

## **“Lead, Follow, Or Get Out of the Way... Of YOURSELF!”**

‘How to *cut to the chase* of what’s really keeping you back from your success.’

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What I’m about to tell you might piss you off. ☺

**YOU’RE WASTING YOUR TIME!  
YOU’RE WASTING YOUR MONEY!**

Have I got your attention?

Good! Listen up. How many boot camps have you been to? 2? 4? 10?

How many deals have you done yet? 3? 5? 20? ...Or 0?

If you haven’t done as many deals or made as much money as you had hoped by this point, let me ask you a serious but simple question:

Why not? What’s holding you back?

As Marshall Sylver says, it’s probably one of 2 things...

Either you: 1. *don’t know what to do*;

Or: 2. you *do* know what to do but you simply *don’t take consistent, powerful action* to get you where you want to be!

Make sense?

Now, before you think I’m giving you a Baptist sermon (no offense if you’re Baptist), let me tell you that I’ve been there myself. Both places.

But I found out some truths that have worked for both myself & many others. With your kind permission, I’d like to share with you what I’ve learned. It’s my belief that if you read & apply the contents of this article, you’ll be on a great path to success!

Of course, when you start out in any new business, you just can’t know what to do because you haven’t been properly educated yet. So you ante up & take the time to learn. You go to a boot camp or two or three. Then (hopefully), you take some action by applying what you’ve learned. Right?

And if you’re the type of person who reads this newsletter, I can probably assume that you’ve been to *at least* one training event by Ron LeGrand®, so we know you’re being taught properly! And if you *haven’t* been to a Ron LeGrand® event, you’d better call Global Publishing & register for one in a hurry! Everybody needs the right education in their chosen field or they’re

sunk! Shoot, even when Ron himself was starting out 20+ years ago, he got his education by going to a boatload of seminars taught by the people who were teaching Real Estate at the time. Since then, he's gotten so good, that those same people come to *him* now!

But enough about Ron. Let me ask you something: Have you ever been to a boot camp/convention & met someone who has been to a ton of events but *never* done a deal? (Are you <gulp> that person?) It should be painfully obvious that that person knows what they need to know, but they *just aren't doing it consistently!*

This reminds me of such an individual I kept running in to on 'the seminar circuit.' I'll call him "John." I'm sure you know him. John knows pretty houses. He knows ugly houses. He knows creative real estate, paper, commercial, residential, lease options, short sales, probate, subject to, wholesaling, rehabbing, shim-shamming, AND how to do a triple gainer with a half twist... on his mother's side!

John knows it all... Just ask him! Shoot, he can even quote the teacher *verbatim* during the class! He's been to just about every real estate event, **But**... he hasn't done any deals yet.

Now, if you ask this guy why he hasn't done anything, he'll come up with all kinds of excuses: "Ummmm, ummmm... My market is too hot"; "There's too many investors around"; "My marketing stinks"; "I almost had this one deal, but it got away"; "Nobody's buying right now", "My mommy doesn't love me," "Blah blah blah!"

After a while, it isn't too surprising to see that John doesn't have too many friends/fellow students hanging around him. And who would want to, right? I mean, who wants to hang out with a know-it-all, excuse making, crying wannabe who's 'too good & too smart' for everybody else?

Whew. I *know* that's not you!

But compare John to the successful investor who has gone to a few boot camps and IS doing deals... You know who I'm talking about. If not, just look around the next time you're at an event. Rest assured, he's the one who's got a bunch of people around him, asking questions, buying him lunches & dinners. And he's happy to help! Let's call him "Tom." Shoot,

Tom might even have his *own* boot camp some day. So that's the guy you want to know. Not John.

What's the difference between "Tom" & "John"?

It's obvious & simple. John is all talk & no action.

And Tom – well, he listened, learned, and then simply went out there AND DID IT! He made *action*, not *excuses*.

What's *your* excuse? Are you waiting to form your corporation before you make an offer? Do you think you have to go to every seminar to learn every trick & tip *before* you really start to do this business? Is it just that you're getting ready to get ready, or as they say in the South, you're "fixin' to" do something?

Whatever it is, can we be honest here? You're just scared, aren't you? I mean, you can take ANY excuse there is, slap a label on it & call it 'uniquely yours.' But really, it's all bull \_\_\_\_! In sales, we call it a 'smokescreen objection.' When someone keeps coming up with "reasons why" they 'can't' do or buy something, when in reality there's a *real*, underlying issue that needs to be dealt with. As soon as we *eliminate* all the crap & get to the real reason underneath, we can accomplish miracles!

But to do so means you have to be honest. With yourself. Can you do that? Are you willing & strong enough to do that? Let me help here a minute and suggest that you WILL do that *only when* the desire to gain all the goodies on the other side is a lot stronger than the stupid fear that's holding you back! In other words, when you're sick & tired of being sick & tired of your current circumstances, and you realize that all the fun, power, and jazz that life has to offer you *is a simple moment's choice* away, watch what happens!

The moment you recognize this, you will begin to change. When you now ACT on it, you'll start to vibrate differently & attract the things that you *want* in to your life, not the things you *fear*! And once that happens, you'll start to realize that what you were once afraid of, simply isn't even there!

Sounds pretty cool, doesn't it? ☺

How the heck do I know this? Well, I've been studying it for years, taken a few seminars, and...

Heh heh – almost caught myself there! But seriously, I'm speaking from experience. When I first started in this business, I had all kinds of crap holding me back. Prior programming, a negative environment, a TON of self-

doubt, no experience, etc. Shoot, I was about to go through a NASTY divorce! Gee, that was fun.

But what really held me together was the desire & belief that deep down, I had what it takes to do this business successfully, and to get more out of life that I used to have. With every adversity, I kept learning & gaining more experience; then I'd apply what I'd learned on the next deal. And the next. After a while, it got easier & better. I was seeing the light in the tunnel. Yeah, I made a HUGE mess of things in the beginning, but if I had only *learned*, and not *acted*, I shudder to think where I'd be today!

And you know what? I can almost GUARANTEE you that any successful person has this in common. Go out & ask a Ron LeGrand, Lou Brown, Kris Kirschner, Jeff Kaller, Robyn Thompson, Marshall Sylver, or whomever you think is a success. Ask them how they got to where they are now. I bet you a lobster dinner it isn't going to be an excuse! I bet you that whatever reason they *could* have used as an excuse to hold them back was instead made in to a *reason why they did go on & become successful*. Go on... ask 'em! Tell 'em Tony sent ya! ☺ I like my lobster!

Now what to do, what to do... Well, again, IF you've been to the right events, just relax & do what they told you to do! It works! If you need sellers, buyers, private lenders, or whomever, the first thing you need to do is focus on WHAT YOU WANT and can offer them in return. Then, either design or 'borrow' a marketing campaign that's going to attract them to you like a moth to a flame on a hot Summer night. Again, just copy what's working for the successful people from them, and GO OUT & DO IT!

Then, when you're at the next seminar, a really, really cool thing will happen... It will make more sense to you AND you'll get more out of it. Why? Because you will have a whole new perspective on things! You'll be doing it, baby! You'll be *in the game*! Man, that is soooo cool!

But wait a minute! What if you're *still* too afraid or just not quite ready to boldly take this action that you know you need to take? Well, that can be either easy or hard to overcome, depending on your outlook. So here's what I would suggest, again based on what has worked for me & other people I know. Hey, I can only tell you what I know, as I don't want to just give you abstract ideas or hearsay. Ok, if you haven't been to a Marshall Sylver event yet ([www.sylver.com](http://www.sylver.com)), you definitely need to get to his 'Turning Point.' Thousands of people have benefited tremendously from this experience. I'm

one of ‘em! If you *have* been, then either go again or find someone else that you can learn from to help overcome your issues. Another great teacher I could recommend is my good friend, Scott DeMoulin ([www.destinytraining.com](http://www.destinytraining.com)). I went to his event twice & got more out of it than I could tell you about here!

Here’s something else that could help: Get a mentor! Yeah, I know it seems like everyone has a mentor program. So, find one that feels right for you, and get on board with ‘em. Can’t find somebody, or are you just looking for someone in your area to help you? Why not find a successful local investor (he who has the most signs out, or has a good reputation at your local Investor Meetings)? Talk to them, offer to buy their lunch or a drink, and humbly ask for their assistance or guidance. You’d be surprised what can happen when you just ask! Many times, these guys (or gals) are all too happy to assist you. Like my friend Jason Rodriguez in Orlando – he seems to always have good people around him, asking for his help. And he happily gives it. And this guy is more than qualified.

Now, when you approach someone to ask for their help or to mentor you, here’s how to do it: Simply wait for an opening, when they’re not so busy, and say, “Hello! My name is \_\_\_\_\_. What’s your name?” *They answer.* “You seem like a really successful investor here in \_\_\_\_\_. Is that right? Listen, \_\_\_\_\_, I’m having some issues that I feel are really holding me back in this business. If it’s ok with you, I’d like to buy you a drink (or lunch/dinner), and ‘talk shop’ with you! When would be a good time for us to get together – later today or tomorrow?”

So you take ‘em out, then ask for their guidance. Again, be honest, humble, and sincere. Who *wouldn’t* want to help someone like that?

And for God’s sake, DON’T BE AFRAID TO ASK A QUESTION!!

I practically guarantee that if you follow this plan above, you’ll get great results. How do I know? Because I did it, friends of mine have done it, and I do it now – both helping many other people who ask me for help, and asking those who are at the level where I want to go. There’s no way I could do what I do *today* without having done this *yesterday*. Make sense?

So, whatever you *think* your excuse is, fuhgeddaboutit! How about this: Why not try to simply *act as if it wasn’t there*? Make like a tennis shoe, and “Just Do It.” Pretty soon, you’ll be laughing at yourself (in a good way).

And people will start buying your lunches, too! How do you think Ron got that belly anyways? (Just kidding, Ron!) ☺

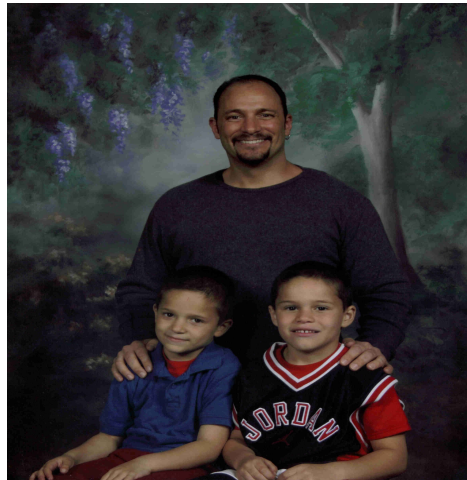
One last thing. As you may or may not know, I was a professional dance instructor of about 15 years. Teaching people how to dance taught *me* a lot of things. When you're in a dance environment (like life), you either lead, follow... or get out of the way! In other words, you're either going to do it or you're not. If you're not doing it, chances are, you're probably feeling some things like doubt, fear, anxiety, etc. But once you 'step out on the floor' (take action), all that stuff simply melts away. It starts to get...*fun!*

You get too busy enjoying yourself (and making money) to even think about whatever it was that was keeping you from moving your feet to the beat & feeling real sweet in the first place. (Ha! Didn't know I was a poet, too, didya?)

So, until next time, get 'on the floor' of life, and dance like no one is watching. You don't need another seminar to do that, do you? ☺

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**Tony Pearl lives & invests in the Washington, D.C. area. Before he started investing in real estate, he was (and still is) a professional Ballroom & Latin Dance Instructor, Competitor, Exhibitor, etc. of 14 years. Having success in both these fields, he began to see just how similar they are & used his experiences as a dance teacher in his real estate transactions to have fun making money! You can see him at [www.tonypearl.com](http://www.tonypearl.com).**



Tony Pearl with his sons, Anthony & Vincent