

1 INSIGHT

with RICH LITVIN



Episode 8: “Your mission is to collect NOs...”

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Rich: Welcome to One 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. What I know about success is that on the other side of it they can actually be lonely. You can feel like more of an impostor the more successful you become. 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. This podcast is called One Insight because a single insight can change everything.

Rich: In a moment you're going to hear me talking with Chris. Chris is a forensic accountant by background. He's worked in three different organizations. He's assembled, organized, and lead international teams that have done high profile forensic accounting investigations around the globe. He's transitioned into coaching and it looks to him like he's struggling to collect clients. But what I know is he's putting attention on the wrong thing, he's putting his attention on the money that's coming in instead of the actions he's taking. So, I give him a big challenge in this. He's coming to one of my events in a couple of weeks and I challenge him. I won't let him in the door unless he does something. Unless he accomplishes this I'm going to send him home. Enjoy.

Chris: What I don't want you to know about me. While I've had a great deal of success by almost any measure I have set goals and objectives above and beyond the level of success that I have achieved and I have a history of getting literally right up to meeting that next level of success and then I sabotage my path forward. Is that making sense?

Rich: Yeah, I understand that.

Chris: And I'm afraid I'll do that again. Maybe if I share with you what I don't want you to know about me.

Rich: Yeah. Thank you for being willing to be so vulnerable and to share that. In the past have you had a coach? Have you had someone by your side who in advance knows the warning signs to look out for, in advance knows what to say to you when you're about to hit that ceiling and pull back?

Chris: Within the last three months yes. Prior to about three months ago no, never.

Rich: All right. So, I put it to you that that you need whether it's a coach, whether it's a peer group, whether it's a friend, but someone who you can say is, "Here are the early warning lights on my dashboard." Your car has a check engine light, it has a fuel gauge, you know when to check in. You know that you love to set bold, ambitious goals and when you get close to them you hold back. So, you want someone who's there with you to say, "Oh hang on, you're pulling back. What if we set an even more outrageous goal so you keep moving?"

Chris: Well said. And the addition of sitting additional higher goals to keep that momentum, that risk of getting depression when one meets an individual goal. I can. I can. I'm not re-articulating what you said, but I hear what you're saying and it resonates. Yeah. For me, setting ... It's well said. Taking the moment to watch for the warning signs, watch for that check engine light, which I think I might have come up with on my own but I don't think I would have gone the extra step to say, "Hey, if you have a history of self sabotage, for lack of a better term, then once you start approaching that near term goal be mindful of that risk and set the next goal even higher so that I have the opportunity to continue to progress forward." Well said. Thank you.

Rich: Chris, do you read a lot?

Chris: Yes.

Rich: Your challenge is that you're a real, you love to do deep reflection, you're intellectual, you love to study you love to learn, and what you need now is practice not learning. The problem with the Prosperous Coach book is it's very readable which means people love to read it and they read it more than once but it's an action book, not a reading book. Your job is to get out there, and your job, I see the guitar on the wall behind you. Your job is to practice. That's the only way to get better at playing the guitar is to practice and if you really want to get good you have someone who's able to challenge you along the

way, to guide you, to tell you, "Hey, look that that's not the way to play it. Put your fingers here." If you want to get good at running you've got to get out there and run and every once in a while if you really want to get good you've got a coach alongside you who's watching you and gives you advice and guidance.

Rich: If you want to be creating clients get out there and go and do what it takes. Go and collect nos and at the same time have someone alongside you who could watch you, who can guide you, and help you tweak your practice. Your job right now is to get in the practice of creating clients. And I hear you making notes every time I say these things, right? This is it. This is it. The next time we speak what I want to hear from you if you're coming to my intensive in a few weeks time is, "This is how many no's I collected Rich. This is how much money I made in proposals Rich."

Rich: In fact, I'm tempted to give you a challenge that if you don't come along with X amount of nos I'm going to take to pack up your bags and not come into the intensive because I don't want you to come along to learn more stuff. You already know everything you need to know. Serve people powerfully enough they never forget your conversation the rest of their life. It's there, sell the experience of coaching not the concept of coaching. It's there. Those two things alone and your willingness to collect nos, to ask, make requests that feel uncomfortable to make, it's going to help you collect clients. You've got to be doing it. You can read all the books about weight training that you like, watch all the videos on YouTube about weight training that you like, if you don't push weights you don't get stronger.

Chris: It's a muscle I need to exercise. I agree 100% right.

Rich: Right. So what's the number? How many no's do you need to collect by the time I see you so that I can say ...

Chris: Yeah, the first number that came to mind was 10 but I don't know if that's a wimpy goal or not for lack of a better term. Sorry about that. 10 was the first number that came to mind.

Rich: I like it. All right. Your goal, you don't come into that intensive unless you've collected 10 no's, 10 people who you said, "Hey, let's work together, this is what it would look like," and they say no.

Chris: Agreed.

Rich: Right. I'm going to talk to everyone who's listening as if you're not here. If I put Chris on mute right now so he couldn't hear me what I'm telling you guys who are listening is the thing about the no game is it gets people out of their head. Most of the time we spend our life trying to collect yes's, whether it's dating, or building a business, trying to correct clients. The moment you reframe that and you switch it and your client's job is to collect no's the game becomes fun. They start to laugh and suddenly it's not so serious. And the more relaxed they are the more likely they are to get a yes whether

you are dating or collecting or creating clients make it your mission to collect knows. And so. I said that quite deliberately Chris and I know you could hear me but that's what I want for you, the fun of this game and that's going to shift everything.

Chris: Thank you. Agreed.

Rich: Thank you Chris. Thanks for playing.

Chris: Thank you.

Rich: For most of human history it wasn't called coaching it was called a 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/oneinsight