

Chris: Welcome to the Chris LoCurto show, where we discuss leadership and life, and discover that business is what you do, not who you are.

Welcome to the show folks. We hope that you're having a fantastic day, or evening, or whenever you're listening to this. We are having a lot of fun on our end. We got a ton of stuff that is coming up. We've got a live event that's coming up for our coaching clients and some of our clients, and some of you as a matter of fact are going to be showing up to that as well. We're really excited about that.

A lot of great things that are happening around here. We have been putting out these free downloads for you guys. You have really enjoyed them, so we're going to keep doing that. Our goal here is to always help you have whatever you need, whatever tools to make you as successful as possible. I have always wanted to help people grow, always wanted to help people become better, always wanted to serve people to become more educated whatever it takes.

That is exactly what we as a company do here. That's our goal. Today's download is a list of books. It's going to make a lot of sense when I get into this, a list of books that help you with your mindset, help your team members with their mindset, how to bust it, how to kill it, how to get out there and make money. What are the things that make it OK to go after making money, make it OK to busting your butt, all that stuff?

There is a list of about nine books, I believe. It's not a 10. It's a great list of books that would just help you to win. To get that download, go to chrislocurto.com/downloads. and we will send that right to you.

Why is that today's download? That is because over this past weekend, I got a little frustrated. I was flipping through the Facebook feed, and there was this video on there of somebody talking about poor people. I clicked on it to see. Is this somebody who's going to be helping poor people? Is this a good message? What is it going to be? It was this long, crazy rant and bull about how there is this system for hundreds of years in our country that there's been this system that keeps people poor.

It's put in place by wealthy people to keep people poor. This guy went on and on. It was incredibly well-produced. If you're not somebody who knows anything about your ability to make money, your ability to get out there and kill it, then this guy was incredibly convincing.

I've got to tell you I was so frustrated listening to this guy, and knowing that there are people out there that are clicking this and telling themselves, "Yeah, this guy is so right. Of course, there is a system in place that keeps me poor. There is a system that keeps me held down."

He's not talking about specific races or classes or anything. Class wise, he is saying, "This is keeping poor people poor. Wealthy people are doing this. It doesn't matter what race you are, what nationality. It doesn't matter." This is this guy's thing. I was so incredibly frustrated. The reason why I was so incredibly frustrated is because that's my story, well not what he's saying.

My story is one that comes from the place of being poor. My story is the one that comes from not having any money, comes from the place of having to fight like crazy. I'm just going to share with you my personal story of what it was like for me growing up, because it was not one of wealth. It wasn't one of great riches. Instead, my personal story is full of things like not having enough money that we received government cheese.

There's a joke. If you've ever been in that situation in your life, there's actually ... It's funny. People who've ever had government cheese, or you've been in a situation where you had to have to that, they'll go, "Man, it was actually really good cheese." It's craziest thing on the planet, but I remember those days of having to go and get that food. I remember the days when churches delivered food on our front porch, our front doorstep so that we had food because we were struggling.

I remember the days when we had so little money to actually pay the electricity that we had this walkie clothes washing machine that didn't take electricity. You actually use this thing. Scrub it. It's got a board and everything, and a little ringer. You can run your clothes through that, and hang them up. I remember those days.

As soon as I could swing an ax, I was chopping wood. We'd go out into the forest in Lake Tahoe. The forestry division will have certain trees that were dying marked. You'd go and drop those trees, buck them out, cut them into huge rounds. Bring them home and split them by hand so that we could sell the firewood, so that we could have firewood for ourselves and sell it to make money. As soon as I could swing an ax, I was doing that. I was literally cutting firewood throughout the summer so that we could have money.

I was working in a restaurant at 14 years old so that we could have money. Later on, I worked at North American Van Lines moving people and helping people to get their houses emptied, so they can move across country or whatever. I was a

cook. One time, I would get up at 2:00 in the morning, go work at UPS loading trucks, then go work my full-time. Finish that, and then go to night classes so that I could get smarter, so that I could learn something, so I could try and figure out how to make more money.

Folks, I did not come from wealth. I was on the ground floor of each trade. There was a time I was working 50 hours of overtime a week, 50 hours of overtime a week, and busting that, loving it getting a paycheck that reflected that. That's the first time I ever actually got a paycheck, and was really sucked about my taxes. I could tell you this, I absolutely busted it. Since I was a kid, I've been busting it.

I didn't even know that there was a system to hold people down. Why? Because there's not a system to hold people down. What I learned was if I will go ballistic, I can make money. When I came on at Dave's, Dave offered me and a few other people an opportunity. If you are willing to come and buss it for me, I will share with you. I'll share money. If you bring it in, I'll share it with you.

I got to tell you, those early days, there wasn't a whole lot of money. I took a decent pay cut to go and grab a hold of this opportunity of a thing that could happen. If I could make it happen, if I was willing to buss it like crazy, if I was willing to work my tail off, then I had an opportunity in front of me.

I can tell you, I worked every single day until about nine or 10:00 at night. I worked Saturdays. I worked Sunday afternoons. I worked like crazy until I could afford, and this took a while for me to do this. I had to actually get out there, and put some things in place.

Praise God they worked really well, because we started getting some revenue in, but it took a while for that to happen before I could start up hiring other people on my own profit and loss statement, on my own little business that I was running for Dave. When I could start hiring people, I could back off a few hours. When I could hire some more, I could back off. Then I went and traveled. For 13 years, I ran seven different PNLs in my own business for Dave, which became no longer a little business.

I created different profit and loss centers inside of that. I helped businesses to grow their own businesses. I helped people to change their lives financially. I helped churches to understand how to help their people writing their pews. I helped leaders like crazy understand how to teach their teams. I taught a bunch of people a lot of stuff, and served, served, served.

In fact, if you go back and look over all of the jobs I just talked about, every single bit of it is serving people somehow one way or another. Every bit of my life has

been serving people and busting my tail so that I could get to a place where I don't have to worry about money, where I could get to a place where I don't have to ever think about a poor mindset, where I don't ever have to be where I was when I was a kid. That's not a place I ever want to be again.

The thing is for decades, I've been helping other people get out of their junk so that they didn't have to be there as well. Ever since I was a kid, I wanted to have my own real estate company ever since I was little. I can remember back at eight years old thinking to myself, "I want to own my own real estate company." Later on, I took my own hard-earned money that I had not spent. I did the wise thing, and handled my finances really well.

In my early days, I had to actually learn a few things about that, but I didn't spend everything that I had. I knew that I needed money to make money, and so I didn't go out and waste money on a bunch of junk. I didn't go on and waste money on toys and clothes and boats and whatever the heck I just wanted at that time, so I could live in the moment. Instead, I actually saved a lot of my hard-earned money, and started my own real estate business.

I've got my own residential real estate business. I also have my own commercial real estate business as well. I have this business. I have a racing team. I have businesses making money. I have this stuff that is actually working because I discovered how to buss it, how to hassle, how not to think that there is any system that could possibly hold me down. Never being entitled, never thinking the man is holding me down.

Instead, I have had a mindset since I was a kid, "If I will go and kill it, I can make it happen. I can make money. I can make wealth. I will get there." It's been a fantastic ride. I've got to tell you, I'm happy to not have to worry about money. It was good.

I saw this online the other day. It's me, my picture of Don Draper taking a drink, and he's got this big old smile and he's saying, "Oh, you worked 40 hours?" Yeah, I remember my first part-time job. I saw that thing, and I just died laughing. In light of hearing this message that is being preached to people who may not understand how much it's just a bunch of crap, in light of that, I was dying laughing looking at this contrast.

I haven't seen that since I was, I don't know, 21 maybe. I don't know what that's like to have a 40-hour a week, because I don't care about 40 hours. Forty hours isn't what I base my life on. It's not what I base my week on. If I was stuck at 40 hours, I would not be where I am right now. Instead, I'd be struggling like a lot of people. I'd be struggling like a lot of folks who don't have money, who don't have

opportunities. Instead, I decided to take every opportunity I could, and turn it into something.

The reason why this is something I wanted to share with you is because I want two things. I want for those of you that are out there that maybe listening and thinking, "Is there a system that's holding me down?" No, there is no system. You can make any decision you want. Keep in mind, if you have a disability, if there is something that is literally holding you back because of your specific situation, then I can't speak to that right at this moment.

I don't know what the situation is, but for everybody else, there is no system holding you down. You can make any decision. You can make decisions not to get yourself in trouble. You can make decisions to find opportunities. You can make decisions to get yourself in trouble, and you can make decisions that working hard is just not what you want to do in life.

That is perfectly fine. It is completely up to you. It's your choice whatever you want to do. Whatever choice you want to make, feel free to make it, but don't blame a bunch of wealthy people that for hundreds of years have held down poor people, and kept them poor. I can promise you, entrepreneurs don't even think that way. Big business people don't even think that.

There's no concept of, "I want to make somebody else poor." As an entrepreneur, what I want is for people to come my way in droves and say, "I will make you all kinds of money, and I will share it with you." That is the opportunity that I've been given multiple times in my life. If I would come in and make money for a business, they'd share it with me. They did well. I did well. That is my thought process.

Most entrepreneurs are looking for people to come in. Most business owners are looking for people to come in and kill it and buss it. If they will, they'll share. That's the concept. That's the system. That's what people are wanting to do. If you've got some mean, old boss who just wants to reap you off, then that person is just an idiot. I can tell you I work with tons of entrepreneurs. This is what I do for a living. I've been doing it for decades, helping entrepreneurs, business owners, and leaders to become better.

What will you find with most business owners and leaders is that they want to give people the opportunity, because they know champions will create even more opportunity. I'm a big fan of sharing with somebody who's going to bring something in. I'm a big fan of it. I want you to do it more. First thing you have to understand is that there isn't a system that holds you down. You can make any choice, any decision you want to do to get out of that.

I was poor. I was broke. We did not have money. I was in a situation where I had to fight my own way out. I've worked my tail off. I didn't sit around with a handout waiting for somebody to fill it. The point that I'm making is you can fight hard. You can get out of that. The problem is is that there are tons of messages out there about how evil business is, and how working hard takes away from your life. There is a ton of messages out there about how you deserve a handout.

There's a message being pushed that says now that there's a system, and it's been in place for many years, but because of wealthy people that keeps poor people poor. Something we discovered here, we just recently did a survey. Again, we've got about other people that are listening, about 40% are entrepreneurs, business owners. About 40% are leaders, people on a leadership capacity somehow, and about 20% are team members wanting to be leaders or wanting to be entrepreneurs.

We recently did a survey and discovered that a ton of you business owners and leaders are struggling with team members that are feeling entitled, team members that are not working hard at their jobs, team members that have a lack of motivation or no buy-in, et cetera, these types of things. As we went through this big survey that we did, and a ton of you responded, thank you so much.

That helps us to know how to help you. What we discovered was it's not stunning. It's stuff that we see everyday. How many people were struggling with the same stuff? It seems to be getting even worse of having team members that are feeling entitled, and team members that are feeling like they deserve something because they showed up that day. I can tell you, you don't deserve anything that you didn't work for. If you buss it, you get it, or you should get it. You deserve it at that point.

We found so many businesses and leaders that have been struggling with this. I want to help you get to a place of leading your team members, maybe even helping yourself. Maybe this is you if you as a leader are struggling with this. If you're a business owner, you're probably not struggling with this concept, but there's probably a ton of leaders that are still feeling this way, a ton of team members that are feeling this way as well.

Let me just speak to all three groups. First off, as a leader, not only do you have to make your team successful, but you have to let them know that there is an opportunity for them to absolutely hassle and win with money. You have got to show them. First, you have to come to an understanding of what you're willing to pay someone who goes well beyond cost justifying their position.

If you bring money into my business, I will share it with you. Bring in more, I'll

share more. I have no problem with that. That's something I help a lot of entrepreneurs and leaders come to an understanding of what are you willing to share. I love paying sales people 10%. This does not work at every situation, but in a lot of situations, it works out really well. I can pay 10% of the gross.

This is not every situation. This is just a rule that I tend to like to try and get to. Let's just take that for example. If you bring in \$400,000, I'll pay you 40. I will give it to you right now. A lot of business owners are like, "I'll do that, absolutely. If you bring in \$800,000, I'll give you 80. I'm good with that too." This is where they get stuck.

I'll say to them, "What if they bring in 20 million? Are you willing to give them 2 million?" Great leaders and great entrepreneurs immediately go, "Yup absolutely. I'm ready right now. If you bring me \$20 million, I'll give you 2 million right now." Easy, no problem. Why? Because I want you to do it again. In fact, I want you to bring in 30 or 40 million. I want you to go kill it.

I had a guy at one of our events one day who came out, and he was just shaking his head. I'm like, "Dude, what's up?" He's like, "Dude, there's no way my leader will ever do what it is you're teaching." I said, "Why is that?" He goes, "For example, I make a ton of money for that business, and they have kept me on my salary." I said, "How much do you make?" He said it was either \$220,000 or \$230,000. I said, "How much do you sell?" He goes, "20 million." I about lost it.

I looked at him right in the face, and I said, "I will pay you. Come sell \$20 million for me, and I will pay you so much money. There is no way I would cap you for this." I did go through and asked him. "What are margins? What are we talking about? Is 20 million actually only shake out to \$500,000?" That was not the case. It was making killer money. There was great margins in place, but the leadership got to this place of saying, "Oh well, we shouldn't pay that kind of money because it's just not right to pay somebody that kind of money."

Bull. As we talked about on Rabbi Lapin's interview that we had a couple of shows ago, as we talked about on there, why is it that we are perfectly fine with the football player making \$60 million, but we cannot stand the thought of a CEO of an evil corporation making \$300,000? Why is that? Why are we so crazy about that? They are being paid for their ... The football player is super talented. OK, so they're worth \$60 million. Somebody who is helping people to put food on their table and leading teams is not worth money? They don't have that talent?

Why do we have this thought process? It's incorrect. Here is the deal. The point that I am trying to make is this. As a leader, as a business owner, what are you willing to pay people if they go and buss it? You've got to start there. What are

you willing to give to them if they will go buss it? Bring money in, I'll share it with you, period. That's it.

Second thing, if they're in an admin role, how can they help or support other areas to bring in more revenue? You have to look at that as well. Are they just in an admin role, or are they supporting an area that is creating more revenue? They're actually a part of that process. There are many roles that I have to hire to make sure that I can go do something else. They're giving me that ability.

How do I share with them? Obviously, I'm going to pay them a great salary, but do I also give them part of profit sharing? What do I do? You have think through and allow them to see that they have the opportunity. Side note, personality styles side note, understand that if they are a high C or a high S, usually, money is not their greatest motivator. Having consistent money is really important to them, and having you come along not putting them in front of the whole team, but you coming along and telling them that they're doing a great job.

You coming along and telling them that they're doing a great job, that's an important part of it. Just understand that. There are a lot of people that still have maybe some C and D or S and I that might be in a role that you can show them, "Hey, here's still greater opportunity, and also, I'm willing to pay you profit sharing." For folks that aren't money-motivated by commission, they will be very happy to see profits in their paycheck, I can promise you that.

You also have to be willing to invest in your team. My team is well aware that I am willing to spend money on them becoming better if they can show me how they can, and they can prove that it is actually work. One thing I don't want to do is I don't want people coming to me and saying, "Hey Chris, I need to go do this thing," and then I'd show out a bunch of money for it. They go do it, and come back. I don't hear anything from it. It was a total flop, or it's a total waste of money.

I need team members that come back to me and say, "Hey, here is why I think I need this thing." I'm constantly encouraging them. Guys, look for stuff that makes you better. I will pay for it. Come and explain it to me, and then when you put it in place or you come back, tell me how it was great or how it sucked. If it was no good, I need to know that. I need to know that you're willing to tell me. If you are not willing to share with me, that I just wasted money, then I'm not going to trust you on the next time.

If you'd come back and say, "Man, totally missed that one. This is all I really got out of it. It was this and this. They talked a lot about this junk over here which has nothing to do with us, so sorry about that. We'll do a better job researching

in the future." I don't care. Something like that, help me to understand. I will spend money on my team members to become better so that they can make even more money. I'm all about that.

The next thing is you have to teach your team to serve. Like I said, almost every single job that I have ever had in some way, shape, or form served people. It took care of people. It helped people. Serving people. Helping them to get what they need, you will never worry about having enough, period. Again, as we talked with Rabbi Lapin, you have to become obsessively preoccupied with the needs of others.

As I continue to help people, money comes my direction. Why? It's a certificate of appreciation. It's them saying, "Man, thank you for that help. Thank you for changing my life." As I serve well, and I do well, money comes this way. People want to pay to have their lives changed, to have their businesses changed. That's common sense. I am putting out money for my business to get better. I spend money on coaches. I spend money on programs. I spend money on conferences. I spend money on software to make jobs easier.

I spend a lot of money to make my business better and my team better. Guess what? People want that as well. If my team does a great job serving them, and we're doing a pretty darn good job as far as we can tell from all of you all, if we continued to serve you well, then we don't ever have to worry. We don't have to seek the money. Instead, we serve people. They take care of us in the process.

Next thing you need to do is teach your team to serve. Sit down with them. Discuss this. Put this culture into your business. Serve people and help them get what they need. If you do this, and this is not just the business but the team members, you will never have to worry about having enough. As we talked about again with Rabbi Lapin, you must become obsessively preoccupied with the needs of others. As you do this, money comes your way. Stuff comes your way.

If you're worried about winning, take care of God's kids. Serve His kids. Serve Him in the process. Worship Him by serving His kids. You will be stunned at the opportunities He will create for you. If you're working at a place that doesn't appreciate that, do it anyways. Don't do it for the business. Do it for God. Do it because you know that you have a God who is big enough to put a better opportunity in your place.

Teach your people to serve, serve, serve, serve. This isn't just our customers. Serve the internal customer. Serve the person who is paying you. Serve. The more you do this, the greater opportunities are going to come about, period. It is a principle of God seriously. Serve. Teach your team to serve. When they do this

really, really well, it's virtually impossible to feel entitled.

When you begin to make money, more money than ever before, because of it, you tend to pour it on more. When you discover this key to wealth, when you discover this key of serving, working hard, busting it, hassling, taking care of people, you tend to do it more. You tend to realize that it's very difficult to feel entitled when you're taking care of other people. When you're helping other people get their needs met, it's really difficult for you to go, "I need my handout."

Why? Because a crazy thing happens, your wealth begins to grow. Now, make smart decisions with it. Don't spend all the money. Live on less than you make. Help your team see that serving others even inside the organization is their greatest path to wealth, period. Next, meet with each team member, and help them to see how they can use the opportunity of their position to grow more and make more money.

You really have to think through this. Look at each position. However you pay, if you're paying commissions or if you're paying profit sharing, or if you're just paying a salary, a lot of you who are just starting out, you can only pay a salary, because that's what's in the budget. That's what's available. Help them to see if they do these things, what are the priorities in that role? What are the things that if they do these things it's going to make the company more money?

If it's an admin person, how it allows somebody else time or ability to get out there and buss it and kill it, and bring more money in the door. Whatever that is, you have to first sit down and look over each role and say, "How can this role make more money? How can it benefit the company more? If it does, am I willing to compensate that person because of it?" Look through that. Then help each team members see how their position can grow their wealth even greater.

If they are in a limiting position as far as income, then show them how they can become more value by learning and educating themselves, and maybe take on another position. If literally you've got a role, it's very hard to take somebody. I had some clients that own a bunch of subway restaurants. It was very difficult to say a sandwich maker can really grow in that role. How do they grow? They grow to the next level. They grow to management. Then they grow to regional manager. They keep growing.

Then they grow into running multiple stores. There's opportunities like crazy. If all you do is see your role and get, "This is all I do. This is just my job." Guess what? That's all you're going to have. Help them to see if they learn more, if they educate themselves more, if you pay for some of their education. Help them to

understand that you are willing to help them to learn more so that you can pay them more as long as it's along the lines of serving your business.

Help them to see that if they are willing to learn more and get educated, and you're willing to spend the money to do so, that you will help them to grow and help them to grow their own wealth. In essence, here is what I want you to do. I want you to help your team members see opportunities.

I want you as a leader or a business owner to make opportunities for them. Make the opportunities available. If they don't want it, and they're not willing to take it, and you've done everything you can, find somebody who will take the opportunity.

There's champions out there who want it. They want the opportunity, and be willing to pay when they deliver. Do those things. You will have a team that's focused on serving. You will have a team that's focused on gaining wealth. You will have a team that is focused on growing your business. It is all about changing your mindset, not only yours but that of your teams. If you can have a team that has this kind of mindset, I can tell you I have had teams for years with this kind of mindset.

If you can have a team with this kind of mindset, it is almost like saying there is nothing you can't accomplish, because you can accomplish way more. You can do way more. The great thing is you have happy, happy people, happy team members, because they are able to do more in their own lives as well.

Again, I got a list of books that I have read and used in the past that have helped me to keep my mindset focused on growth, on growing me, on growing my business, on growing my wealth, on not having a poor mindset, not having an entitled mindset, but books that helped me to get to a place of constantly knowing what to do next, how to go forward, and how to focus on serving God's kids.

If you would like that list of books, you could go to chrislocurto.com/downloads. It's right there. Again, that will help you to absolutely change your own mindset. It will help you to change the mindset of those around you, whether they work for you, whether they're in your family, whether they're your kids. It is just powerful in what it will do for you.

As always folks, yes, thank you for putting up with my little rant here today. My goal is for you to be stronger. My goal is for you to grow. My goal is for you to take this information. Change your leadership. Change your business. Change your life. Join us on the next episode.