

# 1 INSIGHT

with RICH LITVIN



## Episode 6: "Dr. Death Dies..."

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Rich: Welcome to 1 Insight. My name is Rich Litvin. I grew up in London and I now live in LA. And this is a podcast for extraordinary top performers. You see, I've coached some of the most successful and talented people on the planet. I see what most people cannot see, and I dare to say what most people wouldn't dare to say. And what I know about success is that on the other side of it, it can actually be lonely. You can feel like more of an impostor the more successful you become.

Rich: And when you're the most interesting person in the room, you're actually in the wrong room. I coach around insight. Life looks one way, something happens, the world looks different. And your entire world changes. It can happen in an instant. And this podcast is called 1 Insight because a single insight can change everything. This was a fascinating conversation because I was talking to Megan and she's an attorney with a doctorate of law degree. When she was 29, she founded a law office that exclusively serves injured cyclists. And she races as a professional cyclist, she's even competed in several World Cups, has been featured on HBO Real Sports. She really is a top performer.

Rich: And she came in with the question, what's next? She's about to turn 40. What's next? What's the bigger thing that I can be up to? But I don't see it as my job to answer the questions my clients come with. My job is to help lead into a better question. So I played

with her around this idea of what's next and then I drew out of her something that really had her light up. Enjoy it. Hi Megan.

Megan: Hi. How's it going?

Rich: I'm good. So you said to me a moment ago that you have a sense of energy and excitement about this conversation because you sense it could be a pivotal conversation.

Megan: That's correct, yes.

Rich: Where would you like to go? What would you like to talk about today?

Megan: Well, last time you and I spoke a couple weeks ago, we talked about two pretty specific issues that are related. And both sort of flowed from the fact that I'm going to turn 40 in a couple months and I'm just sort of reevaluating my life, my life purpose, where I'm headed, what that looks like. Sort of the what's next discussion. And you challenged me to do a couple things that I really took to heart. One of which was to write a letter to my future soulmate, which I spent a few weeks working on, and revising with your help and with input of other people. And actually now starting to send that letter out into the world, which is a really incredible feeling.

Megan: I feel like I'm sort of taking control over something that I've historically been passive about. And so that's been really exciting and I can feel some momentum stirring there. And then the other thing you challenged me to do was to send an email to some of my closest friends and basically say, "What do you love about me? What's missing when I leave the room?" In an attempt to help me suss out my purpose with a capital P, and sort of start gleaming some of that input so that I can start to narrow my focus with respect to what's ahead. And I haven't yet sent that email. I've still been sort of simmering on what I want to say, but those are two pretty magical things that you put in motion when we spoke. And I'd love to dive into those more today because I suspect people listening could also maybe benefit from integrating those approaches.

Rich: Well, my suggestion is let go of even thinking about anybody listening. Let's just you and me be present.

Megan: Okay fair enough. Okay.

Rich: They'll take care of themselves. I've got no doubt.

Megan: Fair enough.

Rich: And so thank you for the context. Thanks for updating me on where things have been. Most people live into a default future. This is the way things have always been, and they go on this shallow trajectory, maybe tips up ever so slightly over their horizon. And you can extrapolate from where they've been to where they are now, where their future's

going to be. And that hasn't been you. You've always done things on your own terms in extraordinary ways from your work as an attorney to the cycling you've done. And so now it feels like there's a new chapter coming.

Megan: Yes.

Rich: How can I help you with that?

Megan: I'd like to figure out where I take that because I can find myself right now I have that same amount of energy and drive. And I am lacking something to direct it towards. I still have athletic adventures in pursuits. I still have the successful business to run, but I'm looking for that thing that lights me up that I can't stop thinking about. And historically it's always just come along, and I've known it, and I've seen it, and I've been able to pounce on it and roll with it. And I would just describe this as sort of like, not stalled out but sort of a pause. And really interested in where I can apply this energy and this productivity moving forward.

Rich: Well I love hearing that like historically it's always just come along. So part of me thinks, "Well why are you rushing it? Why not just wait and see what occurs?" Because when it comes, then you move fast. You have this energy and drive inside of you. That's not going away. That's going to be all channeled when it's time.

Megan: That's true. That's true. I guess I would say I haven't ever had a lull. So I am a bit uncomfortable in the space of waiting for it because to me that starts to seem passive, which we've discussed is not my style really.

Rich: Yeah. And so you remind me of an old friend of mine who she never not had a boyfriend.

Megan: I understand.

Rich: And there's a place where maybe it would serve you to have some space around this.

Megan: Okay.

Rich: And sit in the discomfort of not knowing and wondering what's coming next. Now I can share some ideas about that might help you with that. But that's my first distinction is actually historically has always just come along and when you just known it internally, then you find direction and nothing will stop you. That's who you are right?

Megan: Right. Okay.

Rich: I'll take it back into a story. So about six years ago, I was in this place of wondering, "Well what am I up to next? What do I really want to do?" And I was working with a coach of mine around this and we were talking about the impact I want to have. And I have a passion for education. I was a teacher for 12 years, I've got children now. It's a

passion of mine. And also I always, I think partly because I've felt so powerless for so long in my life, I've been driven to make a difference. It's just always been important to me. And so I was talking about this. And I had this idea that I said out loud and kind of embarrassed as soon as I said it because I said, "I want to mobilize 100 million dollars to educate a million children." And at the time I said it, it was such a big and outrageous number that it felt scary to say. And I was very clear, I wasn't fundraising.

Megan: Right.

Rich: I wasn't trying to raise the money. I wasn't going to be sponsored to do a cycle race and get the money. This was through my community. That's what I can do. I know extraordinary people. I coach extraordinary people. I could mobilize that amount of money and make a massive difference in that way. And it felt edgy and it felt exciting at the same time. And then I began to share it to one or two clients. And people liked it and I could feel it having an impact. But it was still scary to say out loud. And then I began to say it out loud more and more, I began to talk about it, "This is what I'm doing." It became tagline on my emails.

Megan: Right.

Rich: It literally says this because for me, a goal is a place to come from not a place to get to. I can't tell you if I'll ever actually mobilize that amount of money. And it will impact a million children. It doesn't matter to me. It's the place I'm coming from. It's who I'm showing up as. it shifts my conversations.

Megan: Totally.

Rich: And so now I'm proud I've got one client alone who's raising 100 million dollars to change the future of work. And I've got another client, he's dyslexic and really struggled in schools. And years later is a very successful entrepreneur, has realized that dyslexia is just thinking differently. In fact disproportionately a huge number of entrepreneurs are dyslexic.

Megan: Right.

Rich: And so he's building schools in Hawaii for children who think differently. So my mission is already happening. And then last year, this was what really made me laugh. I went out with a group of people and one of them said, "What do you do Rich?" I was just playing, for me a goal is a place to come from. So speak it into the world and see what happens. And I said to her, "Well, I'm mobilizing 100 million dollars to educate a million children." And her response was priceless because she looked me in the eyes and said, "Wow, that was beautiful, Rich. We did that last year." And I love that because we've put our big mission out there and then someone else has done it and it's like, "Oh, it's not as big as I thought it was." And so I share that story just to see what pops for you as we're thinking about big missions and what might be next.

Megan: The thing that that stood out in that story is when someone asked you what you did and you spoke about your goal as opposed to your profession. And that's definitely where I can feel my heart pulling me, is I'm always going to have a profession. I'm always going to identify with attorneys in the legal practice, but when someone asks me what I do, I would love to have this big audacious mission statement or dream, that when someone asks me what I do, that's what I say. And that's the impact I leave and that I'm living my legacy every single day instead of working a career towards leaving a legacy. And I think you could say that's just semantics, but to me it's at your core how you identify.

Rich: No, it's really important. I really feel that distinction. Do you know the story about Alfred Nobel?

Megan: Only because you told it to me, which is a remarkable story.

Rich: Right. I can say it again because-

Megan: Yes, please do.

Rich: ... For anyone who's listening it's a powerful story when we were getting in touch with what we want in life. So Alfred Nobel, we've heard the name because it's the Nobel Peace Prize. What most people don't know because he lived and died over 100 years ago is that he was a chemist. And explosives were his thing. And he created something called TNT, trinitrotoluene, which we know is dynamite. And then this explosive was used actually in the purpose of war. And many, many thousands of people were killed with this chemical. And one day Alfred went down to the breakfast table to read the morning newspaper and the headline was an obituary for his brother, except the newspaper got the article wrong because his brother had died and they wrote Alfred's obituary instead of his brother's. And the headline was, "Dr. Death dies." And he got this massive wake up call in realtime.

Rich: If I had really died today, this is what they'd remember me for. And he said, "No. I want to leave a legacy that I get to choose." And we know that. Like he donated his entire fortune, really upset his family, his entire fortune was donated in the cause of peace and created the Nobel Peace Prize Foundation. And to this day, hundreds of millions of dollars are donated to make a difference to people who are in the cause of peace and scientific discovery. His family tried to fight to get it back and didn't-

Megan: I'm sure.

Rich: ... Weren't successful. And so Alfred saw his current legacy in realtime, Dr. Death dies. And said, "No, I'm choosing my legacy." Most of the people on the planet to this day don't know who Alfred Nobel is, but they know the Nobel Peace Prize.

Megan: And they associate it with really good things. Yeah.

Rich: So we can do that. We can look at, what would your legacy be today? And what do you want the legacy to be that you want to create? Now you have an extraordinary legacy. Once you referred to yourself as an attorney. You got really clear, a few years ago there was a passion that you have for cycling. And you said, "I'm leaving the world that looks safe. And I'm going to do the thing that everyone says", I've got no doubt that everyone said, "You can't do this. No one does this. This is not possible." I see you smiling at me.

Megan: Correct? Yes.

Rich: And you branded yourself around, "No, this is what I do. I help cyclists. That's the only thing we do in our firm."

Megan: Right, right. Which is-

Rich: And on top of that... Oh go on. Tell me.

Megan: No go ahead.

Rich: On top of that, the other side of things you did, you're a professional cyclist, you raced in National Championships, World Championships. And again, this is a thing that people would say, "Well no. Who does that?" You did that.

Megan: Yeah. Well, and so this is kind of that, you want to leave a legacy, you want to have an impact. How big, how audacious can it be? Should it be? Do you want it to be? So what I'm realizing is that sometimes the impact we have with just one or two people at a time is the most significant and long lasting impact. And I feel like sometimes, especially we entrepreneurs and big thinkers, we want like the big room, right? We want the big win. And sometimes the impact really is just one-on-one. It's the person you talk to in a grocery store who maybe was having a really bad day and you changed their whole outlook on humanity, for example. Or it's the one person that you convinced that riding your bike to the grocery store or using your bicycle for commuting is the best thing since sliced bread.

Megan: And they do it now for the rest of their life. And so I guess where I'm at is sort of measuring your legacy or measuring your impact and having to decide. I think when you set out to leave a mark, it should be because it resonates with you the way that your educational goal does. And as you said, it's something that fires you up every day. And so sort of regardless of the number of dollars that you mobilize, your heart is full. And you've left your mark, right? So I think I struggle with this desire of sort of measuring impact and knowing when you've done enough and what is enough.

Rich: It's a really good catch. I still get messages on Facebook from, I can't call them kids anymore, but they were kids I taught when I was a high school teacher 20 years ago. And now they're adults in their own right. And they write to me and say, "I never forgot your lessons. And the impact you had." And that touches my heart.

Megan: Big time.

Rich: It can't be measured.

Megan: Right.

Rich: And I've got clients who are doing all sorts of extraordinary things, but sometimes I have just one powerful conversation and somebody cries, and that's powerful. And so you're right. I don't share those stories to say, "Hey, what's the foundation you're going to create? How many millions are you're going to create towards some organization?" They're just stories to get us in touch with, "Well, what are we about?"

Megan: Right.

Rich: I was thinking the other day, I was talking to some people about gravestones. What do you want to say on your gravestone? And I said, "I know I want my gravestone to say", I'm really clear about this, it might have Rich Litvin and the date of birth, and date of death, it's in the corner. What I would want it to say is, "You are more powerful than you know." In big letters on the front of it. Because when people will pass me, see all the names, when they get to this one and they go, "Oh." Because that's the legacy that I leave in every single conversation I have. All I'm ever doing is reminding people how powerful they are.

Megan: I love that.

Rich: And so on my gravestone, I want it to still keep as my legacy.

Megan: It will. It'll keep speaking to people the way that you do now. And you touched on an interesting point because I feel, and as I said, I felt some significance and weight just even with this talk today. Right now the tension that I'm experiencing in my life is that I'm super comfortable playing small because I can control the variables, and I'm super comfortable impacting one person at a time and having these really incredible relationships, or just encounters. But I'm feeling tension to take it bigger to stop playing small, to play big. And what I know that that's going to bring with it regardless of what the arena is that this becomes, it's going to bring the naysayers and the controversy. And I'm having to really get real with myself right now about how willing I am to undertake the drawback side of having an impact. Because there's always going to be half the room that doesn't like you. And I'm going to have to be okay with that.

Rich: What you described, when I'm coaching, I sometimes got to be universal and sometimes the personal. I'm going to go to both right now. So the universal, what you describe, that fear of people not liking you is very human. In fact, throughout most of human history, if people in the village who lived in the tribe you lived in didn't like you, you died.

Megan: Right.

Rich: Somebody would fight you, you'd be ostracized. You'd literally die. Any of your ancestors who didn't have the gene to be fearful and make sure that they were liked didn't pass their genetics onto you. So that is very, very human that you feel that.

Megan: It's a good reminder.

Rich: We are really the forefront of evolution right now. And there are a few of us on this planet right now who don't actually need to worry too much. Still though to this day, there are many people on this planet who if they speak out their life is in danger.

Megan: Right.

Rich: And let's be honest even with things like Twitter, even even people in very developed countries have that risk. So it's very human. On the other side, in the personal, two clients of mine left their apartment complex one day and someone outside started shouting and screaming at them. It was one of their neighbors. They recognized him when he was really abusing them for all the ways they had done these terrible things to him. The way they looked at him, they were always watching him. He was really abusive. He used horrible language, really angry. They were very frightened in that moment. What makes it even more crazy is they didn't know him. They knew vaguely who he was. They'd seen him once or twice, but he had this intense dislike of them because of perhaps one day they looked at him a certain way when they didn't even know he existed.

Rich: And here's the funny thing, right? Half the people in this planet, they're going to love you, Megan whatever you do. And the other half are going to hate you whatever you do, just because you remind them of their mother or their sister. Or you looked in a certain way. And really, truthfully, actually of the seven billion people on this planet, most of them will never know you exist.

Megan: Correct.

Rich: So we live in this fear of what people will think and say about us because that human aspect of it. But for most of us, that's not a relevant factor. And it's only relevant when we don't have a stake in the ground, when we don't have a mission that's powerful enough, for us to be willing to do that. Put our stuff out there. You don't yet have something you're willing to stand on a stage and speak about. That's why you're caught in the fear. Once we got you in touch with what this is, you won't be thinking about this. It will be important enough that you do this.

Megan: And I guess that's where I feel like this is sort of the groundwork. It's not even so much that I care whether people like me or don't like me. It's that I live this very peaceful existence. It's pretty drama free. There's not a whole lot of controversy that I'm not in control of. And when you put yourself out there, and I can feel that this issue, whatever it is, is brewing. I'm sort of mentally preparing myself to be ready for the fact that I'm going to leave my safe zone and enter the arena where it's not going to be so safe and

comfortable. And there's going to be more scrutiny and there may very well be more social media, negative feedback, whatever it is. I almost feel like I'm kind of getting myself battle ready because I can just feel whatever's coming is going to put me out there more than I am right now. And I have to kind of make sure that I have my game face on.

Rich: Well, I'm going to play with you.

Megan: Okay.

Rich: Because I believe that life is created. It doesn't happen to us. We create our world from the inside out. And if I thought that the world was going to be that dangerous of place and I'm in my safe zone, I can understand why I'd have to get my game face on and be ready, and gear myself up and be protected and be ready to battle. If I didn't believe that it might be different. So when I moved from San Francisco to Los Angeles, almost everybody in the bay area said, "Why are you going to LA?" And they said the same phrase again and again, "It's full of fakes and flakes."

Megan: Wow.

Rich: Now that has not been my experience of Los Angeles. I've met extraordinary people, I had a fun time. I met really fascinating people. But maybe that's because that's what I'm looking for. I filter for fascinating people. And so I believe that the world we live in is created if we choose it to be.

Megan: Good point. That's a good point.

Rich: Now you're an attorney by background and by definition often that feels adversarial.

Megan: Correct.

Rich: And I wonder whether some of that creates the world that you're in. Of course, like you've got to protect yourself.

Megan: Yes. Fair statement.

Rich: And I'm not saying don't protect yourself. What I am saying is if I knew was protect... Like I don't walk down dark streets without looking, without thinking with my phone or my headphones. I mitigate risk. I take precautions. But I'm also willing to take risks.

Megan: Right. And I can feel that whatever this is will be worth the risk. It'll be worth taking. This is what I mean, this is the tension between the safe space of playing small and the boldness of playing big. And it's going to be a transition. It'll be one of those points in life where it will be a very, looking back 10 years from now, it will be a very clear inflection point.

Rich: Let me ask you a question that sometimes is valuable to get you to where we're thinking about. So if you were going to write a book about the insights you've had, the things that you could teach. I see the way from your nodding, like you know what that book would be, right?

Megan: Yes.

Rich: But I'm not interested in that book.

Megan: Okay.

Rich: Let's assume that book comes out, it gets published. It's the one you know how to write. Maybe there's some trouble writing it because you're new to writing. But you've got some help. It was published. It's out there in the world. Let's say it's been really successful. So turned out, you did it, mission accomplished. What's the book behind that one? The one that you're scared to write?

Megan: That's a great question. I don't know that I could answer that right now. I suspect that would be one that if I slept on it, I could have an answer for you tomorrow. I imagine it would have to do with being a woman in business, and being a woman in law, and then also being a single woman in her late thirties, and sort of what that life looks like. And sort of telling the truths that no one wants to hear. Or maybe things that people are acutely aware of, we just kind of make it politically correct not to talk about it all the time.

Rich: I like that.

Megan: And sort of the hopes of like giving younger women and younger women entrepreneurs, and younger women lawyers, and single women hope and sort of not having... Saving them from some of the mistakes I've made. That would be a very uncomfortable book to write.

Rich: If the chapter titles were going to be some of the mistakes you've made. What are three of the mistakes that you've made?

Megan: I historically have given people older than me way too much credit. Whether that was in my dating or romantic life, whether that was in law, whether that was in business, even in cycling. I have tended to defer to people and assumed they knew more than me simply by virtue of the fact that they were born before me. And have always given them immediate credence, and weight, and credibility when looking back they absolutely did not deserve it. And many times my gut and my intuition, and my intellect was spot on.

Rich: Nice.

Megan: Which led to the significant delay or even avoidance of whatever the decision or idea was that I wanted to pursue. Yeah. That would be a big one.

Rich: Tell me number two.

Megan: So this will be sort of a life theme and again, it's uncomfortable to write because there's going to be people that are, I can already sort of hear what the naysayers might say. But anyway, the theme would be don't settle. The theme would be play full out in your life for the tens. And this would be whether it's the clients that you let into your law firm or your business, whether it's the people that you date or you marry, whether it's the friends and the people that you surround yourself with, even down to your social media feeds. Surrounding yourself and filling your eyes, and ears, and heart, and head with tens. And the reality of that is that there's going to be many times when you have a vacuum, whether there's a zero because there are no tens. And so you have to be really okay and comfortable with the absence, with the quote lacking of, as opposed to filling your space with sevens and eights because they're convenient and available.

Rich: I love that. That's a guiding principle of my life. Zero's or tens. Nothing in between.

Megan: I love that. Yeah.

Rich: Give me one more. One more massive mistake you've made.

Megan: The third one would be spending way too much of my life not putting myself first. And that's a hard message for a lot of people to hear and it would be an uncomfortable chapter to write because it sounds very self absorbed and very selfish. But it's only been in the last couple years that I have fully realized and completely appreciated the fact that I cannot bring my A game or my best to anyone that I serve in my life in any way if I have not taken care of myself. And I spent my twenties and thirties essentially chasing everything down that I possibly could to try and either garner approval or prove my worth or earn my reputation. Whatever, you insert the name here, and I wasn't taking care of myself.

Megan: And so when you're burnt out and you're burnt up, and you have nothing to give, you're of no use to anyone. And this whole self care movement is a big thing right now, which I'm glad to see that. But I would even take it a step further and say that basically if you don't look out for yourself, no one else is going to. And that's a harsh thing to say when you're married or even with respect to your parents and your family or your really close friends. You'd like to think that people have your best interests in mind and they do, but you are not first on their list. And so you have to be first on your list and you have to fight for that every freaking day.

Rich: Alright. I love this. I have this vision of a book. So for me this is important to say. A book is a place to get, not a place to get to. But this isn't, I'm not trying to coach you around, "Oh you got to create a book right now." Being like, "Let's see if we can get it to an Amazon best seller."

Megan: Sure.

Rich: "To New York Times."

Megan: No.

Rich: No, a book is a place to come from, just like my mission around in mobilizing 100 million dollars to educate a million children place to come from. So I had this vision of a book called Stop. The Secret Truths That Powerful Women Need to Stop Doing to Have The Success and Happiness of Their Dreams. And here's chapter one, stop deferring to older people. Chapter two, stop settling. Chapter three, stop putting yourself last.

Megan: Good work. Yeah. It would be a really fun project to write. And I suspect the words would flow quite readily for the first few chapters for sure.

Rich: I'd put to you this. Most business books come from a Harvard business review article that people loved and then are expanded into 300 pages because that's what you're supposed to create and send out to the world.

Megan: Right.

Rich: And I put it to you find the three to five, three to seven stops. If I'd stopped doing these three things, my life would have been even more amazing even earlier. That's it. And each chapter can be really tiny. People love tiny books these days.

Megan: Right, you're right.

Rich: My sense is that this is not the mission. The mission will come from this.

Megan: This'll help me flesh it out a little bit. Won't it?

Rich: It will. It will. And don't write for an audience. I can hear already because you can hear in your head the naysayers. You're already writing for an audience before you even began.

Megan: Correct.

Rich: Don't write for an audience.

Megan: Write for me?

Rich: Write for you. Write the book that you need to read.

Megan: Oh. There you go. That's the tagline. The book that I needed to read 20 years ago.

Rich: No, there's my challenge. Don't write the book that 20 year old you needed to read. That will be easy for you.

Megan: Okay.

Rich: And it might start there, but actually the mission is to write the book that 40 year old you needs to read.

Megan: Okay. Interesting twist.

Rich: Because the former will be easy.

Megan: Okay.

Rich: The latter will really get you to stop and think.

Megan: You're right.

Rich: Stop settling. You know how to teach her or them how to stop settling. How does 40 year-old Megan stop settling into the future?

Megan: Are you asking me rhetorically or-

Rich: Yeah. Don't have to answer it now.

Megan: Okay. Yeah. No, I love it though. [crosstalk 00:30:23].

Rich: You know how you teach 20 year-old women to do that. But how does 40 year-old Megan not put herself last? Write that book.

Megan: That'll be fun. I have it on my heart to be up on stages, and if this launches me there, I can't even think of how I could possibly be happier. That would fill me up so much. That would be pretty incredible. But I'll tell you where the alarm bells are going off in me right now, which you can call it whatever you wanna call it, imposter syndrome whatever. Is I don't know how I have any credibility to write this book whatsoever. That's not to say it will stop me, but I will say there's a lot of people in this space with a lot more competency, and background, and training, and education than me. And I'll have to just work through that and throw it out into the world and see what happens.

Rich: Yeah. I'm going to say don't work through that. I'm going to say that voice in your head is trying to keep you safe.

Megan: That's the safe voice.

Rich: If a voice is kicking in it means you're at the edge of your comfort zone, which is where the impacts going to happen. If the voice isn't there. If I said to you, "Write a book for 20 year-old women about how to have a great life." Right?

Megan: Easy.

Rich: The voice doesn't kick in, that's easy.

Megan: No.

Rich: The voice kicks in when I say, "No. Up the game. Write the book for 40 year-old you. Write the book for those women." You're an extraordinary woman with extraordinary track record of success. Write the book that those women need to hear. But like I say, put to one side the writing for an audience, you cannot write and edit at the same time.

Megan: Correct.

Rich: What I invite you to do is to write the book that scares you to write knowing that you might throw it away. But write the one that really scares you to write.

Megan: Okay. I do really well with homework. So you know I'm going to do that now.

Rich: Yeah. Homework number one, create the chapters.

Megan: Okay.

Rich: Five to seven chapters. What are the five most important stop signs that 40 year-old Megan needs to know? Then craft out like an outline for each chapter. Well what are the three to five things I would write in each chapter? And then either sit down... Either write it if you love to write. Or sit down with a friend and say, "Hey, will you interview me? Will you ask me questions?" And put a zoom conversation on like this or whatever and capture it and that could be transcribed.

Megan: That's true.

Rich: You don't have to sit and write anymore. Sometimes in conversation it's much more powerful.

Megan: That's true.

Rich: Get five of your girlfriends who are about to turn 40 in a room with you and say, "Hey, I want to have a conversation about what are the things that we all need to stop doing to have an extraordinary next 20 years of our lives?"

Megan: That's good stuff. I like it. That's exciting.

Rich: Out of this something will come. Your willingness to not know what the thing is that's coming is what will allow it to come the way it always has for you. Historically, it just comes along. It's coming.

Megan: You're right. You're right. I hope they show this video so the listeners can see your certainty.

Rich: They'll feel it.

Megan: They'll feel it for sure. Yeah. All right.

Rich: I think Megan, the most powerful words in coaching are I believe in you. You can't fake them as a coach, you have to really mean them. And I believe in you.

Megan: Thank you.

Rich: And sometimes just knowing that there's someone who believes in us is challenging, sometimes it's edgy, but knowing that allows us to rest in, "Okay. I can keep going." And it's not all, "Ra ra. I believe in you." I'm not trying to big you up or cheer you. There's just this confidence I have in you. Yeah, I believe in you. This is coming. I'm not attached to the time frame. You might do what happened for me, for three years I've been stuck in writing my second book. It's the book I'm afraid to write.

Megan: Oh. I'd love to hear more there.

Rich: [inaudible 00:34:28] and have it come out this year. The book is called When You're The Most Interesting Person In The Room, You're In The Wrong Room.

Megan: I'd love to read it. But you have to write it for us first.

Rich: It's coming. Well, the interesting thing is it's actually, it's pouring out of me this year because once I didn't write it and publish it in the last two to three years, I haven't stopped talking about it. A book is a place to come from, not a place to get to. I haven't stopped writing stuff that's relevant to this book. I haven't stopped coaching my clients and getting ideas and distinctions. So the book is pouring out of me. I'm already on chapter three.

Megan: I love it.

Rich: It's coming. It's just, it's here.

Megan: I love that title. As I told you last time when we first spoke that bit on your website about that, that expression is definitely what attracted me to you because that feels the case oftentimes. And you start to wonder like, "What is it about my story that people find so interesting? Why am I the most interesting person in the world?" Because of course when it's our story, we've lived it perhaps some of the interest has worn off on

us. But then you hear other people reflecting your story back at you and you're like, "I guess that is kind of interesting." But yeah, to be around other people that you find more interesting than they find you is the challenge.

Rich: Totally.

Megan: Because they're the ones that help grow us and stretch us for sure.

Rich: And that's why I founded 4PC. This community of leaders and coaches because I wanted, if I couldn't find it, I said, "I had to create it." And I created and curated a community of extraordinary people where when I walk in, I sometimes have, sometimes on a regular basis have a sense of, "Should I be here?" That's my mission.

Megan: And you did it.

Rich: I want to be in rooms where I feel like that. I don't want to be in a room where, it's fun for a second when people admire you. But it's not fun for much longer than that.

Megan: Right.

Rich: All right. Now, I know you're a woman who likes to take on a challenge. So I look forward to hearing what happens as a result of this conversation.

Megan: You know I will keep you posted. Thanks for your time today.

Rich: Thank you. For most of human history, it wasn't called coaching. It was called leadership. And it's what I love to do, to coach people, to lead people and to mess with people's thinking. If you'd like more of this, or if you'd like to learn more about our community of extraordinary top performers, go to [RichLitvin.com/1Insight](http://RichLitvin.com/1Insight).