

Rachel: Hello everyone. Today we're here with Honoree Corder. Honoree is the best selling author of more than a dozen books including her latest, [Vision to Reality](#). How short term massive action equals long term maximum results as well as the successful single mom book series. Her mission is to inspire and motivate people to turn their vision and dreams into their real life reality sharing a leading edge process she created for her executive coaching clients. Her results-oriented philosophy and ground breaking STMA 100-day coaching program has been embraced by people in a wide variety of industries and businesses to rave reviews and exceptional results.

Honoree's book is an Amazon hot new release and is quickly becoming a must-read for every business professional who desires to go to the next level. And when someone on Honoree's team reached out to me, I was really excited to get to make the connection and just get to know her better. I originally heard about Honoree through Hal Elrod who you may have listened to the podcast with, and if you did, you know I love him, and he has such great things to say to Honoree.

When I did more research on her I just only saw great things. She had amazing testimonials from coaching clients. Her [Vision to Reality](#) book has almost 45 star reviews. I saw that highly-rated, successful single mom series. Honoree's someone who has a lot on her plate but she seems to still get it all done while having a really high quality of life. So I'm really looking forward to this conversation. Honoree, thank you so much for being here.

Honoree: Oh, it's my pleasure, Rachel. Thank you so much.

Rachel: Totally. So the intention behind this show, Better Life, is to show people that if they have a choice, they can choose a better life. So can you take a minute to share with us some of the things that you're most proud of in your life?

Honoree: I am most proud of my marriage of six years to my amazing husband and being a mom to a 14-year old amazing young lady. Those are two relationships that I am really excited about every day, and proud of every day. And professionally... oh, and I forgot, they can hear me - my four

babies. I have two cats, Mr. Pickles and Frappucino - if I don't mention them they get very cranky - and I'm asleep while they're awake, you know how that goes. Professionally, I'm very proud of the fact that I work with incredible professionals to help them clarify what it is that they want out of life and help them to get it, while lowering their stress and increasing their results. And then I also am proud of the fact that I've overcome a lot in my life. I have written a few books in my free time.

Rachel: Sounds like you have a lot to be proud about.

Honoree: Thank you.

Rachel: One of the things you just mentioned, you help people figure out what they want, that kind of made me perk up a little bit. Can you talk a little bit about how you do that? And what made you realize that you're even good at doing that?

Honoree: How I did that is I asked a lot of probing questions. I start with a question if time, money, space, love, education, everything, was no object, are you doing what you love to do? If not, what would you do if you weren't doing that? What are the first things that you would do? I just open up that conversation with people because I don't know that we're given the space to ask ourselves that question and the questions that follow. So that's how I start that conversation and then wherever that conversation goes, with someone it's just a really safe place with me to acknowledge what it is that they want, and then to help them if they aren't on the right path for them, to help them to start to take the steps to make those changes. So very often I'll work with someone who is doing something and then they realize that their whole life they actually wanted to do something completely different and then it's a matter of, "Well how do I do that? What would that look like if I did that? How do I make that happen?"

And how I realized that I was good at that is, people started passing me around. So I started coaching and people really liked it. When I first started coaching I actually didn't know if I would be any good at it. So I actually had a coach and she said, "I think you would make a great coach." I had all these reasons why it wasn't possible for me to do it. Those roadblocks that we put off because we think that we're not enough." I didn't go to college,

I've never been a lawyer or banker or an investment banker or have a day job for a company, so how could I inform and influence someone in those positions to make big or radical changes for the better, for themselves?" That was my self-talk. And yet, when I hung out my single people said, "Well I'll hire you. I think you're awesome." From there, I was given new opportunities by referral and have been for 15 years. So really it was because people would call me and say, "So and so gave me your name and they said you were great." and I said, "Great. I accept American Express, MasterCard and Visa. Let's go." That was a long time ago and I'm still doing it and I still love it.

Rachel: Wow, awesome! So what do you think that most people get the most out of by working with you? What do you think your specialties are? I know you have a bunch of different things that you're great at.

Honoree: I think the thing that I'm the best at is helping people to see themselves as their best self. I see it first and then I paint the picture for them and help them to own it. So the real life word for that is self-confidence. I have wives of my clients call me and say, "My husband walks differently, he talks differently, he is more self-confident, he is more self-assured." And you know what comes on the other side of that, right? When people feel confident in you because you feel self-confident in yourself. They can't get enough. You're magnetic. So I think that's the number one thing that I do with people.

There's a whole lot of other stuff that go into that like, what are the activities? What's the strategic planning and all of that, but that's really secondary or even farther down on the list to really just getting people to recognize what the seeds of greatness are there that are within them and help those to be nourished, and to grow, and to manifest into something bigger and better than they ever dared think that was possible for them. Because some people look at other people and go, "Oh, those people are great, but me, not so much." And I look at almost every person that I get my mitts on and go, "Yes you, you also have that. If someone else has it, you have it. Let's nurture it in you."

Rachel: I can see where... obviously that's the most crucial part - is to be able to even believe that people are wanting to make this big changes in your life. They need to believe themselves capable of being able to do that. So that's great. How do you help people feel more confident in themselves? Is it like reflecting your greatness to them? Do you have them do certain exercises? I would just love - for people listening - if there's any kind of practical exercises that people could do, that would be awesome.

Honoree: Sure. My obvious answer is going to be that I have them read the [Miracle Morning](#) and do the six practices that are outlined in the book. Before I read the Miracle Morning and got to meet and work with Hal, I would always say to my clients, "You need to crack your code. You need to figure out how you're going to psyche yourself up to win in the morning before you greet people. There are people that... you've met them, I know you're not one of these people but you've heard of these people that will say, "Don't talk to me until I've had my first cup of coffee." I think that it's actually better if you kind of lower your urge to hurt people before you see them in the morning. For me for the longest time that was a practice of getting up early and exercising, and reading [inaudible 00:08:37] patients, and doing visualization, and listening to some Tony Robbins audio. Some variation on the Miracle Morning. When I discovered the Miracle Morning and the fact that it's an outline to practice, that's when a [inaudible 00:08:48].

Just this morning, I was working with a client and she said that she had written out her affirmations and visualization, but on her coach co-maximizer - which is what clients would send me before our calls - there's a question that says, "What's working? What are your results since our last session?" and so she read a whole bunch of things and then she wrote, "I was surprised again." So that's how I started our call. I said, "What were you surprised by?" and she said, "I'm surprised that I'm tracking - ahead of my goals, again." "I think I'm not doing enough. I don't know that I'm doing all the right things and yet I'm doing what you'd ask me to do, and I'm ahead of these big goals that I've set, and I'm surprised again." And she said, "I know what it is." She said, "I know it's because I say my affirmations

and I do my visualization in the morning and then I do it at night before I go to bed. I know that's working."

And she said, "Now that I'm reading Think And Grow Rich, it's really connecting." That was the second thing I was going to suggest, is to read Think And Grow Rich. But don't just read it. Drink it like a tall glass of ice water on a hot Texas day. Drink it in and then do what Napoleon Hill says. Memorize the self-confidence formula. Say it out loud twice a day. It's in those moments that we choose to do the things that we think that only the crazy people do. That work. That we get the same results that the crazy - also known as successful people - get.

So that's the first place that I start is helping them to work on their belief in themselves and that self-confidence on a daily practical level. If you do any research into how our programming of our brain is changed is through a significant emotional event. But if you can't live your life and go to a ranch and do the thrust fall and jump off at 30-foot telephone pole to prove that you can overcome your anxiety and fear around making a big leap, then your next best bet is to do it every single day. You chip away at those beliefs and that programming because all of our programming has come to us not on purpose. It's come to us through our teachers, and our parents, and our friends, and our relatives, and just people around us. There hasn't been this intentional, "I am a great person. I am able to accomplish what I want to accomplish." That hasn't been put into us. That's not in anything we watch or anything we read unless we're watching and reading things on purpose and intentionally for the purpose of expanding ourselves. Does that make sense?

Rachel: That makes a ton of sense. So for people listening, I mentioned we've previously recorded a podcast with Hal, so just do a search on rachelrofe.com for that. It's all about the Morning Miracle which... I think that's such a great thing to make people do plus Think and Grow Rich. They're both amazing. Practically, like every awesome entrepreneur says that Think and Grow Rich is one of their favorite books. So I think that's really helpful. And to dig in to the affirmations for a second, people are saying, "I'm great, I'm powerful, all this stuff." How do you help people

figure out their affirmations and what do you say when they say they feel ridiculous talking and giving them or saying them to themselves?

Honoree: The affirmations need to be positive, present tense, and start with something like, "I am so happy and grateful now," which I stole shamelessly from Bob Proctor. So I am so happy and grateful now that I make x amount of dollars, I weigh x amount of pounds, I engaged x number of clients, I have an amazing, wonderful date night with my husband, I spend quality time with my daughter, whatever that looks like for the person. When they say they feel ridiculous I just tell them to get over it. I ask every single client to meditate because that's part of the Miracle Morning and to a person, everyone says, "I don't have time to meditate, I don't want to meditate, I have monkey-mind." And then I'm like, "That's awesome! Get over it. Do it anyway." You're not paying me copious amounts of money to go, "I don't want to what you say." I'm your coach, you're going to listen. I kind of take a harder line at it because I know that once I get past the resistance, they're actually going to get in to the good stuff.

So I say to a person - everyone who resisted, "You have to do it anyway. Trust the process. Trust me. You trusted me, you engaged me, so do it." So the same thing with affirmations. I get it, I appreciate that you don't want to be the weird Stuart's Molly character saying affirmations out loud. However, do you want to be the person that achieves the things on this piece of paper? Yes or No? "Yes coach, I do." Okay then your feet have to match your lips. The good news is your feet don't have to do anything while you're saying your affirmations other than drive the car, or walk around the house, or walk on the treadmill, or whatever you do and it doesn't cost anything. This amazing psychological program and that you can get yourself doesn't actually cost a dime. It's the time that you take to put in to yourself and aren't you worth it? They can argue a little bit, or resist a little bit, but then I might fire them. I don't want to waste their time or money or my time.

Rachel: Absolutely. I remember that was one of the testimonials that you got. Someone said that you do a really good job just kind of holding them to the fire and just like, "You've got to do it," which is just great. I can see,

even for other coaches, that's just such a great place to be in. Because I know when I started out coaching, it would be as someone say they didn't want to do something. So how can I accommodate them or what can I say to make them want to do it or whatever? But sometimes, you're actually right, "Just do it. Just do it."

Honoree: "Quit your whining. There's no whining in executive and business coaching and achievement. Go! Go and call me and tell me when it's done."

Rachel: That's awesome. So you talk to people and they figure out what they really want to be doing, and then you help them get the confidence. How do you set goals with them? How do you know how much to put on their plate each week? And also, do you set goals out to be like a year out, or six months out, or how does that process work for you?

Honoree: Got it. I work with people in general, on 100-day improvements. So we are setting goals 100 days out based on the bigger vision that they have for their life. So is it 3 years, 5 years, 10 years? I let them decide on the bigger, the longer amount of time, and then we work on what's going to happen in the next 100 days. I have several reasons for that. The basic one is that I think a year is too long. If it's too long of a runway, too much time to mess around. And I think a month is too short. You can make some progress in a month, but you're not really going to see the results as really being in a process until about 45 to 65 days. So I like the 100-day stretch. As far as the goals go, I generally take the goal that someone gives me, and I tax them onto it. And then I get their gut reaction. Because most people would set goals that are safe even though they say they want to stretch. Even though they're engaging a coach, they still want to set the goal that they - in their heart of hearts - know they can achieve. Does that make sense?

Rachel: Absolutely.

Honoree: So what I do is I tackle little on because I'm a believer that you've set the right goal when you want to throw up a little, right? It's not so big that you check out, but it's not so small that you're like, "I can wait till day 75 and then I can kind of like, get this. No problem." The right goal is the

goal that you know that you're really going to have to become the person who achieves that goal. You're going to have to leave it all on the floor. You're going to have to downshift in the fourth and punch it. You're going to have to make the most of every single day. You're going to have to give the effort and really be committed and commit again and again throughout the process. But with the right plan and the right actions you'll be able to achieve that goal. So that goal feels like nausea, I figured out over time. That goal feels like, "Gosh, Again I'm going to have to really make the most of every moment in order to achieve that goal. But I know I can do it if I kind of double down and make it happen." So it's kind of this juxtaposition of, "I'm pretty sure that I can. I don't know that I can. I think I can." That's when I know we've set the right goal.

Rachel: Do you have any examples that you've set for yourself of goals that kind of made you want to throw up a little bit?

Honoree: Yeah, I write four books a year. And that's the goal that makes me want to throw up a little bit because that really takes me having to be but in chair everyday writing 750 to 1000 words whether I feel like it or not, whether I have time to do it or not, whether I'm travelling, or speaking, or coaching all day, or out of the office or in the office, I still have to just crack open whatever I'm working on and actually work on it. Or, I have to make up with time later. And I don't like to be behind. I'm a kind of ahead-of-the-power-curve kind of person.

Rachel: Wow! So 750 to 1000 words every single day, that's great. I never heard anybody do anything like that. I've heard 2000 words but not four books a year. So then, you're writing 750 words, does that include editing too?

Honoree: No, that's just a stream of consciousness. That's not including kind of going back and reading what I've written. I've literally know in my Miracle Morning journal everyday with what my word count was the day before and then I write first. It takes me about an hour to type 750 to 1000 words. I type really fast. I mean you do something long enough you get kind of good at it, right? Or you should. So I get that out and then I kind of let it marinate a little bit before I go back. Today I was reading the first five

chapters of my next book just so I could put some words down that made sense. But I had to spend about an hour and a half reading before I could write some more.

Rachel: Yeah, that makes sense. Do you have stories of clients you had goals that they felt a little bit nauseous by, but then they were able to do? Also, if you do, if you could explain a little bit about how they got them down, that would be awesome.

Honoree: Oh, sure. I'll use two different examples. One is a financial advisor that I worked with a few years ago. When I met him he was not even ranking in his office. He came to me and he said, "I'm not ranking in my office. I know there's so much more that's possible for me." And I said, "What would make this 100 days magical for you? What would make it an amazing thing?" And he said, I would love to bring in \$7.5 Million. And I said, "Okay, great. Let's do that." So I put him on a strict diet of RGA, it's revenue-generating activity. That included a morning practice which three years ago I didn't know the Miracle Morning existed so it was just his a.m. routine and also included something called the first focus. So in the morning, what are the first activities that you're going to do? Kind of the eat-that-frog perspective from Bryan Tracy. That's actually a book that he wrote called "Eat that Frog". The first thing in the morning, what are the things that you need to do to move the needle on your goal?

So for him, as a financial advisor, he needed to make initial contact calls, and follow up calls, and follow up calls, and follow up calls, and also set activities. So I advocate something called education-based learning. So he was doing Munch and Learns about every month. So those are just three of the activities that he was doing on a regular basis. During that 100 days, he brought in over \$12 million in assets. For financial advisors, that's really good. \$12 million is a really solid number for 100 days, especially because he had not brought in \$12 million ever total. So that was really exciting time for him.

The next 100 days we set a goal of \$15 million and he reached that goal in the early 60s. It's around days, 63 days, 64. And he said, "What would I do now?" Pretend like it's day 64 and you haven't brought in anybody. Let's

see what will... because there are instances of people who worked with me, and their goals are big. And they have a longer sales like, oh... especially when you're working with wealth and money, the more the expense, the more money involved, the more trust you have to have with someone. So if you want someone to give you their \$5 million as a financial advisor, you better have a really good rapport to have really good skills, right?

Rachel: Absolutely.

Honoree: And you have to be in the relationship for quite a while or magic has to strike. You have to be recommended by someone or referred by someone, or someone just has to be really ready and trust you. Regardless of that, you've got to put a lot in your pipeline and so that's what he did. And so he exceeded his \$15 million goal because he pretended like he didn't have any assets. I said, "What would you do today? How urgent would you feel?" Because there's a different level of urgency when you have \$15 million that you brought in and you're feeling like you've got that swagger and then there's how you feel when you have zero and your day is 64. Wake up. I have 36 days. So I was like, "Worry about the \$15 million and go find \$15 million." And he didn't. But he put another 15 to 20 million in the pipeline for his next 100 days.

So it was very good. It was great because his goal then was to be able to pay cash for an S550 Mercedes. It was Christmas of last year, I was driving to Dallas and I got a text message and up on my screen popped this beautiful black S550 and I was like, "Oh, a present! Who's giving me...?" "Excellent. I'll take it." And it was him saying, "I just took delivery of my car. It only took me three years, coach. Thanks so much."

Rachel: Wow, that's amazing! And I'm sure he's now ranking, huh?

Honoree: Oh, he's ranking. Yes. It's very funny because one of the activities that I had him do from a psychological and goal perspective was to take a list of people and just everyday say, "I'm coming for you." Like post the list of people in his office and then in his district on his board in his office, and just visualize his name going on the list and up the list and I was like, "Just go after the next guy. When you're number eight, go after number seven." It's like, "Bill, I'm coming for you." Like every day. Because

Bill doesn't have me. Bill's not getting the call from me. He doesn't have your advantage. Let's get this done.

Rachel: You're absolutely right. What about the other person?

Honoree: The other person is someone that I'm still working with relatively recently. He is an attorney and when he gave me his call it was 60% of the goal that I set for him. So he set the goal that was 60% and I said, "No, no, no let's go for 100%." And he said, "No, no, no that's not going to work, but I'm going to trust you." And we went through this, "You know, I think you need to do meditation every day." I would talk to him, I called him after the first week and said... because we only talk every two weeks, just a check in call. After the first week and he's like, "I hate this meditation thing. It sucks." And I was like, "That's awesome. Keep meditating." He's like, "I don't like saying affirmations." And I'm like, "That's awesome. Keep affirming." "Visualization - that's great. Keep visualizing."

We just kind of went through this for a little while, and then very soon - like within the first month - the report was, "we did more business this month than we've ever done before." "Oh, okay." So then the next month it was we did last month, and then the third month." So now we're in between day 60 and day 90, it's like, "Coach, we did more business, the best month in a row." Third month in a row - best month ever - that's awesome. So we didn't hit the 100%. We got to 94% which was 34% more than the safe sorry goal - and I totally bust him about it - that he wanted to set. If I would have let him set the goal, he absolutely would have exceeded it, but he wouldn't have gotten to 94%. Does that make sense?

Rachel: That does. So do you think, for him, the biggest thing was just doing that Morning Miracle routine or did you have other action steps that he was taking?

Honoree: I have another action steps from my client. I have a network building process that I rolled out for them. I take them from doing networking as kind of this thing that they're supposed to do. I'm sure you understand this and your listeners will understand that we're all taught to network. We need to go generate business, we need to go network. Where do we go? Well, we go to networking events, Rachel. Who do we meet at

networking events? Whoever else said I need to go network and meet people? But it's so unintentional and so lacking in purpose that it's a miracle that anyone ever meets anyone else that they need to know.

So I take all of the question out of, "Who do I need to meet?" by asking him some questions. So it all comes back to the questions that I asked starting with, "Who is the most likely person and in what discipline do they practice that is going to send you business?" So regardless of what your profession is, there are other professions who have exactly the same profile of client that you do and they're not in competition with you. They can refer you business every day and twice on Sunday.

Rachel: That's a great tip. That's a really great point.

Honoree: So you actually have... and so I actually... I write about this envision to reality. There are actually 12 different professionals you need to focus on. So whatever you do, you need to find the 11 other professions that are most likely to send you business. Then you need to have a miscellaneous column because there are always some really great people that could introduce clients and customers to you, but they don't fit into one particular column.

For example, you wouldn't necessary want to know or need to know 12 business coaches. But if you know one really good business coach - business coaches know lots of people, I'm just saying, you know - so I make introductions all the time but I don't need my own column. So I had them build out this grid - and I call it the 12 by 12 - so you identify this 12 columns and then you find the 12 people to go in the 12 columns, and that's your network. If you know 144 people intentionally and you go deep with those people, some more than others, you will then get business by referral. It's logical - I don't know how many CPAs or lawyers that you have listening but that's an obvious connection I can make, a business attorney and a CPA, they serve the same people but they don't provide the same services. So they can literally refer business back and forth to each other all day. The number of times I'll talk to a business attorney and say, "How many CPAs do you know?" and you're like, "uh, one or two."

So one of the tools that I give to my clients and I have them execute is the 12 by 12 and all of the steps that go into building a solid 12 by 12. So that eventually they have a business that's by referral. And when you have a business that's by referral, you don't have to do very much to keep yourself successful, reaching your goals, increasing your income, your stress is lower. A ton of benefit you intentionally building a network. But most people do it by saying, "You know what, it's Tuesday night, I need to meet some people. I'm going to go to this networking event and I'm going to hope that I meet the right people. I'm going to take my business cards and I'm going to give them to everybody. There's three foot rules and four fours in effect and I'm just going to meet you and I'm going to tell you what I do. I'm going to vomit all over you with everything that I do and then I'm going to go back to my office and I'm going to wait for you to call me I'm awesome." That's just not effective.

Rachel: You're absolutely right. I just got done recording a podcast about how so many people say that success is all about taking action, but it's not. It's about taking focused action. So what you're saying is just so on point. For people who are listening who maybe have their own business, let's say just to make it concrete, they're like a health coach, who are some of the people that you would have them put in their 12 by 12?

Honoree: I would have a health coach talk to trainers, to yoga instructors, to physicians, to dentists, to insurance sales people. I would start with the people who are in the health business and just brainstorm like, "Who is that?" Go and talk to those people and meet lots of those people. What you're really looking for are the people who are awesome, like you are. So you've got to turn off your awesome sauce and you need to go find out the people who have their own awesome sauce and you want to get together with those people because then you can refer business to them. I always come from a place, when I call someone - if I ever call someone - I am not saying, "Hi, I'm a business coach and you're a business attorney so you know people who can hire me. I want to meet those people."

I say, "I'm a business coach and I work with business owners. They need your services. I want to get to know you, who you're serving, how you serve them to see if you could be helpful to some of the people that I already

know." I come from the go-give perspective. So if I called you and I said, "Rachel, I know lots of people who are amazing and need to be on your podcast. Can I call you and talk about like who are your listeners for your podcast, and who you serve, how you serve them or what your goals are? Can I come and bring you your favorite cup of coffee and talk about that?" Are you going to take my meeting?

Rachel: Yeah, I'll take your meeting.

Honoree: Yeah, but if I call you and go, "Hey, I'm awesome. I should totally be on your podcast, yo!" You're going to be like, "click."

Rachel: I get so many requests every day. You're absolutely right.

Honoree: Yeah, but what's in it for you? What's in it for your listeners? I find that if you go from the go-give perspective... like I get back so much in return because I'm always looking for the how-can-I-serve-you angle. And no one ever says no to, "Hey, I'm going to stop by and see if I can give you more business." But they say no every time to, "I'm awesome and I want to know who you know that can hire me and put money in my pocket." Nobody has time for that. But if they're a good person - we're looking for that awesome sauce - you're looking for someone who says, "Gosh, and so maybe you should be on my podcast. Maybe I should introduce some of my clients to you." There's this logical law or reciprocation that comes into play because you're just about giving and adding value. I never go to a meeting thinking that someone's going to hire or refer me. I go to a meeting saying, "How can I add value to you? Who do I know that you need to know? How can I make your life easier?" Because I know that if it doesn't come back from that person, it's going to come back from somewhere else.

Rachel: Absolutely. Yeah, just universal return basically. I'd like how you also mentioned specifically getting more people into the podcast through things that would specifically benefit people. Because I know for me, some people will ask me like, "How can I help you? What can I do for you?" and it kind of, at this point - not to downplay it - but it's almost like work to think about. How people can help? There's so many people who ask that now, it's just great. But having something specific, I think, will help the communication go a lot easier.

Honoree: Absolutely. I love that. People will ask that but if you first met, how do I know how you can help me? I don't know who you know. Let's get to know each other a little bit before you ask that question.

Rachel: That's another good point. Sometimes on Twitter I'll have people, "What can I do for you? How can I help you?" and then it's kind of like a job for me to go and research and see what they know and stuff. So yeah, it's just fantastic...

Honoree: You can leave your American Express card number including the expiration date and the three-digit code on my voice mail. That is how you can help me.

Rachel: I should try that. I should totally ask that.

Honoree: Yes, yes. I have things for sale on my website. Go buy them. That will be awesome. Christmas is coming, my girl needs a new shoes. Yes, right? Maybe come back with that. I don't know if people will receive that very well. You don't sound as snorky and sarcastic as I do.

Rachel: Good try for behavior flexibility, right?

Honoree: Yes, Yes.

Rachel: That's awesome. So what's a specific action step that you take on a regular basis to make your life better? I know you do the Morning Miracle, I know you meditate, visualize, do the affirmations, I know you write, that plenty. So maybe there isn't something else that you're doing because that's so much. But is there anything else that you do that just really enhances your quality of life?

Honoree: I'd say no. No is a complete sentence. And I tell people to say no. I say lead with no. "Can you do this?" "No." And then I'll think about it. That's my default. I am ruthlessly discriminating with my time and how I spend my time and who I spend my time with. I think that's the most important thing that I do. Then I spend a lot of time waiting and in contemplation, and also a time with my family because that is what I'm doing everything that I do for, is to be able to afford the time and the expense of having great and fun experiences with my family.

Rachel: That's awesome. The no-thing, I really like to... I just finished writing a book about like just... it's parts setting routine for yourself and one of the things on there is like there was like five-minute-habit kind of hacks that you can add to your day. One of them was just, "If this is something that's a problem for you, just say no every day." And even if it's just begin with like, "No to something at Starbucks." Then it just gets bigger and bigger just to get in that mindset. And you know it's interesting listening to you say that no is your default because it's my boyfriend's default too. It used to always just drive me crazy, but I see now he's extremely successful. People absolutely love him. He's helping change so many lives and so I'm realizing now there might be something to no as a default.

Honoree: Yes.

Rachel: Awesome. So one thing I love to ask guests - just to kind of make this real because I know you're still a real human with everyday struggles - is what's something that you're currently working with through right now, and how are you getting through it?

Honoree: I am working through my to-do-list never-ending. How I'm working through it is I just recently hired the most amazing assistant and I am giving her bunch of stuff to do. I am making her do this to-do-list never-ending. I think trying to do everything yourself is a dangerous place to be especially as an entrepreneur, as a business owner, as a professional. It's very easy to say, "Oh, I can send the email. I can schedule the appointment. It just takes a minute." Well it take a minute, and then another minute, and then another minute, and pretty soon you're out of minutes. And you got to the end of the day and you haven't been very productive doing the RGAs, the revenue generating activities. So when I find myself up against it, I just constantly looking for people that that's their area of genius. They love to do it, they're confident, they're quick - and I can pay them. I'm delegating those activities to them so that I can do the things that I love to do the most and the things that make me money. So I'm very happy.

Rachel: That's great. Totally. And just real quick on the RGAs, the revenue generating activities - do you have a certain number that you aim to do every day?

Honoree: I don't. No, I mean I have my six daily actions that I mentioned in Vision to Reality and they're the core four activities, but for me I just write down my goals every single morning then I do my very best to move the needle on those goals. So it's writing, it's coaching, it's speaking, rinse and repeat.

Rachel: Wonderful. So a lot of people right now, they may be listening and feeling inspired by you and just seeing all the amazing results you were able to get for your clients and the lifestyle you have for yourself, but are still scared to make changes for themselves. What advice would you give them?

Honoree: One step at a time. One step at a time. The very first step is to create a plan. I just turned 44, when I was turning 40 I had this vision for having more autonomy and as one of my mastermind partner so eloquently said, he's a therapist, he said, "I'm divorcing myself from trading time for money." So he's creating leveraging. He's leveraging his income sources. And that was my vision for turning 45. So I created this plan and I knew that Rome wasn't built in a day, and that every single day I just have to take actions steps toward achieving that vision.

So define your vision, the 100-day goals and then the next 100 days, then the next 100 days, then the next 100 days and pretty soon here I am, four years into the five year vision. I've made really amazing progress. In fact, I've actually kind of left over some of those outcomes that I had in mind four years ago. So if you're hesitating to make the changes, sometimes it's not just weep and then the net will appear although we hear that. Sometimes it's, "Okay, well I need to shift. I want to shift from one thing to the next."

So I have to take that first step. So for me it was defining what I wanted to do and then building an empire - I'm being very funny - but building an empire doesn't take 10 minutes. You don't just wave your magic wand and it appears. I'm now 13 books into my library and those books all got written one paragraph at a time, one sentence at a time, one edit review at a time, one preview at a time, and if you look at it from the end result - the end result can be very overwhelming. So how you eat Moby Dick is you take charter sauce and you eat one bite at a time every single day, and pretty

soon, eventually, the time will pass anyway, you're going to show up and then, there you are. You're at the end and you've achieved your vision.

Rachel: Yeah, I just had such a vision of you exhausted at a hotel room just writing. Your 750 to 1000 words is such great a dice. I know, I learned a lot in this interview and I know that other people are going to, I have gotten so much out of it. So thank you so much and I'd love if you could let people know where they can go to learn more about you.

Honoree: Yes, so my website - and I know you asked me that but I got so excited about helping people achieve their vision, I forgot. Thank you for reminding me - so I'm at honoreecorder.com, H-O-N-O-R-E-E-C-O-R-D-O-R-dot-com and then anywhere you find social media I'm just @Honoree, so Facebook/Honoree, Instagram @Honoree, Twitter @Honoree, anywhere you could look and I love to connect to people and have them tell me where they heard me talking. It helps to know it's working.

Rachel: Awesome, awesome. Thank you again so much. It's been great and I'm looking forward to staying in touch with you.

Honoree: Thank you so much Rachel. You have an awesome day.

Rachel: You too.

Want More?

If you liked this, there's plenty more where it come from. Let's stay in touch!

We can connect in any of these places:

Main website: <http://www.RachelRofe.com>

A Better Life Podcast – where these transcripts are taken from:

<http://www.rachelrofe.com/podcast>

Rachel's books – Learn new ways to improve your life:

<http://www.rachelrofe.com/booklist>

Twitter: <http://www.Twitter.com/RachelRofe>

Instagram: <http://www.Instagram.com/RachelRofe>

YouTube: <http://www.YouTube.com/RachelRofe>

And as a thank you for checking this out, I'd be thrilled to give you a copy of my **favorite** time management tool. It's normally \$97 and can add a mind-blowing amount of productivity to your day.

Sign up to that here: <http://www.rachelrofe.com/ablgift>

Review

<http://www.RachelRofe.com>

Thanks again for reading my book and getting all the way to the end. I am so glad you've enjoyed it enough to get to this point.

If you liked the book and you wouldn't mind, I'd **love** if you could take a minute to leave a rating, review, and subscribe on iTunes.

Your doing that will help me to continue to publish more and more podcasts that will hopefully help you.

Learn how to rate, review, and subscribe by going right here:

<http://rachelrofe.com/subscribe>

Thank you in advance!

I really appreciate you.

With love,

Rachel Rofé

