Announcer: Do you dream of living as a speaker, writer, or performer? Do you want to learn to communicate with clarity, focus, and power? In each episode you will learn the secrets of dynamic communication so you can make a living doing what you love.

Welcome to the Art and Business of Public Speaking with your host, who, for over 30 years has helped men and women build exciting careers, Ken Davis.

Brian: Hey there, this is Brian Scheer, your cohost for the Art and Business of Public Speaking, where we peek behind the curtain to discover how to create, grow and maintain a successful career as a communicator.

Today we have a very special guest for you. We all know that person who actually fills the room with the energy that they have every time they walk in the door. And I love this man. He’s a mentor of mine, even if he doesn’t know it. But I’ve known him for many years, and I’m just so excited to listen to this interview.

Ken, tell us a little bit about Robert D. Smith.

Ken: Well, today we’re going to talk to – not just Robert D. Smith, but the Robert D. Smith. And I think he’ll tell us how he got that name, the Robert D. Smith.

But you’re right. I don’t know anyone who exudes enthusiasm. Those are two great words to put together. This guy exudes enthusiasm. I get tired out just looking at his address on my Garmin. He is absolutely amazing. And when you walk away, you realize the importance of life, and you realize that this is the real thing. This isn’t fake.

Robert D. Smith – what you see is what you get. He isn’t just enthusiastic behind the mic. He’s enthusiastic everywhere.

Brian: What I would say is, any time that I would go over to his house and see his operation, what he’s doing, it’s like the shot of adrenalin that I go, oh my gosh, what I thought I was living in an energy state, it’s not even close to what he possesses. I mean, this guy might be possessed just with the energy that he has.

Ken: I’m wondering if the kind of drug you feel when you’re around him is legal. Because sometimes I just end up quivering on the floor. But I’m always better after being with Robert D. Smith. Let’s listen to this interview.

Ken: Robert D. Smith, thank you so much for agreeing to do this interview.

Robert: My pleasure. I’ve been up all night waiting.

Ken: I love the way you have your name everywhere. It’s Robert D. Smith or the Robert D. Smith. Why do you do that?

Robert: Well, it was by accident, Ken. I went to a seminar one time – a ten day seminar, how about that? I know you do a couple days. This was ten days. They gave you a name badge and they had your first name real big, then your last name smaller, and then where you’re from. You know, the city, so you can kind of talk and meet with people.
And about the second day, I realized everybody was calling me Robert D. And I’m thinking, how does everybody know my middle initial? And so I asked somebody and they said, well, it’s on your name badge. And I looked, and they have printed Robert D real big, and then Smith. And I’m thinking, oh my God. So all ten days I was known as Robert D.

So I come home and people would call me. Hey, is this Robert D? And I’d say, this is the Robert D. And so that became a part of the name, the Robert D. Smith. And so no there’s even therobertd.com. I mean, it wasn’t taken. Nobody ever had that.

Ken: It’s amazing! Well, welcome to the Art and Business of Public Speaking. I was so excited to have you be a part of this interview, because what you do speaks so specifically to the business of public speaking. And of course, for years you’ve worked with Andy Andrews who...

Robert: Decades.

Ken: Oh, it’s decades?

Robert: You know, this past January we started, this year is our 35th year. 35 years! Were you even born then?

Ken: Oh yes, I’ll be 35 this November. And of course Andy is a master of the art of communication.

Robert: In speaking or writing.

Ken: And so, do you feel like that word, the business, does that...

Robert: That’s a key word. A key word with a dollar sign. Very few people get that part. They are just thinking it’s my gift. This is what I’m called to do. This is what I have to say. This is what I want to teach. And I want to say, just like they said in the movie, “Where’s the money?” “Show me the money!” So that’s my job. It’s been my job for several decades – finding a way to turn that into dollars.

Ken: Right. And they can’t keep doing what they want to do unless there’s money, right?

Robert: That’s right. That’s right.

Ken: What do you say to the people – and I want to address this early on because there’s a lot of faith-based people that listen to our program. There’s a lot of people who really have a desire to help other people. And they say well, I’m a little nervous about the business part. What do you say to them?

Robert: They won’t need to be nervous long, because they’ll be out of business. So don’t worry about it. If you’re nervous about it you will be out. It won’t matter anyway. In my world, it has to matter, and I do not apologize for making money. Ken, you know we make lots of it. And we tithe. I am one of the favorite people at my church according to the pastor and the finance committee. Do you hear me?
When something is needed at the church, when there’s a demonstration or something, they call the people with money. Not the poor people. Do you hear me?

Ken: I hear you! And I also understand that the people you’ve worked with, the people you consult with, Andy Andrews, have come to understand, and in fact we’re going to talk a little bit about your book in just a second. We’re going to talk a lot about your book. But they’ve come to understand that you, as the person who pays attention to the business, are a very important part of the team.

Robert: Critical.

Ken: That allows them to do what they do without worrying about all of the other elements.

Robert: Correct.

Ken: So you’ve written a book called *No Brand is an Island – Relationships that will Skyrocket Your Brand*. Tell us a little bit about that book.

Robert: Those are the behind the scene secrets. If the Wizard of Oz was going to part the curtains and tell you how he operated that magical city, this is the answers. This is what I do, this is my thought process behind what I’ve done with Andy Andrews, Jerry Jenkins, and quite a few other business people. Because the same principles apply across the board. When you’ve got an idea, when you’ve got a product, when you are a personality, when you have become the brand, these principles work every single time.

Now you know and I know, you read the book and fail. Because execution is everything. So that is what this does, is lay out the steps, the thought process, the why is this important and then how do you get there. How do you build a brand? How do you make these critical decisions that’s constantly coming up? Those are what are mastered in this one little – and this is nothing but an eBook. You can only get this online.

Ken: Which is great because that’s how most of us consume material now, is online. So my question would be, a lot of our listeners are, and I hope I’m not throwing you a curve ball here, look at Andy and Jerry Jenkins and many of the great people that you work with, and they say, that’s my dream. These principles may work for them because they have the resources to assemble this kind of team. How about when you’re starting from scratch?

Robert: You know what? That is a great question. And I want you to know, before any of this, we were the scratch. We have never had an investor. We didn’t have rich mamas and daddies. We had nobody help us with the money. To this day, we are practicing, and have for decades, before there was a Dave Ramsey, we believed in no debt. No we’ve got reasons and whys behind it.

So the point is, we’ve never borrowed money. We’ve always created it from an idea. We’ve always believed we were never short of money. We were only short of an idea.

Ken: Say that again.
Robert: We were never short of money, we’re only short of an idea. And if you sit and brainstorm – we’ve got now whiteboards, people have whiteboards everywhere – if you don’t have a whiteboard, you get a white piece of paper, and we call this the whiteboard possibilities.

We just say, what if, and we never say we’re short of time or money. So you eliminate those two distractions or inconveniences immediately. Now what if we could do this? What if we could do this? I mean, today, we've already had some amazing brainstorms, that I was so excited it was riveting, I had to share with David, I had to share with Matt. And we were instigating an entire new series of stuff on Andy, and he doesn’t even have to be here.

So these are ideas that I live on that. And Ken, you are masterful at doing that, too. You’ve live a life that matters. You know how to create that excitement on a moment’s notice with next to nothing. How do you create a memory? So everybody’s got something.

I want you to count the resources you do have. I don’t care what you don’t have. I want to know you got a pen, you got a paper, you got a computer. You start putting the ideas down. And you know, I only ask two questions all day long for my To Do list. It is, what’s important now and what’s next?

Those two questions have kept me going for three and a half decades. And I’ve never been lacking. I’ve never been wondering what do I do? My list has always been ongoing, and there’s always more than I can possible do today. That’s why God gives me again, tomorrow.

Ken: Okay, so I’m sitting in a room here with some marvelous people that you’ve assembled. I remember when I sat in a room and my train, you talk about building a train in your book, and I’m going to ask you to expand on that a little later, but my train consisted of me and my wife. And I was never sure which one was the engine and which was the caboose. But that’s all we had.

So, at what point does that person who is beginning to experience success, the phone is beginning to ring. We’re back there where you were at one time. At what point do you realize that I must make an investment in the first car in my train in order to move forward? How do you know?

Robert: I’m going to give you an example that was very critical to me of one of the first things – and you’re going to laugh, because you’re going to think, that’s not really a good example. But it is a great example, but it’s not what you’re thinking.

Many, many years ago, somebody – and it was just me and Andy – he’s out on the road and I’m doing everything. So in that case, I would have been your wife. Just doing it all. And at some point, a very good friend of mine, she just happened to be a girl, not a girlfriend, just a friend, called, and you know how even if you call your wife and she says hello, she can say, what’s wrong?
Ken: Yes.

Robert: Just one word and you know something’s not right. Well, this friend called, and however I answered she said, Robert, what’s wrong? And I said, nothing. It’s all good. She said, you don’t sound like yourself. I said, I think I’m a little bit stressed. I’m sitting here, it’s on a Saturday, I’m overwhelmed with all these ideas I have to do on Andy. I’ve got accounting to do, I’ve got this new idea. I want to do a mail out, and listen to this. My house is dirty. It’s dusty and it needs vacuuming. And my challenge is, do I go clean, or do I do all this work that I’ve got to do?

And she says, you never should be doing anything that you can hire out. It changed my thinking right then. I immediately – and I said I don’t know if I can afford a maid service. She said, I guarantee you one of your friends’ wives is looking for a part time flexible something that they would come and do it, probably for $25 a week. And she was exactly right.

Truly. One of my friends I called, I said, here’s what I’m looking for. He says, how about my wife? I think she would love to do that. And meaning a friend, it was just a perfect fit. Now, I say that Ken, because the same principle applies. Like, if you’re not good graphics, the first person I ever hired to do a logo, which was our first image logo, I felt I needed to build something that made it look real, was a college kid taking art in college. Now, this is before computers.

So I paid him $25 for his idea that was literally press on letters and all, to give me the high-res copy that I could go and get printed. And we used that for 25 years. $25 now.

When I needed a writer to look at copy, to help me with promotion, I had an idea, and I told this to a friend that did not act on it. And my ideas was to call a local college. They’re everywhere. I said, call the newspaper of the school, and I said, whoever answers the phone is interested in writing. That’s why they’re at the school newspaper.

So I did that, we called, we got a kid, we talked to a professor who oversaw the school newspaper, and she says, I believe there are two students, one of which will reply. Let me send your email to these two students. One replied. He says, I’ve got degrees in English and Journalism. I’m in my senior year. How can I help you? And I gave him an assignment and it was so good, of course he had the degrees to match what he was telling us. And he had a talent for writing – a passion for it. And Ken, when he graduated, we ended up hiring him here and he stayed for five years before a major company hired him away in the high – when I say high six figures – way over six figures.

Ken: Was that Ken Davis productions that hired him? In my dreams!

Robert: It’s actually Lead Pages. Lead Pages – a major corporate entity, came and hired him away. But it was time for him to go. That was okay. The point is, initially we got him literally for a song and a dance. He was a college kid. Do you see what I’m saying?

Ken: You know who else did this? And you may be aware of this story. Bill Gaither gathered together a bunch of old singers one time in a cabin. I’ve been in that cabin. And they
started singing, and there was a feeling there that had to be captured. He called the college. He called Anderson College and said that the kids were in the film department that were learning how to do film. And that’s how he produced the first of many, many videos.

Robert: Yes. And even the guy recording this right now. He was a high school student. High school might be a little young, but if you find a good, responsible kid, I want to invest. That’s talking about investing in the next generation. These guys are hungry. They’re eager to learn. They’re coachable, and they don’t know what they don’t know.

Ken: So can I see if I got the right idea here? My original question, and don’t let me ever stop you. If you’ve got an idea, you interrupt me. I don’t interrupt you. But my original question was, how do you know when it’s time to start building your train? And you used a word that just rang a bell in me. It was the word “overwhelmed.” When you sense that you are overwhelmed?

Robert: Overwhelmed, when I can’t get it all done. And usually Ken, to this day, you know we’ve got nearly a dozen people on our team right now, putting in over 700 man hours a week just on Andy Andrews. Now we’ve added Jerry and I’m going to say, we’ve increased that number to probably 1000 hours a week we’re putting on two artists. So I know even that’s overwhelming to most people. But these are empires. They’re global at this point. Even though you see one book, there’s a lot going on behind the scenes. You know what I’m talking about.

I want to say I’m six months behind always, because I push forward. I’m not afraid, I’ve got 24 hours a day. I will use Max. I’ve got all weekend. I’m not 8-5. I’ll use all seven days if necessary. I do take a day off. You need that time. But wait till you are truly overwhelmed and I believe you will be led to the right person. It’s a people business.

I’m not in the publishing business, not in the speaking business, not in the podcast business. We are in the people business, and everything we do focuses on the individuals and making them better.

Ken: You know what’s interesting is, I love what you just said, because I think I sometimes forget this myself. And that is, when you say that, the picture that first comes to my mind is that we’re in the people business in that the products we produce, the programs we produce, the freedom we allow the artist to touch people’s lives, that’s true. But it’s also true in the people who run it.

Robert: Behind the scenes. And I really focused, if what we are producing for the world affects my guys locally, right here on our team, if I see a sparkle, if I see them excited, if I see them read something or see a new thing behind the scenes we’re creating and they light up, then I say, everybody’s going to love this.

Ken: Right. Now there’s another chapter in your book that caught my attention: “Knowing Whom to Trust.” So you talk about this train of people, building relationships that free you to do what you have been created to do. How do you know whom to trust? What kind of test, if there is a test? What is there? How do you know whom to trust?
Robert: First of all, I’m going to say it’s the gut feeling. So I want to say, do you trust your best friend? Who would you give the code to your house, if you’ve got a security system? Who would you let access to your bank account knowing they wouldn’t rob you?

That’s a high standard. Do I trust people from that point of view? Now you can still trust somebody, they be a fool. I don’t know if you’ve read Henry Cloud’s book Necessary Endings. Chapter seven. I read it by accident. Somebody gave it to Andy, passed it through me. I just happened to open it up to Chapter seven. Started reading and it was just the most amazing chapter. It took seven or eight minutes to read. It literally changed my life.

In fact, I came home and had the whole team do it. I ended up writing another whole book on 101 Fools, How to Recognize a Fool. Because this was on a fool. So I want to say, you’re going to love the fools in your life, but don’t trust them. Not with your business.

Ken: Please tell me my name wasn’t in there.

Robert: I used your picture! No, I’m kidding. But that’s another thing.

Ken: So gut is part of it then.

Robert: Gut is a huge part thing. You know, would you take this person home to your mama? Would your mama approve? Now you know that’s a high standard. And even if she’s not around, you know if your mother would approve. So that’s the standard I always used, and my mom always loved my friends and the team of people we collected.

If you get the book you’ll know what I’m talking about. And I want to say that we’ve got that free download on my site. If you go to therobertd.com, there’s a free download of a book on the 101 Fools.

Ken: 101 Fools. I have not read that.

Robert: You will laugh and be shocked. And I hope you do not see yourself in this book.

Ken: But you also, apart from just a sense of trusting people from a moral standpoint and a heart standpoint, they have to have a certain set of skills. Are there any ways that you give them assignments that allow you to see their talent.

Robert: Now you know, I think you just met one of our new writers. He has a degree in doing this. So that helps. If you’re going to be in the writing category – I have no degree. And you know, here I am, writing books. I have a degree in Psychology and Speech and Drama. But I don’t have a writing degree. But I can hire people to edit. And I think you’ve got editors. As a matter of fact, if anybody’s ever published a book with a trade, it was edited. You got professionals that know.

Now, somebody like the guy that’s recording this right now. He was in high school at one time, but you find out what they want to do. I want to know what are you good at? What are you thinking?
You met another guy a while ago, Matthew Johnson, and he is new. And we brought him in why? Because I like him. He’s got a great personality. He’s an honest guy, a hardworking guy. I tested him on a weekend, as a matter of fact at a Gaither event in Gatlinburg. And he was so darn good with everybody, I was standing back and letting him do the selling.

And so then, it was months later I said, you know, how are you with your old job? Would you like to come and work for us? I think it was during Christmas. Have you got after hour time? And he started with after hours and everybody was loving him.

So I think I ease people in. It’s not like you don’t work with us today and now you start tomorrow full time. I work - like you met David. I knew him for years before he was an agent at Premier Speakers Bureau. After five years of booking Andy, I said, what do you think about us working together? Would you like to leave your job and come on?

Over and over, I want to say people are eased in. So find a way to get people to help you on the fly, with some extracurricular activity and then say, you know, this worked out really well. Would you like to do more with us?

Ken: That is great. What do you think Robert, in your book, that’s the most – in the books that I’ve written, there’s always been something in there that just stands out as the most important thing you say in the book.

Robert: Ken, I’m going to deviate since you’re asking this. And you know, I like to live as if this was my last day. If this was my last day, that’s how come we get so much done. Because time is insanely critical to me. And you know there’s planes falling out of the air. You never know when your last day is going to be.

You mentioned No Brand is an Island which is an eBook only on Amazon. But there’s also another book, 20,000 Days and Counting.

Ken: I’ve read that one.

Robert: Now, you’ve read this. This book, though, will kick anybody in the butt. Dave even made it into a gift book. I’m even being talked to about making it into a young person’s book. But I think it’s young enough. I think young people can read this. The whole idea is, act as if this was your last day. What would you be doing? And are you called? Then what’s the last message you would get? What would be the last blog you would write? What’s the last book you would write? Get it out! What’s the last speech you would give? You can really tighten up and make it critical if it was your last time.

If it’s your last time to see your spouse; if it’s the last time to see your kids. Why don’t we live every day like it’s the last? It’ll change your life, and it’ll change the way you react to everything happening and everybody in your life.

Ken: Now, I don’t want to forget this. Okay? And I don’t want to leave my listeners out. How can they get a hold of this book? Tell me how they can.
Robert: I hope it’s everywhere. Everything is on Amazon, but 20,000 Days and Counting is in a lot of bookstores. So you might be able to go in your bookstore and get that. It’s also an eBook. High schools are using this. Corporations are buying this. And it’s a quick read. Ken, you know. Less than an hour you can read this book, and you won’t forget it because it kicks you right in the butt with a soft-toed shoe, if needed.

Ken: Well, we live like we’re going to live forever. That’s the way most people live.

Robert: Like they got forever to live. Yes. And there is a sense of urgency. And all of this started when I was in 7th, 8th or 9th grade. When one of my friends all the way up, I think it was in 9th grade, all the way up since 2nd grade, Paul was a friend of mine. And one day in gym – for Heaven’s sake, gym – the class of boys was big enough that half the class was outside on a hard court, a cement court. We were out there playing half-court basketball. The ball was rolling out of bounds. He was running like crazy to keep it in bounds. Tripped and fell flat on his face, he landed. And literally pushed his nose up into his brain, and he died right there.

Now, you don’t think one of your friends that you’ve been going to school with for seven years, that’s going to be his last day. And as a believer, I had accepted, I was secure with my future in my eternity. But it suddenly hit me. You hear that you’re one step away...you’re one phone call away from. I saw it happen. It happened right there in my young life, thinking, you’re one step away from dying.

Now, that did not depress me or scare it. It motivated me. You know what it did? I never left the house again without my bed made. To this day my bed is still made every day. Because my mom asked me to. And there would be times I didn’t. I’d say, I’ll do that when I get back. Or it can wait. But it couldn’t wait, because I didn’t know if I was coming back.

Now, that’s a little dramatic, it seems, on making your bed, but suddenly I started applying that same principle in many areas of my life. My grades shot up to the National Honors Society. And I was fine with Bs and Cs. But suddenly, if this was my last day, this was my last test, I always wanted to do my best. And anything less than that, I felt I had to ask forgiveness for for not doing my best.

Suddenly, when you do that in every area of your life, with relationships, with every single person you encounter, with your mom and your dad, with your siblings which you haven’t gotten along with. If it’s your last time, it changes everything. This is my last time of seeing you, I’m going to say thank you. I’m going to say I love you.

Ken: Those are important things. Now, in all of our interviews, and in our friendship, you already know this, I am not a concealed person. I am an open person. So I’m going to say some things here because I want to hear your response.

You have a sense of energy, urgency, getting things done kind of approach to life that I have confidence, that if all I did was watch you for 30 minutes a day I would lose weight. I would be in shape. There is this sense of urgency. Even as you talk, our listeners can hear it. You hear people talk to you about this all the time. How do you refresh? Do
Robert: Go rest. I do work out. If it’s my last day, I still want to be in shape. If it’s my last meal, I still want it to be healthy. Now, I still will eat – what have I been eating lately? Dark chocolate covered almonds. Oh my gosh, I’ve got the little Dixie cups. Now I’m limiting to just a Dixie cup. And I said, that’s enough, because otherwise you eat the whole container.

So every day, I want to say yes, I do rest. At night, I want to say I go till I fall over. I’m not sure if I ever stop. I just collapse. But I think it’s important to take great showers. I love long, hot steam baths, or the hot tub thing. So you want to take care of all aspects of your life, mentally, physically, spiritually. I love praise music. I want to cry out daily and say thank you, thank you, thank you. I get another day every day when I wake up. On my heavens I really do get to try this again. Remember I’m saying I’m trying, I’m trying to get more done. I’m trying to come up with a new idea. And everything you know we do, Ken, with the people I work with, I want to know, is this going to be apropos and life changing 200 years from today. That’s a big, tall order.

But you know what? I love going into antique stores and finding books that are over 100 years old. And finding things are even 200 years old. And I think the impact that that’s having on me, I love Og Mandino. His books of *The Greatest Salesman in the World* changed my life. And he became somebody that, when I met him, I was so filled with emotion I had nothing to say except thank you. Just thank you.

And I know that many people have felt that way about Andy. He’s a great friend of mine. I’ve known him, met him, when he was a 9th grader, 15 years old at a church camp where there was 300 9th-12th graders. I was a freshman in college, just happened to be a camp counselor that he was put in my cabin. So I feel like I have been counseling ever since. That was like 41/42 years ago last August. Is that not crazy?

Ken: That is crazy.

Robert: So you look at that. You know the people you’re going to encounter. You never know what one more meal, what one more phone call, what one more email is going to be the domino that starts everything crazy.

Just like when I sent *20,000 Days* to Mike Anderson, the owner and creator of Simple Truths. He said, I love this book. I want to make this into a gift book. I thought, what? Now, you know how hard it is to get anything published. Nobody ever calls you and says, we want to do this. But they did, and it’s also in Simple Truths. You can find *20,000 Days* in full color. Every page. It’s a new read. Even I sat down and read my own book again. So, you never know what it’s going to be. So that’s why I say, you can get excited. I stay excited about the possibilities.

Ken: Oh wow. You don’t sound excited at all. You just sound so boring! Now here’s what’s interesting. I’ve met people who are very “successful” who lost their excitement a long
time ago. And as you’re talking to me about this book *20,000 Days and Counting*, and about *No Brand is an Island* and about your own life philosophy, I made a note down there. Perhaps the difference is that when we suddenly receive blessing from the works that we’re doing, suddenly there’s a publisher, there’s a New York Times best-seller, there’s a career like you built with Andy. Maybe a lot of our listeners don’t know. Andy’s one of the most successful speakers in the country. He commands unbelievable fees and delivers every single time on his talks.

But that started from, like you said, zero, and built. Here’s the difference. Here’s what I heard today I think clearly. That when you take what you’ve been given and reinvest it in what you’ve been given, not to buy big stuff and to have junk and to have more than somebody else, or not to try to shore up your self-worth with stuff that’ll rust and disappear, but when you reinvest it in what you’ve been given, and excited about the fact that what you’ve got gives you the chance to produce more that changes lives.

I want to tell you something, buddy. I’ll be 70 next year.

Robert:  Woo hoo!

Ken:  That’s right. And I’m going to run another triathlon, too. But, one of the things that I realize, that if you subtract the ability to help people, I don’t want to get on a Delta airline again. I don’t want to get on any airline again. I don’t want to stay in some lonely hotel again. What fires me up is not this marvelous – I’ve built a marvelous following, a marvelous career.

The other day we went downtown Franklin. Seven people, first time in my life, seven people – Ken, car from Ohio. Ken, we love you. Walk into a store. Ken, what do you think of this art piece?

Robert:  Isn’t that awesome?

Ken:  Yeah, it’s awesome, but it means nothing after a while. What means something is the little girl that calls and says, I want to live. I was thinking of taking my life. I lost all hope. Thank you. I want to live. And that’s what your stuff is doing. Am I wrong on this? If you subtract what you know you’re doing in the lives of others...

Robert:  There’s nothing. There’s no excitement. So if you want to know about excitement, I love influencing people. I’m not a hero to anybody. But I can be a guide. And it’s not because I’ve been anywhere. It’s because I’m going somewhere. And you take that with the excitement and you say, come on. If you want to go somewhere – I’m not saying you can go where I’m going. But I can show you how to get to where you want to go. And it’s the same principles.

So even today when I was talking to Matt about a new idea that we had, I said, what do you think of this idea? He says, I love it. I said, I have given you 500 more hours of work. Do you agree? He says, absolutely. So that’s exciting, right there.

Ken:  That is exciting. Well, I cannot thank you enough. You know, I came to the interview thinking that, for sure, we would get some principles and skills and ideas. And we got
some of those. But I want the people who are listening to the Art and Business of Public Speaking, I don’t want you to miss what we got in inspiration here. Because ultimately, I think the things that you’ve said are the engine to the train. And that whatever you build underneath of that, if you don’t know where you’re going, if you don’t have that idea of excitement of investing in the lives of other people, you’ll find yourselves standing on the mountain you dreamed of climbing wondering where do I go from here.

Robert: And the view won’t be as pretty.

Ken: No. It won’t be as pretty. But you’ve given us a beautiful view today. I don’t know how to thank you enough, my friend. Thank you so much.

Robert: Thank you. I appreciate you so much.

Ken: Well let’s do this again sometime.

Robert: Absolutely.

Brian: Okay, Ken, I’m still taking notes. My pen is on fire. I can’t even imagine not having to listen to this interview again with all of the information he gave. One of the highlights that I had, Ken, that I loved, and it’s kind of this line. You’re going to love the fools in your life, but don’t trust them with your business. I just love that. Because you can love the fools in your life, but you have to know who to trust in that business side of things.

Ken: That’s exactly right. Now I took away something a little more esoteric than that. I’ll tell you what grabs me is his reference to his book 20,000 Days and Counting. That blew me away. Here’s what I took away. Every day is a gift. Every single hour, every minute, every second is a gift. And it’s a one-time opportunity. There’s no guarantees that we have 20,000 days and counting. In fact, I’ve never done the computation on my days. I should have you do that computation some time and figure out how many days I’ve got left.

But when you realize how fast they go by, and that there’s no guarantee. They’re just so, so important.

Brian: What he said about living today like it’s your last. I’ve said that with words. Here’s the difference between Robert and I. I say it with words. He truly believes it.

Ken: And he does it. If that’s important, then each day you’ve got to maximize it. You’ve got to cherish it. You’ve got to use it to build relationships. Or you can play Words with Friends. You’ve got a choice every single day.

Brian: And you do that well, you really do. You know, I think this is an interview that you probably have to bookmark and go back again. Listen to it a couple times to really digest all of the information. But there’s another way to connect with Robert. He has a great book. It’s called 20,000 Days and Counting. In fact, if you go to the website, you can see how many days you’ve been on this earth by just putting in your age and what your birthday was. And so I encourage you to go check that out.
All of these notes, the Show Notes from this show, will be located at dynamiccommunicators.com. And there, we’ll provide a link for his book, *20,000 Days and Counting* and also his website where you can go find out more about the Robert D. Smith.

Ken: Right. And his eBook, there will be a link to how you can get his eBook there that we talked about. And I’ve got a road tip.

Brian: You’ve got a road tip? Awesome. Well let’s go right into the next segment called the Road Tip. What is that?

Ken: My road tip, I’m excited about today’s road tip, because it connects with what he’s talking about. Don’t waste the empty space in your travel. When you’re sitting waiting for your plane to board, don’t waste that time. When you’ve got a long layover, don’t waste that time.

Don’t waste the time in the hotel. Don’t waste the empty space. Fill it with meaningful work. With relationship kinds of things.

Brian: That could include calling home.

Ken: Just don’t vegetate during those times.

Brian: Very good. Well, today I wanted to also wrap this podcast up with a mention of something that I’ve had a lot of questions about to me, and I know Ken, you have, too. Sometimes you are wanting some guidance. You’re needing somebody to come alongside you that’s been there, done that, knows that processes and also can give strategy. Maybe just add a little bit of a motivating factor. Maybe that shot of adrenaline like Robert D. adds to my life.

We have put together a program called communicatorcoaching.com. Ken, I know you love doing this. We do a mastermind twice a year. One of the times in that year we actually are going to your cabin. And we’d love to have you join us. I want you to go to communicatorcoaching.com, check out the details there. You’ll find out how you can hire our team to come alongside you and help you through this process of not only getting started, but then having a growth plan, and also how to maintain this and create a great career for this going forward into the future.

Ken: I know some of the clients that have taken advantage of this, and of course I’ve taken advantage of it personally. But because of the time that I’ve spent in this business and because of what I’ve learned, I’m excited to share what I’ve learned with the people who are involved in that coaching program. So I couldn’t encourage that more.

Brian: Let me give that website again. It’s communicatorcoaching.com and we would love to have you check it out. Also, just shoot us an email if you have some questions about it. We’d love to talk to you about it and give you some more details. Thanks for joining us today. Thank you to Robert for his great interview. And I hope we can get him on the show again in the near future.
Ken: We’ll see you next time, folks.