

543: The Real Reason Most Coaches Stay Small and Broke



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With Your Host

Jody Moore

[Better Than Happy](#) with Jody Moore

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Now that I am moving into my 12th year as a coach, I have seen and known a lot of coaches. I know coaches who were trained and certified in the same tools I was. I know coaches who have been trained by me, and I know many coaches who have been trained and certified in other modalities, other specialties, other formats. But what I've seen consistently with all of them is that most coaches stay small and broke. They are stuck. They are unable to progress in terms of the amount of impact they make and the amount of revenue they make, and they can't figure out why.

While a handful of other coaches achieve extraordinary levels of success. They are changing people's lives on an exponential level. They are making a significant impact in their specialty area, and they are making good money along the way. What is the difference? Today, I'm going to talk to you about the real reasons, five reasons that most coaches stay small and broke. Let's go.

Welcome to *Better Than Happy*, the podcast where we transform our lives by transforming ourselves. My name is Jody Moore. In the decade-plus I've been working with clients as a Master Certified Coach, I've helped tens of thousands of people to become empowered. And from empowered, the things that seemed hard become trivial, and the things that seemed impossible become available, and suddenly, a whole new world of desire and possibility open up to you. And what do you do with that?

Well, that's the question... what will you do? Let's find out.

Sometimes, listening to a podcast is enough. But sometimes, you'll feel inspired to go deeper. If you hear things that speak to you in today's episode, consider it your invitation to a complimentary coaching workshop.

On this live, interactive Zoom call with me, you'll get a taste of the power of this work when applied in real life. You can participate, or be a silent observer. But you have to take a step if you want to truly see change in your life... two steps, actually. Head to JodyMoore.com/freecoaching and

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register. Then you just have to show up. Your best life is waiting for you. Will you show up for it? JodyMoore.com/freecoaching. I'll see you there.

Hey there, everybody. Thanks for joining me on the podcast today. I am so fired up right now and excited to talk to all my coach friends and all of you listening. If you're not a coach, obviously you're going to be able to apply this in so many different ways in your lives, but I want to direct my message specifically to coaches today because you are on my mind a lot. I feel very fired up right now and very driven to support coaches in achieving the goals that they want to achieve. And I want to dive into this topic about why so many coaches, why the majority of the coaches out there, stay small and broke so that you aren't one of them.

If you don't want to be one of them, you don't have to be. I promise you, my friend. I want you to pay attention to the five things I'm going to walk you through today. Now, I want to first of all define what I mean by small and broke. Okay? When we create titles, we have a limited number of words to use to get the message across. So I don't know if those are the right descriptions, but here's what I mean by small and broke. Small meaning not making the kind of impact that you want to make in the world.

If you want to help more people and you feel a call to get your tools, your services, your message, your program, whatever it is that you do, out to more people, you know that there are a lot of people who need it, who could benefit from it, and you're just having a hard time getting their attention, finding them, getting a hold of them, then you are probably staying small. Now, some of you are brand new and you're just starting out, or maybe you're not brand new, but you're starting to see some forward movement in the right direction. Cool. I'm all for that. This doesn't have to be an overnight thing. But I think we all know the difference, right? We know the difference between I'm on the right path and I'm headed in the right direction in order to make the impact I want to make, or I'm stuck and spinning, and I don't feel like I'm reaching people, and my message isn't

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landing, and I'm not making the impact I know I'm meant to make. That is what I mean by staying small. Okay?

It doesn't have to mean that you necessarily want to be famous and well known. Some of you do want that. Cool. If you don't want that, that's not what I'm talking about. I'm talking about achieving the kind of impact that you know you are meant to make. That's the first part.

Now let's talk about what we mean by broke. It's a pretty self-explanatory word, but I do see a lot of coaches out there who end up paying more money to run their business than they are making in their business. Now again, sometimes in the early years, this is required. We're investing a lot as we build the business. So I'm not talking about that. I'm talking about you've been doing this for a while, you've invested a lot in your business, and you continue to just pay more in than you're getting out. This is what we call a jobby. Right?

In other words, it's a hobby disguised as a job. Now, nothing wrong with having a jobby, just call it what it is. I'm coaching as a hobby. Don't tell yourself you're running a business if you're not making more money than you're putting into the business, you don't have a successful business. You have a business that's losing money. Now, hobbies usually end up costing us money, right? If I'm going to go skiing or I'm going to go play golf or something like that, I'm probably going to pay some money to go enjoy that thing. And if you enjoy what you're doing and you're willing to pay the money to do it, cool. No problem.

But if that's not your objective, if you want to build a business that makes money and you know that you're not making the kind of money that you have the potential to make, maybe you just feel that you're under-earning, or maybe again, you're losing money on this business, then listen up. I want to talk to you about how to get out of that rut.

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And the difference, my friend, is that coaches who are succeeding in the way they want to, who are growing, making money, making impact, are professional coaches. Those who stay stuck are amateur coaches. Most coaches out there are amateur. Now again, no shame. This is not meant to be judgmental of anybody, and I certainly don't want you to start judging yourself and feeling bad about it and feeling down. That is not the message I want you to hear today.

I want you to know that any amateur can become a pro if they are dedicated and committed and willing to pay attention to the five things I'm going to teach you today. You absolutely can become a pro. Second of all, everybody starts out as an amateur. It's very unusual that somebody just has the natural skill and talent and charisma and shows up at the right place at the right time and has the right look that they are overnight a pro. Most everybody, I want to say everybody, but let's just say most everybody, starts out as an amateur before they become a pro. So the coaches who you see who are succeeding, who I'm calling a pro coach, they all started in the same place where you are today. Okay?

So, I want to teach you how to turn pro. Now, I do want to say that on February 16th, 2026, which is right around the corner, I'm going to be doing a two-week program called Pro Coach Camp. It is designed to turn anybody who's an amateur coach who wants to turn pro into a pro coach. And it's going to be completely free. But you will need to register for it, and I will have more details coming soon. What I want you to do today is just go get on the priority list so that you can grab a spot. You don't miss out on it. You just go to ProCoachCamp.com and you can get on the priority list. I'll talk more about that later.

Let's get into the five reasons most coaches stay small and broke. Number one, most coaches are overly focused on tactics and strategy and not focused enough on their own—and I got four things here that you need to be focused on. Now, before I give you those four things, it's not wrong to

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learn tactics and strategy. You will need to learn tactics and strategy. You will need to try things out. You will need to learn from people who have succeeded before you about what to do. But most coaches are overly focused on that. They're asking questions about marketing and sales and strategy and social media algorithms and whether or not they should do a podcast or a YouTube channel. And if they're going to do a YouTube channel, how does that work and on and on. All these things again, things that at some point you'll probably want or need to learn some of them, at least.

But you don't need to learn nearly as many of them as you may believe. It certainly doesn't need to be overwhelming, and it should not be your primary focus. If you are overly focused on that and not focused on your energy, your growth, your skill development, or your limiting belief release, then you're doing it wrong. You're likely to stay amateur. Okay? Amateurs just stay in tactic land. Pros focus on those four things. So let's dive into them a little bit.

Pros focus on their energy. What do I mean by this? I mean what emotions are you operating from? This is not just woo manifestation speak, you guys. This is actually proven in so many different studies that I don't have in front of me today. So if you want to go research it, you can. But I will tell you because I know a lot of coaches and the ones who are the most successful spend a lot of time getting their heads in the right place, making sure that they are operating from the kinds of emotions that will serve them best. Does that mean they never feel a negative emotion? No, of course not. It doesn't mean they never feel disappointed or frustrated or whatever else. It means that they work to get themselves back to a positive state regularly. They are focused on the energy by which they are building their business.

If you are trying to build a business from stuck energy, from frustrated energy, from it's not working energy, you are likely going to quit at some point because that's a very difficult place to build a business from. I've seen

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it happen time and time again, and you have to get focused on shifting your energy.

Second part of this is focusing on their growth. The coaches who are succeeding are constantly developing themselves, growing themselves. What does that mean? In what areas are they growing? Any area at all. They pay attention to things like, oh, I notice I'm really resentful towards my father. For example, they might bring up. You guys, I'm in a seven-figure mastermind, meaning everybody in there is making seven figures or more. Okay? And just recently at one of our in-person meetings, we were talking about our year, what went well, what wins did we have, and what challenges do we have and what didn't go well and what are we still working on. And in the first thing that came up that we spent a lot of time on was somebody saying, I'm feeling really resentful towards my dad.

Now, what does that have to do with her business? You might say nothing, but that's not true. This is a room of professionals. These are people succeeding, okay? And this woman who brought this up knows that her energy around her relationship with her father is in some way impacting her business, even though her business has nothing to do with father-daughter relationships. She knows that she as an entrepreneur brings a piece of that with her and that if she doesn't figure it out, if she doesn't grow in this way and solve for this tension in her life, then it will slow her down in her business. That's why she's a pro, because she's solved for other things. She's grown in other ways.

So growth can be related to your business. It can be developing yourself as an entrepreneur, as a marketer, as a salesperson, as a teacher, as a coach, as a content creator. There's all those things, but that's only a tiny part of it. What else is going on in your life that you need to address because it is impacting your business. I promise you. And the pros know this. That's why most of the pros are so focused on their health and fitness, even if they're not health and fitness coaches. Because they know their

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physical health affects overall how they show up in their business. All of it does, right? Okay, so their energy, their growth, their skill development. Okay?

So I spend so much time reading, learning, going to workshops. This is you might say the tactics part in many cases, but not always. Sometimes it's skill development around again, like maybe how do I manage a team better? You might call that tactics, but I know they are skills I need to develop. How do I have difficult conversations? Right? Not just tactics and strategies that are like, what's going to work to build my business, but developing my skills as a person. I know that I've developed a lot of skills as I've built my business. I've gotten really good at things that I didn't used to be good at, but I'm always looking ahead at what do I need to get good at now to go to the next level? What's the next thing I need to get good at? And for me, it's around really leveraging my team. I have a great team, but I'm still not great at leveraging them, at communicating clearly with them, at empowering them to do what they need to do. So that's what I mean by skill development.

And then the final thing that pro coaches are focused on is releasing their limiting beliefs. This sounds so cliché and coachy, but it is a game changer. The pro coaches are constantly saying, hey, I'm noticing I have this story that I believe. And they're able to recognize that it's a story. Even before they let the story go, they'll say, I know this is just a story. I know it's not true, but for some reason, it keeps coming up for me. And they get coached or they self-coach or they just pay attention to it and hold space for it until they can release those limiting beliefs.

Limiting beliefs are things like, this isn't working. I'm not cut out for this. The market is just too saturated. It's too hard nowadays. I'm not good at technology. I'm too old, I'm too young. I don't know enough about this subject. People can't afford it right now. The economy's just not good. I could go on all day, but these kinds of limiting beliefs will hold you back. So

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pro coaches spend more time working on releasing those limiting beliefs if they have them than they do on what is the next strategy or tactic? What are some good hooks for my emails? More time on the personal development, more time on their mindset.

Now listen, for some reason lately, I keep noticing people say, I hate the word mindset. Like, I just don't want to use that word. And I'm like, okay, why do you hate it? Because I love that word. You know why? I love to work on my mindset, and I have a pretty healthy mindset. And when it goes in the wrong direction, I work to bring it back. And I find it to be very enjoyable. When I go for walks, I listen to things that get my head in the right space. I listen to lots of coaching. I listen to other people who are succeeding talk about how to succeed. I don't spend any time listening to people who aren't succeeding talk about how hard it is and why it's hard to succeed. Because that does not help my mindset. I listen to people who are winning talk about how to win. Not because I'm listening for tactics and strategies usually. I get very few tactics and strategies actually from those people. But because I'm working on my mindset, because mindset is the multiplier.

I can give you tactics and strategies all day long, and so can a lot of other people, and we will. I will. Many people will too, okay? But if your head isn't in the right place, if you're not operating from the right energy, if your mindset isn't right, it will feel like a very slow uphill battle. And again, most people don't stick it out. Most people give up at some point. But when you take tactics and strategies that are proven to work and you apply a useful mindset, you multiply your efforts. Let me say that again. You don't just add to your efforts. It's not just like, oh yeah, we need to try all these things and then PS, let's get our head straight. It's get your head straight and then PS, try this thing because it will multiply the results that you will get with the tactics and strategies.

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All right, so that's number one. You want to be a pro, we got to get you focused on your energy, your growth, your skill development, and your limiting beliefs, more and less focus on tactics.

Alright, number two. Pro coaches understand that changing a circumstance will not change their reality. Amateur coaches keep changing their circumstances thinking that this is going to fix things. They are constantly looking for the next right thing. And by thing I mean maybe it's your niche. They'll say, I just need to try a different niche. Your niche is a circumstance. It's not creating your success in your business. Maybe it's not a niche, maybe it's just their offer in some way. They'll say maybe instead of offering a six-month program, I should be offering a year-long program. Maybe instead of a high-end program, it should be a low end. Maybe it should be a course, maybe it should be a membership, maybe I should change the price, maybe I should change any of these things outside of you are circumstances, my friends. And listen, you're allowed to make changes in your business anytime you want to, but I just don't want you to change that thing thinking it's going to change your current reality.

What do I mean by that? Your current reality is comprised of many things. It's comprised of your outside results, meaning how many clients are you finding and impacting and what results are your clients getting and how much revenue is your business generating, etc. But it's also, and this is an important part, it's not just that part, it's that along with your experience as you do it. As you do the work necessary to serve people, find people, help people, grow your business, what is your experience?

If it's really frustrating and uphill and full of doubt and fear and overwhelming, changing your circumstance is likely not going to change that. It's just going to give it a different flavor. I've seen people walk away from their business because they were so unhappy with it, and as soon as they walk away, they're unhappy about having walked away. And I want to say, yeah, that's because the unhappiness was never coming from your

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business, it was coming from you, and it's still coming from you. And that's okay. But simply changing a circumstance will not change your reality. Pro coaches know this. They understand this. Amateur coaches don't quite understand it on the level that you've got to understand it to turn pro. I will help you do this in Pro Coach Camp if you want.

But let's go on to number three. Number three, amateur coaches are not willing to live in uncertainty. Now listen, this is on my mind a lot lately. It's not just true of coaches. It's true of people in our world in general. This is a problem that we have such advanced technology that we don't have to live in much uncertainty at all anymore. Remember when we were kids, if you're part of my generation, when we were kids, we had to wait for the weather report to come on the radio or the TV before we knew what the weather was going to be. Now, even that is not that much uncertainty because they would give us the whatever, seven-day forecast.

So we had a pretty good guess. It wasn't always accurate, but we had a pretty good guess what the weather was going to be. But you had to wait for it to come on the TV or the radio, and that may not happen before you left for school. So you had to live with some level of uncertainty. You would have to bring a jacket just in case it got cold or maybe if it was cloudy, bring an umbrella just in case it might rain. We don't have to do that anymore. They'll say it on the radio and the TV, but we don't have to wait for that. We simply open up the nearest screen and device and go to our favorite app, and it tells us instantly what the weather forecast is for the day.

When I was living in Southern California before, I live in Southern California now, but I lived here before, and then I moved away, and I was working in corporate and I was driving all around Orange County, LA County, Inland Empire, etc. And I didn't know what the traffic was going to be. I would sometimes think I'm going to leave early to try to beat traffic, but I had no idea if I should take the 605 or the 710, which one was going to be faster. I just would go get on the freeway and wait and see.

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We don't have to do that anymore. We pull up our phone, it gives us a map and tells us where traffic is easiest or heaviest, right? And we can even say this is where I'm going, and it will say this is the route I recommend. This is the fastest way to get home. Not only that, let's say I'm driving along and suddenly traffic comes up unexpectedly, the app will tell me how long it's going to be before that traffic's going to let up. I can't even tell you how many times I sat in traffic with two babies in my backseat trying to get home after a long day. They're tired, I'm tired, we're all hungry, and we're not moving and we have no idea when we're going to start moving. Now, are these apps 100% accurate? Of course not. There's some level of uncertainty, just not nearly enough. And you know what I mean by not nearly enough? I'm so glad we have this technology. It makes life so much easier.

But we are losing our ability to live in uncertainty. My kids ask me all the time when we're out running errands, if I don't have the GPS up, they'll say, what time is it going to be when we get home? And when they first started asking me this, I thought, what an odd question. What time is it going to be when we get home? Like, they didn't say how many more stops or anything like that. They said, what time is it going to be when we get home? To which I replied, how should I know? I don't know, maybe 4:00, maybe 4:15. And I realized they're used to seeing the GPS on the screen in my car that maps out where we're going and says your arrival time is 4:02. And if that arrival time changes as we're driving home because traffic changes or something, it updates.

So listen, when you're building a business as a coach, when you're trying to help people, maybe you're testing a new program, maybe you're testing a new marketing strategy, maybe you're developing yourself and learning some new skills, you have to be able to live in uncertainty. I want you to practice living in uncertainty because that is a skill that will serve you so well in so many areas. If we could predict it exactly, then it would make this a lot easier, but probably you wouldn't be able to get nearly the result you

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get because everyone would just do it, right? You have to be able to live in uncertainty. This is what professionals do. They don't get overly dramatic about whether or not it's going to work. They're not hanging all of their happiness and self-confidence on anything working. They're also not super devastated when it doesn't. I call it getting off the rollercoaster of highs and lows and just living more on the rolling hills.

Of course we prefer it when things go how we thought they were going to go, how we wanted them to go. Of course, it's kind of annoying when it doesn't go how we thought it was going to go. But if you're on a rollercoaster of highs and lows, you're going to burn out. That is what amateur coaches are doing. You have to become pro by deciding, all right, let's just see. And let the uncertainty be kind of a thing of curiosity. Live in uncertainty.

Alright, number four. Amateur coaches are not operating in abundance. They are operating in scarcity. Professional coaches operate in abundance. Now, how do we know the difference? Okay? Let's talk about abundance first of all. Abundance looks like generosity. Okay? So if you have a situation where, you know, maybe hopefully you have some policies in your program about whether or not you give refunds and things like that. And I want you to have those things and be a pro. Pros do have those things, right? But there are gray areas that come up sometimes. There's a situation when a client is asking for a refund and maybe you don't have to give it to them because of your policy, but it kind of feels like the right thing to give it to them. What do you do? Do you err on the side of generosity or not?

Because the pros err on the side of generosity. They're not worried about losing out on something. They're not even worried about people stealing their stuff. I get this question quite a bit. People ask me, what do you do if somebody copies your stuff? And I'm like, I just say, yeah, go help more people. Listen, I'm not worried about it. No one's going to out Jody Moore me. I hope that they make it their own because they'll have more success.

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They'll be more effective at helping people if they make it their own. But I'm not operating in scarcity. I'm staying in generosity, right?

Abundance also looks like being patient. Okay? So pros are patient with figuring things out. They're not in a rush. They're not like, I have to achieve this result by tomorrow or next month or even this year. They're thinking longer term. They're playing a longer term game. They're saying, let's give this a go and then we'll iterate and give it a go again. And eventually we'll figure this out, but it's going to take some time. It's going to take time for me to test things, but it's also going to take time for me to grow and develop myself or my team or my business in the way necessary before I'm going to get to certain results. And that's okay. What's the rush about? Be patient. People who are in a rush are in scarcity. They might have scarcity around money, but it might be around something like confidence. If I'm not going to let myself believe that I'm doing the right thing until I hit a certain result, that is scarcity. Okay? You have to choose to believe as you go, which brings me to the next point of abundance.

Another thing that abundance looks like is focusing more on the process. What I mean by process is like, how do I make this more fun for me? What parts of this am I good at and I'm enjoying that I can maximize? And how do I make the other parts that are harder for me or less fun, how do I make them easier and more enjoyable? Now again, this doesn't mean I don't need to learn and grow and develop myself, but you shouldn't be suffering your way to some result that you think then is going to give you joy and happiness and relief. It doesn't work that way. That's the way amateurs are trying to build a business. A pro recognizes the process of building my business should be fun, or else why am I doing it? What's the point of any of this?

One last thing I want to say about this that I see happen with amateur coaches that is a sign of scarcity is they are trying to cut corners or beat the system or cheat things a little bit. I very rarely, I'm sure this would happen

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from time to time, but I rarely have people come to me saying that they want to do something totally dishonest or illegal or anything like that. But what it tends to sound like is things like, hey, I know there's a fee for this thing, but I don't really want to pay that fee. Do you know how to not pay the fee? Like is there a way to skip the fee?

Or social media has this policy, but that doesn't work for what I'm trying to do. Is there a way to trick it so that I can get around that policy? See how these are little tiny like corner cuttings, cheating the systems in order to try to get ahead. That is coming from scarcity. I always say, no, no, no, we don't do that. We play by the rules. We play on the up and up. You don't want to worry that you're going to get in trouble or get shut down or be penalized in some way, and it's not necessary. If you really understand that the success you want to achieve is available to you, then there's no reason to cut corners or cheat the system.

Okay, finally, the fifth reason most coaches stay amateurs, stay stuck, is that they are listening to their brains more than they are talking to their brains. Listen, my friend, even the pros, even the most professional pros who are succeeding on a massive level, still have human brains. They still have brains that say, who do you think you are? That's not going to work. That sounds hard. I don't really want to do it. Whatever other limiting beliefs or self-doubt or whatever you have that comes up for you at your level, I promise it will come up in a different way at a different level. It will come up sometimes in a bigger way once you get to a higher level.

But pros talk back to their brains in a kind, gentle way. They don't say, what's the matter with me? Why am I thinking this? I thought I was past this. I thought I was over this by now. I thought I already solved for that before. They simply go, oh, what's this about? Huh, okay. And I don't know what it sounds like in everybody else's head, but I'll tell you in my head what it sounds like because I go, oh, what are you worried about, Jody? What's going on? Say more. And I hear out my brain. I don't just get mad at

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it, tell it's bad or naughty or whatever. I go, oh, what are you worried about? Tell me. What are you thinking?

And then I answer it back in a loving, compassionate way. I say something like, huh, I didn't know you still had that story living within you, but it's okay. You do realize though, that it doesn't make sense, right? You do realize that's not actually true. And then I give it all the counter arguments I need to give it. For example, I just coached a woman the other day who was really thrown off by a couple of four-star reviews she got instead of five-star reviews. And she knew logically that it's not that big of a deal to get a couple of four-star reviews, but it was affecting her, right?

So her brain was telling her things like, maybe you're not cut out for this, maybe you're just not good at this. I thought you were good at this, but maybe you're not. It's really disappointing that everybody doesn't love you. Right? Her brain was telling her these things. And the way I would talk back to that part of my brain and the way that she is talking back now to this part of her brain because she's a pro coach, is she's saying, oh, I see what you're doing there. Okay, to say more. I didn't know that this was that important to you. But it's okay. Like be curious about it, but also then she has a lot of other counter arguments, right? Like, hey, you know what?

Some people actually just don't ever give five-star reviews. Maybe four stars to them is the best possible review. I know people like this, right, who say I never give a five-star review. That's like saying there's no room for improvement. There's always room for improvement. So it's possible that meant nothing about you, actually, that meant something about them. That was them giving you the highest possible review. But also maybe they didn't care for your style, or maybe you were having an off day. Did you know you're not perfect at this and that's okay? You don't need to be perfect at this. You're absolutely meant to be doing this, even if you're not always perfect, or even if you're not for everybody. You're not supposed to

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be for everybody. So do you see how we're talking back to the brain more than just listening to the brain and believing everything it tells us?

This is what pro coaches do, you guys. We spend more time doing that than we spend learning marketing strategies or learning social media algorithm tricks. I'm telling you, this is not only true of my experience, but I have a handful of colleagues who are achieving massive level success, people that I'm in a mastermind with now, people that I've masterminded with in the past, people that I went through coach training with. I know a lot of them. And this is how they think. This is how they operate. This is what pro coaches do.

I want you to become a pro coach, and I would love to help you. So make sure you get on the priority list for Pro Coach Camp. It's happening February 16th. Just mark your calendar right now. It's going to be absolutely free. Other than that, I'll have a lot more details coming for everybody who's on the priority list at ProCoachCamp.com. Again, just go to ProCoachCamp.com. Thanks for joining me today, everyone. I'll see you next time. Bye.

Oh wow, look at that. You made it to the end. Your time and attention is valuable, and I don't take it lightly that you made it this far. In fact, it tells me you might be like me; insatiably curious about people and life and potential and connection. Maybe you have big dreams but a small budget and no time. You're tired, but bored. You're content, but dissatisfied. Sound familiar? Come to a free coaching call and see for yourself what's possible: JodyMoore.com/freecoaching to register. That's JodyMoore.com/freecoaching.