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# WHEN DO YOU WANT RESULTS?

**EPISODE 11 of a Daily Dose of Greatness Quest with Trevor Crane**

## SUMMARY

Today's show is all about results. When do you want to make a sale? When do you want to be a better leader? When do you want to make more money? When do you want to be in better shape?

Tomorrow? Next week? Next year? Or right freaking NOW?

In short you need:

CLARITY + URGENCY to get your ass in gear and create the results you want NOW. So answer today's POWER QUESTIONS and take on today's CHALLENGE.

And make today YOUR BEST DAY EVER!!!

## QUOTE

"Never leave the sight of a goal without doing something towards its attainment."

-Tony Robbins

## QUESTION

What do you want? When do you want it?

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## **CHALLENGE**

**Answer** the questions:

1. What do you want?
2. When do you want it?

Take **Action**.

## **ABOUT TREVOR CRANE**

Trevor Crane is best known for 2 bestselling books, *High Paying Clients* and *Big Money With Your Book ...without selling a single copy*.

For over 15 years, Trevor has been brought in to help small business owners:

- improve their marketing,
- increase their revenue, and
- make more sales.

Typically he works with entrepreneurs, consultants/coaches and speakers who have the challenge of generating consistent leads, elevating their brand, and scaling their business.

If you want to become IRRESISTIBLE to your ideal target client, and massively grow your leads sales and revenue, Trevor can help you craft a book that becomes your most powerful marketing tool, in 90-days or less.

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For details visit: [EpicAuthor.com](http://EpicAuthor.com)

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## TRANSCRIPT

*Hey, guys, welcome back. Today, we're going to talk about **RESULTS!***

My question for you today is, when do you want results? When do you want new results in your life? I know you're going to like today's show.

All right. Welcome back. Again, I got a question for you about the results that you want to create in your life and when you want them to come to happen. This is crazy. I realized that I need to clean something up in my life, that if you're getting feedback back from the universe, let's say, in this case, it is clients or potential clients that I've been talking to lately who want to do a book, and it's driving me freaking insane because I'm getting the same kind of wishy-washy, I'm in, I'm out, and I'm not, and it's just driving me freaking nuts.

Check this out. Just lately, I've been approached by new clients, and I do a little bit of marketing to help people publish their books and actually turn them into powerful branding tools and grow their business. I'm talking to business owners and coaches and consultants on a regular basis, and they are all excited to have the conversation, and they like to start talking about this new brand that they want to have, this new business that they want to have, this new book and all these amazing things that it's going to do for them, and the people that they want to help, and then they make a decision.

Sometimes, they'll even move forward and they'll pay me. Let's say someone has paid me money to go ahead and now meet with me, to have me help them craft their message and to craft the message that's going to make a difference. Whatever they were paying me, they then will sometimes not show up. They won't show up for their appointment or they'll go ahead and they'll let life get in the way, and this is driving me crazy, and I recognize that if this is the feedback that I've now gotten back from just two or three people lately and it's driving me insane because when I take on a client, I fall in love with them. I fall in love with the results that they want to create and the people that they want to help, and then when they allow themselves to make excuses and not take

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action and to talk themselves out of getting their stuff done because life gets in the way or they get scared or whatever the hell else it is, and I know people give me a lot of money.

In the past, I used to accept clients that were not committed to their results, and then what would happen is they would get started, and then they'd fall off in the middle, and this has now happened again repetitively, and I'm grating my teeth because it's driving me insane, but here's the thing. I recognize that if I'm getting that feedback back, it must be something that I put out in the universe that I'm not doing something myself.

I had mentioned this on one of our episodes recently, whenever we go back and look at it, and I talked about the two things that I think you need to go ahead and create results in your life, and that's what we're going to talk about right now, and whether or not this is showing up for me. I'm going to have a core question for you or two questions today that are going to help you go ahead and figure this out for yourself. The two things that you need to have, number one, is clarity, and number two is urgency.

Again, I mentioned this in another podcast, but I just want to go ahead and talk about it now. Clarity, how do you discover the clarity? Here's the simple question for you today. What do you want? What do you want? It seems like a very simple question, but, honestly, this has a lot of complexity to it.

I was, again, looking at motivational videos, and to be inspired, whatnot, I've been doing a lot of research for my new book about goals and goal setting, and Getting Any Goal is the working title of this book, and I was doing research into Arnold Schwarzenegger, and he told me that at the early part ... He told me. I was watching a video. I wasn't talking to him personally. He said that when he was very young, he had this vision. He read a magazine, and he saw somebody who was a bodybuilder, and it was on the front of this magazine, and how he had been Hercules and he decided at that time, he wanted to become a champion, just like this guy, and that he wanted to become an actor in Hollywood, just like this guy. The dude, at a young age, as a teenager, had this massive clarity.

Here's the thing. My whole life, I have wanted things and desired things. Guess what? Oftentimes, I've gotten them, but have I had clarity about a really big goal, to have

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the courage to set a really big goal? For a long time, I didn't have clarity about what book I wanted to write and why and why it was important for me to finish that sucker, not get started. See, I was willing to get started, and if I look at my life right now and I ask myself this question, if I have people that are wishy-washy, they're in, they're out, they're in, they're out, I don't think that they have true clarity about the answer to this question. What do you want, and the followup question is, when do you want it?

I realized that if I ask that question to myself about where is this pattern showing up in my life, I can see it, and I'm not proud of that, but I'm very proud of the life I have. I'm very grateful for what I've got. I'm very comfortable doing what I'm doing right now and helping the people that I'm helping, but that is actually a little bit of a lie. It's a little bit of a lie or a lot of a lie because it depends on how you measure this. I am very happy, but, at the same time, I have a phenomenal desire to help and serve more people, and as I was arguing with myself and talking to myself on one of my rants that I sometimes do, I realized that I call bullshit on myself, that I truly want to massively transform the way I'm showing up as a leader, as a marketer, as a closer, as a father, as a husband, as a servant, as a student, and there is a lack of clarity and urgency.

In order to do this, I mentioned this again on another podcast, in order to have clarity, you just need to be able to describe it with absolute, crystal clear clarity about what you want and then why you want it, and then why you want it creates the urgency. The why is that you know that there is a pending future result that you really desire. It's the, you're looking forward to it, "I can't wait for this thing to happen," whatever it is, this future that you want to have, and it pulls you forward, but, at the same time, most of us need that kick in the ass and that burning fire underneath our ass that gets us moving, and that has more to do with pain and the association to how I am not cool with the way things are currently, because if I'm too happy and comfortable, I sleep in. If I'm too happy and comfortable, I don't help create the urgency in my own life to create the results that I want to create.

I just started re-watching that movie, 300, and I'm doing it when I exercise. I watch a little piece here, a little piece there, and I love that movie and how the Spartans freaking did whatever it took to create the results that they wanted to create, to step up,

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and not because it was comfortable, but because they had this burning passion to stay congruent with the voice inside that told them what the hell they needed to do.

My challenge to you today is to answer these damn questions, and then take some action. The two questions are, what do you want, and why do you want it? Excuse me. What do you want? When do you want it?

When I ask my clients if they're trying to get a sale or make a sale, "When do you want your clients to buy something from you?" If you're in business, and I hope that you are an entrepreneur in some way, and you want to influence somebody to do something, when do you want them to do it? Do you want them to do it some time? Do you want them to do it next year? Do you want them to do it tomorrow? Do you want to make the sale today? All too often, I get clients and people that tell me ... They make excuses, and this happens all the time. It happens to me when I try to make a decision. Maybe it happens to you. When I go to make a purchase decision, to do something or buy something, and, oh, I got to think about it, I got to do more research, I got to talk to my spouse, I got to talk, I got to pray about it, I got to think about it. No, you freaking don't. Those patterns are not serving you. Yeah, you do need to get clear that you want it, and when you want it, but then you buy it.

Lately, I've been buying a lot of stuff on Amazon, and I love it because I decide what I want to buy, and I go there, and I buy it. I want something, and then within 24-48 hours, however long it takes to have it delivered with Prime, Amazon Prime, it shows up at my doorstep, and I would challenge you that if you want fast results, you need to make fast decisions. I recognize that, and I'm preaching to myself just as much as I'm talking to you today about how important it is that you make fast decisions so that you can create fast results.

That's all I got for you today is to answer your question. That's the challenge. What do you want? When do you want it? Then take some kind of action. I love the quote that I heard from Tony Robbins years ago that said, "Never leave the site of a goal without doing something toward its attainment." Just picking up the phone and calling someone and committing to them. I want to start with clients who want to publish a

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book, first thing I say is, "Declare to the world that you're publishing a book. Hang yourself. Put it out there." It's a scary proposition, but what you'll find is that most people will love you and support you and give you a lot of attention that's in a positive. Whether people are going to go ahead and call bullshit on you and maybe be skeptical and say, "You can't," and, "You probably," it's probably your inner circle of friends, family and those that you love the most and who love you that don't want you to see you do something stupid, are not going to yell, but they're trying to protect you from yourself.

I would say to get clear real simply today and take some type of action towards go getting it. If you've ever had any of these excuses and you have any kind of results like that I've been talking about today showing up in your life, then I would say clean that shit up just like I'm cleaning it up by just sharing this with you today. All right. Make today a freaking phenomenal day, and I can't wait to talk to you soon.

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