

IGNITING THE FIRE WITHIN

**A BURGEONING GROUP OF PREMIER DEALERS PURSUE
A PATH TO BETTER PERFORMANCE, TONY ROBBINS STYLE**

BY GWEN FARISS NEWMAN

THERE ARE POWERFUL MOMENTS that leave lingering side effects. A glimmer of that appeared when The Premier Companies hosted its 2016 National Convention in Sanibel, Florida, where dealers, vendors and guests assembled to celebrate the company's annual awards event. As doors opened and music pumped, the mood was decidedly festive and the spirit contagious. But, while almost all entered clapping and high-fiving, a few roared just a little louder, leaped onto chairs and threw their fists into a sign of celebration. 🔥 David Bauer, owner of the Premier Rental-Purchase franchise in Harrisburg, Pennsylvania, describes that moment as the visible carry-over of an unstoppable energy they had encountered elsewhere: his first-ever Tony Robbins event five months earlier in Las Vegas, where a group of eight had invested \$5,000 each for a five-day *Business Mastery* course open to a limited capacity of 1,500 attendees.





“TO ME, IT WAS EXHILARATING,” Bauer remembers of the event and the camaraderie. “It brought back a lot of excitement from my sporting days. It fostered a team environment that helped bond a lot of individuals from a lot of different areas.” And there were two distinct takeaways for those looking for results, affecting both the store’s bottom line and its day-to-day culture.

After embracing a 10-10-10 principle of increasing business 10 percent in three key areas (APUs, number of agreements and number of agreements per customer), Harrisburg saw a 30 percent increase in business and volume over the next four to five months.

“We eliminated the negativity,” Bauer says. “Now, if anybody brings up anything negative, they’re shunned,” he says with a laugh. The mood is light-hearted, but the point is serious. Change starts within.

“It starts with you,” says Bauer. “And until you get that straightened out, it’s hard to do anything else.”

So, after hearing several friends and colleagues tout the value of the Robbins event and then getting a timely alert that a March 10-13 *Unleash the Power Within* seminar was right around the corner with another Premier contingency already forming, I waltzed back and forth on putting forth the time and funds needed to commit. You could clearly see the benefit. After all, how many seminars do you go to—and return from—pumped up? An event you’re still talking about months later? One you’re sharing with friends? I hadn’t heard a word of negativity. And that’s just not human nature. *Not one complaint?*

So, two months after the Premier convention, I found myself headed to my first Tony Robbins event. I knew only that the days were long, breaks were few and that we were going to walk on fire. Literally.

Yep, you got that right. Me? That had never been one of my life ambitions, but it was one of the highlights of the event. Yes, one.

Robbins explained how it would be a huge highlight for all of us, but that it would dim in comparison to what we took from subsequent days. How could that

be, I thought? And this was just Day 1—it wasn’t even the finale of the event. That was his point as he took time to explain the do’s and don’ts of navigating burning coals. Like it’s nothing.

Totally Tony. Totally unfazed. But then again, this was the same self-assured, hugely acclaimed speaker who, over the course of our four days, had yelled at the top of his lungs so many times we lost count, who had pounded drum sticks, squirted water guns, brought us to our feet repeatedly and brought us to both laughter and tears. Some had poured out their souls, and with equal amounts of strength and sensitivity, Robbins helped those fearless enough to speak to see things they had never seen and answer questions some had carried for decades.

There were 9,000 participants from 71 countries who attended the *Unleash the Power Within* event in West Palm Beach, Florida. And the fire walk experience for each was, in its own way, varied. I couldn’t believe how *not* nervous I was or how fast the walk itself went. One moment I was in a crowd, inching forward to take my spot and the next I was being patted on the back—the signal for all signs go. “You’re ready. Look up.” Looking down, they shared with great wisdom, would freak us out (my words). But looking up and focusing only on the outcome would yield far more favorable results.

I felt the heat beneath my feet, but only lightly. Others felt nothing. Others sported mini blisters they wore like a badge of honor, most completely faded by morning. What I thought would feel like minutes of dreaded torture turned into mere moments of passing time. My understanding is that the more “in state” you are, the less discomfort you feel. You own the moment, the underlying message being that we are capable of so much more than we give ourselves credit for and that we can easily conquer any fear. Those were the key points we took into the rest of the conference and, at the end, into the remainder of our life.

Since returning from Vegas, Bauer and his entourage have held weekly conference calls every Thursday morning, have openly shared highlights of their experience and most have plans to attend another event later this year.

I’d have to say that the *Unleash the Power Within* event is everything you’d expect in a forum designed to



PREMIER HIGH-FIVES at the
COMPANY'S JANUARY CONVENTION,
INCLUDING DAVID BAUER, CENTER

challenge you personally as much as professionally. You get powerful words of wisdom, yes, incredible storytelling and timely jokes—but it's so much more. For those looking for an experience, not just a seminar, it's really a pulsating rock concert, an incredible workout, a mini counseling session, a giant pep rally and a huge lecture hall all rolled into one. The man commands the stage from the moment he arrives.

Days are long—an immersive experience. You get away from everything, the goal to focus only on the task at hand or the message being delivered. And the integrated exercises—rocking out, stretching, high fives and hugs—only add to the intensity and memorability of the experience.

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Our days started around 9 a.m. and ended as late as 1 a.m., as early as 8 p.m. There were few breaks, little downtime and it definitely impacted sleep schedules, eating habits and the ability to connect with friends, family and work. But despite this, few exited the arena before the day was officially done. Every moment mattered.

For Chad Fosdick, another Vegas *Business Mastery* participant, the concepts themselves weren't new or revelatory. But they work.

A self-described fan of self-help gurus like Zig Ziglar, Bryan Tracy, John Maxwell and Stephen Covey, Fosdick credits Robbins with incorporating activity so proactively into his presentations. "The learning is cemented through the physical engagement," he notes. "It's not just rah-rah moments, but engaging the body and emotions into learning and embedding it in your brain." By changing ourselves, he notes, we change our business. "Our business is an extension of ourselves."

He also sees value in proximity to like-minded people. Of the eight who attended the *Business Mastery* course in Las Vegas, most are high achievers: one was Premier's 2014 Dealer of the Year, one is the only female owner in the franchise, another is one of the most consistent top performers and Fosdick himself is one of the youngest dealers.

"I brought back so much energy to the store with me," Fosdick says, "and a great sense of certainty. You feel it in your body, and it provided me with the framework to empower others to know with certainty that they can achieve this, too."

Trooper Earle, owner of the Premier Companies, has been a devoted Tony Robbins follower since the early 1980s. He has attended the events, walked the fire, bought supplemental materials and recommended Robbins to friends and colleagues. The rent-to-own veteran credits its Robbins' sessions to major transformations in his life, but it wasn't until 2015 that he helped organize a Premier entourage and got an immediate response that has only grown more visible with time.

"It was all sparked when people started standing on their chairs at the conference," Earle says, "and it was those eight people. I think everyone realized then, these eight have changed somehow."

Of the original eight who attended Premier's Robbins Event #1, most are attending another or are encouraging others to do so. Fosdick sent two employees to West Palm Beach. "We are kind of speaking the same language now," he laughs. Jesse Hunt, owner of the Premier franchise in Cheyenne, Wyoming, attended the *Business Mastery* event. His wife, Jamie, then attended *Unleash the Power Within*.

By Robbins event #2, the Premier contingency had more than doubled, almost tripled. Of those who couldn't attend but were clearly interested, several immediately signed up for an *Unleash the Power Within* event in Dallas, Texas.

The personal investment of time, energy and finances spoke volumes to me—initially. After the event, those considerations were replaced with the sheer energy, dedication and commitment that you see around you and feel within.

Yes, there are powerful moments that leave lingering side effects. What will it be for you? What will make the difference for you and your business? What will light the fire within? ★

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