

## Entre-Talk: No Such Luck



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Jody Moore

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I'm Jody Moore and this is *Better Than Happy, Entre-Talk: No Such Luck*.

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.

Hello my entrepreneur friends. Listen, I'm going to go on a little rant today. And I want to begin by saying that I have zero judgment of any of you listening to this or anybody when I coach on this particular topic. But sometimes a little bit of a reminder, a little bit of a wakeup call, a little bit of a rant is necessary. And what I want to talk to you about today is this idea that I see so many of you operating from in your businesses and you just may not be aware of it. But I want to bring awareness to it today.

And it's this idea that there's some lucky right answer, that you're going to pick the right door so to speak and then you're going to end up with a successful business. That if you just choose the right niche or you get the right title for your opt-in or you pick something right, you choose the right image on your ads or something like this. Or you get onto the right podcast or you get featured in the right magazine or something. I feel like so many of you are sitting around trying to get lucky and earn some kind of big break.

And that a part of your brains thinks that's the way it happens. And I want to tell you, that is not the way it happens. You don't just happen to guess the right name of your program or podcast to put out there. You don't just happen to guess the right, again, niche or offer to make in the world and then it works. It's not that your program isn't right or that you're not, something's wrong with you or any of that. It's not that you're going to get lucky. You're not going to get lucky. You're going to get the rewards of the work that you put in.

So let me tell you why I'm reminding you of this and then kind of help flesh out how to apply it and how to notice if you're stuck in this mindset because you may not think you are. And maybe you're not but also you may be and

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you're just not aware of it. So first of all, anyone with a successful business probably can relate to the fact that people say all the time, "Oh my gosh, you're so lucky. You're so lucky that you have your own business. You're so lucky that you", this is what people say to me.

"You just got into it at the right timing. You really launched your coaching business at the right time. That was so lucky for you." Or, "You just picked the right niche. If I could discover the right niche I could probably be successful like that." And I get it, it's easy to think that. It's easy to look back at the parts of someone's business that you see which is only a small part of it because the rest of it's happening behind the scenes and it's not visible if you don't have that behind the scenes glimpse at it. And for it to look like they just must have gotten lucky.

Or maybe the first time you learn about somebody or discover somebody is when you hear them speak on a big stage or you see their TED Talk go viral or their book all of a sudden on the bestseller list. And it's easy to think, okay, that person just got lucky. They were in the right place at the right time and then they were asked to give that speech at that thing. Or their book was just so good that it went number one and launched them into success. Gosh, wasn't that lucky.

And here's what I want to tell you, most of the time when you see someone speaking on a big stage and maybe that's the first time you've ever heard of them. They have probably been at it for years and years and years. And they probably worked so hard to get on that stage. They probably had to pitch themselves to get on that stage. And they probably were turned down hundreds of times, maybe for that exact stage but if not for that one, probably for a lot of others leading up to that.

They probably had a lot of 'unlucky moves' that they made before that one worked out. It's not luck, people. It's not like let me set up my business and then cross my fingers and hope it works. It's not like that, but it also doesn't have to be because it's not luck. It doesn't have to be a big failure either. Most people don't actually fail in business, they just quit trying. And most people try probably three things in any particular business before they give

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up and decide I just didn't pick the right thing or I'm not good at this or I don't have the right niche or whatever.

And then they change course. They don't wait it out long enough. They don't have enough patience. They're not willing to make adjustments and tweaks and they're not willing to work hard. Listen up, you are going to have to work hard. I don't mean that you should abandon the rest of your life. I don't mean that you shouldn't have balance in your life. But if you're trying to create a thriving business you're going to have to work full-time to get it up and running within I would say about a year. If it's the kinds of businesses I'm most familiar with like coaches, healers, experts.

It's probably going to take a year of working full-time to get that business up and running to a six figure level. If you don't have full-time hours to put in because you choose not to, you've got kids and you want to not work full-time or whatever the reason, that's fine. Just expect it to take even longer, maybe two years, maybe three years to get to six figures. That's what it took for me. And I'll tell you what, that wasn't two to three years of me just kind of dabbling, working a little bit here and there and when I choose.

It was me working a full 20 hours a week. When it was time to work I sat down at my computer and worked. I didn't go, "I don't feel like it. There's other things getting in the way. Oh, no, the kids need me." I just did not have excuses like that. I sat down and I worked even when I didn't have any clients to coach, even when I didn't have anything on my calendar. I had plenty of work to do, if there's nothing on my calendar because I had plenty to figure out and create and test out and try.

So I saw this fitness coach online, I can't remember who it was, it was earlier this year, it really landed for me. I don't know who he was, but he had this quote that said, "Stop complaining about the lack of results you have from the work you're not putting in." He was talking about our health and physical fitness, which really landed for me. I was like, "He's talking to me." I complain sometimes about not being in shape the way I wish I was. And yet I'm not consistently doing what's necessary to get myself in shape.

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So that's fine, I just probably ought to stop complaining about it. And I want to say that to some of you with your businesses. It's okay if you haven't been putting in the work. I'm not saying to shame yourself or feel guilty about it. It's actually kind of good news. It's not like my business isn't going to work. It's I haven't been putting in the effort. And a lot of times when I'm coaching entrepreneurs and we're taking a look at where some of the gaps are, things that they still need to create to have a successful marketing funnel or whatever it is.

And I'll say things like, "Hey, where are you putting out content? Maybe you need to be putting out a lot more content. Maybe your content needs to get a lot better. Maybe you need to come up with more ideas. Maybe you need fresh ideas, not to be saying the same thing everyone else is saying. Maybe you need to get better at creating videos. Maybe you need to get better at podcasting", or whatever it is that they're doing. And they'll say to me, "Yeah, I don't know that I want to do that. I don't know that I want to start a YouTube channel because that seems like a big commitment.

I don't want to be a slave to it. I don't want to have to create content every week. Isn't that a lot?" And I say, "Yeah, it is, but what, do you want to grow a successful business or not?" That's like me saying, "I don't want to, you know, if I start exercising." I know if I exercise five days a week, lifted heavy weights and moved my body five days a week I could get my body in shape but that seems like such a big commitment. Am I going to have to do that forever? And the answer is, yeah, if you want to stay in shape you are going to have to exercise three to five days a week forever.

And what that exercise is might change, but yeah, the answer is yeah, you are going to have to do that forever. So either just decide, I'm not willing to do that and so that's okay. I just may not get my business to the level that I sort of would like it to be. I may not get my body to the fitness level I would actually really like it to be. Or decide to do it and learn how to make it a regular part of your routine. If you were working for someone else you would be expected to go to work and do the things you've committed to do on whatever frequency you've committed to doing them.

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And you wouldn't be like, "I don't know. Am I going to have to do this the whole time I have this job? Am I going to have to show up every day and clock in like that and then ring people up", if I'm a cashier. The answer would be, "Yeah, you are going to have to do that as long as you want this job." So if you're signing up for the job of being some kind of a coach or expert or healer who wants to utilize online marketing which in my experience is the easiest way, the most affordable least risky way then yeah, you are. You're going to have to commit yourself to helping people.

That's what marketing is, helping people before they ever sign up for your offer. It's so much fun to help people. If you don't like helping people in whatever way you help people that is your area of expertise, if you're not excited enough about doing it that you want to do it all the time I would just question if you really want this business. I love teaching people about their minds.

I love teaching people about the power they have over their own life experience. I love it so much I will talk to anyone who's willing to listen to me talk about it. I will talk to my clients and help them on a much deeper level but I am thrilled and excited to get on here every week and record a podcast. And now two podcasts a week, now that I'm doing entrepreneur episodes as well. And I'm thrilled and excited to create content in any area I can possibly fit in and I'm willing to do it every week for the rest of my life if necessary. Yes, I am.

So if you're not willing to do that, maybe there's another way. I haven't found a better way yet. Maybe one day AI is going to do this for all of us and we will no longer need humans to do it. I kind of doubt it. I kind of think that at least for a while we want to hear from different people with their own different perspectives. And some of their weaknesses and shortcomings and mistakes and faults are what make it interesting to us. But I don't know, maybe AI will change it and then we won't have to create content every week, but until we get to that point you're going to have to put in the work to build the business.

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And you're going to have to give it the time for it to actually take off. It's going to take time. I can't think of anything, well, very few things I should say. Now that I've been doing this for almost 10 years and I have a bigger platform I sometimes do get invited to things, invited to speak at places or things like really some cool opportunities. But until recently that did not happen, my friends. If I was going to speak on a stage or be on a podcast or be featured in a magazine or something like that, I was going to have to put in the work. And I still do have to put in a lot of the work.

I'm not saying, people are just always coming to me now, inviting me. Mostly I'm putting in the work to get myself onto the platforms I want to, to create the opportunities I want. And I'm being told no over and over and over and over again. Occasionally somebody reaches out and invites me. That is unusual and often they aren't the types of opportunities that I'm looking for at this point. They are someone looking to gain exposure through my platform. So there's not people with big platforms bigger than me reaching out to me hardly ever.

So stop trying to get lucky. Stop trying to guess the right way to land on a bestseller list. Be willing to put in the time and the effort, that is how you achieve success. It's not luck, it's work. I wish I had better news for you but it's actually really good news because your odds of succeeding are far better than if you just have to guess the right program, the right offer, the right niche. You don't have to, just keep working, just keep going and success is actually inevitable.

Thanks for joining me today for *Entre-Talk*. If you have not gotten the free training, make sure you go to [jodysfreetraining.com](http://jodysfreetraining.com) and grab it and let's get your business up and running. Talk to you next time, bye bye.

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

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