

RCC 115: Make a Grand Gesture



Full Episode Transcript

With Your Host

Susan Hyatt

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

RCC 115: Make a Grand Gesture

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. What's something you want to accomplish before the end of this year? Maybe you want to officially launch your coaching practice and book your first paying client. Maybe you want to bring 500 new subscribers onto your mailing list. Or maybe you want to reach a major financial goal.

Think about your main goal and the number one thing you really want to achieve before the end of 2020. And keep listening because I've got a suggestion for you to help you get unstuck and get it done for real. Here we go.

Coaches, is it time for you to make a grand gesture? Have you ever heard this term before, grand gesture? I've blogged about it. Let me explain what it means. So when you have a big goal that requires deep concentration like writing your first book, launching a new program, or reaching a big financial goal, in order to achieve this goal, sometimes you need to make a grand gesture.

This means you need to do something out of the ordinary. You need to disrupt your usual routine and you need to do something big to signal to your brain this project right here, this is mission critical. This is important, this isn't just a piddly everyday goal. This is a major goal, and this requires our full attention.

A grand gesture could be checking yourself into a hotel for three days and nights so you can concentrate and work without interruptions. Investing in yourself by hiring a coach or flying across the country to attend a weeklong retreat. Converting your attic, basement, garage, or guest room into an office. Clearing your entire schedule for one week, no client sessions, no

RCC 115: Make a Grand Gesture

meetings, no email, no social media, just freeing up massive amounts of space, or something else.

When you make a grand gesture on a neuroscience level, this creates a shift in your brain. Your brain reshuffles the stack of priorities in your head and your big goal rises to the most prominent place, no longer competing with 1000 other noisy tasks.

By making a grand gesture, you unlock mental resources that were previously inaccessible. It's like unlocking the door to a new hidden and previously untapped part of your brain. This means you can concentrate more deeply, you can write faster, you literally become smarter.

This is why when so many authors, best-selling authors struggle to finish their final versions of their book, they hole themselves up in hotels or cabins to get it done. Grand gesture.

So coaches, what's your number one goal right now? What's the grand gesture you're going to make? What's something big you're going to do to create space inside your brain to get this thing done? How will you disrupt your routine to make sure this goal happens?

If you're super inspired by this topic, then please go read the book *Deep Work* by Cal Newport because in that book, he discusses the concept of a grand gesture and he explains the science behind how this works. It's such a brilliant book and again, it's called *Deep Work*. A must read.

So to sum this up, here's the dealio. In order to create something you've never created before, you have to do something you've never done before. You have to make a grand gesture. So what's your grand gesture going to be? Choose it, do it, and this is how you'll make your big, amazing goal #done.

Are you ready for something new? So I decided a few weeks ago to add a brand-new segment to this show called community wins. This is the part of

RCC 115: Make a Grand Gesture

the show where I share wins and victories and brave steps, all kinds of beautiful accomplishments from my clients and from members of the Rich Coach Club Facebook community.

So here's some wins from earlier in the month. Chandra publicly declared that she wants to make more money. Yes, declaring that goal out loud is a big deal. I love that, Chandra. Jennifer took a huge step this week. She's been feeling a little nervous about telling the world I'm a life coach, but this week she took a bold step and she's been telling people about her work.

She even posted a message online publicly for the world to see. Yes Jennifer, you coming out of hiding, that's a big move. Gabrielle Garofalo, she's one of my certified Bare Coaches, she launched her own show. It's called The Bold and Bodacious and it's live.

In the first episode, she discussed big topics like racism, the election, and all the things, so go Gabrielle. Alright, so what's been one of your biggest wins from the past week? Maybe you updated your website, you emailed a potential client and invited them to hire you, or maybe you had a great coaching session, or you made an extra \$5K.

I don't know, take a moment to celebrate your favorite win of the week. Every win big or small is a big, big deal. And keep moving forward. Keep taking action consistently because over time, all of those daily wins and weekly wins add up to huge results.

Side note, are you in the Rich Coach Club Facebook group? If not, get your ass in there. Big stuff happens in there. This is a free group. It's basically like getting \$10,000 worth of free business coaching or advice or motivation in there. So check out the show notes, click on the link, join, I'll see you in there.

Okay, do you enjoy this podcast? Are you a super fan? Do you listen every week? Maybe you've gotten excellent money-making ideas from this show,

RCC 115: Make a Grand Gesture

or a big boost of positivity. If you love the Rich Coach Club podcast, I'm doing something interesting right now.

If you bop over to Apple Podcasts or Stitcher and post a review and then send that review to us, support@shyatt.com or post it inside Rich Coach Club, I'm going to mail you a crown. And it's not a chintzy little plastic crown either. It's a crown crown. So as a thank you for taking the time to post your review, I'm going to crown you. Doesn't that sound awesome? Alright, so hop on that.

Thank you for listening to today's episode. I hope this episode's inspired you to make a grand gesture. Remember, in order to create something you've never created before, you have to do something you've never done. You have to make a grand gesture. So what's your grand gesture going to be? Choose it and do it. Have a beautiful week and I'll see you next time.

One last thing, if you haven't checked it out, my brand-new website is here. Oh my god. Launching this new website into the new world, birthing this baby, it took months and a lot of people and it's gorgeous. I'm so happy with how it turned out, so go check it out, shyatt.com.

It's fresh and sparkling and full of new things for you to explore, so pop over there. And another thing, if you're looking for, in my opinion, the most supportive mastermind community out there, check out in the show notes [On the Six](#).

We are enrolling right now. You just have to fill out a super-fast, quick little application and we'll be in touch to see if it's a good fit. So enjoy the new site, get your ass into [On the Six](#), [booberry](#), and have a beautiful week.