

RCC 109: Scary But Necessary



Full Episode Transcript

With Your Host

Susan Hyatt

[Susan Hyatt's Rich Coach Club](#)

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Welcome to the *Rich Coach Club*, the podcast that teaches you how to build your dream coaching practice and how to significantly increase your income. If you're a coach and you're determined to start making more money, this show is for you. I'm Master Certified Life Coach Susan Hyatt, and I'm psyched for you to join me on this journey.

Hey coaches. Some things in life are just plain scary. Like creepy clowns in haunted houses and poisonous spiders and Trump. And other things in life are scary but necessary. That's a different kind of scary. Scary but necessary means this is an action step that's going to change your life if you're willing to do it.

Like sending out your very first newsletter or getting on stage to tell your story to a crowd of complete strangers or pitching yourself to the media and doing your first live on-air interview. These things can feel absolutely terrifying, and these things can dramatically change your career, your income, your whole life. The path to success is paved with thousands of scary but necessary actions, and that's what today's episode is all about, so here we go.

Alright, it's time for your two-minute pep talk. This is the part of the show where I share some motivation to get your week started off right. Okay, so a couple of weeks ago, I was doing a coaching session with a group of my clients, and there were several amazing women in attendance.

And I asked my clients to share their plan for the week, what are your goals, what are you working on, and then I peeked down at the comments, and one client posted something that immediately caught my eye. She wrote, "This week, I'm taking scary but necessary action."

I love that phrase so much that she used. Scary but necessary action, yes. It gives me chills. That kind of statement right there, that's what greatness is built upon. That's what six and seven and eight-figure coaching practices

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are built upon. That's the kind of thing that a true leader says, and that's the attitude I want to encourage you to adopt too.

So whoever's listening right now, I want to know, what's a scary but necessary action that you need to take this week? Maybe you need to email a potential client and ask them to hire you. A real ask. A direct ask. Not dancing around the question, but actually asking for the sale.

Maybe you need to hire a new team member, even though you don't feel 100% ready. That's me all the time. We keep hiring and hiring and hiring. I think we have four positions, brand new positions available right now. Or maybe you need to launch and start selling a program, even though it's not perfect yet.

Or maybe it's time to submit your book proposal, even though publishers might say no and bruise your ego. This stuff is scary as hell. Scary and necessary. Scary because you're taking a risk, necessary because you will not achieve your goal unless you do it.

So I was realizing after I contemplated this notion of scary but necessary, how often that's how I operate. So even right now, I just hired curriculum consultants and diversity and inclusion consultants in an effort scary to me investing that much money, but in an effort to create a life coach training program that this industry has never seen. Scary but necessary.

I am ripping down the garage behind my house, rebuilding a fabulous garage for the silver fox, for silver fox racing, and above that garage, I'm putting a 900 square foot studio to do VIP days with my clients, have a podcast studio, basically a video set that's an Instagram dream. Scary but necessary because I film multiple times a month now and I record multiple times a month now.

So the next time there's something important you need to do but you feel tons of resistance, I want you to remind yourself, this is scary, this is necessary, this is doable, I can do this. Breathe in, breathe out, remind

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yourself why you started this journey. Commit to the task at hand and do what is necessary.

If you take action, you will accomplish your goals. If you don't take action, you won't. It's just that simple. So again, my question to you is what's a scary but necessary action that you need to take this week? Whatever that is, I want to have you write that down, and then I want you to circle it, highlight it, star it, draw an arrow pointing to it, and write the phrase scary but necessary next to it to remind yourself how much this action step matters.

The scarier the step, the more necessary it probably is. You can do this. You've done courageous things before and you get to do this too. Pep talk complete.

Before we wrap up today's episode, I want you to leave you with one final thought. A couple of months ago, right after the murder of George Floyd, while the Black Lives Matter demonstrations were happening all across the country, my friend Rachel Rodgers said something I'll never forget.

Many people, especially white people, were turning to leaders and seeking guidance. And many white people were asking, how can I be a good activist? How can I be an ally? How can I help this movement? And Rachel answered like this. She said, "If you're doing activism and you feel comfortable doing it, then you're not doing enough."

So let me repeat that one more time for the folks in the back. If you're doing activism and you feel comfortable doing it, then you're not doing enough. And you went on to explain that real activism means taking a risk. It means you risk losing fans. You risk losing clients and money. It means going out of your comfort zone. It means having a conversation that's uncomfortable. It means writing a donation check that is uncomfortably large.

Basically, it means discomfort. It means doing something that is scary but necessary. And if you feel that discomfort, that is how you know you're

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doing enough and that is how you know you're doing something that could really change the world. That's true for activism and it's equally true for business and marketing and pretty much everything else in life, y'all.

Think about your business, your coaching practice, and if you don't have enough clients, if you don't have enough revenue, don't have the kinds of opportunities you want, then ask yourself, is it time for me to get uncomfortable? The answer is probably yes.

If you feel comfortable, then you are probably not doing enough. I hate to tell you, but entrepreneurship doesn't always feel like a warm bubble bath. If you feel uncomfortable, that's how you know you're on the right path. You're taking steps that can change your life, your income, and the world. Discomfort is the signal that you're touching greatness, that you're touching your full potential. So go intentionally feel some discomfort and do it today.

Thank you for listening to today's episode. I hope this episode has inspired you to do something that makes you feel scared as hell. Scary but necessary. Have an amazing week and I'll see you next time.

Thank you for listening to the Rich Coach Club podcast. I've got one final question for you. Are you ready to finish strong? Look, 2020 has been a challenging year full of disruption. Lots of challenges we've never faced before, and maybe you've been struggling to adjust, struggling to pivot, struggling to find clients and make money.

Well, guess what coaches, 2020 ain't over yet. Not even close. Even though this year feels like it's been 500 years, this year is not over. We've still got plenty of time left in the year. This means you've still got plenty of time left to get your coaching business back on track, launch a fantastic new service or program, get plenty of clients, bring money in the door, and finish the year feeling strong financially.

No matter how shaky things might feel right now, you can create a major turnaround in your business. A comeback victory. I want you to Google

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Susan Hyatt Finish Strong and register for an event called Finish Strong. This is an annual event. I do it every October. It's happening virtually this year, so you can join from anywhere in the world.

The Finish Strong event will help you whip a plan together so that you can finish 2020 feeling proud of yourself, feeling powerful, feeling successful with extra money in the bank. Each year after attending Finish Strong, many coaches go on to their most profitable quarter of the whole year. This event is a mindset boost and a money boost that you need.

Again, just Google Susan Hyatt Finish Strong. You can get the exact link in the show notes because you are not going to throw up your hands in defeat and just coast into 2021. No way. You're going to finish strong. I'll see you there.