

Daniel Hall Presents



Episode 72

The Gamification of Money Making in Your Business

With Chris Cumby

Welcome to this episode of the Real Fast Results podcast! Reviewing today's content is going to be really great for you and the development of your career, regardless of what niche you are in. Whether you are an author, a speaker, or in information product development, etc., the information found herein will work for you.

This material was originally presented by Chris Cumby. He has been coaching and advising clients on business strategies and personal development for over 14 years. Cumby got his start as a sales and marketing consultant, but he took on a much broader scope of business as he began to identify what disconnected businesses from their clients. He now helps people to make these connections happen, and he does this by helping businesses grow through an extension of personal growth, themselves.

Chris' clients have achieved greater success in their professional lives since he's learned to advise them this way. With this realization, Chris has had a better opportunity to branch out and offer consultancy services that benefit each person individually, not simply the organization. As a matter of fact, in 2003, Chris founded Integrity Marketing Inc., which is a direct sales consulting platform that is focused on creating new possibilities and new revenue streams for his American and Canadian clients. Integrity Marketing has consistently helped its clients achieve broader market shares, increased revenues, and greater profits.

Chris has also written a fantastic book, which is [The Success Playbook](#), and he's been able to develop a brand around that. The subject matter of this book/brand also centers upon personal enrichment. This has allowed Chris' reach to expand internationally, and [the book](#) itself has helped many people broaden their horizons and better develop themselves, and in turn, become more successful. When it comes down to it, the core of Chris' expertise lies in working closely with people, probably just like you, and helping people design, implement, and execute their personal development and sales strategies in combination. Please welcome Chris to the program...

Promise: Make More Money in the Next 90 Days

Thanks for having me. Why should you stick around today? **If you want to make more money, I think that today's show is going to give you some good ideas.** We'll cut through some of the noise and pressure that you might have, and hopefully, give you some insights and some frameworks to really start making that happen in the next 90 days.

Well, the vehicle is really simple. I've gamified an area of my life that I've been pretty proficient at, in sales. I've taken that same gamification, if you want, and helped others achieve, through some frameworks that I have developed and things that they can do every day to execute and get ahead.

You know, one of the major ones is, "I don't have time." **Well, I've been able to help corporations and individuals, some entrepreneurs, with this strategy, and then taking that to a level where they've made some big commitments.** Again, part of the personal development book that I wrote is the "Five C's of Success". I'd be happy to share those along the way. **It's really about gamification. You know, taking your business and your life strategy to a whole new level by playing the game.**

I think you should bother because if you are passionate about helping others with your product or service, then taking a perspective every day to level up your skill sets, increase your mindset around things, then it will show every day as you work with whoever it is you're trying to attract into your business, whether you are an author or a speaker. We talked about this earlier. I've been a sales guy for most of my life, working with tangible products as well as with services. As mentioned, I am an author, I am a speaker, and I've taken those same strategies and implemented them into that world so that I can attract the people that I'm looking for, to get in front of with my message.

+ So, I came up with the concept over a period of time. I looked at the things that were successful in my life, and I started to put some frameworks around that so that we could keep track of it. I think that when you keep track of things, then you'll get results. I think that's what people are looking for in their life, a result from something that they

are trying to implement. Keeping that in mind from the beginning is the most important thing and I think “the game” helps with that.

How Gamification Works - ABCD

I’ve broken it into something really simple because I think that “simple” is something that people often overlook. We want to have complexities because we think that making money is complex, or building a business is complex, or pretty much anything that you’ve got to put some time and mindset into. The reality is, and what I’ve found is, simple is just an easier way to accomplish things, and I put it into more of an, “ABCD”. I have an acronym around that. It’s not the alphabet, but it helps people to prepare for the game, “A” being “Action”.

A - Action

What actions do you need to take today? Everyone is different, so I’m giving broad strokes right now, of course, but when I work with people individually, I’ll hone in on what actions will get them results. Everything needs to funnel into results. We are all creative beings, but without having some sort of focus of that creativity, unfortunately, you’re not going to get the results that you’re really looking for. It’s so important to have a focus around what actions are going to get you the results.

B - Body

Moving on to “B,” I’ve found that “Body” is such an important aspect to “getting what you want”. It’s overlooked a lot of times because people get busy, but I know that, unequivocally, having movement or exercise, and there are endless things that you can do that work for people, anywhere from running to yoga and everything in between... And, fuel. You know, I look at food as being fuel for my body, and I have a smoothie every morning as I get my day on, and I get antioxidants and things that are important.

All of this “A and B,” so far, actions and taking care of your body, **I assign a point system to it. Therefore, when I get things done in those areas, then I get the points associated.** My end results for the day is to get myself five points. So, I’ll break them down as we go along here, but taking action, for me, I need to make connections as a sales guy, or I need to go out and make speaking gigs. I have to make connections, so every time I get connections and I’m making those phone calls, or emails, or whatever it may be that I need to do, I’ll get that half point.

Focus. I’m constantly learning. I’m learning things that I can take and apply to my world of speaking, and I deliver that. I find that when I learn the best is when I teach something, specifically to the things in my life that make a lot of sense. Body, again, I get half a point for drinking a smoothie in the morning, for making myself do that. Also, getting some movement, having at least 20 minutes of movement of whatever it may be, and I mix it up a lot. I like to keep it different.

C - Character

“C,” if we move along, is your character. Who are you? You know, I ask that question often. “Who am I?” and “What do I want to achieve in my life?” If you follow some of the things that you do, your habits and things like that, you’ll start to truly find that character that’s inside. You know, setting goals, and your voice. Your voice speaks to you often when you get some clarity. Setting goals is such an important aspect, so that you are going after the results you’re looking for .

D - Dreams

I threw “D” in there because I think it’s important to have some dreams and have some things to aspire to, that inspire you, that motivate you. This includes calming the mind in a lot of ways, and I meditate often. I journal. I find that journaling is a great way to cut through a lot of the noise of the day, and this sounds like a lot of work, but when you really start to develop habits. I knock this stuff off really early in the morning. Throughout my day I take care of things so proficiently and efficiently at the same time.

That’s the game, in a broad stroke way of explaining it. **There are specific questions that I have developed and put into somewhat of a workbook so that I know where I am during the day, or during the week, or during the month.** I often break down my goals throughout the year in 90-day action plans. So, gamifying this, and making it into a game, keeps it interesting as well. That’s it in a nutshell, really.

Do You Use a Journal to Keep Track?

Yeah, I have a spot where I write this out, and I keep a total. If I don’t do something, then I start over. **It’s a must for me to hit a certain point because it’s often easy just to say, “Well, I’ll catch up tomorrow,” or “I’ll do it next week.”** Not for me. It’s a new game. So, I’ve failed the game for that week if I don’t do it, and therefore, it’s a consequence. It’s not an excuse, and I don’t allow it to become an excuse in any way, shape, or form.

The beauty of gamifying is that this is an honesty game. What I’ve found is that lies of omission are still lies. When you make up things and start trying to build a life on a lie, then it’s like a house of cards. Just like a business, if you start to talk about things that aren’t real, that stuff comes around very quickly.

It’s just like when you make promises to yourself and you don’t keep them, you’ll often find that something shows up out of nowhere that matches the frequency of the thing that you probably made up, and quite frankly, that will crumble very quickly. It is a game of integrity. It is a game to keep to yourself. It’s not something that you have to necessarily, at this point in the process that I’ve developed, keep anybody accountable, except for yourself.

What is the Goal for a Week?

Well, the goal is to get five points a day. So, I look at it as a 35-point week. When I achieve that, I know that I've built a great habit, and I continue to build upon. What I find, when I look back, especially when it comes to the actions that I need to take for my business... I find that, "Wow. The activity that I created, I've got a lot of opportunities, and those are the opportunities that, quite frankly, were why I developed the game in the first place." It's so that I can build a lifestyle that I'm used to having, and I can provide for my family, and I can go do the things that I want, and I can live the life that I really want. And, that all starts with people identifying, right out of the gate, what they want.

It's so important to understand what you want in your life. That way, you can start building this game, specifically, around attaining that and having a result of that you can say, "Hey, I played the game really well this week, and here are the results that I have." I ask two questions, pretty much every day, which are, "What's working," and "What do I need some help in?" Sometimes I need some help, and I'm sure there's someone out there that has some ideas. That's why these shows are so amazing. There are just so many little tiny golden nuggets that you can take and apply to your life.

I think that's an important question to ask throughout the week, or to reflect on weekly, because, scientifically, your brain does not hold much more information than past the seven days. That's why it's so important to reflect on your week, each week. Often times, if you wait too long, you'll forget a lot of things. It's just how we are wired. I often have those weekly reflections and look at where I am.

The point system is really easy to see as a visual. I'm either at 35 or I'm not. If I'm not, then I start the game over. I didn't play well that week, and yeah, I might have gotten some results, especially if I've gotten points in the areas that are important. I might have done well in that area, but I find that those other components are important as well. Especially your health, that just plays so much into your wealth. I play the game every day, and I am continuing to develop it and come up with some ideas around what I can do to improve it so that it helps others as well.

Setting Up the Game

Let's make it really super-simple because, again, the complexities that we all think life is all about. This is actually just an excuse in my mind. I create intentions based on my 90-day execution plan. I just find that it's much easier to see within 90 days than it is a year, let's say. Sometimes it's not clear in 90 days, but I find that, based on each week, you break it down to 12 executable weeks, it just makes it a lot easier to deal with some of the challenges that pop up as well.

You know, I check in on my emotions a lot. A lot of times, as a man specifically, I suppress a lot of that through my life. What I find is that allowing the emotion to start

happening through me, and being real with it, and watching it almost like an observer has helped me. That's why I document everything, and I've been a pretty good journaler my whole life. In fact, that was the intention of [*The Success Playbook*](#). It's really just a great journal for you to ask questions. Ask yourself powerful questions, and when you ask yourself powerful questions, you'll start to listen. Then, you learn how to quiet the mind a little bit.

We all have a voice that talks to us, and we all have that, let's say, "other self" or something inside that speaks to us. And, if we are not clear, we'll hear fears, and doubts, and all those things that tell us we aren't good enough. That's the whole purpose of playing the game. You'll get better at it. It's like doing anything. The intention of learning and growing is really what I wanted to do in my life and get better and better.

Like, when I first spoke on a stage, I was, man – not that good. But, I didn't let any of the external beat me up or my internal. I said, "You know what? I'm worth going out there again and doing this because I have something to share. I have a voice." So, I just did it again, and I got better at it. Then, I did it again, and I got better at it, and each day I get better at it.

I've just found that keeping score on life is just such a great way to look at what you're intending to do and then where you land. As entrepreneurs... You know, authors and speakers, and product creators, and all of this, we are entrepreneurs. We are creative people. We need to learn to pivot, and pivoting is a forward action move so that we don't end up just stalling and saying, "Well, I tried it, and that's it. I'm not going to do this. I'm not very good at it."

I can guarantee that everything we start, we might not be good out, but then, all of the sudden, we just end up falling into something really well, or we learn along the way. It's okay to sometimes just say, "Hey, that's not working for me." That's okay, as long as you tried. It's so important to have those intentions and then look at that as you are going along. In fact, that's how my day starts out. What are my intentions for today? I don't really keep a to-do list, per se.

I have things that I need to do, yes, but I really look at my daily reflections, what my intentions were, starting out, and then just work at it. Find out where I need to improve some areas of my life, and then, mostly, give myself some credit for what is working. I often thing that a lot of people... We don't give ourselves enough credit for things that we are really good at. I think everybody has a genius zone.

Part of this is, certainly, to create that vision, and it's tough for people, but I have five really simple questions that I ask:

- What do I want?
- Why do I want it?
- What feeling am I going to have when I get it?
- Why do I want that feeling?
- Why is that feeling missing now?

I find that when I just reflect, and I listen to the voice inside myself, the thoughts that come through, with those questions there comes a clarity. Then, I just walk as far as I can see, and I'll start to see a little further, and things will reveal themselves. People, places, events, and circumstances will show up. I'll be aware of them because I have placed my awareness on what I want. Therefore, I will recognize it when the opportunity either shows itself or starts to peek out and says, "Hey, I'm over here."

Something will always happen. It's funny how it always works out that way, but we are such powerful beings with our awareness and where we place it. Things start happening. We do it all time anyway. You could be a really negative person, and guess what, you get a lot of negativity. Well, if you're a positive person, you start to see the result of that as well. We're really good at doing that. It's just, again, where you place your awareness, and your intentions come along with that.

Connecting with Chris

My website is a great place to start. ChristopherCumby.com. I've got all of my social media. I'm always pretty active in that area. Of course, you can email and phone call. All the information is at my website. So, that's probably the best place to start.

Resources

[The Success Playbook: Principles and Strategies for Building a Rich and Happy Life](#)

ChristopherCumby.com

Real Fast Results Community

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