

## 065 Million Dollar Focus



## Full Episode Transcript

With Your Host

**Rachel Rodgers**

[Hello Seven](#) with Rachel Rodgers

## 065 Million Dollar Focus

**Rachel:** Staying the course will yield much more results than frequently switching course and I say this as a recovering course switcher, okay? I used to be that person that wanted to launch a new thing every five minutes and, in fact, I did launch several things and it led to lots of pain.

Welcome to the *Hello Seven Podcast*. I'm your host, Rachel Rodgers, wife, mother of four children, a lover of Beyoncé, coffee drinker, and afro-wearer, and I just happen to be the CEO of a seven-figure business. I am on a mission to help every woman I meet become a millionaire. If you want to make more money, you are in the right place. Let's get it going.

Friends, today you are in for a delightful treat. This isn't our usual episode. Today I'm giving you a peek inside our October Million-Dollar Focus Retreat. At this retreat we were talking a lot about how to focus your offers, your marketing, your mindset to grow your business significantly and we all know we could use more focus here in 2020.

You will hear me teaching and my Program Director, Natalie Miller chiming in and talking to you about how to create more focus. I'm sharing why focus is essential and we live in an increasingly distracting world, so we can't put our goals off until the world is less distracting, right? Because that doesn't really happen, so we have to learn how to focus regardless of what's going on and so I'm teaching you how to do exactly that in this episode.

You'll also hear some of the incredible wins from members of the club and I'm really excited for you to be inspired by some of the wins that they are having this year. If you want to be a part of our next live retreat or some of the other incredibly supportive coaching sessions and events that we do in the club you should consider joining We Should All Be Millionaires The Club. You can go to [helloseven.co/club](http://helloseven.co/club) to get all the details and join us. For now, please enjoy this episode on Million-Dollar Focus.

## 065 Million Dollar Focus

I'm so excited to talk to you guys about Million-Dollar Focus today. I want to talk a little bit about why we decided on this particular theme of the retreat, why we think focus is relevant right now which, I mean, I think all of y'all know why it's relevant right now.

There are tons of distractions in the world today. Between politics and coronavirus and white people just now discovering that racism exists in America. There's lots of things going on that are apparently new and so we're very highly distracted by all of those things going on in the world right now. Focus is key to business success.

If we are constantly distracted and being pulled by our Instagram feed all day long we are not going to be able to be productive and get things done and actually see the results of what we want. This retreat is all about focusing. Focusing on one client, one problem to solve, one offer, and I really want to challenge you with that. I know a lot of y'all are skeptical about my whole one offer thing, so we're going to talk about that later today in my Million-Dollar Offer clinic.

We're going to talk about exactly why and what that would look like, and what a scalable offer even is and we're going to look at several of you guys' businesses and identify the scalable opportunities that are in your business because that is what we have to do in order to build a seven-figure business.

We'll talk about that, but shiny object syndrome is real. What we need to do is work a practice until it is working, commit to something and see the results from it and not have a million different programs and coaches and strategies. We are so addicted to new. Every five minutes we feel the need to buy another course, sign up with another coach, try another fitness program, try another way of arranging our furniture. Whatever it is, we are so addicted to new.

## 065 Million Dollar Focus

I was just talking about this a couple weeks ago with my friend, Alex Charfen, and that conversation made me want to start doing some research because I was like – and I watched *The Social Dilemma*, Netflix documentary that I'm sure a lot of you have seen recently. It made me want to go do some research on our addiction and understanding dopamine and what that does for us.

Apparently, the average person is distracted or interrupted every 40 seconds, you guys, when working in front of the computer. Every 40 seconds. We can't get even a single minute of work done without being distracted. Isn't that something crazy? We're constantly being called to focus on something else and that means that we can't get into flow.

If we can't get into flow, we're not going to be able to access our deepest creativity and our very best work. There's an animal study that suggests that there's an increase in dopamine in the context of novelty. So, we like new stuff and it gives us increased dopamine. When it isn't new to us any longer, we go seeking other new stuff and the dopamine that comes with it.

These phones and social media have addicted us to seeing that like, seeing that heart, seeing a comment. We know at any moment when we get bored, we can pick up this phone and we'll have some kind of notification, so that'll give us that next dopamine hit and we're constantly chasing it. We have to start breaking this habit. That's why Myrna and Tyler last night were talking about being in the two-phone club. Finding a way to manage that and manage that desire for new all the time.

When something is fun, exciting, and new you get a temporary hit of dopamine which feels good and rewards your brain. Dopamine causes you to want, to seek out and search. It increases your general level of arousal and your goal-directed behavior. A person with a high level of dopamine whether due to temperament or to a transient-induced state can be described as a sensation seeker.

## 065 Million Dollar Focus

Dopamine is sometimes referred to as the brain's pleasure chemical. So, how many of you guys have been sensation seekers? I know I have where I'm like looking for my next hit. A dopamine hit is never really satisfying, just like drugs. It's actually motivating to go get more. So, you're never actually satisfied from the notification you just got and you're like, "Now, where's more notifications? Let me do the triangle of hitting all the different apps to see what new things have happened so I can get that dopamine hit.

I'm not telling you this because I have healed myself from it. I'm not speaking from Mount High. I'm right here with you, you guys, but I have learned over the years how to have focus time and give focused attention to my work. I focused attention to my children, to my husband. I have had to find a way to really focus on the things that are most important to me and I still get caught by my device which I have to hide in another room and just kind of forget about it.

Basically, a dopamine hit is something that you wind up always chasing. It doesn't give you real satisfaction. What I believe is actually satisfying is the result of consistent effort. Staying the course will yield much more results than frequently switching course. I say this as a recovering course switcher. I used to be that person that wanted to launch a new thing every five minutes and, in fact, I did launch several things. It led to lots of pain. Lots of creating new offers, selling it. It's fun, it's new, now I'm bored with it.

Also, guess what, my bank account is kind of going down. "Let me launch a new thing," and then the same thing happens. Then, "Let me launch a new thing." That is not what makes a million-dollar business because that will keep you very, very busy. It will have you building way more team members than you probably need, lack of efficiency, lack of process in your business because you are constantly doing new things and you can't even keep up with creating a process and systematizing getting better at the thing.

## 065 Million Dollar Focus

I want to invite all of us to do deeper work, to do deeper thinking, and to get deeper and better results. The result of focus, for me, I'm a testimony for this because the more I have focus in my business – and I did this in my law practice. For those of you who don't know, I've been in business for 10 years. It was 10 years as of September 1<sup>st</sup>, 2020.

I ran a law practice for about seven years and then I launched this business, Hello Seven. I closed my law practice and launched this. In my law practice the more I kept cutting things and the more that I focused the more money I made. The same is true in my coaching practice and, in fact, I launched my coaching practice with the intention of focusing on one offer because I had learned that by that time and I've hung out with a lot of very wealthy, super successful entrepreneurs and one thing that they all have in common is they sell one thing or one simplified series of things.

We can talk about the ways that we can do this. This applies to product businesses, it applies to tech businesses, it applies to service businesses, it applies to agencies. So, my argument is that it applies to all of you here and none is exempt, okay? Come fight me, bro.

That is the hill I'm willing to die on. Feel free to challenge me with your questions later when we do the Million-Dollar Offer Clinic. So, now, does this mean that you can never shift or change your mind? Of course not. You can absolutely change your mind; you can absolutely shift your offer. But you shouldn't be doing that lightly and you shouldn't be doing it like fucking shooting from the hip every five minutes with a new offer.

It should be the result of data. Relevant data that you're collecting from your customers and that is why you shift, not just because your whims have changed today. I'm not saying your desires don't matter. Your desires do matter, but let's get to the deeper desires and not the chasing dopamine desires. Let's go to the root of the roots.

## 065 Million Dollar Focus

That, actually, is going to be so much more effective and get you the results that you're looking for so much more than going all over the place. Now, the other part of my thesis that I want to share with you today is that you can absolutely have 50,000 offers once you hit seven figures, okay? Ninety percent of women entrepreneurs are making less than \$100,000 in revenue and that is not enough. That is why Hello Seven exists, to change that.

Less than 2% of women entrepreneurs ever make more than seven figures and that stat has not changed in 25 years. That is what I am here to change. So, what I'm asking you to do is simplify, stay focused, when you hit seven figures if you want to complicate the hell out of your life, go for it. Why not? Have fun, go crazy, but let's get you to seven figures first because I would argue when you get to seven figures that's when the real fun begins. That's when you get to start having a real impact on the world where you get to start making even bigger and deeper change where you have more resources, where you can provide an epic workplace with incredible benefits.

There are so much beauty and magic that happens after that seven-figure mark, right? That is almost the beginning of the journey. So, I want to get you there as quickly as possible and I believe that this is the fastest way, to simplify. Yes, lots of other people, they will get to seven figures selling 1,000 things. They will also, when you look behind the curtain in their businesses there is stress, there is chaos. They are working weekends and evenings, right?

The only way that I know how to build a business that is quickly getting you to seven figures, that doesn't come from chaos, that creates repeatable processes in your business is to simplify and focus. That is what I'm asking you to do. If you hate this idea, don't leave, stay. See what you could get out of this retreat because I know some of you feel very strongly that you do not like this plan and that's cool. I could work with that. Let's hang out together anyway and see what you get.

[Hello Seven](#) with Rachel Rodgers

## 065 Million Dollar Focus

Before we move on, I'm going to present to you the Hello Seven Growth Scale which will help you and give you some context to where you're at in your business and where you might need to be focusing your time and energy and the parts of your business that you work.

Earlier this month we walked through what we're now calling the Schmillionaire Model, our nine-part framework which we recently updated and some of you might be red on all nine parts. If you didn't catch that watch my Million-Dollar Address from the beginning of this month. No problem if you didn't see it, you're not missing anything. Don't stress.

Also, let me just say this to save Sam the stress and struggle, everything we're doing here is being recorded and we will make it available to you as quickly as we possibly can. So know that that is happening and we're working on that.

If you have to pop out or whatever you won't miss anything, you'll get the recordings. You will miss the vibe and energy though, so you really should be here. Okay, I would like to hear a couple of wins from Schmillies in the club. We have a practice that whenever we get together for retreats or events like this we always like to start with wins.

We want to hear from people what successes they're having and the reason why is because we want to start with momentum. We want to remind ourselves that the work that we do and the plans that we make actually get us the results that we want. So, I want to hear some results for you guys so that we can remember that when we're digging in and it's starting to feel hard and it's starting to feel challenging to remind ourselves, "Look, if I commit to this work I'm going to see results."

So, hit us with those and, Natalie, should we unmute a couple people? Do you want to just read them out? Tell me what your thoughts are here.

## 065 Million Dollar Focus

**Natalie:** Let's read them out. I do want to bring Schmillies up and at the same time, the train schedule. So, let's read them out. I would love to see some.

**Rachel:** Oh my God, there are so many.

**Natalie:** Twenty-one K in sales yesterday from Karina [inaudible].

**Rachel:** Yay! Go, Karina!

**Natalie:** [inaudible] has a Schmillie level VA making it possible to fully focus and shit's still getting done. Y'all, we have so much hiring happening. I don't know, is it strengths month? Did that make you do it? What made you do it? Whatever it is that made you do it it's like Rachel's favorite thing in the world.

Every time a Schmillie hires someone what happens? An angel gets their wings. Something like that.

**Rachel:** Absolutely. You know what? A Schmillie takes a very important step towards making millions, right? Because part of the reason why we don't grow as fast as we would like to is that we don't hire quick enough. We sort of are not willing to count on our success. We're counting on our failure and so we're like, "Well, I better not hire anyone because I don't know if I'll be able to pay them in the future."

Guess what, even if you're making lots of money right now you don't know if you'll be able to pay them in the future. I didn't know coronavirus was happening this year and that's certainly affected my business, but trust yourself to pivot, trust yourself that you can figure it out. I love that.

**Natalie:** Staci Jordan Shelton is having consistent 15K months this year, the first time ever. Jackie's giving a free testimonial. She saying, "I

## 065 Million Dollar Focus

simplified my business model and because of the simplicity I signed on two wonderful, beautiful clients.” Love that.

**Rachel:** Yay.

**Natalie:** Marissa Axel the 10K in 10 Days Challenge – so this is the challenge that we ran in July, it’s coming back. It’s coming back soon to a club near you. So, this is what Marissa says, “The 10K in 10 Days unleashed a desire,” and she’s crushing it.

**Rachel:** I love that. Andre said, “Made it to the Fortune 40 Under 40 list in health.” Yay! I’m so excited for you, Andre. That’s amazing.

**Natalie:** So amazing. Look at Jane Wang, “Finishing recording content for an eight-week course and about to get amazing testimonials.” People creating webinars all over the show and we’ve seen that in the Facebook group and we see that here in the chat that you’re showing up on webinars, and that’s huge, everybody.

**Rachel:** Yes.

**Natalie:** Wouldn’t you say, Rachel? That’s one of those obstacles that you got to get over and it is like, let’s not – I’m like of the club let’s not pretend like that’s easy. Like, “Oh, it’s easy, a webinar.” No, that’s hard.

**Rachel:** It’s a lot of heavy lifting.

**Natalie:** It’s a lot of heavy lifting. Preparation, overcoming imposter syndrome, the tech, right? All the pieces. So, when you’re doing your webinars, we know you’re on your way, that’s what we’re saying. That’s what we’re saying.

## 065 Million Dollar Focus

**Rachel:** Yes, exactly. Ada [inaudible] says she signed five clients in the past month. Yay, that's amazing. I love it.

**Natalie:** I know and just one more because this is a good one for all of us to hear, Jen Green raised her prices on every single offer, the world did not explode, she did not get any hate mail. What do you know?

**Rachel:** That is a win. Okay, I have one more that I have to read. [inaudible] said, "Seven people came to my webinar for my product that is yet to be launched and I made \$2,800 because three of them bought."

**Natalie:** Okay.

**Rachel:** What is that, like a 50% close rate? Because a lot of us would be like, "Oh, seven people came to my webinar, what a failure." Actually, how about, "I made a bunch of money." Because you can also have 1,000 people at your webinar and none of them buy, so which is better? I love that so much. It's so good. So good, yay, I love seeing all of y'all's wins and I know it's inspiring everyone. Three X my business to six figures this year. Oh my God, like I just can't. I want to read all of them.

All right, I'm not going to do that. I'm going to force myself to actually do the content we have for you guys. But yay, I love this so much and I love that it's just a testimony, too. Focus works. When you put some focus, time, and energy into it and into what you signed up for you guys.

Sometimes we're like, "I need to buy 17 courses," or people will ask in the group, they're like, "Hey, I need a training on blah, blah, blah," and I'm like, "It's in the member site for the club that you just bought." This club, it's right there. You don't got to go buy another thing, it's all there, you guys.

So, listen, I want to support this online business community and economy so I'm not saying don't spend the money. Spend money if you want to

## 065 Million Dollar Focus

support fellow business owners, but do you need all of these different things? No, what you need to do is actually execute one of them. That's what you need to do because there's a lot of good training out there. If you just picked one and really went all-in that's all you got to do.

**Rachel:** Are you ready for a revolution? Then download my free guide called Million Dollar Behavior. In it you will learn the 10 behavior shifts you need to make to build wealth, claim power, and have an impact. I've learned how to play the game of success by my own rules and in this guide I'm going to lay out the million dollar behavior required for you to define your own success and chase after your goals on your terms. Get this free guide now at [helloseven.co/guide](https://helloseven.co/guide).