

BTH Entre-Talk 14: Ideas



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With Your Host

Jody Moore

[Better Than Happy](#) with Jody Moore

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

Hey there, friends, welcome to an entrepreneurial focused podcast episode. What am I trying to say? I don't know. *Entre-Talk*, we talk about all things entrepreneurial and of course there's a lot of overlap between these Monday episodes and the Friday episodes that are a little bit more general life coaching type topics. So I would encourage you to be listening to both if you own a business. And I know a lot of you who don't own businesses enjoy these Monday episodes as well. I try to keep them really brief.

Sometimes we go really strategic about business. Sometimes they're a little bit more mindset based, but building a business has been one of my favorite ways to apply all the tools I teach as a coach. And so we are doing these Monday episodes to just get your week off on the right foot, give you a little pep talk, give you a little motivation to get you up and running on a Monday morning. So, thanks for joining me here.

Toda, I want to talk about ideas. If you own a business you are going to need ideas always. There's never going to be a time when you don't need ideas. And this is true for a lot of different kinds of businesses, but especially those of you that are coaches or have some sort of similar business model to mine where you are providing a service in the personal development or health development space.

So ideas are necessary not only within your business to help your clients or customers, but ideas are necessary in order to do the marketing and selling and serving that happens even before you have a paying client or customer. So this podcast for example, is one way that I help people better understand what I do and I do some marketing which I define thanks to my teacher, Brooke Castillo as just giving people results ahead of time,

BTH Entre-Talk 14: Ideas

providing people with some value and results before they've ever even paid you a dime is marketing.

And so that is what I do with this podcast. Not only do they not pay me but I actually pay to have it produced and edited and I pay for whatever technology is necessary for me to do it. I don't run any ads or have any sponsors on this podcast because I am a sponsor. My coaching practice is what I'm advertising. That is the thing that I want people to go and check out and if it's a right fit, to purchase. I don't want them to go buy other people's stuff. I want them to buy my stuff. That is the reason I do this.

I'm not trying to be a podcaster as a business model. I'm trying to give people a taste of what it's like to work with me as a coach. And I'm so delighted that so many people get so much help even though they never sign up for any of my programs. And there are a lot who also want to take it next level, who want to go deeper, who want to apply it to the next level, who will go on and become paying clients. So that's the first thing is you've got to make sure that you're clear on what you're trying to do with your ideas.

What is the purpose of each piece of your content? And as ideas come, then you have to decide where they fit in. Now, I don't think there's a right and wrong answer. I just know that I need to be open to receiving ideas for all kinds of things. I need ideas about how to be more effective in helping my current clients. I need ideas about different marketing and sales strategies to try out. I need ideas for the content creation I'm doing, like I said here on this podcast or on social media or in emails or wherever, YouTube, etc., wherever we're doing content creation. I need ideas all the time.

So this brings me to the main thing I want to discuss today. People say to me all the time, "Aren't you afraid you'll run out of ideas?" Or, "How in the world do you keep coming up with new ideas? How do you have so many ideas?" And the way I think about ideas is basically the way I learned it from Elizabeth Gilbert in her book, *Big Magic*. If you have not read *Big*

BTH Entre-Talk 14: Ideas

Magic, I highly recommend it for anybody that is doing anything creative. And if you have a business you are doing something creative.

In *Big Magic*, Elizabeth Gilbert talks about ideas as sort of existing, if you will, in the universe on their own. And sort of visiting each of us human beings who has the capacity and the ability to do something with them. And if we do something with them they are happy to partner with us to impact the world positively in the way that they want to, but if we don't, they will simply go try to knock on someone else's door until they find someone who will work with them to put them into the world. Isn't that kind of a cool way to think about ideas?

Instead of thinking I have to come up with ideas, I have to generate ideas, I have to have ideas. That's a lot of pressure, but I don't think about ideas that way. I think about ideas as things that I receive, that I stay open to, that I am available to. And many of the ideas that come to me, I'm never going to be able to do anything with. So I don't think of ideas as rare and it's here, I'd better capture it, I'd better do something right away or it's going to leave. That's not what I mean.

I think of ideas as this is a good one, let me jot it down somewhere. And maybe I'll do something with it and maybe not. And if I don't, it will go find someone else. I don't even think the ideas are mad at us when we don't do anything with them. I don't think about it that way. I just think about it as they're like, hey, do you want to hang out? And I'll say, "Maybe", and jot it down. And sometimes I'll come back around to it and sometimes I don't, but if I don't, it'll just go ask someone else, "Hey, do you want to hang out?"

And I think of ideas as being plentiful and abundant and wanting to partner with us. They love to work with us. I was recently on a walk with my teenage daughter who is an artist. She's actually going to be such a great illustrator. She's a really good artist. And you can go check out her art on her Instagram page which is Macy Moo Art. M-A-C-Y M-O-O A-R-T. If you want to check out some of her art but she's really loving illustrating.

BTH Entre-Talk 14: Ideas

And she's gotten really good at being able to draw what someone else has drawn or have an inspiration picture. Now she's working on drawing from her imagination and little spoiler alert, she and I are working on an illustrated book together, a children's book, if you will. But it's going to be pretty powerful for all ages, so stay tuned for that. But at any rate, she was talking about drawing from her mind, from her imagination and how much harder that is and how she has to come up with ideas.

And even as I have written this short book and she's trying to draw pictures to go with it, the book gives her, obviously the words give her some idea of what to draw. But she still has to decide in her mind what is that going to look like on the page. Exactly what will the characters and the book be doing and what will be the setting. And I offered her this idea that ideas come to us. We don't have to find them, we just have to be open to receiving them and she completely agreed.

And I love the idea that ideas come to her in the form of pictures or visual ideas. Ideas come to me in the form of concepts or words because that is the work I'm doing in the world. And so that is the way I receive ideas. And I think we're all receiving ideas all the time and they often come to us in the way that we are expressing ourselves in the world and in the way that that idea might be expressed in the world. So if this is true, if you want to think about ideas this way then the question becomes, how do I keep myself open then to receiving ideas?

And what I have discovered is that I have to keep myself in an abundant, loving, trusting, not fear based, the opposite of fear based, I can't be in scarcity. I can't be in people pleasing. I can't be wanting to impress anyone. I have to be open to trusting and receiving and trying things out, not for any outside agenda other than creating goodness, creating more abundance, contributing value in the world. And when I'm in that place I receive all kinds of ideas.

So what is it that gets you into that trusting, loving, creative, open-minded, exciting space and gets you out of fear? What is it for you? For me it's usually really small practices that I can do consistently like getting fresh air

BTH Entre-Talk 14: Ideas

and going on a walk, listening to certain types of music, certain types of audiobooks or podcasts. A lot of times for me I'll be listening to somebody else who has written something or has produced something. And I get ideas that don't even have anything to do with what I'm listening to.

It's just that listening to them gets me into the right mindset to then receive ideas. And I always have a little notebook with me and/or my phone. And I take those ideas and I jot them down into the notes app of my phone or into my notebook. Have you ever noticed how you can have an idea come to you that's such a good idea, that you're so excited about and you'll think, I'm for sure not going to forget this idea, it's such a good one, I'm so excited about it. And if you don't write it down, nine times out of 10, you still forget it.

Have you also ever had the experience, again, Elizabeth Gilbert describes this in her book, *Big Magic*, but have you had that experience of seeing something be created or invented or put out in the world and gone, "I had the idea for that. I was going to do that?" Again, it just sort of validates that idea that ideas leave us if we don't partner with them and they go try to find someone else who will.

So here's the thing, I love that ideas work this way. I do also think that ideas are sort of recirculating. They're not usually brand new ideas. I don't think I've ever had a brand new idea that no one ever thought of before. I just have an iteration of it that is relevant to the work that I'm doing. And that when I mix it with my personality and my style then it's going to come out a little bit differently than anything that's ever been created in the world before.

But ideas are plentiful and I truly believe that. I believe there's no way I could possibly in my lifetime do something with all the ideas that come to me when I keep my head in the right space. I think I'm only ever going to get to a fraction of them and that's okay. And guess what, my friend, the same is true for you. Ideas want to work with you. They want to come to fruition in the world and they want to do it with you in your way through your

BTH Entre-Talk 14: Ideas

strengths and your style and your personality. What is that going to look like? Let the ideas come.

Thanks for joining me for *Entre-Talk*. If you haven't grabbed my free training, make sure you do so. It is the basic building blocks of how you go from wherever you are to the next level even if where you are is you've done nothing and you're starting from scratch. I'm going to tell you how I built a multiple million dollar coaching practice and you can too. And it's at jodysfreetraining.com. I'll see you there. Take care.

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.