestling on one leg made him a better wrestler.

In 1972, not only did he win the gold medal. Nobody scored a point on him. That would be like a pitcher throwing 2 or 3 no hitters in the World Series. Not to give up a point is just remarkable. Then he came back after the Olympics and he became the head coach at the University of Iowa. Every year they won the Big 10 championship and most years, I think he won like 15 national championships. He was just untouchable.

It's very interesting in sports. Rarely does a great athlete become a great coach. If you think of the National Football League, I can't think of any great football player that became a great coach. Once in a while in basketball and Dan Gable did it in wrestling. In baseball very rarely did the great baseball players become great baseball managers.

So Dan Gable and I are about the same age. We both wrestled in college. I was a nobody and Dan Gable was a god. I mean I could remember seeing him at tournaments and people wouldn't approach him, they would just stare at him. Very few people are legends in their own time. I mean, Dan Gable is still alive and in his hometown they have a museum to him. He's still living and they have the museum.

I used to think, Rob Gilbert, Dan Gable. How come he's had so much success and I've had so little in wrestling? I just had this fantasy, I mean, what could it be? Then about 5 years ago he gave a talk in South Jersey and I went to it. During the question and answer period somebody said, "What made you such a good collegiate wrestler." He said, "Well, you know, every afternoon at Iowa State, we used to workout from 4 to 6:30

and from 6 to 6:30 we did the hardest conditioning anybody could ever go through. Then at 6:30, that was it. People went to the shower and all that. I went into the locker room and I got my jump rope and then I'd go back into the wrestling room and I'd start jumping rope until I passed out."

And when he said, "Until I pass out", I said, that's the difference between Dan Gable and myself. He said, "The interesting thing is I never passed out." But the fact is that is guy was so intent on getting to extreme levels of conditioning that he was willing to actually push himself that far. And of course, the better shape your in the less likely that'll happen. That's how obsessed he was. I just heard a quote the other day: "Obsession is what lazy people call commitment."

Please continue to part 2.

Part Two:

It's Not How Much Time You Put Into It It's How Much You Put Into Your Time

Three frogs sat on a log, but one of them decided to jump off. How many were left? Rob says the answer is three. Just because you decide to do something doesn't mean you will, and what people often lack in life isn't the skills to get something done. It's the motivation.

So in Part Two of this audio, Rob talks about how to create motivation (even when you're not feeling it), make the most of your time by writing down your goals, and discover what motivates you. You'll also hear...

- The one book Dan Gable (Olympic wrestler and famous wrestling coach for the University of Iowa) says he uses whenever he needs motivation – because he can just open it to any page and find something useful
- The single biggest reason stories are so powerful and how to use them to take your game to the highest level possible, along with examples of how the late radio personality Paul Harvey used them in his radio show to motivate and inspire his audience
- Simple steps that will make sure you're always at "the right place, right time, doing the right things." Believe it or not, it's not a coincidence if you're consistently putting yourself out there in the right way
- The power of having a Milt Campbell goal-setting card – why that Olympic athlete's story is so important, and how to get your card for free
- All about Rob's free success hotline – how it was formed, his daily inspirational 3-minute story, and how he keeps coming up with new material (he's been doing it since 1992)

Rob says his favorite part of the Olympics is when the athletes come out at the opening ceremonies because the people are so different – in shape, size, nationality, and what sport they compete in. But the one thing they all have in common is a coach. No one learns everything in life on their own, and in this audio, you'll hear how to take your life from average to amazing using the techniques coaches have used throughout time to build champions.

Rob: So Dan Gable, I still remember in 1972 right before the Olympics, there was an article in Sports Illustrated. The article in Sports Illustrated said that Dan Gable was the best-conditioned athlete in the world. So in 1966 he decided he was going to win the Olympic gold medal, he worked out once a day, usually twice a day, every day for six years without fail. He not only won the gold medal, but he wasn't scored upon. He's a god. He's an absolute living legend both as a coach and an athlete.

At the University of Iowa, he's famous for recruiting not the top people in the country, maybe just the second tier wrestlers, I mean just being around this guy. So here's a great quote, "A team of lions led by a sheep will always lose to a team of sheep led by a lion." "So a team of lions led by a sheep will always lose to a team of sheep led by a lion." So Dan Gable is a lion and he inspired.

There is a guy named Martin Rooney who is a trainer to mixed martial artists and he writes books not on mixed martial arts but on how to train for the mixed martial arts. He got a contract to write a new book and he was sent around the world. For Judo he was sent to Japan. For kickboxing he was sent to Thailand and for wrestling he was sent to the University of Iowa. He went to all the different mixed martial arts to see how these people trained. I was at one of his book signings and I asked him a question. I said, "Of all the athletes that you studied all around the world, who trained the hardest?" He said, "Oh that's easy. The wrestlers at the University of Iowa." He said, "Nobody in the world trains as hard as those guys."

And if anybody's interested, they just put out videos about their training programs. Dan Gable just recently had a new autobiography come out. So when I was at that talk about 5 years ago, another person said, "What motivates you?" And he reached into his briefcase and he took out a book. It's called *The Heart of a Champion* by Bob Richards. Now Bob Richards won the Olympic Gold medal I think in '52 and '56 in the pole vault and he became a Christian minister.

He wrote a book in about 1958 where he just compiled all these stories from track and field. And Dan Gable said that this book has been by my side my whole career. And he said, I don't read it, I just open it up to any

page and just find the right thing all the time. Now, if you go on Amazon and you buy *The Heart of the Champion* by Bob Richards you'll notice that the new edition, the foreword is written by Dan Gable.

Mike: Oh. That's fantastic.

Rob: So, *The Heart of the Champion* by Bob Richards.

Mike: Let me ask you this. Tell me the story about Paul Harvey.

Rob: Wow. Can I brag a little bit?

Mike: Yeah.

Rob: I love Paul Harvey.

Mike: Who is he?

Rob: Paul Harvey was America's newscaster and he was out of Chicago. Everyday from, it used to change, but on East Coast time, from 11:45 to 12, he'd have a 5 minute broadcast in the morning and then a 15 minute broadcast at noontime. And then in the evening he would do another 5 minute show called *The Rest of the Story*, where he would tell you about somebody but he wouldn't tell you who the person was until the very end. So do you want to hear one of the Paul Harvey's *The Rest of the Story*?

Mike: Yes.

Rob: When you know who this person is you just stop me.

Mike: Okay.

Rob: So at age 22 he failed in business. At age 23 he ran for political office and lost. At age 24 he started a new business that failed again. At age 25 he ran for the legislature and won.

Mike: Abraham Lincoln.

Rob: That's right. Let me just finish the rest.

Mike: Okay. Go ahead.

Rob: At age 26 his sweetheart died. At age 27 he had a nervous breakdown. At age 29 defeated for Speaker. At age 30, he was defeated for electorate. At age 34, defeated for Congress. At age 37 elected for Congress. 39 defeated

for Congress again. 46 defeated for Senate. 47 defeated for Vice President. 49 defeated for Senate. 51 elected President of the United States. And Paul Harvey would say, "And that is the story of President Abraham Lincoln." And then he'd say, "And now you know the rest of the story."

Mike: Were all his *Rest of the Stories*, were they similar to that?

Rob: Well no. The thing that was similar is if it was about Babe Ruth, he wouldn't say Babe they call him George.

Mike: It was like a quiz?

Rob: Yeah. A riddle. But you'd hear these stories and they were all inspiring. So I'm looking at three boxes now of cassette tapes. Most days I used to tape record him. And Paul Harvey, the thing he was most famous for was what I just did, pause. He was a master of pausing. He just paused at the right time and in a very unique voice and you know, especially in Middle America he was loved. He was very very conservative politically and he was obviously Christian and he was a real patriot. I just love this guy. I'm just a story addict and that's why I still have these tapes here because I know there are stories I haven't discovered yet. So after he died, in a moment of inspiration, I just wrote a first person op-ed about how Paul Harvey affected my life and the Chicago Tribune, they published it.

Mike: Really?

Rob: I mean, here I am, and I'm not even from Chicago. I didn't even know him

Mike: How long ago was that?

Rob: He must be gone for about 8 years or so.

Mike: You should send that to me. I'd like to read.

Rob: Oh. I'll send it to you. So as a businessman, what do you think of all the industries and businesses and everything in the world, what is the biggest industry for money?

Mike: Biggest industry in the world for money?

Rob: Yeah.

Mike: Advertising?

Rob: I think I have the right answer, but I'm not sure. I think the biggest industry in the world is stories. So let me explain. Every newspaper stories, TV, news stories, Harry Potter stories, every movie's a story, every screenplay's a story. All our entertainment is stories.

Mike: That's true.

Rob: We just love stories. Then you look at people who are great sales people, and people who are great copywriters, you know like the Wall Street Journal ad about the two guys that went to school together.

Mike: Yeah.

Rob: That's a story. So basically you want to motivate, you tell stories. I mean we've been spending most of our time together telling stories. Your friend goes away to Europe, they come back, you pick him up at the airport, what does he do? He tells you stories about what happened.

So somebody once said, "We're not made up of atoms, we're made up of stories." And I think that if somebody told me at Montclair State that I couldn't tell any more stories, I'd resign. I think that's the most fun thing in the world. I think that's what changes people.

Probably the greatest hypnotist of all time was this guy named Milton Erickson. And he put people in trances by telling them stories. I mean Star Wars is a story, and it's pretty successful. I mean like Donald Trump, like him or hate him, he's out there telling a story, a very different story. I train people who want to be motivational speakers and somebody said, do you have to tell stories. Well only if you want to get paid. Of course you have to tell stories.

So Paul Harvey was the storyteller of his time. Just a fabulous, fabulous, fabulous storyteller. And so, when I ask people from years past about what they remember most about my classes, they say it's never facts. Oh I remember you talking about that 4 parts, no, it's always, I remember that story. Stories change lives. Let me tell you one personal story that instantly changed my life.

My hobby is that I like to listen to smart people speak. I like to listen to speakers, professors and ministers, and Joel Agostino and all these people. One Sunday morning, I'm listening to, I don't even know who I'm listening to. I'm listening to some minister on the radio and he was talking about when he was in Theology School at New York City. And he and his buddy were in the Ballroom in New York. They're walking around and there were all these people that were down and out, homeless, drug

addicts, alcoholics. And the guy telling the story said, I got so upset. He said, I told my friend, "You know, when I see this, I have trouble believing there's a God." He said, "What do you mean." He said, "Well if there were a God, why would he allow people to be homeless? Why would he allow them to be hungry? Why would he allow them to be addicts?" And my friend said, "Well that's a very good question. Why don't you ask God that question?" And the telling the story said, "I can't. I'm afraid to." And his friend asked him, "What are you afraid of?" And he said, "I'm afraid God will ask me the same question. How could I allow there to be homeless people? How could I allow there to be hungry people?"

From that moment on, and I spent a lot of time in New York City, I have never passed a person begging for money, and not given them money. Now I'm not saying I give them a lot of money, a buck or something. But that story changed me. Rather than saying why don't all these people get a job. I say, how could I allow these people to be in the streets regardless of their circumstances?

Mike: Exactly.

Rob: And I think in education, we just need more story telling teachers. You know? I mean there are so many great stories in math and so many unbelievable stories of creativity and stuff. And then the best stories, did you ever see *A Beautiful Mind*?

Mike: I did.

Rob: That's a great story about a math genius you know.

Mike: That was a good movie. That was a good story.

Rob: Yeah.

Mike: You're a great storyteller. I know you love stories. There's no doubt about that.

Rob: That's the best compliment you could give me. I've always wanted to be a great athlete and I never was and now I want to be a great storyteller.

Mike: So when did it all start, your desire to tell stories?

Rob: I think it started when I got my Doctorate from UMass in 79, I started teaching. And the interesting thing was that I wasn't trained to be a teacher. I was trained to be a researcher. And when I started teaching I realized that nobody was paying attention to me. And that really got my

ego in me. I said, oh my god. And then I realized that it wasn't that I did know the material, it was that I didn't know how to make it interesting. See that's the difference between a professional speaker and a professor. A professor knows the material. A professional speaker knows how to make the material interesting.

So then I started becoming a seminar addict and I started going to seminars with people like Tom Peters. And I studied MLP and hypnosis and story telling. And I realized you have to know a lot of different things but the key thing is you have to learn how to tell stories.

So there was a guy, every morning I think it was at 6 o'clock, from 6 to 6:15, his name was Erik Butterworth. There's a religion called Unity and every morning from 6 to 6:15, 7 days a week there would be a sermon on the radio in New York. And I'd listen to him every single day. And a lot of times he'd tell stories. So that gave me the idea in 1992, I started my hotline. And every single day I leave 3 minute messages

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Mike: So when you say hotline, what is hotline? Explain what that is.

Rob: Well, I have something called success hotline. When I was in graduate school I was a coach. I coached wrestling and I coached baseball. And when you coach a sport like wrestling, sometimes you work out 7 days a week, 6 days a week. You're a maniac. Then when I came to be a teacher some of my students, I'd see once a week. And I'd say, wait a second, this is not correct. If you work out once a week, nothing's going to happen.

So I said, how can I be with my students every day even though I'm going to see them once a week? And this was before the Internet or anything. So I decided to have a phone line and every day I'd leave a 3-minute motivational message. And I think today's message if I remember correctly is 9,124 I think or 9,123. So I've been doing it every single day since January 22nd, 1992. And that's really made me a pretty good storyteller because every single day I have a pretty good story.

Mike: Do you have your stories lined up? Do you have a list of them?

Rob: No. You know the interesting thing is the right story always come to me at the right time. Like when I give the talk to the runners tonight I have no idea what I'm going to say. But at the right, I'll tell them like about Paul Harvey. Paul Harvey, the story behind the story.

The story behind the story was that Roger wanted to be a doctor and he went to medical school in England. And he also had another goal. He

wanted to be a star runner. But when you go to medical school, you go to school all day and you study all night. But he still had this goal of being a champion runner and doing something that no one else did.

So every day he would cut a different class and he would meet his college track coach because of course medical schools didn't have track teams. He would meet his track coach on the track and he would train. But since he was in school he only had 40 to 45 minutes every day to train. He only trained 40 to 45 minutes every single day and then he'd go back to school.

And Roger Bannister on May 6th 1954 became the first person to run the mile in under 4 minutes. So the expansion of this story is way back in the early 50s when Roger Bannister was hoping to become the first person to run the 4 minute mile, there were two other groups of people, and I said groups, that were trying to break the 4 minute mile.

A guy in Australia name John Landy had a whole team of people. He had money people. He had massage therapists. He had nutritionists. He had trainers. 24 hours a day, 7 days a week he was living his life to train to break the 4 minute mile.

And then there was another group in Kansas with another guy named Wes Santee. And he had a group of people, nutritionists and physiologists. And he was training too. But the guy that did it first was Roger Bannister. And a few weeks after Bannister broke the record, John Landy broke the record.

So when people talk about this they say the record was more psychological than physiological. Now Roger Bannister is one of the more amazing people because he is still alive. One day my sister was going to graduate school in occupational therapy and I come home to Boston and I see her books and neurology book was written by Sir Roger Bannister. He was knighted twice, once as an athlete and once as a neurologist. This guy is an amazing, amazing person.

Mike: In those 45-minute training sessions do you know what he did for this training?

Rob: Well, I can tell you a few things he did. One of the things was sort of like Dennis Rogers. It's not how much time you put in, but it's how much you put into the time. He was totally engaged. They've done some interesting studies. These studies are pretty old but on football players, football is a fall sport, and college football players usually get better grades in the fall than they do in the spring. They say if you want get something done, ask a

busy person. So football players are busier in the fall than they are in the spring but they get better grades in the fall.

So Bannister had so many different things going on that when he was on the track he didn't have any time to waste. He was totally, totally, totally engaged. So now were up to the 70s. The first high school kid to ever run a mile in under 4 minutes was a guy from Kansas named Jim Ryan who I think is still a Congressman if I remember correctly.

I was working at a summer camp in New Hampshire and there was a kid, a runner, a very good runner who wanted to become the next Jim Ryan. He wanted to become the second America to run a mile in under 4 minutes. So I remember early in the summer he wrote to Jim Ryan's coach and once again this is before the Internet. And he said, you know I'm going to high school here and I hope to do this etc. and could you give me some advice on how I should train? The happiest person that I ever saw in my life was when the mail came in. This guy had this huge envelope and Jim Ryan's coach sent him all Ryan's workouts leading up to the 4 minutes mile. He sent him all the workouts. He gave him the grail. The Holy Grail. That's the good news. The bad news is that he spent the rest of the summer reading the workouts. He never did the workouts.

Mike: Oh. He never did them.

Rob: That's one of the saddest stories in sports. But that's true for all of us. It's virtually impossible for somebody to have a business, marketing, copywriting, motivational question and you now having an expert to solve it for free. You know? So there's a little formula I like, $K - A = 0$. Knowledge, K, minus action equals nothing. But $K + A = \text{everything}$.

So the knowledge and the strategies people could learn from your website is just unbelievable. My hotline message today is about there are only two types of people in the world. Those who do and those who don't. And the difference is, those who do, do and those who don't, don't. It's as simple as that. There are some people who take action and some people who don't take action.

Mike: That's true. All right. Can we do the story about *Bits and Pieces*?

Rob: Okay. My favorite magazine.

Mike: I had heard of this magazine probably 20 years ago because my brother was working with a corporation called Anixter and he would tell me about it. They probably subscribed to it.

Rob: That's how they made the money, not on individual subscriptions but on company subscriptions. And so *Bits and Pieces* was the magazine that came out way back when, 12 times a year, every month. It was what they call a pocket size magazine. It's a little bigger than an index and it used to be 32 pages. It would be all quotes, anecdotes and stories to motivate your employees. It was published in 3 languages, English, Spanish and Japanese believe it not.

So I'm teaching at Montclair State and I'm doing my hotline and I guess this falls under the law of unintended consequences, when something happens when you least expect. I used to always have *Bits and Pieces* around because whenever I needed a story for my hotline I could always go through my old issues of *Bits and Pieces*. You know, like the Abraham Lincoln thing. Paul Harvey originally got that from *Bits and Pieces*.

So one day one of the newspapers in New Jersey, somebody was calling my hotline and they wanted to do a story on the hotline. So they came down to Montclair State and they interviewed me and I was in the newspaper. And then somebody at *Bits and Pieces* read the article and *Bits and Pieces* and they had me come in for an interview and they wanted to interview me.

They didn't tell me what they were interviewing me for. They said they wanted to start a new newsletter. But what they wanted to do, the guy that was writing *Bits and Pieces*, was getting kind of elderly, and they thought he was a little out of touch with the younger people or whatever. And then they hired me to write my favorite magazine, which astounded me. So for 8 years, starting in about 94 until about 2001, I was the editor in chief at *Bits and Pieces* until they sold the magazine to some company in Chicago.

Mike: How big of an organization did it get?

Rob: At the height I think we 250,000 subscribers in 3 languages. But it wasn't just *Bits and Pieces*. The company was called The Economics Press. So the guy that started The Economics Press, this is way back in the 50s. His first idea was, way back then people used to get paid and they had this pay envelope with a check or even sometimes money in it. So he said, I could make inserts for your pay envelope but I'll make inserts that are about motivation, health, and attitude. And so big companies would order thousands and thousands of these one-page inserts. So then one day he said, what if I make it into a magazine? And the magazine was an instant hit, because once again, this is before the Internet. You know?

Mike: Yes.

Rob: So employers said they thought this was a good way to show they cared for their employees and hopefully help with their attitude and stuff like that.

Mike: So those one page inserts were compiled and put into the magazines?

Rob: Well the one page inserts grew into the magazine. The inserts, that was a business unto itself and it grew into the magazine. But they also had a lot of other newsletters. They had *Bits and Pieces Leadership*. And there was also a newsletter on sales and I remember they had me there when they interviewed the person that was thinking to write the sales newsletter and his name was Jeffrey Gitomer.

Mike: Oh. Really?

Rob: Yeah. So he was one of my colleagues.

Mike: What did he write?

Rob: He wrote a sales newsletter for The Economics Press.

Mike: Oh. That's fantastic.

Rob: Jeffrey Gitomer, talk about a genius idea. He used to write and write and write and then he had this idea that Crain's New York business and they have Crain's all over the country. So he would send out his articles to these business newspapers all over the country and say, you could publish these for free as long as you use my tagline. So he built a huge mailing list. That's how his business started. He built a huge mailing just by being in these newspapers for free.

Mike: I was just watching a video on YouTube with him.

Rob: Jeffrey is outrageous. He is my favorite speaker. So here's how his sales talks begin. He has this huge screen. And Jeffrey usually wears a shirt and it says Jeffrey on it. And he said okay, "We have some newbies here and we have some long timers here and you're all in the field of sales. Do you want to know why you're all here?" Then the power point in big red letters says, you suck at sales. That's right, you're here because you suck at sales. Now, there are two types of people, those that know they suck and those that don't know they suck. No matter which one you are you

suck at sales. And the whole seminar was about how to get yourself to not suck at sales.

Mike: That's funny.

Rob: Yeah. Jeffrey's great.

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Mike: Did Economics Press, do you know if they did a lot of list rental?

Rob: Oh. The list was the whole thing. But this was way, way, way back. This was way back with the lists. You actually purchase mailing labels. And they actually put in the mailing labels to see if you were using more than one and stuff like that. Oh yeah, you know, it was a key thing. And one of the things that grew out of *Bits and Pieces* was Chicken Soup for the Soul. A lot of the Chicken Soup for the Soul stories came from *Bits and Pieces*.

Mike: So *Bits and Pieces* was like the granddaddy?

Rob: No. That's the good news. The bad news is we had the Holy Grail. We had all the stories and the powers at be at *Bits and Pieces* never wanted to go into bookstores. They just wanted to sell to their list. Can you imagine? Chicken Soup for the Soul got that. Well, I'll tell you why. The guy that was in charge of *Bits and Pieces* at the time, he was an accountant. He was just into the number. He wasn't into creating something unbelievable, world changing. He was just into the numbers.

Mike: How did *Bits and Pieces* come up with all these stories? What kind of research team was there? How many people were actively out there looking?

Rob: That's an easy answer. It was one person. It was me. And every year I spent 10,000 dollars buying, this was before the Internet, or the very early days of the Internet. I used to spend 10,000 dollars a year, I currently spend 275 dollars a month because in Bloomfield, New Jersey I have a storage unit and all my books from *Bits and Pieces*. And I cannot throw them out. They're all in the storage unit. I have probably the worlds biggest collection of quote, anecdotes and story books in the world. And I did them.

Mike: When you say all your books, you mean all the books you purchased to find all these anecdotes and stories?

Rob: Yeah.

Mike: They're all in a storage shed?

Rob: Yeah. They're all in a storage unit. Nowadays you can get everything much quicker over the Internet I don't know why I keep these book, but I cannot not keep them. I just love them. I never went into a bookstore without buying a book. If I bought a book and got one story out of it, I'm still that way. If I go to a lecture, like on Saturday night, the strangest lecture I've ever been to in my life.

I teach at Montclair State and were in intersession. Nobody's at school. And then in the newspaper last I read that Peter Noone and Micky Dolenz are going to be at Montclair State on Saturday night. Peter Noone is Herman of Herman's Hermits. And Mickey Dolenz is from The Monkees.

And it says in the advertisement in the article, it says, this is not a performance, it is a conversation. So I said, are you kidding me? 3 people are going to show up to this. Well, maybe I was a little wrong. Maybe 80 people showed up. But I paid 35 bucks and all I wanted was one story and I did get a story. Peter Noone was talking about the Beatles. He said, "You know before the Beatles were really popular, they were on a talent show in England. And there was another group called the Cartwrights. And the Cartwrights were named after Bonanza, the family, the Cartwrights.

Mike: Yes.

Rob: So they used to dress in western outfits, which is kind of strange for England. He said, "In this talent show the Cartwrights beat the Beatles." In the talent show.

Mike: Wow.

Rob: There are a lot of stories. Did you ever hear how Charlie Chaplin entered a Charlie Chaplin look a like contest and lost? Elvis entered an Elvis impersonator contest and lost. So very interesting stories like that.

Mike: So *Bits and Pieces* was bought out?

Rob: By a company in Chicago.

Mike: And they just let it die? What happened?

Rob: Oh no. It's still going. It's still going.

Mike: It is?

Rob: Yeah

Mike: Is there still a subscription?

Rob: Yeah.

Mike: There is?

Rob: You can also go buy, I put together three volumes, the first one is *The Best of Bits and Pieces*. The second one is *More of the Best of Bits and Pieces*. And the third is called *Even More of the Best of Bits and Pieces*.

Mike: Yeah. I think I have one of those.

Rob: Yeah. Those are available. Well you know about the IQ Morning Report?

Mike: Yes I do.

Rob: Yeah, I just love the IQ Morning Report. That's not *Bits and Pieces* but for the new age it's the closest thing to it.

Mike: Well you've really inspired Jimmy. I talked to Jimmy last week. I mean he's up to something like 500 episodes.

Rob: Oh yeah?

Mike: And he does them every day without fail.

Rob: I went to a seminar once and the guy said, "It takes a smart person to write a book, but it takes a genius to sell it." And that is the truth. I mean, Jeffrey Gitomer might not be the best writer. He's the best marketer.

Mike: What info products do you have that maybe people on my list could be interested in? First off, can you give off your hotline telephone number?

Rob: My number is 973-743-4690.

Mike: All right. Do it one more time.

Rob: 973-743-4690. And the way it works is you don't get me. You get a recorded message. Every single day, 7 days a week, I change the message at 7:30 East Coast Time. There's a new message every single day. So I leave a message for 3 minutes, then there's a beep and then you can leave me a message. You don't have to but sometimes people do and sometimes

people don't. And sometimes people say, tell this story or tell that story or whatever.

Mike: Do you get messages every day from people?

Rob: Every day, 7 days a week. And basically, I'm pretty convinced that for most of us, the only thing we're lacking is motivation. I mean the only thing we're lacking is to just have a coach and my favorite part of the Olympics is the opening ceremonies and when all the countries parade into the Olympic stadium. And then they're all in the infield and taking the Olympic oath and everything.

Every time I see it, I say the same thing: These people are different ages. They're from different countries, different nationalities, different sports, different sexes, different heights, different everything. But the only thing that each and every one of them has in common is they all have a coach. Michael Jordan had a coach. Everybody has a coach. And in business it's the same thing. You might not call it a coach. You might call it a mentor. You might call it a boss. You might call it a parent. You might call it hard to find seminars. But we all have coaches. So nobody makes it without a coach. Nobody says, I figured this out all by myself. I've never heard anybody say that.

Mike: That's so true.

Rob: So in a way, success hotline for some people is a surrogate coach.

Mike: How about you as a professional speaker? Don't you have an info product?

Rob: I have several books but my biggest product is that I just sell consulting and I sell personal coaching. I sell coaching for people who want to become professional speakers and people who want to get to the next level. I help people come up with strategies on how to get where they are to where they want to be. So that's my main product. Some of the books I have, there's a book you can find on Amazon called *Success: How to have Fun without Failing Out*. There's a book on sports psychology called *Think Better Win More*. There's another book on sports psychology called, *If You Want to Win Tomorrow, Read this Book Tonight*. So those are my main products. My main product is the success hotline. And my main product is the personal coaching.

Mike: Okay. If someone was interested in doing some personal coaching after listening to this interview and all your wonderful stories, what would you tell them to do?

Rob: Well, I'm flattered that you think I'm a great storyteller but the thing is I'm serious about stories. My email address is sendmeastory@aol.com. That's how serious I am about this. sendmeastory@aol.com.

Mike: All right.

Rob: Maybe the saddest story in sports is a guy that was one of my friends. His name is Milt Campbell. He's from Plainfield, New Jersey. And when I have students from Plainfield, New Jersey I say, "Do you know who Milt Campbell was?" "I think there was a field in town named after him."

Now look at this. Way back in 1952, Milt Campbell is between his sophomore and junior year in high school. So before his junior year in high school he goes to the Helsinki Olympics and he wins a silver medal in the decathlon. He's not even a high school junior yet. 4 years later he was a student at Indiana University and he wins a gold medal in the decathlon. And then he went into the NFL and he played in the Canadian Football League.

Now, when he went to the Olympics, he also could have made the Olympic team as a swimmer or a high hurdler, but he decided to focus on the decathlon. And later in life he got a gold medal in martial arts and stuff like this. And if you saw him when he was in his 70s he still looked like a pro football player. I mean imagine doing all that stuff?

Well so what's so sad about it? Well he only spent a few weeks in the NFL. Now this is back in the late 50s and he's drafted by the Cleveland Browns and after a couple weeks in the training camp he's told that the President, the Owner of the Cleveland Browns, Paul Brown, wants to see him. He said, "Milt, why are you dating a white woman?" And Milt who was African American said, "Mr. Brown, it's none of your business." And the next day he was cut by the Cleveland Browns and no NFL football team would ever pick him up. There was that much racism back then.

Mike: Wow.

Rob: So Olympic historians have called him the unknown Olympic champion. I mean, everybody knows Bruce Jenner. Everybody knows Rafer Johnson. And the reason I know him is because he was a motivational speaker. It's really sad, he spent most of his life, you know, multilevel marketing and stuff like that. He never got the great acclaim he deserved. He was an unbelievable speaker.

So here's what I want to tell your listeners because every time I give a talk I want to channel Milt Campbell and keep him alive because he died a few

years ago because of prostate cancer. So if Milt Campbell were speaking to you group, he would look around and say, "So how many of you have goals?" Everyone would put up their hand. He said, "How many of you have written down your goals?" And most people would put up their hand. He said, "How many of you have written down goals with you right now on your person?" And nobody would put up their hand. And Milt would reach in and take out a little card and say, "That's my secret. That helped me win my Olympic gold medals. You have to write down your goals and keep them with you 24/7.

So I have a card, Milt Campbell's 3 rules. And on the other side of the card, I have a space to write down. And anybody that sends me a self-addressed stamped envelope to Rob Gilbert, Montclair State University, Montclair New Jersey, 07043. I'll repeat that. Rob Gilbert. Put Department of Exercise Science. Rob Gilbert, Department of Exercise Science, Montclair State University, Montclair New Jersey, 07043. I would be delighted to send you some Milt Campbell cards to keep his name alive because he deserved much more acclaim. So then he died in the fall and Sports Illustrated, usually in the last addition of the year, they do a retrospective on all the great athletes that died that year and they left him out of the retrospective.

Mike: Oh they did.

Rob: It was almost like a curse. If you talk about charisma. I've never met a more charismatic person in my life. He actually filled up a room. You know they say, a charismatic person lights up a room when they enter it. And a non-charismatic person lights up the room when they leave it.

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Mike: Is he on YouTube? Can you find anything?

Rob: There are a few things about his life. I haven't found any of him speaking on YouTube. But he has a couple products out. He was just tremendous. He was just a genius, an absolute genius. And a body like I'd never seen, maybe 6'2, 6'3. Even in his 70s he probably weighed like 235 pounds.

So one story, being a former wrestler I really liked. Story that he played football in the fall and basketball in the winter and track and field in the spring. And one day he's in the weight room in the winter and there's a wrestling match going on. And all of a sudden the wrestling coach barges into the weight room and he says, "Milt here's the deal. We have one more match left, heavy weight, and the other team has the state champion. If

you come up and beat this guy, we'll beat this team for the first time ever." So milt Campbell, who never wrestled a day in his life, went up put on a wrestling uniform and beat the state champion.

Mike: That's a great story. You were in wrestling. What tips would you have for people who want to lose weight and keep it off.

Rob: I wish people would tell me.

Mike: As a wrestler, you know the training is so intense, that'll get the weight off.

Rob: The most interesting thing about former wrestlers like myself is most of us are fat because if you didn't make weight Friday afternoon at 2:15, and you had to step on the scale, you're letting down the team. Well I made up this quote, "No diet works for everybody, but every diet works for somebody."

You know basically, the physiology of the fiber and weight loss formula is eat less and exercise more. Eat less and exercise more because calories are both in food, they are energy we take in. It' also energy we put out. I had dramatic success, like when I was a wrestler; I lost 27 pounds in a week. And now I had a total knee replacement over a year ago and my knee still isn't doing that well. So I'm not moving as much and I'm slowly seeing the weight creep on me, which is unfortunate.

But there are a lot of people selling magic cures and one thing I'll say on my behalf, I've tried all of them. I've tried needles in my ear. I've tried hypnosis. I've tried MLT. I've tried fasting. I've tried everything. It's a difficult thing. It really is. I wish I could say there was a magic secret.

Mike: All right. I was just curious. Let's do the story about Gelston's three rules.

Rob: Oh good. At Montclair for many years. I've been there for, I think I'm in my 38th year. In my first 20 or so years we had this tremendous men's basketball coach. Every year on the first day of practice I would be in the gym because he just like Doc Counsilman, would give this motivational talk, hurt, pain, agony. Gelston used to do the same thing. So there were like 60 guys who were trying out for the team, he'd have them all sitting in the stands. He'd say, "Look it. You're all from different high schools and you've all had different high school coaches. And you're high school coaches all had different rules for you." He said, "If you want to play for me, here, at Montclair State, I only have one rule. It's called Coach Gelston's only rule: Be at the right place at the right time and do the right thing."

If anybody out there knows a rule better than that, I want to hear it because I think that is the best all encompassing rule. Because we know what the right place is and we know what the right time is. And we usually know what the right thing is. I do a lot of things for college students and I wrote this book on college success.

And if anybody said okay, give me the one most important rule for college success. And it's kind of a weird rule. I said, "If you live on a college campus, never be out on a college campus after 1 in the morning." Nothing good has happened on a college campus after 1 in the morning. That's when the raids happen. That's when people get beat up. Montclair State is in a very rich town and very well secured and all that, but even there, there are problems late at night on college campuses. Drunk people and stuff like that. So be at the right place at the right time and do the right thing.

Mike: What is your website URL if someone wants to learn more?

Rob: I don't have a website.

Mike: No website. Okay.

Rob: No website. If people want to get a hold of me sendmeastory@aol.com. And basically what I do is I personal coach people and my specialties are I do a lot with relaxation and stress reduction. I do a lot with motivational speaking. I do a lot with athletes and performers. And I do a lot with sales people.

Mike: All right. Wonderful. Wow, I think we've gotten a lot of great stories. I think this has been wonderful listening to them.

Rob: Well you are one of my heroes. Probably your business is the most unique marketing plan I've ever seen in my life. It's almost spiritual. If you build it they will come. I think you give so much away for free, I think people trust you. So do you know the story about trust?

Mike: Tell me.

Rob: So fire, water and trust are walking in the woods and they're deep in the woods and all of a sudden one of them says, "Hey, what are we going to do if we get lost from each other?" And fire said, "Oh, don't worry. Just look for the smoke. That's where I'll be." And water said, "Oh, don't worry. If we get lost from each other, just look for the green grass. That's where I'll

be.” And trust said, “You better worry because if you lose me, you’ll never find me again.”

Mike: There you go. That’s a great story.

Rob: So I think the way you present your material, the people, how could they not trust you?

Mike: It’s just stories Rob. They’re interviews, and I’m sitting there asking the questions. I get to sit back.

Rob: But you’re giving them away for free. Like every once in a while, somebody calls me up and they say they want to do what I’m doing. I say get a PhD. They say, “No, no, I want to become a peak performance coach. I want to become a sport psychology coach. But I don’t have a PhD I don’t have any degrees. So what should I do?” I said, “I’ll tell you what to do.” I’ve given this advice to so many people.

A couple years ago I gave this advice, and this guy actually did it. I said, okay, you wanted to do stuff on peak performance for baseball.” I said, “Okay. Pick out the top 15 or 20 sport psychology people in baseball and interview them.” So I told people in basketball. I told people, a lot of people do this. About a year later, it’s called Mental Game VIP, and this guy interviewed the top 20 people in the country, put out a product that sells for 250 bucks and it started his career. Now he has Mental Game VIP for baseball. Mental VIP for coaching. Mental Game VIP for leadership. You know, you could go to school and get a PhD and spend your whole life becoming an expert. Or there’s another way of becoming an expert, interview all the experts. If you interview all the experts you become the expert because you will be the only person that interviewed all the experts. That’s why you’re such an expert.

Mike: And it’s so easy.

Rob: I first learned this when I was in graduate school. Once again, I’ve said this several times, the people on the Internet. One of the things I’m very interested in is stress reduction and relaxation techniques. So I’m writing this paper in graduate school on stress reduction and I became obsessed with the work of a professor named, Dr. Edmund Jacobson. In Chicago he started something called neuromuscular relaxation. I’m obsessed with this paper.

This is about 1975, 1976 and he was born in 1888, but I didn’t know when he died. He couldn’t still be alive. And once again, this is still before the Internet. So I call up his lab in George Williams College in Chicago and

the women answered, and I said, "Yes, I'm reviewing the research of Dr. Jacobson. Can you tell me when he died?" And she chuckled and she said, "Hey, Edmund. There a guy on the phone that wants to know when you died."

Mike: Really?

Rob: So he got on the phone and was like the nicest grandfather. It was all about what are you studying? What are you going to do when you graduate? And once again, the law of unintended consequences. About a week later I get a box, and all of his reprints from all of his articles from all over the world. I had the best bibliography anybody ever had. And it was just from making a phone call. That was the first time but just like you, I've interviewed the best coaches. And people don't do this.

So 3 or 4 years ago, I saw this unbelievable juggler. I do a lot juggling. He did some stuff with boomerangs that I'd never seen anybody do. So I called him up about a week ago and I said, "Do you give private lessons?" He said, "Well I never have." The guys name's Will Shaw. I said, well I'd like to higher you to teach me your boomerang thing." He said, "Well that will be fine." He said, "I don't know how much to charge you." I said, "how about I pay you 150 dollars for an hour?" He said, "Fine."

So he even comes to my office at Montclair State. So I have one of the world's greatest jugglers coming to my office, and all I did was take him to lunch, and pay him 150 dollars and I had his undivided attention for an hour. Most people are just so willing. He said nobody had ever asked him for a private session. I mean, which amazed me, you know?

Mike: That's right. The better the expert they are, it seems the nicer they are.

Rob: Yeah. That's true.

Mike: Yeah. Because no one pays time to ask them what they really do and sit down and listen. So they're dying to share their expertise and they'll do it. Tell me what was the acronym for the neuromuscular, what you were interested in for stress?

Rob: Neuromuscular relaxation. You know basically there are a lot of relaxation techniques. This was one of the early ones.

Mike: Have you ever heard of PRRT? There's a guy on my list and he buys everything I put out. I realized he's right in Southern California and his name came up in my interview. Primal Reflex Release Technique. He

relieves pain and when you mention that neuromuscular thing, it kind of sounded similar. Supposedly he's got several patents.

Rob: I don't know, but I think that's probably Hands on technique.

Mike: Yeah. Hands on. He's tapping.

Rob: Yeah. I know what tapping is. EFT it's called. Emotional Freedom Technique.

Mike: But he's doing it for pain relief.

Rob: There are a lot of geniuses that nobody knows about. There are a lot of incredible techniques out there that nobody knows about and these people are isolated and they have their own little pockets of influence. But they deserve more.

Mike: What made me think of the guy was when you were talking about your library of your of all your books in that storage shed. He had a video on his website showing his library. And he buys everything I put out. And you should have seen the room. It was just bookshelves and bookshelves of books. I don't know if it's all medical stuff related to his expertise but I would think that it's a lot more than that.

Rob: That's what we call M cubed. A monomaniac with a mission. I mean those are the people that are going to change the world. Monomaniacs with a mission. And that's what you are. You're a monomaniac with a mission. If you have a problem with your big toe, you don't want a general practitioner, you want a person that spent his whole life studying the big toe.

There are three frogs sitting on a log. This is a riddle. There are three frogs sitting on a log and one frog decided to jump off the log. How many frogs are left on the log? And almost everyone says, "Easy, 3 minus 1 equals 2." But I said, it's a riddle. The answer is 3. Just because the frog decided, doesn't mean it did it. There's a big decision between decision and action. I've heard you on tape so many times. I'm absolutely honored you interviewed me.

Mike: Well thank you. I'm honored too. We'll do it again.

Rob: I hope so. So let me just, before we end. The number of my hotline is 973-743-4690 and I'd love to send you the Milt Campbell cards. Just send me a self addressed stamped envelope at Rob Gilbert. Department of Exercise

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Science, Montclair State University, Montclair New Jersey, 07043. Or if you want to pick them up in person, my office number is 4115, University Hall, and just knock three times and Ill just give you the cards.

Mike: All right. And what's your AOL email?

Rob: Sendmeastory@aol.com

Mike: All right perfect. All right Rob. Have a great rest of the day.

Rob: Thank you Michael.

Mike: Ill talk to you soon. Bye.

Rob: Okay. Bye.

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