

## Entre-Talk: 10X Ideas



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Jody Moore

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## Entre-Talk: 10X Ideas

I'm Jody Moore and this is *Better Than Happy, Entre-Talk: 10x Ideas*.

Did you know that you can live a life that's even better than happy? My name is Jody Moore. I'm a master-certified life coach and a member of the Church of Jesus Christ of Latter-Day Saints. And if you're willing to go with me I can show you how. Let's go.

Alright you guys, I seem to be fumbling over my words today. This is the fourth time I've started this podcast. Let's see if I can get through it. I love this concept. I'm so excited to talk to you about it today. We're going to talk about 10x ideas.

Now, I want to first of all give a shoutout to Dan Sullivan. Dan Sullivan is an entrepreneurial coach and teacher and he has a podcast called 10x Talk that I listen to off and on. But he is the first person I heard talk about this idea of 10x-ing your business and having 10x ideas. and I'm told that Dan Sullivan and Benjamin Hardy have a book coming out relatively soon. And the name of this book is what prompted me to want to do this podcast because ever since I heard there was this book coming out with this name I've been thinking about it.

And the book is going to be called I believe 10x is Easier than 2x. What? Isn't that an awesome and crazy concept to consider? So the idea of 10x, again I heard long ago from Dan Sullivan, but what I did or have done in the past anyway is sort of applied that to my action line. I need to 10x what I'm doing. And then I couldn't because I'm already doing a lot. So 10x-ing it, there's just not that much of me or my time or my ideas to go around. And so then I would scale it back and be like, "Well, at least I'm going to double down."

I say that a lot. I'm like, "What if we 10x it or at least let's double down." Because that seemed to be the only thing that was realistic and even that only in short spurts. I'm not trying to burn myself out or work myself into the ground here. But when I heard the title of this book 10x is Easier than 2x, I realized that it's not about doing more necessarily. It's not about grinding harder. It's about thinking bigger.

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And that's what I've been challenging myself to do with this idea, 10x is Easier than 2x. I love the name because who would think that 10x-ing your business would be easier than doubling your business? That makes no sense logically to us. Why would that be easier? Here's what I think. I think that when we try to double our business and even doubling your business is insane, who does that?

I remember working in corporate. We would look at our campus or our, whatever, our individual performance and we would go, "How do we increase the conversions?" If we could increase a conversion by 2%, 3%, 4%, that was a huge win. That was major success if we could increase something by 2-5%. Now, granted we're talking about big companies and small hinges move big doors. So if we increase by 2-5% with a big company that has lots of revenue and lots of moving parts that does result in a big growth and that is a win. So I'm not saying in every situation that that's bad.

I'm just saying, when we take that same mindset into our businesses as entrepreneurs who have a little bit smaller businesses than a Fortune 100 company like I was working for. Then thinking that way is first of all not necessary and second of all making everything a lot harder for me. If I'm just trying to tweak metrics and improve metrics that might be harder actually than just totally changing the way I'm thinking about this, period.

If I'm going to not just 10x my actions, not just double down on my actions but I'm going to try to 10x the results in my business that can't come from me working harder. That has to come from me thinking on a different level, on a different scale than I'm thinking right now. And I'm totally changing up a lot of what I'm doing, throwing some of it out the door and doing something entirely different within my business. And I'll tell you what, that feels scary but that's the way that you 10x. You don't just tweak little metrics here and there.

You totally blow it up in certain ways and think bigger and think differently. Now, I love how my brain is starting to try to go to work on this idea of what if we instead of thinking how do I double my membership or how do I

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increase the number of people in my coaching membership for example by 20% this year? I think how do I 10x the number of people in my coaching program? Now, I don't tell myself and not that you can't, but for me, I don't go, "How do I 10x it this year?" I just think how do I 10x it within the next four years or five years?

Now, some of you might go, "Well, that's the same, why wouldn't you just go, let's increase it 20% per year over the next five years, that's still going to", whatever the math is on that. The reason why I don't want to think about it that way is because I can't. There's only a certain amount of tweaking I can do to squeeze the juice out of just increasing the performance of the metrics, meaning lead generation, conversion, retention, things like that. We can do a little bit of that and we will work on that but that's not going to get us to 10x.

We're going to have to think bigger, think differently. Do you see what I'm saying? Even though we're going to give ourselves longer to accomplish it. Now, the discomfort of this for me comes in not knowing the answer to the question. Are you like me? You ask a question like that and your brain just wants to go, "I don't know", and shut it down. So one of the things that serves me really well as an entrepreneur, that I'm not always good at doing but when I am it really is magical. What happens is I learn to live with the question, with an unanswered question.

I let unanswered questions guide me as I'm having meetings with my team, as I'm talking to certain individuals on my team, as we're making decisions about certain programs or certain marketing strategies or certain whatever. If my brain is thinking more long term, more 10x then I'm already making decisions that are going to set us up for that down the road. And I'm already seeing areas where we are thinking small and playing small and being small.

And again, not that we throw them out right away. This isn't something there that for me anyway that I can be in a rush to try to do because then I do turn into somebody who's working too much and burning out and doesn't have balance in my life. That's not what I'm talking about. I'm

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talking about expanding your mind, expanding your ideas, opening yourself up to possibilities in terms of the how would and in terms of what you do and in terms of what it might look like in the world, that 10x your business.

You're going to have to 10x your mindset to make that happen. Do you see what I'm saying? I see this happen when I go to other businesses that maybe are newer or smaller or maybe just a little bit less business savvy than myself. Sometimes it's just a local business here in Spokane, maybe a service that I'm taking advantage of or a product I'm purchasing or a little small local business.

And I don't know about you but sometimes I notice gosh, there's such an opportunity right there where they could utilize a strategy that I'm aware of that I realize they're not even aware of. That would help increase their customers or their sales in the end.

So what I notice is I'm able to think a little bit bigger in terms of client acquisition, customer conversion, things like that because I have some experience in that area and I've done that in certain ways. So now I'm seeing an opportunity. They don't even realize the opportunity is there. They just aren't at that point yet and so they're not even thinking. They don't think it's possible first of all. They're not aware even of what they don't know, what they're not trying.

So when I see that with somebody who is a step behind me then it makes me realize I'm that person to people who are ahead of me. They look at me and the way I'm running my business and probably could see a lot of opportunities, of things I could be trying, things I could be doing, things I could be thinking about, ways I could be better utilizing my team, maybe new team members I should be bringing on strategies that I don't even know I don't know about yet.

And so then the question becomes, well, how do I learn about it? How am I ever going to know that? Well, this is one reason I find that in something like building a business, a community is so important. And you've got to have people around you who are ahead of you. You've got to be in

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communities with people that are further along than you because sometimes the questions they ask, you're going to realize I didn't even know to ask that question but now it's opening up my mind in a whole new way.

And you surround yourself in whatever way you want to do that. That's what we try to do in Business Minded but whatever community or surrounding yourself with people who are ahead of you that you want to tap into that is the only way that I have found to open up my mind. I shouldn't say that's the only way. That's my favorite way. It seems to be the fastest and most effective way. You can read books. You can listen to podcasts. You can study people who are ahead of you. You can watch masterclass videos and things like that. All of that will help.

But community I like the dynamic nature of it. I like that it's not stagnant. I like that I can participate in it. And usually in a community there are people who are behind me that I can help and learn from and then there are definitely, I'd like there to be people ahead of me that are, even if they're not giving me ideas or directly helping me in some obvious way. They're opening up my mind to help me 10x the way I'm thinking. 10x your thinking, 10x your ideas. Picture whatever it is you want to do in your business, whatever your goals are.

Go further out, go five years out and ask yourself if in the next five years we were to 10x our business then what would we want to do right now? What would best set us up to achieve that milestone? What would help us pivot towards that? And the answer might be, I don't know but instead of I don't know let it be I don't know yet but let's keep it in mind. Let's look at everything through that lens. If you're on my team listening to this podcast, get ready because we're going to 10x everything. I'm so excited.

Alright, if you want more help getting your business off the ground, especially if you're a coach or maybe you have a therapy practice or some kind of service based business as a teacher, coach. I put together a training just for you and you can go to [jodysfreetraining.com](http://jodysfreetraining.com) and check it out and it's free. So thanks for joining me today for *Entre-Talk*. I will be

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back on Friday with our regular life coaching episode and next Monday with another *Entre-Talk* episode. See you then.

Hey there, if you enjoy this podcast or even if you just find that it sort of piques your curiosity, or it makes you think, you're going to love the book that I wrote. It's called *Better Than Happy: Connecting with Divinity Through Conscious Thinking*. And it's available now at Amazon in print or kindle version. Or if you want me to read it to you, head over to audible and grab the audio version. And why not grab a copy for your sister, your best friend, or your mom while you're there too. Just saying.