

## RCC 113: Bet on Yourself



### Full Episode Transcript

With Your Host

**Susan Hyatt**

[Susan Hyatt's Rich Coach Club](#)

## RCC 113: Bet on Yourself

Welcome to the *Rich Coach Club*, the podcast that teaches you how to build your dream coaching practice and how to significantly increase your income. If you're a coach and you're determined to start making more money, this show is for you. I'm Master Certified Life Coach Susan Hyatt, and I'm psyched for you to join me on this journey.

Hey coaches. To quote my queen forever Beyoncé, she once said, “I don’t like to gamble, but if there’s one thing I’m willing to bet on, it’s myself.” I even had that printed on some bags for one of my events about four years ago.

On today’s episode, we’re talking about what it means to bet on yourself. What this means and the incredible things that happen once you do. Here we go.

What does it mean to bet on yourself? It means you take your goals seriously. It means failure is really not an option for you. You’re going to have a successful coaching business; you’re going to make excellent money. You’re going to win.

It’s not if you win, it’s when you win. It means you invest the time, energy, attention, and money that’s needed to make your dreams happen. It means you take risks, you stretch, you bet on yourself to succeed, and you take steps before you really feel completely ready.

All throughout my coaching career, I’ve bet on myself. In small ways and in big ways too. 13 and a half years ago, when I paid 50 bucks to print a stack of business cards that said Susan Hyatt, Certified Life Coach. That was me betting on myself.

When I hired someone to put together my very first website, which was my photographer, Chelsea Sanders; when I invested the time and effort and money to take that step, that was me betting on myself. When I hired my first part-time assistant, when I hired my first full-time employee, when I

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decided to shift from exclusively coaching clients one-on-one and try running my first group, all those steps were risks.

I didn't know for sure if they'd work out. But I was willing to bet on myself to win. You can't wait for other people to bet on you. Even your significant other. You have to bet on yourself.

Recently, I bet on myself in a big, big way. I decided to invest a ton of time and a ton of money into two projects. One, remodeling my whole downstairs, which includes my home office. And two, building a deluxe professional video and podcast and meeting studio above the garage.

So listen, I decided to do these two major renovations because number one, we were always walking around this house while both of our kids were in high school saying like, yeah, when the kids get out of school, we're moving. So there were lots of things I didn't do to the house because I was always moving.

Those of you who've known me for a long time, you know this. I would take surveys online. Where should we move? And we still will have another home somewhere else, but we, through a series of events that would take too long for this particular podcast to talk about, we decided we're just going to renovate this place.

And so all those things I was going to do for years and years that just kept piling up, decided to do. And then as things tend to do with me, it all escalated. I blame COVID-19. Because since I'm not traveling, I decided to pay attention to my backyard, which was basically a disaster.

And then through renovating that and the downstairs, we really started looking at the garage. Now, we live in a house that was built in the 1920s. And the original garage is a nice brick barely two-car garage. Pretty narrow. And those of you who follow me know that the silver fox, as a hobby, is now a race car driver.

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He races a vintage Datsun that he rebuilt. He spent seven years rebuilding this Datsun. And it's kind of a pathetic garage for those purposes, so we can't park in the garage and it's rather dirty, there's no heat and air out there.

And I was like, you know what, if we're staying here, you really deserve a real garage. And so we started talking about that and what that would be. What would the dimensions of something like that be and how much of the yard would it take to expand that garage? Tear it down, rebuild a new garage.

And then I'm like, hey, if we were going to add a studio above that, how many square feet would that be? Scott said, "Well, I don't know, 900 square feet?" I was like, hot damn, we're going to put an amazing 900 square foot studio up there where I can meet with VIP clients, it can be an Instagram dream for all the video shoots we do for Go Time TV, photography shoots, just all kinds of things. Places for team meetings.

And so my old office was just feeling stagnant. It hadn't been updated in gosh, probably 30 years. And I really need a soundproof studio for recording podcasts like this, and a video studio that really works. So that's really why I was a little nervous about doing this because number one, a huge disruption to my usual routine.

Those of you who know me know I cannot stand noise in my work environment; I don't like interruptions. I'm very schedule-based. And so I knew that having contractors in the house for months, it's really been since July, and it's now October 13th, that that was going to be not easy. And it hasn't been.

And also, as a former real estate agent, I knew that we would be over-improving this house. That the money that we would put in, we're really never going to get back out. And I had to move and work out of Ryan's old bedroom upstairs for a while.

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I'm now back in my new office. It's not totally finished, but just wasn't ideal. And this process was not always fun for the renovation of my home-home because just this morning, I'm basically recording this podcast late in the afternoon because this morning, a tiler had to come rip out a tile job they did wrong, incorrectly, and there was lots of sawing, lots of dust, a lot of disruptions.

I don't know if you guys saw the webinar where my husband came in in his underwear. Listen, it's been a challenge. So it has taken basically 90 days to almost finish this. But it's been so worth it. The new office is gorgeous. When I step inside, I feel like a CEO.

My favorite part of the home-home renovation is actually my powder room. It feels like Italy in there to me. It feels like a bathroom in a very swanky hotel in Italy. I just feel so inspired to conquer my goals. I feel my energy levels, other than this last tile job, lifted through the roof, and I am ready to crush this final quarter.

So even though the home renovation has been expensive and disruptive and noisy and risky, I'm so glad that I bet on myself, that I invested in myself in this way. I can already feel how my environment is helping me create things, and there's going to be a big payoff. This bet was a good one.

Now, the garage, they're breaking ground in a few weeks, so I'll keep you posted on that of course. Of course, of the build, and when it's finished, we'll have a ribbon cutting, and it'll be a big honking deal. But my question for you is are you ready to bet on yourself, invest in yourself, take your goals seriously?

What's one way you could bet on yourself this week? And again, this doesn't necessarily mean investing thousands to do a major office renovation. It can be something small. It could be something that doesn't require money at all.

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Maybe it's something that requires a different kind of investment, a time investment, or courage investment. So to quote Brian Koslow, "Forget the lottery. Bet on yourself instead." That is how you will win big. You don't need to win the powerball to get rich. You are the powerball.

It's time for community wins, and this is the part of the show where I share wins, victories, brave steps, all kinds of beautiful accomplishments from my clients and from members of the Rich Coach Club Facebook group.

So here's some wins of the week. Courtney posted in the group to share that she created a free resource for her mailing list readers, and it's a resource called 30 Ways to Say No. She says, "My email list is not huge, but I've had more downloads in the last three days than I've had in months." Yes Courtney, that's a beautiful win.

Kitty says, "I am relatively new to this group, but not new to coaching. This morning, I woke up with a power move that's going to change my business forever. Inexpensively and quickly providing me with a way to teach information that I've been incubating for decades." Yes Kitty, that's amazing, so stoked for you. Go make that power move.

And on my god, Dr. Melissa Bird had a big coming out moment recently. So she posted in the Rich Coach Club group that last year, when she was working with me, she was really struggling with coming out as a Christian and a witch. "I was terrified that I had to choose between one and the other, and Susan told me I didn't. She said I just need to be completely me."

And now Melissa is fully owning her uniqueness. She is loudly and proudly referring to herself as a witch and a Christian minister. Yeah, both. And Dr. Bird has a message for all the coaches out there. Pray, preach, work your spells, never stop being you.

Melissa, that is a huge deal. It's not easy to own what makes you different and name it and claim it, especially when certain people in the world just don't get it. But you're doing it and I'm proud of you.

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Okay, your turn. What's been your biggest win for the week? Maybe you emailed a potential client and asked them to hire you. Or maybe you had a coaching session with a client that went amazingly well. Or maybe you did something brave quietly, privately, when no one was watching.

Take a moment to celebrate your favorite win of the week and just keep moving forward. Keep taking action consistently. Because over time, all of those tiny wins add up to huge results. Also, are you a member of Rich Coach Club?

It's a private free Facebook group. If not, get in here, booberry. It's like getting \$10,000 worth of business coaching advice and motivation completely for free. So go to the show notes and check out the link and join the group and I'll see you in there.

Okay, I have a challenge for you. Do you listen to this podcast? Do you check every Monday and listen to the latest episode? Maybe I've helped you in some way. Maybe you love hearing my client stories, maybe you need a jolt of energy once a week.

So if you love the Rich Coach Club podcast, I'm going to bribe you to bop on over to Apple Podcasts or Stitcher and post a review. If you post a review over the next week, I'm going to send you a crown in the mail. I promise.

All you need to do is post a review, take a screenshot of it, and send it to support@hyatt.com. And I will send each and every one of you a crown in the mail. I love giving shout-outs to y'all, so do it. Holler at me. Thanks for the love. I love you right back.

Thank you for listening to today's episode. I hope this episode has inspired you to bet on yourself. Because if you want to win big in life or in business, you have to bet on yourself. Have a beautiful week and I'll see you next time.

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## **RCC 113: Bet on Yourself**

Okay, one last thing. The new website is here. Oh my gosh, launching this new website into the world took months. Months and months. And it's gorgeous. I'm ecstatic about how it turned out, so go check out shyatt.com. It's fresh, it's sparkling, it's full of new things for you to explore. I hid lots of Easter eggs in there, so go hunting.

Pop over there. Some of it's going to make you laugh. Again, that's shyatt.com. One really cool thing. You can click on the calendar tab to see the complete calendar of everything we've got coming up, from free classes to webinars, community challenges, programs, new episodes of Go Time TV, everything coming up, organized in one place. Amazing. Enjoy the new site.