

RCC 47: How to Break the Procrastination Cycle



Full Episode Transcript

With Your Host

Susan Hyatt

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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.

Hello ladies. So let me ask you something. Do you ever find yourself postponing things? Little things, big things until later. We can all fall into this pattern sometimes and you know how it goes.

Oh, I'm going to start exercising consistently on Monday, or I'm going to get serious about my goals on January 1st. Oh, I'm going to wait to announce my new services and pricing until the full moon is in Leo and Mercury and Venus are aligned and there's an eclipse directly above my office and a turtledove lands on my window to give me a sign.

Today, we're going to talk about how to bust out of this procrastination cycle. Look, it's one thing to be intentional and thoughtful about your timing, but it's another thing to procrastinate because you feel scared and insecure, passive, or because you're telling yourself a story about how it isn't the right time.

Now is always the right time to get serious about your dreams and goals. Now is always the right time to work on my business and income, your future, and your legacy. Now is always the right time for self-love and self-care, which includes financial self-care, yo. And now is the right time to listen to this episode, which begins now.

As always, we're starting with a segment that I call your two-minute pep talk, although half the time it's a 45-minute pep talk. But this is the part of the show where I share some motivation and encouragement to get your week started off right, and I try to keep things to two minutes or less. I sort of try.

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I'm recording this episode in July, the beginning of July specifically, right in the middle of summer, or least summer here in North America. Now, this is traditionally a time of the year where people take long vacations, there's less work, more play, sunshine, beach days, lake days, barbeques, fireworks for Independence Day. Making memories.

Now, I'm all about pleasure and relaxation and saying yes to life. In fact, I run an entire program called the Summer of Yes where it's all about this exact topic. I am the queen of yes and I've got the ball cap to prove it. Now, if you want to work way less during the summer, then do it. If you want to take your whole summer off, do it. Hell yes. Whatever you want to do, do your thing.

Say yes and create whatever you crave. However, there's a difference between saying yes to pleasure and fun and relaxation versus making excuses and hiding and procrastinating. For instance, lately I've heard a lot of women complaining that they really want to make more money, but summer just isn't a good time for sales, or so they say.

You sure about that? Or I hear women saying they really want to go after a book deal or a TED talk or some other really exciting opportunity, but they're going to wait until summer is over and it's autumn or winter or January 1st, or 2020, or 2057 because the timing just isn't good right now. No ma'am. I don't like hearing that kind of talk.

Look, again, it's one thing to intentionally downshift your business during the summer because you want to play more and travel more and rest even more. One of my clients intentionally blocks out the whole month of July for this very reason. But it's another thing to avoid your priorities, neglect your business, or make excuses for staying stuck. Just because it's summer, that doesn't mean your sales need to dry up.

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In fact, I'm 100% positive that Susan Hyatt Inc. had its highest grossing month in June, the start of summer. Summertime doesn't mean that you can't kick your business into high gear and make exciting changes and generate significantly more money any time of the year. Yes, even in July, even in August, even in September, even during the busy holiday season, you do not have to wait until January 1st.

The right time can be right now. So every year I run a webinar and a conference called Finish Strong, which happens in October this year. It's actually going to be in San Diego. We can put a link in the show notes because I'm pretty sure by the time this episode airs, you'll be able to snag your spot, and there's a cool early bird.

But anyway, it's at the end of the year in the final quarter, and each year during Finish Strong, I remind women that this year ain't over yet. You've still got plenty of time to set new income goals, take action, and finish the year with more cash in your pocket. And every single year, I am astounded by the victories that women achieve in these final months and weeks of the year, and often I see women earning way more in that final quarter than the previous three quarters combined.

Wow. This just goes to show that once you make up your mind, then you start making money, and even if you have just three weeks left in the year, it's wild how dramatically you can turn things around. So it's not about the date on the calendar. It's about your mindset and your actions. So like I mentioned, it's July right now as I'm recording this, about halfway through the year.

Little more than half. Plenty of time to make 2019 a successful and profitable year. Plenty of time to bring your coaching practice to a new level. It's not too late. Hell no. So what could you do this month, this week, today to steer your coaching practice in the direction that you want? There's no perfect time because perfection doesn't exist, but there's the

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right time and it's right now, so stop waiting and start creating. Pep talk complete.

Now we're moving into the part of the show where I give a shout-out to you. Shout-outs to listeners, clients, all the wonderful people in my business community. And today I want to give a shout-out Michelle. So Michelle left me a five-star review on iTunes and she entitled it fired up and grounded advice. "When I need inspiration that is grounded and solid business savvy, I queue up Susan's podcast. She's a bright light every time. It's like having a whole counsel of brilliant businesswomen any time I need them. Susan asks great questions, inspires rich conversation, and somehow always makes me feel more capable than I felt when I first hit play on the episode. Listen in. You'll be so happy you found Susan and *Rich Coach Club*."

Oh my gosh, thank you so much, Michelle. It means so much to me that you guys take the time to do this and if you do have something to say about the show, please send an email to my team at shyatt.com. Post a five-star iTunes review about the show. You could post something on social media and tag me @susanhlyatt, and you might hear your name on a full episode. I love giving shout-outs to people in my community, so holler at me. Thanks for the love. I love you right back.

Okay, before we wrap things up, I've got lots more for you, so don't go anywhere until the very end, until you hear the music come on, y'all, at the end. So I love webinars, which is funny because for years I resisted doing them, and then about three years ago I started doing them and there was no turning back.

I recently did a killer webinar about what to do if what you've launched isn't working out. It's called how to pull your launch out of the toilet, which is actually I think, a hilarious title. So if you go to the show notes, we've got a link there for you. You can watch that webinar. It's killer. And you want to take advantage of a lot of these free materials because I take great pride in

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making sure that the free stuff that I put out has actual content in it, and it's not just slides of sales.

It's like, great content, so go enjoy it. Now, thank you for listening to today's episode. Have a beautiful summer, rest, play, travel, recharge, and also if you've got some business goals and income goals that really matter to you, know that right now is a powerful time to get moving. There's absolutely no need to wait until January 1st, or even the fall. The summer months can be fantastically profitable if you decide to make it so.

And rather than waiting for calendar pages to change, change your mindset, change your attitude, change your actions. And once you make up your mind, honestly, once you decide, then you'll start making serious money and the time is right now. And it's the right time to enroll in my program, On the Six. It's happening right now.

I ran On the Six with an amazing group of women. We just wrapped up six months. Many of them are continuing for the second half of the year but there are a few spots open and the biggest objection I've been hearing is that oh, I don't know about starting a mastermind in the summer. Listen to me, I'm just going to read off for you - we had our final call on Zoom yesterday.

And I had everybody go around and tell me what they were most proud of, and of course they said things about that they're proud that they finally get it, they finally believe in themselves, they're finally about to say I'm a coach, this is what I do for a living. And remember, these are women who are trying to build a business and hit their first six figures.

And so I tallied up after everybody said what they were most proud of, eight out of 10 of them mentioned new income that they had acquired just in the past couple of weeks. So one client reported landing a new coaching contract, where she's earning now \$30,000 a month. Another new coach

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landed deals between 22K and 30K. They haven't all come in as signed, but between the range of \$22,000 and \$30,000.

Another coach who made the switch between offering all of her stuff for free to actually pricing her packages, \$10,000 in new contracts in the past couple of weeks. Another coach who's a writing coach landed a gig as the editor of one of the biggest names in the self-help industry. This was somebody who was afraid to pitch herself before.

Somebody else landed a contract teaching coaching and yoga inside a school system. I could go on and on and on, but the wins are big and if you want to be part of a group, you have the next couple of weeks to apply for a spot in the program, and then that's the final cutoff date until January. So if you want to work with me to build your dream coaching practice and other badass women, and significantly increase your income, this is for you.

This isn't just maybe it would be nice to make some money. This is eight out of 10 of the women reported five to six figure gains in just the past couple weeks. So it's called On the Six because it's all about bringing your annual income to six figures or more in the next year. So apply for a spot before it's full. We'll put a link in the show notes and you can see all the info.

It's a really easy application process so don't let that intimidate you. You just have to fill out a couple questions. If you want to talk to somebody on my team, we can have a consult call with you. You can also email my team, support@shyatt.com to request more info. So listen, happy summer and do what makes you feel rich today.

Alright, thank you so much listening to Susan Hyatt's *Rich Coach Club*. If you enjoyed today's show, please head over to shyatt.com/rich where you'll find a free worksheet with audio called Three Things You Can Do Right Now To Get More Clients. You can download the worksheet and the audio,

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print it out, there's a fun checklist for you to check off. Just three things to do. Check, check, checkidy-check.

This worksheet makes finding clients feel so much simpler and not so scary. So head to shyatt.com/rich to get that worksheet. Over there, you're also going to find a free Facebook you can join especially for coaches. Bring your coaching practice and your income to the next level at shyatt.com. See you next week.