

Entre-Talk: You Have 2 Jobs



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With Your Host

Jody Moore

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I'm Jody Moore and this is *Better Than Happy, Entre-Talk: You Have 2 Jobs*.

This is *Better Than Happy*, the podcast where we study what the healthiest, most successful people in today's world think, feel and do. And we leverage this knowledge to create our best lives. Are you ready, little bird? Let's fly.

Hey everybody, thanks for joining me today for *Entre-Talk*. This is a subject I feel very strongly about that I think will help you so much in knowing what to do in your business, knowing how to navigate it and how to be successful and how to make confident decisions. So if you are a coach, teacher, healer, expert, whatever you call yourself, then I want you to know that you likely, if it's your own business, have two jobs. Your first job is obvious. You're a coach or you are an energy worker or a breath worker or a Yogi, whatever the thing is that you teach or do or coach on, your area of expertise, you are that.

If you're like me and most of the entrepreneurs I work with, you love that part. That's why you went into business, that's why you opened a business because you learned how to do that. You probably have experience in it. You probably have used it to help your own self in your own life. And then you learned how to teach and guide and coach others through it and you love doing that. You probably feel called to do that. It's probably the fun part of your job and if you could just do that all the time that's what you would choose. Important part of your job.

What is your second job, do you know? I'm not talking about being a mom even though that is one of my jobs. What I'm talking about is being the entrepreneur, that is your second job, you are, I'm going to use the word coach, but I don't mean to exclude anyone. I'm talking to all of you all, you're a coach and you are an entrepreneur. Now, years ago when I was building my business, I had a coach say to me, "Okay, those are your two jobs, which job is the most important? Which job do you need to be the best at?"

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And I said, “The coach, that’s the most important thing I do and need to get good at it.” And she said, “No. If the entrepreneur isn’t good at her job, the coach is now unemployed.” They’re both important, don’t get me wrong. But the entrepreneur, for most of the people I work with in their businesses, needs to get stronger. We need to strengthen the part of your brain that thinks like a business owner because otherwise that coach doesn’t have any clients to teach. That teacher doesn’t have any students to work with. Are you with me?

So what does that look like then in the day-to-day? Well, if you’re like me, you get lots of ideas, the coach gets lots of ideas. The teacher has lots of brilliant ideas or interests or curiosity or things that she wants to try, things that he just learned that he now wants to teach everyone else, new offers he just came up with, new strategies of helping impact students. He wants to help people. He wants to save the world, she wants to, and she has all kinds of ideas. And what she’s doing one day is great, but then she has a new idea the next day about something else she could try.

Or somebody reaches out to her and says, “We should work on this thing together.” And it’s not exactly what she does, but she knows how to do it and she’s excited and she wants to, all good and fine. We love that part of us. I don’t want you to be mad at that part of you.

I just want you to take all of her ideas, her brilliant ideas and her excitement and her enthusiasm and I want you to have her take it to the entrepreneur and say, “What do you think about this, entrepreneur, should I launch this new class? Should I help this new population of people? Should I try out this new program? Should I partner with this person and do this thing?” What is the entrepreneur thinking about when they’re at their best?

The CEO of your business, who is, by the way, CEO, CFO and COO all at once until you get to a point maybe where you could hire out all those roles. What is their priority, what are they responsible for? They’re responsible for making sure that the business is healthy. A healthy business has incoming consistent revenue that we can count on, that the business is meeting whatever your business objectives are, which include the impact you’re

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trying to make, but also maybe growth if growth is your goal, maybe efficiency is your goal, whatever other goals you're trying to reach.

That we consider all the resources of the business, in other words, the time, the energy, how do we use our staff, even if your staff is just you? How do we best maximize that person's contribution? How do we take care of that person and make sure they're not burned out? How do we best utilize our financial resources? What are we putting them into? If we're going to start something new, does that make sense for the business? Is it likely to get us towards our business goals or is it in fact going to require resources? Is it going to deplete us? What does the entrepreneur say?

A lot of my students use me as the entrepreneur, they say, "What do you think, I'm thinking of whatever it is, I want to offer a class." I get this a lot from coaches, they're like, "I'm coaching clients, I've got one-on-one clients, it's great and now I want to teach a class." And I put on my entrepreneur hat first because as a coach, I'm like, "Yeah, that's awesome, teach a class, classes are great. Everyone should learn that, it will help them." And I genuinely believe that, the coach in me. But I know the entrepreneur first has to consider, does this make sense for the business?

So I will ask my clients, "Why are we offering the class? What is the objective with the class?" Now, of course the objective is to help people. That's a given, I want to help people, I want to share this information because I think it will help them. Great, that's a given. But what I mean is what is the business objective with this course, does it even have one? And if it doesn't, I'm not saying that means you shouldn't do it but tell yourself the truth about why you're doing it.

Is it just, it doesn't really, in fact, it's a distraction from my vision, from my business, it probably takes me away. It takes some time and effort away. I talked about this a little bit with the simplicity episode I recently did. But it just sounds fun to me. Is the entrepreneur going to say, "Okay, go ahead and do it just for fun", or does she need to say, "I'm sorry, we don't have the capacity and the luxury right now of just playing because we've got to

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think about the health of the business?” And I genuinely don’t know the answer to that.

Sometimes for me anyway the answer is, “Okay, go ahead and have fun with that because we’ve got things taken care of over here, the business is healthy enough that we can afford to play and have a little fun, and maybe it will turn into something that helps with the long term business goals, maybe not. Either way, it’s okay, I’m good with it, we can handle that. The business can handle it.”

Other times, the answer is, “No. I’m sorry, we don’t have the privilege of doing that right now because we’ve got to take care of the health of the business. We’ve got to stay focused on building this part of the business so that we have the processes, the structure, the lead flow, the traffic, the clients, the customers, the revenue, all of the things that the business needs to be healthy. And until we get that done, we don’t get to play in this thing that sounds fun to you. Do you see what I’m saying?”

So I want you to strengthen the entrepreneur in you because here’s the good news. Now that I have done that because I was forced to do that over the years as I built my own business, I love the entrepreneur in me. I love being the entrepreneur as much as I love being the coach. And just like I love to take classes to learn new tools that help me be a better coach, I love to learn things that help me be a better entrepreneur, that help me better understand how to take care of my business.

The coach, teacher, healer, expert in you is taking care of you, I hope, but also your clients or customers or students. But the entrepreneur in you is taking care of the business. And if you don’t let the entrepreneur do his or her job, you do not get to do your job as a coach, teacher etc. Are you with me? Think about those two roles, what do you need to do to strengthen the entrepreneur?

If you haven’t taken my free course, it’s a great place to start. Jodysfreetraining.com, all about strengthening how the entrepreneur looks

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at your business, go check it out. Alright, thanks for joining me today for *Entre-Talk*, everybody. I'll see you next time on another episode, bye bye.

If you are a coach, healer or expert who is not yet making six figures, or not sure you're set up properly to grow to seven figures and beyond, go take my free training. It's at jodysfree-training.com. I'll see you there.