



**Cav Franco Lofranco**

## **The Secret To Quieting Your Mind To Improve Decision Making**

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### **SUMMARY KEYWORDS**

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Hello, welcome back to the optimal performance summit. I'm your host, Dr. Patrick Porter. And I have a very special guest with you. I've met him about six months ago. And I've just learned to appreciate someone who's willing to travel the globe pretty much it seems. He's a 24/7 kind of worker, you're going to learn from somebody who has the mind and the experience of taking something from nothing to having that pinnacle of success that most people only dream of, and who I'm talking about is Franco Lofranco. Franco, welcome to the summit.

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Thank you, Dr. Porter. It's my honor to be on with you with someone like you. It's totally a privilege.

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This is great. Well, today we're going to talk about enhancing decision making. I know we as a business owner, you are hit with bombarded with decisions all the time. So can you let's start first by saying First of all, tell us a little bit about what you've achieved what you're willing to share because I know you have your own airplane you you're you live in Canada, you live in the United States. you're traveling all the time, you're speaking in front of large groups of people. tell our listeners a little bit about who you are and what brought you to this level of success?

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Sure, I'd be happy to thank you. You know, I, I grew up in an immigrant Italian family up in Toronto, Canada. And my father always told me you always own your own business. So at the age of 22, I started my very first company. And I don't know how you lost all your hair and mine was from stress, promoting different companies and working 24 seven. But I love business. I love anything to do with business. I love entrepreneurship, making a difference bringing something of value to people that can impact their life in a positive way. And like most entrepreneurs, my first few endeavors didn't work out. They know what the heck I was doing, you know, screwing things up and understanding what is the system behind the business and what drives in, had to learn that. And then, you know, one Business and Technology grew very large and it started to get into multiple businesses at the same time and then eventually got into the direct sales industry. Because of the I call it the laziness factor, you know, be able to build be the CEO of your own company without all the headaches of traditional business without the employees and accounts payable and accounts receivable to go along that causes all the stress in the beginning and so yeah, it's been a quite the journey, quite the ride of business love it, I wouldn't change anything and it's and whatever I do, it's because it's honestly, where I'm at today My life is if I can contribute to people in a positive way while you make money. That to me is the only way it's worth making money. As you probably know,

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that's great. I know when I had my franchise company, I tell my franchisees owning your own business surely have to work half the day and some people thought that meant four hours a day, the 24 hour day. So I know that's true for you because your your communications can happen at any time of the day or night because your eyes Your eyes got your thinking cap on, but when you're looking at an opportunity, when you're basically when you're making that decision today Do something, how do you quiet your mind so that you have the clarity to make the best choice? And I know you said like you made some bad choices in the beginning or made some inappropriate decisions, but you learn from those and grew from them. So how can you help our listeners shortcut that process and make better decisions?

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Well, a couple things. So first of all, you do need experience in business to recognize what is a good business? And what's a bad one a lot of people get into business with and don't understand what is a good opportunity to go into what's got longevity? What can have legs, what can overcome recessions, what can things like that. And then there's other ones that are great that they have. And I also look for something called residual income is kind of residual income component to it. And I think that's what a lot of companies are trying to create. You see this with the Netflix of the world and companies like that, creating that kind of component into



the business. But to answer your question about quieting your mind, that's the million dollar question. Because what I found being in the industry that I have a diamond now where I have an organization of 10s of thousands of people and have the ability to code Train and mentor them. Plus having had, you know, hundreds of employees in my lifetime, the one thing that I found stops people from success is the little voice in their head. And the louder it is, the more instills fear into you, the more it stops what you want to accomplish, the more stops where you want to go after. And so the key is, how do you either quiet it or ignore it altogether? So I call my little voice Bob, why I wanted to give it an identity just to make it separate for me because it's I think it's important to realize that little voice is not you. It's some precondition thing that's happened to you because of your past because your environment, whatever you grew up in, right, so I just want to say this is Bob, this is Franco we're two different people. Bob is negative, skeptical guy who's into self sabotage and victimhood and not up to what I'm committed to, which is helping people making a difference in changing lives and making money and becoming successful. And so we realize we have two very different approaches. So, the first thing is to recognize that we all have a little voice that does that. Most people I find don't even know they have a little voice. They don't they don't they can't separate that for themselves. They think they're crazy if they do and no they don't you're perfectly sane you're perfectly sane to realize you have a little voice in your head. As all is trying to do is talk you out of things take you down, it's a little fear thing, like, like a call part of it Neanderthal brain, right? Trying to talk you out of things. And it's okay, it's okay to have it. Nothing wrong with having it but at the end of the day, what I've trained myself to do is to be led by what I'm committed to what I'm passionate about and what I want to ultimately accomplish. If my little voices align with that, great if not, I've learned to ignore it. And Brain Tap I gotta tell you, it makes a big difference with that. It's been huge. The last six months have dramatically quieting it before was always a constant struggle and a fight where I have to win like beat the thing down. But with Brain Tap, I gotta tell you, it makes a big difference in quieting it all together, which I was surprised I didn't realize that technology Like that existed because for most of my life, it's about, okay, let me fill myself a personal growth and read books and audios as much as I can to feed the good part of me. That part that really wants to make a difference. And the more you do that the quieter that little voice becomes in general, not always, I've never met anybody that had disappeared. I don't know, if you've met that person. I've never met that person. I know that person exists. But for the most part, it gets quieter as you feed the good part about what you're up to and what you're committed to. So that's a little bit about I think, I kind of answered your question.

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Yeah, that was great. Yeah, I think that most people don't understand that there's always this, we always tell them, there's two dogs fighting in your head. And you know, the old parable that says the Indian chief, the little boy says, What do you mean chief? He says, well, which one's



gonna win? He says the dog that I feed, you know, if you have this Red Dog and my dog fighting in your head, and most people don't acknowledge it, and just because you don't you pretend it's not there. You have to do something to harness it. But the other step in being really successful in business is nobody really does this alone on this planet? You know, we've got to find people to work with mentor coach, like you said, and not everybody's up to that task. But how they mainly because they don't know how to judge character, they don't know how to, you know, they put all their energy and time there's a there's a something called the 80/20 rule. And they start spending their 80% of their time on the 80% that takes all their time and out the 20% that are producing the results, you know, so tell me when you when you're speaking with somebody or candidate or you're going to work with a partner, how are you going to do that? How do you evaluate that person? Because I think evaluating your partners and making sure you have people with like vision and in that those are really key things, but where would you go from there?

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That's a great question. So what I look for is somebody that has a really huge why, desire and a hunger to become successful I can I can literally make anybody successful, that's hungry. unstoppable, has a huge desire to achieve success. Those are the people that I will love to work with all day. Then there's the people that and they kind of want to work do they say they do, but their actions don't say that my mom used to have a saying the tongue in your mouth lies the tongue on your shoes Don't lie. I love that sanding because it's so true. Right? Wherever you are, whatever you're doing physically tells you really what you're doing and where you're up to. versus this thing can say anything and it doesn't mean anything. Today, right? So I used to love my mom. And she said to me when I was a kid, Hey, honey, your mouth lies, tiny shoes. Don't I see what you're doing? It's very, very powerful. I've taken that to heart and I just I it's easy to you understand that I just watch people and see okay, what are they really doing what they do every day? What are their actions? Show me your calendar, what's in your calendar, show me your actions. But if I see somebody working really hard, really committed, I'll get I have all the time in the world for them because I was like that I was one of those people that was hungry that there wasn't going to be stopped no matter how many times I failed, because you will fail. I'm sorry. You're gonna fail. It's not a bad thing to fail. If you're not failing, you're not learning like I, I feel sorry for the person that goes to the casino wins for the first time and expects to win every time. They're finished after that one, right. So I just have a lot of empathy for people that are really hungry. And you can see that you can see it in them. I partly is because of their background partly is because of what they want to accomplish, and that this drive this hunger in them, and I have a theory, whether it's true or not, I don't know I have a theory, the more times you fail, the brighter the fire burns in your belly. And one thing that failure gave me when I was very young was a fire in my belly that now will not extinguish. And it just



drives me and drives me and drives me now what the thing that behind that drive can change from year to year, from decade to decade, but that fire just doesn't go and I believe it really starts from failing. And failure is a big motivator if you use it versus letting it beat you down. So what I want Learn how to do and I've noticed a lot of successful people that I have in my business and people that are successful in business in general, whatever that failure is for them, they use that as a motivator for success. And so if you see that as a characteristic as someone, I love working with people that have failed, but have this motor and desire to keep going, I got all day for them. And that's what I'm evaluating. When I'm first meeting people, let me see their desire. Are they comfortable? Where are they at? Where do they want to get to? And I asked him those questions. You know, what's your desire? Where do you want to be in five years? Well, I want to make you know, a little bit of money. It's all good. Okay, well, that's good. I know. Okay, I know, not spend much time with this person and made a very clear to me where they're at. No, they made it very simple. And so by just asking some questions about people, and what they want, and what they're committed to, and what they're willing to sacrifice for. So if somebody says, Well, I'm willing to do this, isn't this really great? What are you willing to sacrifice for that? Because the bigger the goal you want to have, guess what? The bigger the sacrifice I'm sure you sacrifice a tremendous amount to get your company right to where it's at. Unbelievable, right? But look at the difference you're making to people's lives. And so I that's one question. I love to ask people, what are you willing to sacrifice? Are you willing to sacrifice? Because if you're not, it's just fantasy.

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Right? And you're playing right into my next question, which is great, because a lot of people think it's about education is more about just feeding into people, but you're asking questions of people. And I think that's very key. So I'm going to ask you, how important do you think it is to ask the right questions?

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Everything. I just believe asking the right questions is absolutely everything. In fact, there's a great book I read called the curious mind, talks about asking the right questions and one of the right questions to ask and just a really great understanding of by asking the correct questions, you're able to get the answers that are important to you. Like what do you want to know like if you're going to partner with somebody or you want to help somebody or you want to get in, work with somebody in some capacity, okay, good. What's important to you? Where do you guys need to be aligned? Where do you need to be in congruency with each other so that you when the going gets tough, you know, you're going to be there for each other and supporting each other. And so like, I've seen many partnerships in the business that I'm in and fall apart, for exactly that reason, they're not aligned on the same goals, the same thing. So





asking the question, Where do you want to be, you know, what's your work ethic? how hard you work? What do you do? You know, those things are all very important when it comes to figuring out, okay, who should I spend my time with? Who should I work? What's their level of energy? That's another thing, right? I have a tough time. Being with people with low energy. I need people that are high energy people that are excited people that are positive, people that wanna you know, they're up to something, the big things, the big goals like dreamers that they're unstoppable and going after I love people like that. On the other hand, there's those that you know, looking for the negative to everything or why something can't work Are those the people who drive me crazy and nothing like that. wrong with that, you know, if you're if you're in insurance risk assessment, that's a great thing to be right. But if you're going to be in business and entrepreneurship, that's probably not the best quality to have.

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Right? And that's really key. So I want to, I want to ask you, if our, if our viewers can step into your mind just for a moment, wake up with you in the morning. And plan as you plan your day or look over your calendar, what you're going to do. What is that? How do you divide your day? So because you're physically fit, you eat healthy? Tell us tell us about that. Because a lot of people sacrifice their health on the way to financial independence, right? They they get there and then they go, Oh my God. Now what am I gonna do? Like you can't buy back that health. So tell us a little bit about how you keep that balance?

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That's a great question. So it starts with me. I have personal coaches that helped me with everything. And I believe in personal coaches I always have. When I played soccer when I was younger, I had great coaches that trained me. I was in coaching programs, my whole life. So to me having a coach for whatever you want to be doing. Really good at is important. So the first thing I do is I'm always setting goals, goals that inspire me goals that I wanted to, like my coaches always asked me when I set a goal. Why do you want to achieve that goal? What does it look like after you achieve that goal? What is life like after you achieve that goal? Why do you want so they again, asking the right questions, right to make sure that it really is a goal that I'm willing to fight for, and go after and committed to right. So once I'm clear on the goal, then I set milestones for myself on a weekly, daily and monthly basis that again, they must inspire me, one of the things that we do is we set these goals, they don't inspire us. So guess what happens when a human being is not inspired? doesn't do anything. Right. And so and I've also learned how to write things down in a way that inspire me. So working out is I can write having a hot body. looking awesome. You know, things somebody Look at that, oh, I gotta go do that. That's what I want. Right? Whatever you're committed to whatever you want. You can write down But by creating the language that inspires you, I learned that from a lot of my coaches as



well when you're putting something in your calendar to do that at the same time your calendar is important and honoring your calendar and what you put in there that comes down at the granular level after you've set up what you're committed to do for the year, each month what you want to accomplish so I always start with a yearly every year two year goal, but be very clear and then write down things that will accomplish that then it gets your point every day. Okay, so for example, in the mornings obviously I Brain Tap as soon as I wake up, love it at night a Brain Tap love it during during the day when I need a little pick me up, love it. Then, you know in the mornings for myself, now, the night before, I'm looking at my schedule, what needs to be done tomorrow I'm looking at, you know, what am I creating? So I'm clear. I do that on Sundays for the week. I also look at every day for the week and then I I'm always looking out three, four days, five days, six days, seven days. I'll just want to

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clarify something there for the listeners, because it sounds like you're doing visualization while you're looking at your calendar. So you're picturing it in your head, so you can create it in your life. Am I true

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there is that 100 100%. In fact, I'm a big believer of visualization. In fact, where I learned it was my dad. I was eight years old playing soccer and my father would come to me the night before the game. He goes, have you visualized yourself scoring a goal tomorrow? Now, when you're eight years old, you understand this is like a gazillion years ago, before people even talked about really visualization, right? I go, No, I go, Well think about it. How many goals you're gonna score tomorrow, one or two? I go, I want to score two. Okay, how did you score them? And he would literally walk me through how I any you know what, almost every time it worked out like that, and like, this is cool, right? That's why I learned visualization. So to your point, it's exactly what I do. When I would the week and nights on a subconscious level, right? I'm doing it naturally. I'm not even thinking about it. I'm just visualizing that and that result to happen, and pretty much it does.

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And I know that we're working together now at Brain Tap, we put together a program because we find there's a, there's kind of a deficit within people in the direct to consumer. We, we you actually called it the direct to consumer revolution. And so tell me about I know when we were talking, I thought, Wow, that sounds really good. But how did you come up with that in your visualization? Because I think it really makes sense. In what do you think the biggest shortcoming is for people, whether they're in any sales situation, because sales for most people are it's hard, because they make it hard. But tell us what you found.



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Yeah, so you know, I've been in direct sales now for 15 years love the industry. But where there is a shortcoming, that's even a shortcoming is like these companies love to train and help people. But the speed to which we can learn and absorb information into the brain has its limitations, right? So and I remember asking, telling myself as a kid, there's no ever be in class think to myself, there's got to be a better way to learn this information. This is way too slow thinking, you know, when I was a kid, right like because I wasn't the smartest kid it was took forever for me to learn something. So when I was introduced to Brain Tap, oh, this is it. This is what I've been waiting for since I was a kid, I wish I would have this in school. And all right away I saw the my business partner and I we saw this as the opportunity for the direct sales industry where it typically takes people a few years to get good at the industry. So most people don't make it they don't survive because they're not willing to go through that pain, that pain of learning that learning curve that naturally comes with anything to do. So when I saw this as an opportunity to shorten that, that learning curve period, and while at the same time getting healthy, being happy, making everything else more successful around them creating a better life for themselves while learning this information because the information is getting through them much quicker becoming part of them much greater quicker, so they can regurgitate it much faster. And then you know being Able to whatever company they're with being able to bring more value to themselves into that company quicker. And so that's what we saw when we first saw the technology,

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right. And just so the listeners know, within within Brain Tap itself, we look to research like there was done at Stanford, we do our own. Stanford has a research project, they did that show, if you use relaxation and visualization, you can actually learn a foreign language, one third of the time it would take otherwise. So I still am unaware of why they teach things the way they do in school, there's so much more that we can do so as we're using light and sound to change the brain. Now, of course, the people here who are watching this listening to this, we're going to give an opportunity at the end to actually get your bundle with Brain Tap. They can just go there to the to the gift section, we're going to talk about that at the end of the presentation. So stick with us. But again, when you when you're out there and you have somebody who has this drive, they have this motivation. They have this passion. They're just lacking the knowledge and maybe the steps because a lot of people get out there and They're like a bull in the china cabinet. They blow out all their good leads, because they don't know what they're saying or how to say it. And then they just think they're crazy. You know, because of the way they're doing it. What do you think is the first step somebody says, You know what, right now covid for a lot of people. One thing they're they're learning is, Hey, I got to take control of my own livelihood. Because there's a there, you know, if you're working for somebody else today, you might not





have got paid all during that time you were shut into your home. And you might be back to work now. But the reality is, and maybe for, I mean, my daughter is a massage therapist, and she couldn't see anybody. They weren't gonna let her touch people. Yes. Gotta find some way to make that residual income. You're talking about that kind of the safety net, you know, so tell us a little bit about how you motivate somebody or train and educate them to get them to basically take the right steps.

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That's a great question. So we have a system to which we put people into when they first get started, where basically we teach them exactly What what the system is and how it works. And then we lead by example. So we lead for them. Basically, we asked, we teach them how to win by people or get people to look at the opportunity, we do all the presentation and we do all the basic, heavy lifting for them so they can watch and learn. Where the downfall then becomes, is how quickly can be absorbed that. And so this is why I was excited by Brain Tap because now that somebody because I always believe the first way to learn is by watching, right? Watch somebody else do it by the tone of their voice, what they say how they answer what they create, I've always believed that was the best way to learn. And I still believe that. But then from that point to the point to which now they can be independent, building their own business being their own CEO of their own your own company, if you will. What How long does that take? And that's the key we that's the part we all want to shorten up and get better and that's why I'm fired up about the bundle that we created with Brain Tap because it's designed to do that. But at the beginning we just want to watch and learn. absorb what you can While we help you build your business, we always felt that was the best way to approach it. And so we're looking for the people that and that's also a good testing ground, because it tells us who's insecure? Who's confident, who has posture, who doesn't, you know, who's hungry, who's not, it's a great testing phase to tell us, okay, these people we should spend time with and these people, you know, they're scared to pick up the phone and make even one phone call. Now with those people, we get them on Brain Tap, and it develops their confidence. Wow, that's a homerun because those people typically, in any kind of business don't go anywhere, because their confidence is so low. And so if we can find a winner, and that's the part that's frustrating for me, with working with a lot of people is you're going to have that group of those people that how can we help them? How can we help them even a little bit like can we create an environment for them then even at their own pace, they can grow and develop themselves to be something somebody, even though they're right now that might be a little shy and insecure and all that because I And really, you know, in my 20s I was, I was one of the shyest people you'd ever meet, I would go to a party and be scared to talk to anybody. I'd be the guy hiding in the corner in the back. Like, look, frankly, that girl likes you. Really? Well, I'm, I'm too tired to talk to her. now. I'll talk to her another time. That was my answer. Because I was shy. And so I have all the time in the world



for that. But then how do we get those people to where they want to get to and get beyond their fear?

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Right. And I can identify with that. I mean, when I tell when my high school buddies, when we talk or go back to reunions that they go, you speak in front of people. You didn't say two words in high school, because I was an athlete, but I was not as vocal person I was more of a doer. They could see me do it. Because I was a three sport captain, but I wasn't the guy that was out there. You know, talking all the time. And so I think, but that's a big thing, right? I mean, being able to present and speak in front of people. So do you have any tips for somebody out there there? Because you know, they it's not true anymore. You Used to be that the biggest fear in the world was public speaking. Now they say the biggest fear is losing your memory. I don't know what to say. But But when you when you think about public speaking and doing that, where do you? What tips do you give someone who's new in your business that they get inspires them to get up? Because I always say anything worth doing? Well, it's worth doing terrible at first. You know, it's like learning to walk, we fall down in every conceivable way, kind of back to your point earlier, where you said, if you can fail and learn, that's a good thing. But if you fail and don't learn, that's a bad thing. Right? So what do you what kind of tips do you get people to get up and present whether it's now it's on zoom or whatever, but they still have to present?

24:40

Yeah. Two quick stories. I'll share with you about that, and how I overcame what I had to overcome to So first of all, when I first started presenting I was horrible, like, absolutely. Why was a disaster. In fact, the gentleman that introduced me to the business that I'm in after one of my onstage fiasco, so if few people wasn't very big, maybe 70 people, maybe 80 people, I get off the stage. And he said to me, Franco, you're a disaster. Like, what? You're horrible. And I said, I am He goes, Yeah, you're horrible. I go, Well, how do I get better? What do I do? I was very new to the business, you know, just learning how to present in front of people. And here's what he said to me. He goes, look, can you just have fun? Don't care what anybody thinks. and be yourself. Don't Don't try to be anybody else. So can you just have fun? Be yourself and don't care what anybody else thinks you do those three things. I go, yeah, I can do that. Great. Don't try to be anybody got you know, when you, you always I should try to be like this person. I know. And just be yourself and have fun. So I started doing that. And that made me relax so much more in front of people. So that's the first thing. Second thing is my first time I had to go train in front of 5000 people never forget this. And now I train in front of a lot more but that was the first really big group and our was a basket case but I was nervous backstage. I was walking up and down back and forth. I was hyperventilating. Yeah. But so one of the guys back there



who was an experienced presenter, he grabbed me and he slapped me, literally slapped me. He goes, Franco, come down. Remember this. You're going out there to change their lives, you have something they've done that they want to hear from. That's why they're there. It's not about, you get over yourself, get out there and give them what they want to hear that changed their life. I'm like, okay, so I went out there he god bless him sat in the front row. And he just cheered me on. And yeah, everything I said was right. I was I was not that great, but everything. Awesome was great. But I learned a very big lesson that day, and I stopped this true guys, I stopped being nervous on stage. And here's what I learned. If it's above me, I'm going to be a nervous wreck. But when I'm on stage, and I'm clear When I'm delivering the intention is for it to change somebody's life or make a difference or positively impact them in some way. The nervousness goes away because it's no longer about me. So what I learned is when it's about me, I'm nervous. I'm fearful. I'm scared. When it's not. The fear goes away.

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That's great. So that's great advice. So hopefully, everyone in the summit understood that if you're outward directed, what are you of service to people? And instead of wondering what they're thinking about, you deliver something that we're thinking about you they're not going to, they're not going to you don't have to worry about that. You know, I remember just this last year, I got to speak in front of 20,000 people in India, that was my biggest group, and they had a quarter million people online watching too. So there was a pretty big experience. I never get nervous. My wife always goes, don't you get nervous? I'm like, I've always thought that it wasn't me speaking. They don't fit in that. You know. And, of course, I've been doing what I do, speaking about for 30 years, so it's a little easier back when in the very beginning. I remember the first time I spoke I spoke in front of Tom grinder who's john grinder his brother who trained me the guy who started NLP with Richard bandler I was a little nervous because I was speaking on NLP and I'd only been doing it two years so you know you get in front of and they asked me to present in so that was a little nervous because you got the expert out in the crowd and then but after about two seconds I lost it and then we became good friends afterwards because I give credit where it's due to and I think that you're very one thing I know a lot of people might feel they'll want to be Tony Robbins you know, they want to be Anthony Robbins and I go there's only one Anthony Robbins and you don't want to be him. He's Anthony Robbins. You want to be Franco whatever, you know, you you have your own shine. So once they find their shine, and they're able to present and do their thing, what is the next thing that you you think is most important for someone who's especially in the directing consumer market, but any really any sales present presentation, what do you think's next most important?

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So, first of all is there's there's no level of comfort, no level of limitation of how comfortable you



can be in front of people. Like, there's no limit to how comfortable you can be with people because there's no limit comfortable, you can be with yourself. Right? So one of the things I always work on and I tell my team to work on, How comfortable are you with you? What work are you doing on yourself your own personal growth and development because I always tell people, look, the more the more you become, the more you can have, the greater the more results you can achieve. I'll give you a simple example. How many people can actually go in front of a mirror and present to themselves without freaking out by staring at themselves doing a presentation and not looking away? Very few people can do that. Because the hardest person to be with is who yourself right? Because we're the most critical of who ourselves right? Look how often we make fun of ourselves or criticize ourselves all the time. And so I one of the exercises I have people do it. Going for the mirror and do the presentation. And when the pert, the person in the mirror is excited, you're good to go. But that shows a comfort with yourself. And so one of the things that's important because, look, obviously people want to keep growing, people want to keep achieving more. I think that's innate in every human being. Right? I just think people, once you get once you get satisfied or somewhere, I just think you naturally start to shrink and contract as a person. It's like everything else, nothing stands still. Either something's expanding, or something is a contracting universe works like that way everything works that way. And so what you want to keep doing is expanding. Well, how do you keep expanding achieving more and more results? Well, first, what are your goals? What's going to keep you inspired? And then what are you doing for yourself to keep growing and expanding yourself to get to the goal that you want to get to?

30:48

Right? And even those listening to this summit there, they're investing their time, their energy, their effort just to learn this message. I remember my dad, when we were just training and he spent a lot of money on training. himself, but he told me, he says, we're going to invest at least 10% of what we make every year into our education. And I still do that I still do. Not quite that much anymore, because I actually make a little bit more money. But But we, we invest money, I do training every year, because he told me, he said, You're either growing or you're rotting. So it's kind of the same thing. You know, we want to be green and growing. So we had a saying around our office when he was around, he says, How you doing on green and growing, you know, so that people would know, because we, our company was actually it was called positive changes. So we are helping people make changes in their lives. So how important do you think it is? that people have a mission like a why when you said about why, but how important you think it is that people have a why.

31:43

I just think it's important. It's everything because without it, I don't know how driven you're going



to be like mine is to live in work in a world where we all can work, play and have fun together, where no one needs to be left behind. That's my mission. That's my purpose. that inspires me. At the same time raising human consciousness and helping people achieve financial literacy. So that's what I'm passionate about. And when I want to create in my lifetime, it's worth my life. So I always tell people, what do you want written on your tombstone? I survived. I paid my mortgage. I raised my family, like, what do you want it to say? Or do you want it to say something more? So I always tell people, let's visualize, okay, what age do you want to you imagine yourself living to Great, now you passed away? Hopefully, it's not for a long time. But what is your tombstone? say? What did you stand for? What did you create? And where are you on that path right now to achieve that? And so that's what same with me, I think I put myself through those exact same things as my life worth living. God gave me this incredible life, am I putting it to good use? Or am I just sucking up air by just existing in this universe, just breathing oxygen and not really contributing value to anything. And I always wanted to make sure that I was being someone who's contributing, making a difference versus just surviving life.

32:59

Great. Well, I know that we came together because of mutual friend Judy. And she, she introduced us and we said, Wow, we need to educate this world, we created a series called The directing consumer revolution, revolution. And people are going to be able to go to the summit site and get that bundle for free for a period of time and get a gift there. But tell us when when you're thinking about the mindset of a person and putting together the DCR bundle and working with people, what's your expectation when somebody starts to in what have you seen yourself? I mean, your Brain Tap user, you've already mentioned it a couple of times. But what do you think when when people feed themselves positiveness? And they become basically an agent for positive change? How does that affect them in what you've kind of bought into our vision? Of course, it Brain Tap is bettering a billion brains together, and we can't do it alone. You know, it's going to take it's going to be a global effort. You know, that's why we're interviewing people from Brazil from Kenya. up from India, from Sweden, because they're all part of the Brain Tap world network and we want to, we want to change the world. But everybody has their own little spin on it. And this is a spin. So why do you think in the direct to consumer revolution? Why do you think it's so important that we change and we have a revolution there? Because it's a little different, right? There whole industries change, and you don't have to be in in MLM to get it, but the whole industry has changed, just selling industry.

34:26

So tell us a little bit about that. Yeah, hundred percent. First of all, the rules are becoming very clear as to what you can and cannot say, like people for years and years made these outlandish claims of how much money you can earn. And they would point to these one example of a





bazillion people that did some things and people will get all excited. And that was typically and that's why direct sales got such a bad name for so many years. Well, now, with government regulations, things are clear. Here's what you can say. So you have to actually build now a legitimate business not based on hype, but based on reality. So when you join the biz, you actually have to go to work and actually build a business, a real business. And so understanding that's the reality. You know, we created this bundle to teach people how to be a real entrepreneur. What do you need to be successful in an entrepreneur in the direct sales space? So there's different types of entrepreneurs. This is one in the direct sales space and how you become successful. How do you build an organization? How do you acquire more customers? How do you learn the art of promoting? How do you help enroll people into your business? How do you attract more money to it become a Money Magnet? How do you become an unstoppable force in the universe? How do you become an unstoppable force to people around you? So we created a whole series of these designed specifically for the direct sales industry. And normally, I believe would take years and years and hundreds of books. To learn all this information is then we put it in one little bundle where as you know, the people that are on here probably all Brain Tap first because they're listening. It does you you don't do it. Right. It comes right to us directly into your mind. So we're excited about that because we think it's going to be Last one, we're calling it a revolution. It's revolutionary for the industry. And for what the speed to which people will now if they do it, they apply it. They use it every single day, how much faster they're going to get to where they got to get to.

36:13

Right. In course we believe in your you believe this as well. But I want to hear your opinion on it is that when you're stressed out anxious, worried, you're not any good to anybody. You've got to take care of yourself. Like you're saying work on yourself. Get your stress level down so you can think better, clearer, educate, motivate. How do you see that playing into because some people come in? I know that in my business when I was hiring and training my sales staff and my franchises. I told them, it's not about the sale, you should not even have thought of that. You should be thinking about helping them and then they should want to buy from you because you're going to help them with their solution. Not about extracting \$1,000 from them or \$2,000 or whatever. You know, like there's some people out there some sales people, give them bad rap because that's what they're focused on. But the reality is the best salespeople, you don't even know you're being sold. It's it's almost like I mean, you said I'm sitting there

37:09

now No, look, I have a saying the cancer to any one person is attachment

37:16

to anything,



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whether it's selling something whether it's to relationships, whether it's to owning something, achieving something so to me, I distinguish two things. There's the goal is to go after versus being attached to going something like you need it. I have a saying, the act of needing something naturally repels it. And so what I believe that this is so important is when you're stressed you get and the reason why you get stressed is you get needy, you get I have to have this, if I don't have this, I'm going to be in big trouble. My family is going to beat me up all these crazy thoughts that's coming into your mind and it becomes a self perpetuating downward downward spiral to non success. And so if we can give people an opportunity that un-attaches them, that's a word I don't know, to whatever they're at so that they're there, they understand they're great the way they are. There's nothing they need. There's nothing you need to create. They're perfectly the way they are, at the same time giving them the tools and power to accomplish whatever they want. Because there's nothing more attractive than someone who doesn't think you need them. nothing. Right? Like or less. What's your point? Wow, I didn't even realize the guy who just told me because he wasn't he didn't need you. He knew he didn't need you. He was just giving you something for you a value that makes a difference for you and what you're up to. And that's someone that can take a step back, take a perspective, and it's not about them, it's about the other person. So to the extent to which we can separate that. Okay, separate those two worlds. That's huge. That makes a big difference. And a lot of that comes from destressing people, giving them more energy, more excitement, that they're okay. If whatever heals the mind, you know, it was better than that. If you're healing the mind, and they're feeling great and optimistic about the world and optimistic about the future, that neediness tends to go away.

39:07

Right? And we're at the optimal performance summit. We got Franco here sharing with us some really valuable traits. One of the things I always tell people is that unfavorable comparisons are the root of all on happiness, right? So in one thing, I like what you were saying earlier, and you're using our mirror neurons, really by modeling people mirroring them, matching them, figuring out what they do well, and finding and then motivating them to do it. How big of a part is gratitude. Do you think because a lot of people look at somebody who's got it all and they're jealous, and they don't realize that repels them, you know, how, you know, I would be grateful I loved it when I was growing up, because my Of course my dad was my first mentor, because he was a therapist. And then he introduced us to people. You know, like John Grinder Richard Bandler, Tony Robbins, all these people that trained me. I went to him he wrote a list I had about 67 teachers. I took at least seven days of training with, you know, so over the years, there's, I'm a big believer that the greatest therapy's not just invented. And I've got to find out who's got it because somebody out there is, you know, it's usually the Mad Monk somewhere,



you know, experimenting comes up with the greatest technology. So how do you feel about gratitude and really learning from people some people just don't get it. They think they got to create it themselves. They have this attitude like,

40:26

it's not invented by me. I can't use it. But there's a lot of expertise out there that we can we can learn from. I agree. Like I agree. 100% I'm big on gratitude. I do every morning when I wake up thankful for everything I have, we can all be thankful for something right? And if you've got literally nothing, you have no money so what I'm thankful for breathing, and I here's what I found. Maybe you can verify this or not. This is just me noticing my own body. Whenever I'm just spend five minutes saying what I'm grateful for. I literally feel a physiological change coming over My body, a higher level of vibration. I don't know what that is, I can't explain it. I just know what I feel. And this overwhelming sense of peace comes over me. This overall overwhelming sense of cooperation and togetherness with life, literally comes through all my cells. It's incredible. And there's nothing like gratitude to do that, like I've never done anything else. That gives it to me that fast within like five minutes. It's unbelievable. And so for me, I'm all about gratitude. I love it. I think it's a great thing. And I we've got to sing in our business, compete, don't compare.

41:36

It's great to compete, like, Hey, have fun

41:38

compete. But don't compare yourself that mean, don't if there's not a judgment against you if somebody else comes ahead of you or not, but you can compete Hey, what do they do? And this is to your point, learn from people. Let's learn because so many great people out there so many great minds. There's 7 billion people in the world. Let's learn from them. What do they got? Maybe I can learn from that and let's contribute to each other. I think That would map what a world that would be.

42:01

Right? I think two of the major emotions that have been measured in neuroscience more than any other are gratitude and compassion. So and so there's a lot of evidence that shows each one of these words has a vibration, a vibratory frequency. So when you're thinking about it, there's a saying what you think about you bring about, but in the reality is that anything that happens to you actually is happening through you. So while you're thinking gratitude, your brain has to have a chemical corresponding relationship to make that happen, because we got to have the feeling. So the feeling is made chemically. So we're stimulated electronically through



our thoughts, but then we experience it through our emotions. And so your It is really there. It's really happening. So we're here with Franco at the optimal performance summit. We're wrapping it up here. He's given us some great tips, some tricks and we're going to give you some in going to the summit back office. We're going to summarize some of this and put together a one sheet action step to, you know, to start getting yourself in You're doing that. So how would you like to summarize what you've what you've done just in a little packet would you like the listeners to leave with during your talk here today?

43:09

Well, here's what I want to leave you with. Look, guys. Anything's possible. Whatever you want to accomplish in your life, whether it's in business or relationships as possible. You know, when your mind is healthy, when you're, you're thinking, clearly you've got clarity, and you can produce whatever results you want to have. So it all starts with making sure you're healthy, your mind is healthy. And then from that point, visualize to what you want to create. Go me and then you can make that real, but it's got to inspire you. It's got to be something that excites you ask yourself, why do I want this? Am I willing to sacrifice for this? Do I really want to accomplish this and they're willing to work and put time into this? Because if it inspires you, it should. It shouldn't even feel to be honest, like a sacrifice. A lot of the things that I do in business don't feel like sacrifice from something else. They just feel like, wow, I really want I can't wake up wait to wake up in the morning and get to work and tackle this and make this a reality. So that's what it should be. Feel like when you're going after your goals, not a chore should never feel like a chore. If it is, then something's off with what you're creating, or the reason why it was created in the first place. That's great. Thanks

44:11

for that summary. Again, thank you, Franco for giving up your time, it was very valuable. And I know our listeners got a lot out of this, this was very good. We're going to share with them, we're also going to share the link to the direct to consumer revolution. So if you're a direct in the direct sales market, get on the phone, to your friends that are in the business, tell them about this new revolution that's going on, get them to join the revolution. Let's change the way people perceive sales and raise the bar so that people are in the same way that Franco's talking here. We're in a sense of community, we're competing, but not comparing. I love that I would steal that I'm sorry. So that's a that's a really good and I know there's a lot of other things here that we're going to do it. So as you think about the secret of these decision making strategies. I know you've shared a lot with us. I appreciate you being here. And I look forward to our next encounter. So thank you very much.

45:00

Thank you for everything you do doctor for the lives you're changing around the world. I feel blessed to know you.

