

Ep #40: Million-Dollar Tangents with John Richardson



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With Your Host

Becca Pike

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Hello my friends. Today I am sitting down again with Hell Yes Coaching's head coach John Richardson. We're going to sit, chat, shoot the shit, you guys are going to love this conversation. This is episode number 40 of *The Hell Yes Entrepreneur*. I am your host Becca Pike. It is time for your weekly dose of Hell Yes Coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Becca: Hello John Richardson. Thank you for coming back and hanging out with me here.

John: Thanks Becca Pike. I'm excited to be here. It's always fun to be on podcasts, especially this one.

Becca: Well John Richardson, a lot of people were super excited about our last podcast together. Which was funny because if I remember correctly, we just got on the mic and started spitting off and talking about Three More. I had a lot of people message me and say that that was their favorite episode.

John: You know collaboration leads to success. I'm not sure.

Becca: Maybe because we're amazing as podcasting.

John: I choose to believe that.

Becca: Yes absolutely. So one of the things we were just talking about before we hit record was our tangents that we go off on Three More. So for anyone that's coming in, doesn't know who John Richardson is, John is the head coach here at Hell Yes Coaching. He's been the head coach since Hell Yes Coaching started basically. I mean at least a couple years. John is very loved in our community. He runs the Three More classes.

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When I pop into the Three More classes, you and I get off on one of these tangents basically. We start talking circles around each other on certain topics, on certain subjects. In the beginning when we first started Three More, I thought we shouldn't do that as much. Like oh we're getting so off topic. Let's very back towards it.

What's happening is like these tangents that we go on are such high value tangents. We usually go off on these fantastic lessons. People usually message us afterwards and are like, "Hey, that was a really good thing that you guys went off on." I don't think we should veer away from them anymore. What do you think?

John: No I think we should definitely lean into that and see where our experience takes us in the dialogue. One of the things with Three More, the way that it's evolved, I think the value of the program had led itself to allow us to have those tangents. So before when we first started and it was that eight week course, it was very important to us that we stayed on task because we had a finite amount of time with our students.

Now that it's lifetime access and people can come in and out of the videos, they can join the calls when it is conducive to their schedule. They can continue to come on for the entirety of the program. I think it gives more freedom for us to kind of lean into shared experiences, to do more coaching, and to add value where we can.

Becca: Hm, I didn't even think about that. That's actually a really good point. I was really excited obviously for tons of reasons. Our customers were very happy when we went from eight weeks. It used to be you bought in the \$1500 and you had eight weeks. Each week was a very specific topic. After the eight weeks was over, the class was shutdown.

If you wanted to go through it again, you could, but you had to pay the \$1500 again. Most of the people, I think we had a massive percentage of people that went through it two to three times. Now it's \$1500 and you get lifetime access for the entire lifetime of the program. So that's a really interesting take. There's a lot of benefits to that, but I never considered how

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much ease it brought into the curriculum. It allows us to go so much deeper. You're absolutely right on that. That's so interesting.

John: You talk about the ease. I think it brings a general ease from both perspectives, right. From me as the facilitator, from the people on the line as the students, and then from you as well. We've got a generalized topic, so we stay on task. We follow the Three More process. We focus on perfecting that. We also, like you said, can go on those tangents. Everybody can absorb that knowledge, can enjoy the conversation, can be coached. We know that whatever we didn't get to today we can get to next week, and it's going to go on forever.

Becca: Yeah absolutely. I remember you are the first one that put the little seed in my mind that we shouldn't get away from our tangents. Because you were like, "No what we just had was a million dollar conversation. Like it might have been off topic from what we thought we were going to talk about today, but that was a million dollar conversation. That conversation alone was worth the \$1500 fee to get into the room." I was like damn. That's good. That's right.

John: Yeah. Some of those million dollar conversations or those \$1500 nuggets as I call them come up so organically and so unexpectedly that the only way they would have happened was going on a tangent. The only way that they happen is by having those freeform conversations that our brains take us there in unexpected ways.

Becca: Yeah I love that. That makes so much sense. I was listening to Joe Rogan. I listen to Joe Rogan a lot. He's in a lot of controversy right now with the whole Spotify and the whole Neil Young thing. Which by the way, I love that Neil Young was like, "It's either me or Joe."

John: They're like okay easy decision on this one.

Becca: I think that Joe Rogan just got bought into Spotify for like \$100 million or some shit like that. Neil Young was like, "Guys, you're going to have to remove my three songs if it's between me or Joe." Anyway Joe Rogan was talking about how it's really important to have someone that you can

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talk to during podcasts, like bounce ideas off of. Not even just in podcasts, but in Three More I think about it as well.

Like if I were in there by myself or if you were in there by yourself, could we extend a really good lesson? Absolutely, 100%. To have each other, to remind ourselves—You remind me all the time of stories that I want to tell or inspirations that I have. I'll say something and it kicks something off of you. It's just a really important dynamic in Three More like when we pop in there and we just start basically working off of each other. It just brings a really cool experience I think.

John: Yeah well back to why that first podcast was probably one that people liked. There's a good chemistry. I think we complement each other well as we alluded to in that first podcast. You're right in that when there's two people having that conversation, our minds are allowed to kind of divulge into a path that they might not have seen otherwise.

Becca: Yeah absolutely. I love it. All right well let's switch gears. So you and I just got back from Miami. We went to our live even for the Thirty More kickoff. By the way if you guys are interested in Thirty More, our next round, it's not open right now. You can get on the waitlist on the website, but otherwise you have to wait until May. We'll be opening up for our July round. In July we're going to do a destination as well just like this one.

But this year, this January, this round we went to Miami. We stayed at the Nobu Eden Roc hotel. We ate tons of amazing food. We masterminded all day for a full day. I think it was like 10 straight hours. It was amazing. Can you tell us a little bit about your experience? That was your very first Thirty More live event. You got to see all the backend, all the front end. What was your experience like?

John: Yeah it was a lot of fun. So I got there. I live in Florida, so I didn't quite have like the immersion into Florida like you used to or maybe some other people do. Because that was always one of my favorite things coming to Florida was seeing palm trees for the first time. Fortunately, I get to see them all of the time.

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There was something special about coming into Miami and driving over from 95 across the bays and into Miami Beach especially. Like there was an energy that came about just even entering into the hotel room. The significance of the event kind of looming in the future was really cool. So it's fun to be a part of all of that. Anytime you have that energy, I think it leads to foundational things happening. It was the perfect setup for that event. The energy of the beach and the beautiful palm trees and the sun.

Then with the event itself, I saw it from so many different perspectives. Those perspectives being the front end of planning for it, the back end of the logistics, and then I also saw it from being a coach. There was some coaching conversations that I had during that weekend. Then also as a student because I was there watching the whole time. So I saw a 360 from every angle possible.

The amount of work that goes into that, I don't know that people understood. I certainly didn't until you see what it is. Shoutout to Sierra, your assistant, for putting on such a good event and handling a lot of the behind the scenes stuff. Then also seeing it from your perspective and conversations that we had and the enormous amount of importance that you put on the event going well and the preparation that you put in. Just being a part of all of it was really fun and really enjoyable. I'm looking forward to the next one.

I can see the trepidation and the nervousness on the students when it started. Kind of like hey this is a big investment in my business. I'm not quite sure about this. Then at the end like the smiles at dinner and everybody being like, "Whoa we made it. This is going to be awesome. I have full belief in myself, in my business, in Becca, in Hell Yes Coaching. This was the right decision."

That transformation is worth \$12,000. Like going from being scared to invest in your to being I'm confident it will work out. That alone is magic. To see it transpire in that 10 hour session on Saturday was awesome.

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Becca: Yeah I've had a hard time even articulating what happened to people after that event. Like you said, yes, they came in nervous. But they left like... There's just something that happens when you go in with a community. I think about it with like sports. I was always very close to my sports teams. Way beyond even my closest friends that came to my house.

The only way that I can articulate why that is like when you go through hell and back with somebody, you become much closer. So like I think of high school basketball as going through hell and back. We would do these sprint exercises, these conditionings. We would have the highs and the lows of losses of games and winnings of games. When you go through really intense emotions with people, you can become much more bonded much more quickly.

So like that alone like we saw that happen in Miami where these 10 strangers came together. None of them really knew each other very well at all. Some of them even in the same industry as each other in the same city. So a lot of them would be considered competitors, right? That's not the way that we look at things in Thirty More. They came together and they ran this high and low emotional rollercoaster together. The bond that happened between them alone I feel like is worth \$12,000. They're going to be lifetime friends. They're going to be lifetime buddies.

Also what happens when you do such extremely deep thought work, when you think about questions that no one has ever asked you about your business, about why you run your business the way that you do. Why your goals are what they are. Then how to articulate what you do to other people.

Just the mindset work that we did in there. It was like I was watching their brains break open, and they were tapping into this creative side of themselves that I hadn't seen before, and I don't think they had seen before. They were telling us all this too as well. Like by the end of it, they were like, "You have no idea what I went through. This weekend was worth the

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\$12,000 alone. I can't believe we haven't even started yet. Like I can't believe that the six months hasn't started yet." Anyways yeah. Just highlighting what you said. It was super fun to watch.

John: Yeah well anytime you make an investment, and this is like a mindset thing too, and you recover that monetary value immediately. Like think about how freeing it is to know you've got six months to just like totally enjoy the lessons, to enjoy the coaching, to enjoy the comradery. That's the position that all of those people are in. It's pretty cool.

Becca: Yeah. It's like everything else after you get your monetary value back is just extra credit. I've seen people go through programs where they feel like they haven't gotten their monetary value back. So they're just like desperately searching for it. They're kind of grinding out in the program or in the event or whatever. Like grasping for straws to be like, "Oh I've got to make my money back." As opposed to boom, here's everything that you've ever paid for is all back in brain and knowledge format. Now you just get to relax and chill out.

John: Yeah our community is pretty tight in the way that we have it structured where everybody comes into Three More before they go into Thirty More. So I know almost everybody that's ever been involved in Hell Yes Coaching. I've had a one-on-one conversation most likely, but I've met very few of them.

Becca: Yeah.

John: So seeing these people in person was pretty cool. I see more than just from the shoulders up and their face, and get to give them a hug or a high five and a handshake and enjoy a meal with them. That was fun too.

Becca: It is so fun. It is so fun. Everyone was like—I think Rebecca was like wow, you're so much taller than I thought you were. I always think that that's funny like seeing people for the first time not on Zoom. You're like, "Oh I've only been seeing the top of your torso. It never registered that you're 6'7", like what?

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I saw David, I felt so embarrassed. I was like David oh my gosh. You've always been on Zoom. I didn't know what you looked like. I'm so happy to see you. We're so close in proximity. This is so fun. I was positioning in this conversation because I thought in my mind that he lived in the north east like upstate New York or something like that. I don't know where I pulled that from. He's like, "You know I live like 10 minutes from you?"

John: Yeah he's in Lexington.

Becca: I was like what? I felt so stupid. Yeah it's so fun the conversations you get to have when you're not on an agenda like on Zoom. Like just hanging out by the pool and eating shrimp cocktail with people and drinking a martini because the class is over and the stuff that comes up.

John: Yeah. Going on tangents like we had talked about before. When you're allowed to just think freely, magic happens. It's awesome.

Becca: Yeah. Absolutely. I'm interested in how you felt because you said that you got to see it from the front end, the back end, as a teacher, as a student. I know that you were feverishly taking notes while we were in there. You were doing your own mindset work. You were doing your own thing. We even had you read some of the stuff out loud. That was when I cried randomly. I was just like so proud of you.

John was reading some of his thought work out loud and some of his goals. I just started crying, which is very odd for me. I don't usually cry. We had to stop the whole thing. I was like I don't know what's happening to me. I was just so proud of you for how far you've come and what I've seen happen for you in the last couple years and the life transition that you and Andrea have taken and changed and stuff like that. I'm interested to know your positioning or your experience as a student in that room.

John: Yeah. As a full time coach, outside of when I have a coach or being coached, I don't spend a whole lot of time. So to enter that room and be vulnerable with those people was such a cool experience for me because I don't do it often enough. So to be on the receiving end of the coaching and

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to do that thought work was fun. It was informative. Then sharing it was especially cool.

I felt like I was already part of that community, right, but it'd always been from the perspective of more of a coach than a member. Then when I was reading that, I felt very aligned with the group in terms of being in the community as a peer, which I am a peer of theirs. That was fun. Did not intend on sharing probably as much as I did, but I was in the moment, and I got in my mind. That was fun.

Becca: Yeah I wonder if that is more advantageous than we're giving it credit for. Like everyone has always considered me as the coach and the leader in this circle, right, but then there's you. Yesterday in the Three More call I coached you, right, in front of everybody. You literally transitioned into one of the members. You became vulnerable. You were receiving the coaching super well. You gave a great example of what it's like to receive coaching well.

I was thinking more about it. I wonder if it is part of why everyone likes you so much and flocks to you so much because you can be a coach when needed, but you're also vulnerable enough to be a student in there with them. Like you're just a peer alongside of them.

John: And how quickly like... This is for anybody that has a coach or wants to be coached, right. There's a mindset that goes from like you have to go into that mode. So yesterday on the Three More call, I wasn't expecting to be coached. But we were having this conversation, I shared something, and then you asked me a question. I realized that was a good coaching question, and I could go one of two ways.

I could put up a block and just sort of answer it with words and appease the answer, and we would have moved on. Or I could have gone into okay I want to receive this. I want to think about it. I'm going to open my heart, open my mind and be vulnerable here and share. That's what I did. I got way more out of it than if I were to just use words to satisfy a response.

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Becca: Yeah absolutely. Being coachable, what does it mean to you to be coachable? Like I tell people all the time listen you should totally come into Three More, but only come in if you're ready to be coached. A lot of people don't know what that means. So I spend a lot of time trying to articulate what it means to be coachable, to be willing to receive the coaching. What does it mean for you?

John: I think the main thing is to have an agenda that you want to solve something or like you have a goal, right, but you don't have an agenda that there's any certain way that it's going to be solved. You're open to all solutions. Solutions that come up may be wrong. They may be right, but you're open to anything. You have a little ego, and you're willing to admit that how you've done things might not be the right way or what you think might not be the right way. You're open to hearing things, you're open to exploring things. Together with the coach you want to accomplish a singular goal.

Becca: Yeah absolutely. It's almost like not having an agenda for the answer that you want to hear, right. Also like going in for certain purposes. Sometimes I feel like, and I'm not just saying this as other people. This is just humans. This is me as well. Sometimes we go into asking a question to our coach and we're doing it almost to like not even get an answer but almost to get like we want to fill a void. We're wanting a pat on the back. We're wanting validation in the choices that you made, even if you know they weren't great choices for your company.

So like I always ask myself before I get coached. I'm like I'm not looking for validation. Check. I'm not looking to fill my ego. Check. I'm genuinely looking for an answer that could be of any avenue. Am I willing for it to be of any avenue? Am I willing for it to be of any avenue? Am I willing to be told that the way that I'm thinking isn't productive for my business, right? As long as I can answer all of those from a clean space, and like a really clean space. It can be hard.

I think when you get called on to be coached, first of all it's almost embarrassing, right. In Three More, there's people watching you get coached. So people can tend to go into like fight, flight, or freeze, right. They either want

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to fight you. They want to get away from being coached, or they just completely freeze, right. Then there's people that have done the mindset work before. They're like, "Okay I'm willing to look vulnerable. I'm willing to get coached in a certain way. Those are the people that usually get the best type of coaching."

John: Yeah absolutely. One of the things—Let's just go down this tangent here with coachability and what it's like to be coached. The thing that makes somebody very coachable or makes coaching work the best I guess, makes the process work the best is when they come with humility. They come with an open mind. It allows them and the coach to work together to accomplish a goal. To explore problems.

What I see a lot of times is that people want answers to questions. They don't want to problem solve solutions, right? I don't know if that accurately captures it. They want me or their coach to just say, "Hey, this is what you're going to do." Which is okay sometimes, but that's more mentoring than it is coaching. What works the best is when they say, "This is the problem. Let's go through some different solutions that I have already come up with. This is kind of like what I want to talk about. That's where it works the best."

Becca: Yeah so we have a rule in Thirty More. If you're in Three More, you should definitely use this rule for yourself. It's not something that I've come out with in Three More yet as a rule, but in Thirty More it's a rule. If you come into the Slack community and you want to get coached on something, you can't just ask the question, okay. You have to ask the question and then answer it completely yourself in a way that you think is the best answer. Then at the end of that you ask what am I missing? What holes do you guys see? What voids do you guys see? What am I not seeing?

Because when you come in and you ask someone a question, A, you're making their brain sharper by using their asset, their resource. So everyone in the Slack community's brain is digging down for answers and becoming sharper while the question asker's is becoming more reliant on everyone else. We don't want the question asker to become more reliant. We want

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them to become more resourceful, right. We don't make our brain sharper. We make your brain sharper.

On top of that if you're asking a question, there's 8,000 different ways to answer a question. That's not even what you're looking for, right. You're asking how to employ someone. You get all these answers on how to train and hire and manage, and that's not at all what you wanted. You wanted a totally different angle on how to employ someone, right?

So it is the most efficient way to get coaching because we know exactly what you're looking for. It's making your brain way more resourceful and way sharper. It's not putting it on all of your classmates to do your work for you. It allows us to scan your brain, see what's missing, put in our input.

It forces you to do the work which ultimately is going to make the CEO that you want to be. You want to be the person that is coming up with the ideas, problem solving for them, and implementing them, right. You don't want to become so reliant on your mastermind or on your coach that if they were to disappear you would be helpless.

John: Yeah absolutely. Think about it from a coaching perspective. This is a one-on-one example. It's even more limited. There's 164/168 hours in a week? We spend one of them with the client. When they come with a question and answer, two potential answers, how much more information did we just get from them to help them come up with the best solutions for them?

I say help them because that's what we do. We help them come up with the solution together, not necessarily tell them the answer to their problem. So when they come with both of those, we have so much more information to work together to solve the problem.

Becca: I think that, and one of the reasons that we made this rule in Thirty More is because we're at such a higher level. There is no time to waste. We've got staff members. We are scaling our businesses, right? So when you come and you say, "Hey, how do I hire people?" That is so easy to spin in circles, spin in confusion. That's not what I meant. This is what I meant.

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As opposed to, “How do you hire people? These are the exact three topics that I'm having trouble with with hiring people. This is exactly what I think I should do. What do you see?” In 30 seconds flat we can tell you exactly what we see and what's missing as opposed to spending the entire hour just sitting on our haunches trying to figure out what you mean.

John: Yeah. Well like you can answer that with post an ad in Indeed, right? Like that's an answer to how do you hire people. Another answer would be like you can talk about interviewing. You can talk about looking for skillsets. It's like I don't know. We can spend 10 hours answering that question.

Becca: There's so many ways to look at it. A lot of times the question asker doesn't even think about that. They're so deep. They've got so many files pulled out in their brain, and they're like they've been thinking about this problem for so long that they think that their mastermind members know, right? Like that's just what we do as humans. We think everyone has the same context that we have in our mind, and they don't, right. So then there's frustration that happens.

So anyways in Thirty More it's like you come, you say your problem, you say the solution that you think is best. You might even throw in an alternate solution. Then you say what am I missing?

John: Yeah absolutely. As time has gone on and I've been in this role and coached more people from so many different industries, I see more and more. This is one thing that I tell my clients. The problems that you have today I hope you laugh about a year from now because they seem so easy to solve. Your skillset grows to the point like you just keep leveling up the problems that you have. You're never not going to have problems, but you just hope that they get more complex or harder or whatever that looks like.

Becca: Yeah.

John: I see it in my own skillset with a coach. Like how I would have handled something a year ago I'm laughing at. Like oh gosh I was such an immature coach. I just hope that that continues to go on because I just reflect on what I see with coaching clients and as they evolve.

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Like I had a client. He's moving into—it's this past six months that I've been working with him, and he continues to go on. Seeing his growth and his progress. He's never not had problems, right. He's never not needed or wanted coaching. The complexity of them has progressively gotten higher. It's just fun to see the growth.

Becca: Yeah I love that. What are some interesting industries that you've coached?

John: That's a good question. When I got into coaching I thought like you know what? I'm going to work with people just like me. I'm going to work with males. They're going to be fitness related. They're going to maybe be careers and they're going to want to be better dads and better husbands. The things that like I want to be better at.

What has transpired is that I have no niche. My niche is people who want to get better at something, which is super broad and super vague but it's awesome because I've coached so many different people. Just I think a random example is that I worked with a woman who wants to launch a fashion line for dog collars, right.

Becca: Oh yeah.

John: A couple of sessions just thinking about how to scale her business and what the next steps are. Tyler Dorsey ADHD coach. When I first started working with Tyler two years ago, I didn't know that was a thing. But it obviously is a thing, and she's doing fantastic. That was fun. I've worked with fitness coaches.

My background in coaching is pretty diverse too. So I think that that leads me to have the ability to kind of be empathic with a lot of different industries. Nutrition, people who want to lose weight, people who want to run faster, people who want lift more weight.

Authors. I've worked with two authors. When I work with authors, it's like okay they both write books, right? But one needed help writing the book,

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and one needs help marketing the book. So the same noun, author, needing two completely different things on coaching. What's cool about what I see now with Three More bringing them all together is that these entrepreneur's problems, their needs, what they want to be coached at looks so similar even though they're in such—

Becca: That's what I was going to say. That's what I was going to say is like they're different industries, same problems. Everyone that always comes to me and they're like, "Well, I'm an insurance agent. You can't help me, right?" I'm like I don't know. Do you like making money? Do you have problems? Come on in. It's all the same.

John: Yeah exactly. Like I can't imagine somebody could come to me with something. I'll admit, I definitely want to be the best coach for everybody, right. Like there's somebody that's going to be a better coach in that specific thing to me, but I can't imagine there's a person that could come to me with a problem that they wouldn't at least get a little bit better at because I've learned how to work with people, right? That's the same for, I think, true, good coaching is that you can find a way to make somebody a little bit better off before they worked with you no matter who it is.

Becca: You know how to coach a mind, right. That's why it's so—I feel like coaching is so easy because everyone has a brain, and I know how to coach the brain. I know how to coach the fear and the anxiety and the worry and the not enoughness. I know how to coach that. So it doesn't even matter what industry you put that brain in. It's all the same shit, right. So it's like the marketing and the strategy and all of that behind it is only just a product of what's happening in your head.

A lot of people can't grasp that, especially because we have a lot of... You and I are coaches, right. So we understand the model and how it works and how our brains effect our results, how our thoughts create our emotions, and those emotions create the actions we take. Those actions that we take create our results. We know that and a lot of people in the coaching world know that.

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A lot of coaches will only work with coaches because there's a need for that, but also because their clients are coaches, and they already understand how coaching works. Where you and I we have said okay, we're going to coach non-coaches. We're going to coach people that are just entrepreneurs and business owners, and they have no idea how the mind works in the sense of the model, right?

So we have to first teach them how the way that they're thinking is creating the results in their business, right. It can be so abstract for people in the very beginning. Once they start really seeing it, they're like, "Oh, I'm literally not getting any clients because I am thinking that I'm being bothersome every single time I tell people about my service. Or I'm making way less money this month because I'm thinking that all of my clients are on vacation. So I have drastically lowered the amount that I'm selling to people."

To inject the thought work into non-coaches is really fun to watch because yes, it's a little bit harder on our end. They don't just already have all of the coaching mindset stuff, but they then have an even bigger of a contrast in their growth and in their change when they get ahold of that.

John: Yeah it's like a superpower. I mean it is. If you can control your mind, you can do things far greater than you ever thought possible.

Becca: You only believe that because you know so much about the mind, right. Like whereas maybe six years ago you'd be like, "Well I don't know. It seems like you can control things without your mind being on board." It's like nope, you can't. Turns out you can't. Fact.

John: Well you can to the degree with which you think you can if that makes sense. It's possible yeah, but not at optimum levels. It's still not. I hope that I continue. That's why it's so important to be coached if you're a coach, and why everybody should be coached. Because without it, without that thought work you're limited.

Becca: Absolutely, I love it. Well, we only have a little bit longer. Is there anything that you wanted to hit on today while we have these mics in front of our faces, and we're allowed to just say whatever we want?

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John: Well I was just talking about coaching is something that I'm passionate about. It's something that I'm fortunate enough to make a living doing and fortunate enough to help people. So I'm glad we did talk about coaching and what it's like being a coach because I think a lot of people want to be one but don't know how. That's one of the things that we specialize in. Anybody that wants to be a coach but isn't sure how, sign up for a call with me. Go to the Hell Yes Coaching website. I'd love to talk to you about our programs.

The transformation that's happened for me and my family over the last two years is only because of coaching and only because of the risk that we took. When we look back on it, it wasn't very risky at all. It was kind of like a no brainer in hindsight, but at the time it was scary.

So I have total empathy with anybody that is thinking about getting into coaching but is scared, anybody that's thinking about a career change but is scared. I'd love to have a conversation with them. So if you're out there listening and this is speaking to you, go to hellyescoachingonline.com and sign up for a free conversation.

Becca: Yeah absolutely. Yeah like just to reiterate what he said, you don't have to want to be a coach. We have people that email us literally every day and they're like, "I just don't want to be in my job anymore. I feel like an 18 year old made this decision for me, went to college for me, and now I'm stuck here. I'm a teacher or I'm a healthcare worker. I don't feel like I would choose this position now."

I want everyone to consider would you choose again where you are now? I try to ask myself at least once a year would I marry my husband now? I take that question very seriously because I don't ever want to be in a place where I have slipped into my career or slipped into my marriage. Every year that I ask myself about this about my marriage, about my career, about whatever it's always a fuck yes. Like hell yeah I would be here.

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I think that that has come from the amount of coaching I've received. The amount of the intentional, just the intentions, the actions that I've taken into creating the life that I want.

I also know that there is a time in my past where I had completely slipped into the career that I was in. It was like I woke up and I was just a waitress at age 26. Like all the other waitresses were like 18/19 paying their way through college. They were a waitress and dot, dot, dot. "I'm a waitress and I'm in med school. I'm a waitress and I'm getting my art degree." I'm like I'm waitress. Got a dog. That's what I do. My goal is to one day still be a waitress. You know what I mean?

So you feel like you can slip into these careers. I just want everyone to know that you are not stuck in your circumstances. You can completely make a change. Just because you decided something at 18/19/20/25 doesn't mean that you have to do it. We're all going to die. Spoiler alert. Don't waste your time doing something you don't like.

So like John said, definitely hit us up. If you're even just entertaining the idea of starting your own business, we would love to hold your hand, to help you, and to just give you some good advice and storytelling on how we did it.

John: Amen. You said it perfectly.

Becca: Amen. By the way, John and I match today. We're wearing pink.

John: Or salmon.

Becca: It's pink.

John: Pink it is.

Becca: All right John Richardson, so good talking to you. Thank you for coming on the podcast. I'll probably ask you to be on again in just a few more weeks.

John: Sounds good.

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Becca: Oh and this podcast is going to air right before our next sprint week. Isn't that exciting?

John: It is. More details to come.

Becca: So our next sprint week is going to be the first week of March. Can you tell, just explain real quick what sprint week is inside of Three More?

John: Yeah. So sprint week is dialing up the intensity. I'm searching for the right word of how to say this. You're dialing up the intensity of your client facing hours. So in business you have client facing, which is forward facing client interaction, speaking with perspective people who will buy your service. Then there's backend, which is working behind the scenes.

When you start a business, the tendency is to work on the backend because it's easier. It's less rejection. It seems like you're making progress. But what we know and what we've learned is that you only have a business when people are paying you. You only have people paying you if they know your business exists. So we charge our students with getting out there in the community, and that's what sprint week is all about.

Becca: Yeah absolutely. So what we've noticed is a lot of people that don't have the sales that they want are spending a ton of time on the backend. Because like John said, super safe. It's safe to just play around on your website, make it amazing, to get your little Vistaprint business cards. That is all very safe. Whereas it takes a lot more rejection tolerance to put yourself out there, to make phone calls, to show up, to send emails to your customers, to post, to go on Facebook live. It takes a lot more gall, right, to be able to do that.

So sprint week is a time that we say hey, this is a condensed seven days. We're going to go all out. We have a point system on how you can gain points. We turn it into a game. We get the whole community involved. It is a freaking blast to watch you guys blow your own mind on how much money you're capable of making and how much impact you're capable of doing when you have the push.

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Sprint week starts the first week of March this year. We do this once a quarter inside of Three More. So if you're not a part of the Three More community, please join threemoreclients.com. You can learn more about it. Join us for the sprint week, and see what you can do when you're pushed way outside your comfort zone.

John: Yeah absolutely. It's funny to see people be like oh wow, that actually worked.

Becca: What's funny to me is at the end of it people are like super pumped, right. They're like, "Oh my gosh. I can't believe that I made \$4,000 this week. Like what the heck?" Then they always say the same thing which is like, "Oh this has always been available to me. I could have always done this. I could have always pushed myself to this. I just never have."

What I want to say to that is of course you haven't. You haven't had someone push you. You haven't had the community to do it. You haven't had the accountability. You haven't had all eyes watching on you. So it's like that alone is a reason to join Three More. That alone. Just to if you haven't had a sprint week where you've accumulated a ton of money and a ton of impact and really boosted your customer list then having the accountability and the all eyes on you so that you will do that is absolutely the reason to do it.

John: Definitely.

Becca: Okay John. I'll talk to you soon.

John: Sounds good. Have a great day Becca.

Becca: All right bye.

John: Bye.

Hey entrepreneurs. If you are ready to create your first six figure year, your next business investment is our course Three More. When you sign up, you will get instant access to our video vault. In these videos, I teach you exactly what I did to create a highly successful brick and mortar company as

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well as a booming online company. Both successful in their first year. It was not luck guys. It was a process. I am now offering that process to you.

In this class, you will become a master at organically attracting clients. Three at a time to be exact. #ThreeMore. You will know what to say during a consult or a conversation about your business so that people want what you're selling when you speak to them.

You will know what to do when your client feels timid to invest in your service. They might want what you're selling, but they feel on the fence about investing. This is normal. To become successful, you must know how to gently and confidently navigate these situations without being pushy but with their best interest at heart.

In Three More, you will learn new ways to think about money and sales and growing your audience, so they are lining up to buy from you. This is not gross and sleazy sales tactics. This is learning to inspire through quality service.

Best of all, you will have a community of other Three More members all reaching out for the same business growth where you can ask questions, make friends, and lean on each other. Our members say that the community is the best part.

If the community and the video vault doesn't already make you feel like you won the business coaching lottery, we also have weekly live coaching calls. Every Tuesday at 1:30 Eastern Standard Time, you will receive live coaching in our community via Zoom so that you always stay in line with your goals. You can begin coming to these calls as soon as you sign up.

Guys between the video vault and the community and the live coaching, the program is fail proof. We are so confident that you will love three more that we have a risk-free guarantee. If it doesn't work for you, we will send your money back no questions asked. There hasn't been a single person that has wanted their money back. In fact, the reviews for this course are all five stars.

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Do not wait. Go to www.threemoreclients.com right now, right this moment. Make the decision right now that our business will inevitably be successful. I can't wait to see you in there.

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit hellyescoachingonline.com. See you next week here on *The Hell Yes Entrepreneur* podcast.