

Rich: So, let's play and see where we go. I also coach around insight, and an insight can happen in a moment. Life looks one way, something happens, and suddenly it shifts, and it's completely different. Insight is often very silent. It's not like Archimedes discovering something in the bath, and jumping out and saying, "Eureka!" at the top of his voice, and running naked down the street. When a client gets to an insight moment, it's often very quiet and still. Or you hear this noise. Huh? And then they usually look away from you, because they're pausing, and their world has just shifted.

Rich: And I put no pressure on myself to make you have an insight today. You can't do that as a coach, that's not a game I want to play. Sometimes the insights happen between the conversations, and they can be the most powerful insights. I call it gentle reflection, one of the most powerful coaching tools we have. Well, let's begin. Hi, Deborah.

Deborah: Hello, Rich.

Rich: Hey, hey.

Deborah: Hey.

Rich: So, Deborah, what would make this a really powerful conversation for you today?

Deborah: Well, I've been giving it some thought before we got here. And I think that I would love to take a look at how I'm building my coaching practice, and particularly, it's... So I just really started on my own back in November, but I've been coaching since 2016. But I left my full time job in November, and it took awhile for me to get any momentum, but I'm feeling it now. I'm getting new clients and I'm definitely feeling momentum. And now that I'm feeling momentum, I'm feeling fear, like, what if the momentum stops? And I'd love to just look at that and explore it.

Rich: Yeah. So let's go back a little bit, because you sent me some information about you, while it's the first time we're talking like this. I know that you were the COO for a very large nonprofit for 14 years.

Deborah: Yeah.

Rich: You consistently built top performing teams. You helped generate \$14 million of low income housing tax credit for the community you were working with. You've done some extraordinary stuff in your past.

Rich: And what we tend to do, when we shift into coaching, because almost everyone who comes into coaching is not their first career, we dismiss all that. So I get that it took a couple of years to get momentum. You were a startup for a couple of years. Any startup needs a lot of energy. Most startups are started by teenage kids in their parents' basement for a reason, because they can live on Ramen noodles and they don't need much energy. They've got a lot already.

Rich: You've been in startup mode, and now you're feeling the momentum built. And here's where I get to mess with your thinking. It looks to you like, "Since 2006, I've been building momentum, and now it's starting to go. And how am I going to hold onto that and sustain that?" And what I'm going to say is, "Well, you've been doing this for years."

Deborah: Yeah.

Rich: For years, and it's something extraordinary in the world, and it shifted slightly. It would've been exactly the same if you'd still been a COO, but someone had given you a completely new project you hadn't done before. It would have felt edgy, a bit uncomfortable. You weren't sure what you were doing. Might've taken a couple of years to get momentum, but you wouldn't have made up the same story, "Oh, this is something new." You'd just have known, "This is what I do. This is what happens."

Deborah: Yeah. Yeah, there's something that feels different in my brain about being paid a, getting a paycheck, and generating my own income.

Rich: Yeah. Who else gets that one? Yeah, me too. I was a high school teacher for 15 years. I didn't even get a paycheck, right? It just got wired into my bank account, and it didn't matter if I worked hard or I didn't. There were people who did not work hard in the educational world I was in, and they still got paid. I worked really hard, since this is what I loved to do, but it didn't matter what happened. I got the paycheck, no matter what.

Rich: And right now, it's amusing to me. If I go to my bank and say, "I'd like to get a mortgage," and I had to get a loan, I'm seen as a big risk, because I'm an entrepreneur. Whereas, if I'd worked at a corporation, there'd be no problem. "What's your salary? Great." But here's the thing. You can lose your job in an instant, in the corporate world, and if I want to create more money, I just think of a way to create more money.

Rich: And so that's the game we're in. It's an interesting game, if you want to have a practice with a few high performing, high fee clients, because you can have three months to feel great, you're getting clients coming in. Forget the high fees, modest fees. A few clients come in, you have enough to have a great lifestyle to sustain yourself, but then you might have two months when no clients come in. And you can, what you have to do, is to stop using your bank balance as a barometer for your emotions. Your bank balance needs to be a barometer for your actions.

Deborah: What do you mean by that?

Rich: Well, when my bank balance used to be high, I'd celebrate, and then I tended to relax a little bit. And I'd get less clients coming in, and less money, until the bank balance hit a certain point. It used to be zero, and I'd panic. Then it got a bit higher, than a bit higher, and a bit higher.

- Rich: But whenever I hit this point, then I'd get into action again, and start to do the work to create clients. But it would go low, and I'd feel overwhelmed, or afraid and scared. And now I know, yeah, bank balance goes down, time to get in action. And what I also do is, I know that I have to take money out of my account, so it doesn't sit in front of me, and I think, "Oh, it's great. There's money here this month. I can relax." It's not that you can't relax. That's okay, but I call it, "Always be creating clients."
- Rich: It's not like the line in Glengarry Glen Ross, the movie, when they say, "Always be closing." Remember that movie? It's not like, the high pressure sales, but always be creating clients is... I want to, on a regular basis, make sure, that I have two colors on my calendar.
- Rich: I wrote about this in the book seven years ago. And I still, to this day, I have red and blue on my calendar. If it's blue, it's someone who's a current client who I'm serving. If it's red, it's someone who's not yet a client, who I'm serving. On a regular basis, my calendar is filled with making sure I'm serving people who are currently paying me, and who are not yet paying me. If I continue to do that, I know money will come in into the future. You put energy out into the world, it comes back to you.
- Rich: There are things I can talk to you about, about filtering, about making sure that the right kind of people are getting onto your calendar. But on the highest level, that's what would allow you to relax, and know that we can keep doing this. That momentum will sustain itself, because you keep putting the energy out, it will keep coming back.
- Deborah: Yeah, it's actually been pretty cool. I mean, being in the nonprofit world and working in the community for so long, I know a lot of people. And so it's, I'm not really using the prosperous coach approach, just meeting with people as it occurs to me. And it's, and it has been kind of magical, how I was just... I have, there's a group of women that I'm studying with. And we were together today, and one of them said to me, "Yeah, I sent somebody to you. Did she call you yet?" You know? And it's like, "Oh, well, thank you for sending somebody to me."
- Rich: But I'll tell you a secret. That is the prosperous coach approach. Connect, invite, create, propose. Four parts to this framework: connect. It's not, connect in order to invite them, in order to give them a coaching experience, in order to propose, and get them as a client. We literally say in the book, "Only connect." The question that you ask yourself is, "Who would I love to speak to?"
- Deborah: Yeah.
- Rich: And that's what you're spending time with, people you love to speak to. And at some point, they ask what you're up to, they get an experience of you, they trust you. That's why it's happening. It looks magical. It's not magical. It's, it really works. You're being with people in a very genuine way. And all those coaches out there on Facebook, and what's it, Instagram, posting all that stuff, are wondering why they can't get clients? Because they have forgetting, it's a very human relationship-based business.

Deborah: Can I say something about that too? Because I think that's a really interesting point, yeah. I feel like there's so much noise out there online, and it sort of occurred to me... well, actually, when I started coaching people that were local, they really, really wanted to meet with me in person. And so I just, it kind of occurred to me, from that experience, that I can be really local. I can be the person who is, I don't need to coach people online, because there's two million people in this city. And they, and if they want to meet with me in person, I'm right up the street.

Rich: It's beautiful. The only reason I chose not to coach in person when I started my coaching practice, because I have a high value on freedom, and I love to travel. I don't want to be trapped in one city. Then later on, in my practice, I had two children, and I wanted to be in one city, but I had clients from all over the world. So I just chose to use this medium and it made it easier for me. But I'm not about teaching people how to do it my way. I love that you're doing it your way, Deborah. That's awesome.

Deborah: Thanks.

Rich: Thanks. Let me come to Eric now. Thanks, Deborah. Hey, Eric.

Eric: Hi, Rich.

Rich: What would make this a great conversation for you today? How can I support you in this moment?

Eric: Honestly, pretty similar to Deborah. I'm about a year behind her. So I'm still at my full-time job, that I'm working up the nerve to quit, to pursue, to build my coaching practice. I had a few clients on the side, and yeah, it's a little bit terrifying to walk away from a nice, high-paying stable job, to trust myself, which I've never done it before.

Rich: Well, I wouldn't necessarily think that I, you have to do that. It's one way to start a new business, yeah. I chose to do it. If I'm really honest, I'd lost my job, 2005, and so, I was willing to take a risk. I think it was one of the gifts, actually, of being fired. You're willing to take a risk. I'm an or of people who say, "I'm quitting, I'm leaving." It's one way to do it. You burn your bridges, you say, "I'm committed." If you're that committed, you can really make magic happen. But it isn't the only way, and I don't necessarily recommend it.

Eric: It feels right to me right now, though.

Rich: Well, let me help you. I get that it's in the cards. But you can do something before that happens to set you up for success, rather than waiting and waiting and hoping, and then that day suddenly comes, and then... Because what's going to happen, is for the first time in your life, you're going to see that bank account that's always been used to going up, going down, for the first time ever.

Rich: You will be in startup mode for a year or two. Doesn't mean you can't make money quite quickly. Some coaches do. I've helped coaches do that fast. But it's also, it's that you're in the J Curve of business. You're in that energy phase. It's an energy phase. You're under the line, where you've got to invest. So one of the things I would recommend right now is, how many days a week do you work?

Eric: Oh, five days a week.

Rich: Could you do in four days, what most people do in five?

Eric: Probably.

Rich: I mean, I haven't yet spoken to a high performer who hasn't said yeah to that. Maybe it's four and a half to start with, but there's a way that you could start to cut down the amount of time you spend in your current job. If that wasn't possible, I would've said, could you block out one hour on a Saturday morning? And if so, or maybe it's, you're going to cut down to four and a half days a week, whatever it is, you block out an hour of time a week. And you say, "This is client creation time. This is where I'm launching my coaching business, from this one-hour slot." You can create all the business you ever need by starting small.

Eric: Yeah, I mean, I've, already effectively done that. I've been putting in several hours of coaching a week, or on my job, and sometimes taking calls from work, because... [crosstalk 00:14:30] "I'm in a conference room at work right now, because..." Right, yeah.

Rich: Right, so you're already doing it. You're already working-

Eric: Nobody really noticed that I'm not working five full days, basically.

Rich: Right, exactly. I told you, you had some humility in answering that question. But yeah, you're already doing it. So, do you have paying clients right now?

Eric: Mm-hmm (affirmative).

Rich: So well, then, let me ask you again. What can I do in this moment, that would really be of value for you?

Eric: Even though I have paying clients, even though I have savings in the bank for two years, even though I have a wife that will support me, and is an engineer at Apple, so we're fine, there's still terror around this move. And it's not logical, and so... I guess, try to help me work through those emotions of not trusting myself to do this, is, I think what I'm really hoping for.

Rich: Yeah, it's not logical. It's even more powerful than that. Logic comes from this part of our brain. It's coming from this part of our brain and from our body. It's very, very

human, what you're talking about, because throughout most of human history, if you had some kind of safe experience, whether it was a safe cave, or the tribe you were in was safe, it made no sense to leave that safe space and go out into the dangerous world. Any of your ancestors who had a gene that said, "Let me take more risks than anyone else in my tribe," probably didn't pass their genes on. We are the spearhead of evolution and all four of us right now have a lineage of very fearful people, by definition. So every part of your body is screaming, "This isn't safe."

Rich: And I take a breath in that moment just to remind myself, yeah, I get it. It's a very human experience you're going through. You've set yourself up to be safe. And there were some more things you can do, and you can't do it logically. Because like I say, this is not the rational, the rational part of your brain knows you'll be fine. It's not that part of the brain that's, that we're talking to in this moment. And one of the reasons I, when I'm coaching someone, I might coach in either the personal or the universal.

Rich: The personal is where I might tell you a story, and I will in a moment, but the universal is where, just understanding that level of human nature, that I'm not alone. That feels good to know sometimes.

Eric: Yeah.

Rich: In the personal, I remember when I was just beginning my coaching practice, had all the same doubts and fears as you. And I'd taken the risk of leaving my whole career behind, and was really clear, I didn't want to go back to it. And I had a coach work with me on my money fears, fears of all the money running out. And he said, "Rich, what I get about you, is that that really did happen, or the money ran out, and you had to go and live in a homeless shelter. I give you about two weeks before you'd be running the shelter."

Rich: And I didn't ask, because I just knew the truth of it. It's like, I could picture the signs I'd be putting up on the wall, telling people what to do and how to run this, and making it run better than it had run before. What happens when I tell you that story, too?

Eric: I hear it. But it's still kind of, it feels like it's talking to the, to that logical part of my brain. I know logically, yeah, okay, even if nothing goes... Even if I don't get the clients, the number of clients I want, and don't build the business, I can go get another job like the one I have now. Fine. Again, that's logical. But yeah, I don't know. It doesn't, I still feel this knot of tension in my heart a little bit.

Rich: Well, you feel it in your heart?

Eric: Yeah.

Rich: Will you put your hand on your heart right now?

Eric: Yeah.

Rich: Ah, and we can do it with him. But when you breathe into your heart, Eric, and this might feel a little bit strange, but if you're willing to close your eyes. Keep breathing into your heart, and ask your heart this question. What do you need me to know right now? And then go still on the heart, on the inside, because you might hear an answer, but you might also see or feel an answer. What do you need me to know right now?

Eric: That I'm safe.

Rich: Yeah.

Eric: That's what this is about is, it's feeling safe.

Rich: Yeah. And I feel a shift in you, as you say those words, and ask your heart the same question one more time. What else do you need me to know?

Eric: Not picking anything else up right now.

Rich: Yeah. Because maybe that's it. You see the job of your heart is, when there's a moment that's fearful, is to pump really fast and hard blood to your limbs, so you can run or fight, or freeze and hide away. It's doing its job. When it races like that, it's doing the job it's meant to do. And it also has a message for you, if you're willing to listen.

Eric: Yeah. I'll have to spend more time listening to my heart, I guess.

Rich: Nice. Well, would you be willing to say it again? This might sound funny, but would you really be willing to say thank you to your heart and say, "Look, I know you've got my back. I know you're doing the job that you're meant to do, which is to keep me safe. And between us, between my logical brain and you, we've got this."

Eric: Thank you for doing, you're doing, yeah. Trying to keep me safe and working hard. All of us are working hard to try to make that happen.

Rich: Yeah. Hmm. You feel different in this moment?

Eric: Mm-hmm (affirmative).

Rich: And this is a practice that you can bring in. Look, I know. I'm looking in front of me at the notes you sent me, you've done some extraordinary stuff. You've been the Chief of Staff to the Product VP of AdWords at Google. And what you guys had done together, you've grown the business past \$100 billion, extraordinary stuff you've done. And you also saw a difference you can make by doing work with individuals, or we call it coaching, right? Guiding them, leading them, supporting them, challenging them. And you've been doing it with high performers, both in Google and outside. That's amazing. I love this field we're in. We make a difference to people's lives, and then they go out, and there's a ripple effect out there.

Eric: Yeah.

Rich: And you want to do more of it. And that's awesome. And know there's a part of you that's trying to keep you safe. And you'll see this in your clients, too, because they'll have big dreams and visions and things. And you better say to them, "Me too. I get it. I go through the same thing, too," which, which helps people to realize, "Oh yeah, we're not..." The difference between a motivational coach for me, and a transformational coach, is the motivational coach is up on the stage, giving the rah rah stuff. And we're there next to them saying, "Yeah, me too. I get it." Thanks for being willing to be so authentic, Eric.

Eric: Thank you, Rich.

Rich: Hmm, thanks. You just feel different than this moment?

Eric: Yeah.

Rich: I'll pause in this moment, let that integrate for you. Notice where, what might happen, when I go and speak to Angela. You pop into your head. You want to analyze it and look at it, and what did it, was that, so he doesn't make sense. And that's okay. Let those thoughts come. That's that's another part of your body trying to protect you, is the thinking mind. And just notice it. "Oh, there you go. Thank you. You're trying to keep me safe too."

Eric: Will do.

Rich: Thanks, Eric. Hey Angela.

Angela: Hi.

Rich: Hey. Any insights from anything that's happened so far in our conversation?

Angela: Yeah, it's, I'm so grateful that I am on this call with Deborah, and Eric, because in some ways I feel like I am perfectly situated between the two of them, in terms of where I'm at right now. And Eric, I was in your position about two months ago. And actually, when I initially sent in my application to you, Rich, I had said, "I'm really afraid about leaving my job, because I know that like I'm ready to get out of this, and to be more into the coaching world," and all that.

Angela: And I did, and my last day was two weeks ago. And now, I'm in this, the J Curve, as you call it. And it's really interesting, because I was reading my application, and it's like, all of the thoughts and fears that I thought I was going to have, I don't have those. They're actually quite different. And where I am right now is, has been very interesting, because I thought that I would have this fire under my butt as I go into this J Curve, right? And I thought that I would be so excited, like, "Oh, now that I have this time freed up, it's time for me to step into my own thing."

Angela: And honestly, Rich, I feel nothing. I feel like, bleh, and it's that scary for me. It's the apathy that's scary for me. Because I really thought that I'd be in this place of, I got to quickly build my thing now. And it's causing me to question, because when I initially wrote to you, I said, "Oh, I have this fear. You have this fear of putting myself out there." And to give Deborah and Eric some context, I have been the strategic mind behind a lot of coaching businesses.

Angela: And so it's a massive identity shift from me to go from, behind the curtain, to in front of the curtain, by stepping into the identity of a coach. But what I've been feeling is that right in this moment, I don't even feel like coaching. And I don't know if, am I burnt out? Am I scared, or am I misaligned or am I not fit to be an entrepreneur? Or am I scared to be one? That's kind of the question that I'm sitting with right now is, does this apathy come from just misalignment? Does it come from being burned out? Or does it come from fear? That's paralyzing me. And I'm just trying to parse all of that out.

Rich: Well, let's find out.

Angela: Yeah.

Rich: Thanks for being so authentic and honest about that. Tell me, do you need to make money tomorrow, or you'll be thrown out of the house, have to live on the streets?

Angela: No. I'm pretty comfortable for the next six months. However, it's interesting. No, probably for the next eight months to a year, actually. However, what's scary for me is, I have this fear that if I don't do something immediately, I'm just going to become a couch potato, and just... do you know what I mean? I'm afraid I'll take [crosstalk 00:26:32]-

Rich: I do. I was waiting for you to say those words.

Angela: Yeah.

Rich: Because we have this fear, if we stop, we'll be lying on the couch, our tummy growing bigger and bigger eating Cheetos and watching daytime TV.

Angela: Yeah.

Rich: And do you have any doubt, Angela, that if Deborah or Eric took time out, just for themselves, after a long career that they'd end up like that? Do you presume, that that's what would happen to them? Or do you have any, have no doubt, that when they're ready, they'd get back into what they love to do, and making a difference?

Angela: No, I mean I, I 100% believe that about them.

Rich: Yeah, about them, right.

Angela: Yeah.

- Rich: So my experience of working with high-performers is that we don't convert to couch potatoes. It just doesn't happen. We sometimes need to, we sometimes need to veg out in front of Netflix, or lie on a beach for a few weeks. We sometimes really need it. And most of the time, we don't let ourselves do that. I finished a 15-year career as a teacher, and I loved my career, and it ended suddenly cause I was fired by a new boss who arrived. He wanted his own, her own team.
- Rich: But I took almost two years out. I didn't know how burnt out and exhausted I was. I'd worked for years in inner city schools, teaching in Africa, setting up an international school in Southeast Asia. I was tired, I was burnt out, and I had no idea.
- Rich: I'm so grateful that happened before I physically couldn't cope anymore. I didn't get to that stage. But most of us do. You might need to grieve leaving an old career. You might need to take time to nurture yourself. You might make, need to take time to breathe and be out in nature. And we don't give ourselves that. And I say, how long can you go? And it was six months, then it was eight months. And then you realize, it could actually be longer than that.
- Rich: And actually, all it would take was one or two clients along the way, and it could really stretch out further. So knowing that you don't need a client right now, you can breathe. Here's what I want to do with you. If I meet a woman, I'm coaching a woman who has come out of a relationship, and says, "I want you to help me get into a new relationship."
- Rich: I put her on a man ban. I'd say, "You are not allowed to date another man for a period of 90 days," and she freaks out. "What do you mean? I told you, I just want to get done your relationship! That's why I want you to coach me." "Nope, you're not allowed to. You're in a man ban. You've just come out in this relationship. You need space to breathe, to reflect. You need space and time for you."
- Rich: And offer a moment, she breathes a sigh of relief, because it's actually such a relief to know that she doesn't have to get back into that dating game straight away. Now what I know, secretly, is if she meets a great guy, she's going to break the rules. She's going to come to me and say, "Hey, sorry, Rich, I broke the rules."
- Rich: I'm putting you on a client ban. I'm putting you on a ban in making money. What that really means is that I know if there's a project that's exciting, it has to be a 10 or above. and then you can come to me and say, "Hey, I broke the rules, Rich." But otherwise, you're not allowed to say yes. If that potential client is a nine out of 10, it's like, you know what? Let's talk in 90 days.
- Rich: If there's a gig that's offered to you, let's talk in 90 days. If it's a 10, you're allowed to break the rules, but you need time for you. You need space, you need breathing room. You need to relax. And I see Eric nodding in the corner of my eye, and this is what you all need, too, Eric, when you transition out.

Rich: You've been doing a lot of work for a long time, making a big difference in the world. And it is time to receive for a moment in time. And you get to choose what that time frame will be. Ninety days, four months, six months, put a box around it. And do whatever you want to do, in that time, Angela.

Angela: I gave myself this ban and I only did it for 30 days. So it's by, I'm two weeks into it. And before, I was like, I was ferociously, searching on, just searching on various platforms for it. Okay, where can I get this job or this job? And yeah, I fully acknowledge the fact that I, this... what I want to do next, and Eric might have had a similar feeling of just, "I'm leaving this old job to take a chance on me. This is Operation Final Frontier."

Angela: And so it's, this is the business, right? This is the one that I've been on, that's been on the back burner for 10 years, kind of thing. And so I fully acknowledge that. As I witness this hole in my life, I'm like, "I should just get something else to fill it, and put Operation Final Frontier on hold for another six months." You know what I mean?

Rich: Well, I've got to mess with your thinking immediately.

Angela: Yes, please.

Rich: When people hired you to do the work that you did, did they ever say, "I'm taking a chance on you, Angela. This is the final frontier. Oh, this is a massive risk, and I'm really nervous about it, and I'm taking a chance on you."

Angela: No, and I would not work for them if they did.

Rich: Right. They've got who you are and what you bring.

Angela: Yeah.

Rich: And you knew that, too, so you're making up this whole new story about now. It's like, "Now, it's the final frontier. Now I've got to take a chance on me." No, you don't. If one of us was hiring you to come and work for us, you'd know how to make us have a business that thrives, right?

Angela: Yup.

Rich: Then you can do the same for a woman called Angela. Well, right now, you can't, because you don't have the bandwidth. You haven't even given yourself two weeks out of the 30 days. In those two weeks, you've already been looking for gigs and you haven't given yourself this time, and I get it.

Rich: A friend of mine, super successful designer, designed a sabbatical for himself. He was going to take a whole year out. He planned it for a year. The year before, he started working only three weeks each month to get ready for it, and then took the sabbatical. And about three months in, we had a chat. He was traveling around the world and he

said, "I've been planning the book I'm going to write about this. I'm even planning how I'm going to get clients out of this. And I haven't stopped."

Angela: Hmm.

Rich: You've got to breathe. And that reminds me, I went to Sri Lanka years ago, on a yoga retreat. It's when I was working in London, and I went off to Sri Lanka for a yoga retreat. Within an hour of being at this place, I went to the guy in charge and said, "I made a mistake. I need my money back. I've got to leave. I just, I can't do this, this is not for me."

Rich: And he said, "Give us 24 hours, don't leave yet." Twenty-four hours later, I thought it was crazy, it was a mistake, but I had needed time to book flights to zone out. So 24 hours later, my nervous system had calmed down. And I realized, I operate up here when I'm out in the world of work, and they were down here, and it couldn't, I couldn't match, and I'd gone down at least to here, maybe. And I could breathe for a moment.

Rich: I was like, "Oh, yeah," and I stayed for 10 days, and I had an amazing time. It's time to slow down. You're not allowed. You not only got a client ban, you've got a ban on going on LinkedIn, or any other websites you can look for jobs. Maybe even social media, completely, because you can't help comparing and seeing other stuff.

Angela: Yeah.

Rich: This is a time for you to have massages, go for walks, have a vacation, meet fun, interesting people. That's it. That's all you're allowed to do.

Angela: It sounds like a punishment.

Rich: Yeah, I was going to say, I was just literally thinking, "It's going to feel excruciating." Yeah.

Angela: I can do that.

Rich: Yeah. It will be hard for awhile.

Angela: Yeah.

Rich: It might be hard the whole time, but you know, if this was advice for Deborah, if this was advice for Eric, that it would make sense for them. Deborah told you, it took two years to build the momentum when she transitioned out from doing an amazing job in another field, becoming a coach. Deborah, how much time did you give yourself to transition?

Deborah: Well, that's a really interesting question because I didn't, however, the sense of freedom that I felt going from this big nonprofit with board members and community members,

and always trying to toe the line, and having to ask permission for almost anything I would ever do, to the complete freedom of being able to do anything I wanted, whenever I wanted, which included writing letters to the editor, and calling up famous people, and asking them for meetings. I never had permission to do any of that before. And so, I went crazy, but I went crazy with freedom. So I was doing a lot. It wasn't a vacation, but the freedom? Unbelievable.

Rich: Nice. There's a distinction around freedom There's freedom from, and there's freedom to. That old career, we want freedom from, Eric's in it right now. Time to move out. That's why he's looking at that freedom from. There's freedom to, that Deborah was just describing like, "Oh, now I can do all these things I'd love to do." But there's a third distinction, Angela, and it's just freedom.

Rich: And what I'm proposing to you is about freedom. You know what? Maybe it's not even a bad, but it's a high filter. What if it was this? I'm only allowed to do things for the next 90 days that are a 10 out of 10 on the scale. If it's a 10, my God, I'd love to do it. It doesn't matter what it is, a job, a vacation, you can do whatever you like, if it's a 10 out of 10. If it's not a 10, you've got to put it off in 90 days. Well, that means, if watching Netflix is a 10 out of 10, you get to watch Netflix.

Rich: If going to the movies... This is, my secret guilty pleasure is going to the movies in the middle of the day, when everyone else is working. And my favorite moment is one of those rare times, when there's no one else in the whole movie theater, it's just for me. I love those moments. What would be a 10 for you? Maybe that's the game you play, for 90 days, only 10s.

Angela: Are you asking me, what's a 10 for me?

Rich: I wasn't.

Angela: All right.

Rich: But let's find out.

Angela: Okay.

Rich: Yeah. What would be a 10 for you?

Angela: I don't know. I love to cook. I could cook all day long. And I do love nature walks. I love to travel. I've lived all over the world. In the past year I've more or less settled in Austin, but I'm ready to... it's really interesting, because the way that I got into my last full-time job was, weirdly, and it's so interesting how this happens.

Angela: But the way that I got into my last full time job is that, I had just quit my other job, and I gave myself freedom for two weeks and I just said, "I'm going to go have fun." I went to Bali and I did the massages and the resorts and all of that, and not even thinking about

anything related to work, just living my greatest life. And that's how I stumbled into finding my job. That was in perfect alignment for me.

Rich: Here's the thing though, isn't that weird? And it wasn't stumbling. What happens when we're stressed and under pressure? Our entire body is designed to shut down and narrow our gaze, because for most of human history, stress and pressure meant you might die. A warring tribe was coming. Someone might attack you, a wild animal, your system shut down.

Rich: The top part of your brain is literally designed to stop working when you're under stress. So our gaze narrows. Again, you got to fight someone, you got to fly, fight or flight. You got to run away. Your gaze narrows. You're missing opportunities all around you, because you're under pressure. When you go live on that beach for a couple of weeks, your gaze goes like that, and it looks like, "My God, it was so amazing. I got my dream job. Who knew?"

Rich: Those opportunities surround you all the time. You can't see them. It's just a gift we give to our clients, and we create that space for their gaze to go like that, for them to drop into their heart, for them to breathe. What looks like a miracle that shows up was there all the time. They just couldn't see it. I'm not putting you on a ban in order to stop you getting your dream job. This is going to help you create your dream clients, and your dream job, and your dream lifestyle.

Angela: Yeah. I believe to be true.

Rich: Yeah. So you guys, that's the sound of insight. It's that stillness that Angela just dropped into. She's wondering what it might look like right now, or thinking about after this, it's that stillness. The sound of insight. Thanks for playing, Angela.

Angela: Thank you.

Rich: Deborah, is there another question? Is there anything else that I could do for you in this moment?

Deborah: I'm just really struck by how we all seem to be on the right track, and exactly where we're supposed to be. It's filling me up.

Rich: That's sweet. Thanks, Deborah. How about you, Eric? What else is there that we could discuss, a question I could answer, that will take you somewhere else? Or are you there?

Eric: I really appreciated hearing your work with Angela, because you're exactly right. And it's funny, just this week, I was talking with one of my existing clients, and talking about and going and building a business. And I was like, "I have to get all these clients, and build up that stuff right away." It's like, "Stop." You're going to get clients. You're great at this. Wait for the right clients. And he reminded me that I was coming from a place of

scarcity, where the right clients will be... like, "I need to take all the clients, because they're scarce."

Eric: It's like, "You're in, going to be in a position of abundance. There are plenty of clients out there. You need to pick the right ones, for the life you want to live." And so, just hearing that reinforced in your working, in your work with Angela, is just very helpful. I'm like, wait for the 10 out of 10, and give myself permission to, yeah, relax.

Eric: I just have to add one more thing, because it's felt, it feels relevant. You mentioned giving the time to grieve your career. And a different client of mine said, "Are you going to have a ritual, to mark the end of your corporate life?" And I was like, "No." And, as it turns out, I actually know a couple designers who've been experimenting with ritual design, so I want to get together with them, to design a ritual, to mark this passing, so...

Rich: Nice.

Eric: So nothing more to ask. I feel like I'm, just got to continue giving warmth to my heart, and reassuring the safe about safety, and going in that place.

Rich: That's beautiful. One thing I'd encourage you, when you carry out your ritual, is, don't have it to be too complete. And what I mean by that is, my sense for you, is that you're such an ideal person to be the coach for the people in that world, that you've come from. You see their struggles. You know their pain in a way others don't. Sometimes, when we leave a field behind, we want to be complete with it. And sometimes, we know that field so well, that we can be a gift to those people, in a way that nobody else can.

Rich: So I'd put some thought into the ritual that you're going to design. How clean do you want that cut to be? It will be clean for you to leave, but it might be that you still get to sharpen those buildings. One of my clients, Mark Silverman, did over \$90 million of complex technological sales in the corporate world, and became a coach. It was only when he had this insight, and these are his words: "I like working in glass buildings."

Rich: Then he realized, he's meant to be in the C-suite. Those are his clients. He's writing a book called Master in Mid-Life, to work with executives, who've got everything they ever wanted, and still feel empty on the inside. And he liked being back there. Some people leave corporate, and they don't ever want to go back. And I'm saying that for you, because I have a real sense that there are gifts that you have, because I know of what you've accomplished, where you could be so valuable, to very senior leaders in that world.

Rich: So take some care what that ritual looks like, and how clean the cut is. Clean enough for you to leave, but maybe there's a doorway to go back, and help them, too.

Eric: Makes sense. Thank you.

Rich: Yeah, it's beautiful. Thank you three for playing with me. Thank you for trusting me. This has been really been. I have no doubt that great stuff is on its way for each of you. I look forward to hearing more about what happens on your journey. Thank you, guys.

Rich: 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.