

Episode 50: How to Build and Grow a Community with Bryan Kramer

📌 What is going on everybody. Welcome. Welcome. Welcome to today's conversation with the one and only Brian Kramer. If you guys don't know Brian, you are in for such a treat in this conversation because Brian. I might know Brian longer than most of my other business friends and mentors and experts in the business community, but he is stuck with me for so long.

And it's been amazing because I think with a lot of business experts and coaches, there can be this sense. And I'll introduce Brian A. Little bit, but first my perspective of Brian is sometimes you meet these coaches and then after you learn their stuff, you kind of grow into other things.

What I love about what Brian does is he really focuses on certain principles of business and just being a good person that you can always circle back to. And no matter where you're at in your business, it'll help you. Brian, thanks for coming on, man. And

I got to have a rock star. be with a rock star.

You're the rock star. Thank you so much. I really appreciate it.

I wouldn't be surprised if maybe you're hiding some tequila in that can

though. No, that's in the, that's in the other glass. Okay.

Well, well, whenever I, whenever I talked to Brian or see Brian's happy face on social media, the first thing I think of is, Hmm.

Which is not only Brian's brand, but really a movement. There it is. There's a sign. Brian, can you talk to us a little bit about the story of H to H and the journey that that's taken you on?

Yeah, absolutely. I think I, I live it and breathe it and, and, uh, it's become a part of me, and was, was me, uh, before it happened.

So it kind of landed on, on me and with me. and, and thank you by the way for the warm intro, that was really kind of you and I, I feel the same way, so appreciate that. Uh, let's see, it was raw. I think it was five, five and a half, maybe years ago. Um, is when HH really took off. But before then is how we've been talking.

We've been talking about H H human to human for years, um, at our agency peer matter. Um, we, our, our agency, uh, Courtney, my wife. Uh, and I had had, had an have an agency, and it's taken different forms. It's in a different form right now, but, um, but we had an agency at the time that was focused on, um, on really, uh, really big global brands that were just, we were just having so much fun with, um, you know, IBM and Cisco and Netflix and some really cool things.

And we were just like, trying to like, get everybody to believe in this thing. Like, you know, yes. Technology. Yes. It's, it's, it's all the craze and yeah. I mean, you can do automation now and, you know, email automation was the newest thing back then. and then social media landed on the scene and everyone's like, oh my God, what is this thing?

Which is really not that old. When you think about it, social media has been around, you know, we can all remember when social media first started. So. So it's not that old still. And when it, when it did happen, we were like, uh, wow, this is crazy. And I really got into it. I just thought this is the neatest thing I've ever seen.

and started to use it myself to do interviews just like we're doing here. But back then, it was like, you're going to do what you're and you're not like on CNN and you're not, you're not an actual. Person doing this in your career and you're just gonna do it for the, for the sake of doing it. And I'm like, yeah, I'm hired a camera crew.

Got, uh, uh, I rented a S uh, backstage, uh, uh, studio and I interviewed CMOs and CEOs and all kinds of. And that led to more connection and more human to human connection. I was on an interview with one, one person who was the CMO of SAP and he and I were talking and human to human came up. And that really resonated again, continuing the narrative of everything that we've been talking about at pure math.

And then, um, continue to talk about it. And then finally five and a half years ago, I'm on stage. And I said it again. Um, but this time with words behind me, that Courtney had had, uh, she's a designer, she had designed it up onto the slide and it's now become the slide that kind of went, um, went viral that day, uh, because it was the right audience.

Mix of marketers in the room, executive markers also with big social followings and they took a picture of it because they asked me, can you please go back a screen? That was interesting. And I did. And um, they said that's, that's, that's what it is. There's no B2B. There's no B2C and say change human human within.

I forget 24 or 48 hours. It was like 120, 130 million, mentions, not, not impressions mentions of it. And like, I can't tell you how many languages it was converted into that we couldn't. And so we were like, oh my God, this is crazy. And I'm getting beat up from all sides because there there's no B2B, there's no B to C business to business, business to consumer and everybody who's in B2B or B2C is now beating me.

Saying, what are you talking about? And so now I'm getting trolled too. So 50% of them are trolling me. 50% of them are like, where have you been all my life? And I'm like, oh my God, I'm not even prepared for this. You know, five years ago, I was lot younger. I wasn't prepared for any of that. So, um, all of a sudden I was like, wow, this is so cool.

A friend of ours is like, Right this. And so, um, to capture it and answer all these questions, we sat down and I was, I was blogging a lot and, uh, over the last two years, about age to age

already, and we pulled it together in four days, self-published a book, pushed it out into the world and it became a bestseller and sent me on the road speaking for years.

And, um, and it's become a, you know, kind of like a well, um, a movement. You, you then came into our lives and helped us with the trademark. And we now own own that. And now I'm having to still defend it, which is, which is a good thing. I think I'm due to have. Yes, I guess, I guess that's a good thing because now I have to still go, wait, why are you using my stuff?

But also I'm kind of. Like, oh, you're using it. That's kind of cool. You know, so I'm, I'm always conflicted, but at the same time, it's such a cool thing that you have. You need the defend, you want to defend, uh, something that's so enriching and good. And so thank you, Joey, for being a part of helping us well,

you're welcome.

And it really is one of my favorite things. When, when indie law can help our clients, not just protect their brands, but. Can protect movements that they're building and the brand is the packaging around that. And what I think is so unique about H two H and sometimes I have to go back and rediscover this for myself.

And your story helped me rediscover it again, is that there is something about what you're building that isn't just like, let's be people first here and let's have more humanity in the way that we're running our business. There really is the sense. And I like that you brought, the troll is up of this.

This is something where the H two H strategy is something that you can use regardless of the type of industry that you're read. Yeah. And it's interesting that you have so many different types of businesses that your agency and you work with. Yeah. Can you, can you talk at all? I think it's really fascinating.

Whenever business owners, like you have the choice. To work with these big CEOs and be interviewed by Forbes and all these regular accomplishments that you have, and also work with coaches and consultants and choose to continue to make that a priority. Can you speak to why you're still deciding to work with coaches and consultants and like I get to work with these kinds of people.

Yeah. Well, so it's interesting because I'll try to tell you the short, I will tell you the short story.

There's short story is that. Uh, that I, I burned out. Um, and in 20, so this would have been, uh, three years ago. Uh, we were at our largest at the agency where, uh, w we like to say small, but mighty, uh, we're 30, 30 people, and we were doing incredible work yet. I was I'm on the road 200 plus days a year, um, speak and I, uh, What was that got diabetes?

I was massively overweight. I was from the outside, looking in everyone thought that I was living the life. I was, I was, I was going from penthouse to penthouse, uh, hotel rooms. Alone, but first class seats alone, you know, like it's glamorous, but it's lonely. And, uh, food is, oh man, everywhere you go. Like you can't stop eating all this great stuff.

And, and, and I was, and it was, yeah. It was really neat because I got incredible experience to speak, learn, and grow, understand, see, meet people, um, all that. But I came home one day and my 11 year old grabbed my. By the hand and pulled me up to his room and said, dad, I need to talk to you, which is, he's kind of, he's kind of, um, emotionally intelligent that way.

And he said, sat me down. And he says, dad, I, I think maybe one day soon or one day in the future, you're not gonna be here to be with your grandkids the way that you're going. And, um, you are. Uh, heading in a bad direction. And also I really miss you being at all my games and you're not here a lot. and I hope that you can, change some of your patterns and be here with us more.

And, um, hi, I just completely lost it and it just killed me. So I, of course, was on the plane the next day. For another event, uh, and saying goodbye, but with a little more, uh, weight on my heart. And, um, and I left, uh, left for that event with w man I was in tears, the whole plane ride, but I got, got up.

Did the, did the event came home? Went to Courtney. And I said, Hey, I gotta exit everything. I I've got to got to leave, so not you, not you,

but everything else. So, uh, so we did, and she said, me too, so let's take a break. And so we did, and then in that break, um, we just, man, we, we exited, um, and, and, um, We exited a lot of different things in a different, different ways. And, and, um, and it was really. Really sad and, and good at the same time. Um, and it was the right thing to do because over the next year, I really took a year off and got my head back on and started to become healthier.

I lost now, uh, 85 pounds. I don't have diabetes registering anymore. I'm incredibly my best life. It's just like, it's it really invigorated now a U-turn in my life that I am forever thankful for that one moment with my son. and to come back to your question, sorry, this is, this is why I now do what I do.

Um, because I realized that when we got to that big company and we were 30 people that I lost, uh, human interaction with clients that, that we're going to have an impact, I, I couldn't have impact on our clients anymore. It was, I was having less and less impact. Um, and I can have more impact now within with coaches and consultants and entrepreneurs and helping their businesses grow with the tools I used for these big companies that would help them make millions of dollars.

But I wouldn't see the impact. In my day, I would just feel like, okay, another plane, another day, another sunset, another sun rise. And I would feel so unfulfilled that it just didn't deliver for me.

So now I feel way more fulfilled doing that. And so what we've done is we divided the company into two and there's pure matter, which will never grow into a company like it was again, and it's a, it's a design services agency, uh, design, uh, Strategy marketing agency.

And it helps, uh, companies that have, um, have vision and heart and soul. So we're not dealing with just every kind of company out there. And then we have exchange companies, which is what you're talking about. Coaches and consultants. Yeah.

I, I mean, thank you for sharing all of that. I, I think a lot of people can relate to.

Maybe not having a story from your kid that that's, what's so interesting to me is I've heard people say that their spouse has pulled them aside and said something, but to hear that from your kid months to have this taken, that reality check to a new level.

Yeah, I mean, you still think about it.

I still think about it today and What made me understand now, looking back what makes a difference in all of our lives. And it's only because I now understand that is that it really does take a small shift. To have an epic outcome in our life. and the, the ideas to spot them like to consciously spot the small shift as it happens, because we could, we could miss it.

We could look it over and we could pass it up. I could choose to say to that moment, thank you for saying that. Uh, at some point I will do that and that. means something to me I'm going to, I'm going to not, stop traveling. I'm gonna not stop doing these things, but making a shift happen is, um, probably one of the hardest things that we can all be all do in our lives.

But taking action on a shift is one of the greatest things that we can do in our lives and, and shifts can be. Big, like I just told you, but they can also be small. Um, you know, one degree shift can be, you know, in, in all of our lives, like just going down and just, you know, lifting a little bit of weights one day and then a little bit more the next day, a little bit more, the next day means that, uh, you're just increasing a little bit more every day and it's going to have a bigger impact on the outcome.

Um, there's like a recent, uh, I geeked out over this thing where, um, even still on aircraft carriers, they still have campuses that are, uh, those old kind of looking campuses with the GLA. Uh, dome glass over them and the, the compass kind of spins it's magnetic and it spins left. Right. Um, I don't know. It's like a regular compass.

It just spins left and right. And, um, and they still have it on the aircraft carrier. It's not like a digital compass, like you would think they'd have it's actual, real compass And, uh, and every year there's a guy or girl, lady that comes on and, uh, recalibrates the compass because after a year it can be off by one degree from the magnet, um, not, not self calibrating.

And so this person will come and recalibrate it. And it's back on that one degree off being offered. An aircraft carrier is 277 miles. think about that, like 177 miles offer an aircraft carrier to be on point to getting to its destination. You can apply that to your own life in so many ways you can apply that to yeah.

You're uh, look, just, even look at a company and your company and think about what's one degree that I could shift that could make a huge difference like that. And, and it just changes. It changes things because now, you know, I don't have to make big changes to make epic outcomes. I can make small ones to make big outcomes.

Uh, I love

that you said that because sometimes it can feel like those, those big shifts. Are sexier to talk about, you know, here's this huge thing you can change in your business and it'll totally make everything better. but I love that idea of just that, that one degree shift over our time, having such a drastic impact on things.

Yeah.

So shifting the conversation a little bit more to community building, which I know is something that means a lot to you, uh, when it comes to. Being more social on social media. you're, you're so good at this, but I wanted to ask you this too, because I feel like some people are resisting being more social or they're wanting to have more breaks or whatever, because there's this sense of, well, if I'm online all day, then I'm not with my friends.

I might get a talk like that with my kid, and I'm trying to create more automations and have the business just run itself so that I can be more present with my family. Can you, can you speak at all to that being a little bit of a false distinction and how you're able to be online, be connecting with people and having those boundaries in place and, you know, respecting your personal time with your family.

Yeah, I don't, um, I don't subscribe. I, there was a time in my life as you know, when, uh, that was that. And, uh, and I was excited by social and I was trying, that was that time. And I think that, uh, I was trying to learn it and pick it up and understand it. And what does this mean? And all that. And, and, and then, and then I'm glad that's behind me, so that, and now, um, I love, uh, Uh, really just, uh, the engagement factor of all things.

Um, so that's where I spend most of my time is in engagement and that engagement happens, um, probably around, uh, once, maybe twice a day for 15 minutes each. Um, and that's about maybe that sometimes I don't even get to it and it could be. It might be the next day. It could be every other day at this point.

Um, and it, I built it that way because, um, because he bring others along so that everybody engages. It's not you. Um, I never built this to be just about me. I built it so that everyone can

engage with everyone. And I think that's the thing. Like I don't ever want to be the, only one that to be having a microphone if that's the case, then, um, I haven't done my job because I'm just talking into, into something and everyone's, everyone's listening to me, but we need to hear from them so that we know how to help you, or what are the questions out there, or, um, how can they serve us? Um, you know, this is a two way street.

Um, so, uh, and you'll notice in like in the HH hub, I I've I've, uh, I've got some of the greatest moderators that, and they're not paid and I love him to death for that. Not just that for so many other reasons. but they also, I told them, when you take this on, I expect no more than 10 minutes or 15 minutes for this whole.

The whole thing, you know, put your post up and whatever comes after that, you put in whatever you want. I don't, that's you, they do it out of love because they get interaction and they love the engagement as well. It's, it's a heart connected moment for them. and, and they, they like that as much as I do.

So I'll do a post a week. They'll do a post a week and we each take that moment for ourselves. And, and then that's about all, all we'll do. in, in less, every once in a while, someone's like, Hey, I want to do something and we encourage everybody there to do it. And so it, it becomes a lot of content from a lot of different people and I'm not the only one doing it.

That's how I've crafted and hoped for and prayed for that to, become something so that, so that I wasn't, uh, operating a community that way. And then I do the same thing for social media. I think that the, um, the heart and the soul and the, the goodness happens in engagement.

I'm not looking for, um, how much can I post I'm looking for? Where's the engagement? Where, where can I get that? And I say that to every company that I work with too, they're like, what, how many clicks can we get and how many, how many conversions can we get? And I'm like, oh, can you imagine if we skyrocketed your engagement?

Like how much that would skyrocket your clicks and your purchase. Like that would be the ultimate stop looking at clicks and conversion. Look at engagement and you'll will, you will see all of that go up.

You're in engagement mode. Are there certain kind of like steps or processes that you follow or is it just kind of like a hop on this platform and just kind of have fun for 15 minutes talking with people?

Yeah. It's so it's, it's gotta be human. It's gotta be so, yeah, there's no science and usually it's really quite frankly, my platforms for me, and it's not every platform. I'm very active on Instagram and I'm very active in my Facebook group. and you can find me in both of those places.

That's where you'll find me maybe LinkedIn. Uh, although they get 10 bit weird on algorithm. and I will go there and I will get interactive at the, if the conversation is a good juicy one and I will get

interactive on Twitter. If the conversation somehow finds its way when it's starting to come back a little bit.

How cool. Yeah. And so. I'll open those up every once in a while and see what's going on and I'll, I'll do that, but I'll never outsource engagement. I'll always be that. And then I'll just jump on and make sure that that's me. but I will outsource, um, posts. Those posts are always written. By me.

Uh, every word is coming from me. Um, every image is coming from me, but how it all gets distributed and how we put all of that out there, I can't possibly, being able to do that. So I count on a team for that. yeah, but I'm doing all of that in terms of engagement. that's human to human.

I love

What are some of the biggest. Mistakes you're seeing people make when it comes to community building?

well I think that they, quit too soon. it takes a lot to get a community up and running. to get your community up and running, you're you really want to get to that 50 to a hundred person mark, if you're just starting out, because it's, it really does take a village to get the conversation going.

you don't want to get so rhythmic that it starts to become, um, robotic actually is what I meant. because then it doesn't look like there's anybody here. It's just kind of a, um, it's, it's a, it's a place where we're, we're going to sell you eventually. And that's not what this is about.

I don't have a sales, I have a no sales policy, which is kind of strange. I just has never been there and, and I'll block people for it, for it, and I'll do it. I try really hard not to do it myself. I do offers, but I don't do direct sales. Sure. and that, uh, that holds, um, I treat everybody in there as if they are, they've just walked in to the front door of my home.

they, I love that

way of thinking about it.

That's awesome. Yeah. You get a, yeah. You get a private message from me of like, A real, like I type it out, like there's no copy paste. And I look at their profile and say something nice. And, and, um, when, and they get a welcome message every week, but it's with a question that, you know, hopefully stimulates them, uh, from Jeff and he just doesn't Ram randomly.

He doesn't even have a day. Kind of pokes around and does it on one of the days of the week. And then I'll reply to all of them too. so will other people and people just find their answers fascinating about what they do. And then we ask people like, what do you do as a job? And then

that's helpful because now all of a sudden people are like, Getting to see what might help other people and how they can, not that you're selling, but, oh, I didn't know.

There was two copywriters in here. Oh, I didn't wait. It there's two people that are ad specialists. I could use those, you know, so the, I don't want people to sell it, but Hey, we're resource rich in here. We can help each other. and so there's so many different ways that if we engage the community to help each other, goo Google's number one strategy is not to get you to stay on the Google page.

Their number one strategy is to get you to go where the, where you need to go as quickly as possible. And then what do you do you think Google For getting you there. And I want to be Google. I want to be, I want to, I want to send you somewhere where you're like, oh my God, Brian always gets me to where I need to go.

you know, that's, that's the essence of a good community.

Now, when we're talking about community, this is sounding like a Facebook group. Like that's the first thing that,

yeah, that is my Facebook group.

You, you mentioned that you're also pretty present on Instagram. Is there a way to, that comes like top of mind for you in terms of like, trying to create a sense of community on Instagram?

not as it's not private. Sure. Um, it's public and I get people that are connecting in. Cause I don't post there. I post there differently than I do everywhere else, where my posts are a little more thoughtful. They're more, I pour myself almost into most, every other post. and I love photography.

Like if I was born again and got a chance to. do another career. I'd probably, that would be it. And so it gives me a chance to do something, another passion of mine, and I match it to just something that's on my mind and, and relate it to business. And then I ask everybody, what's your thought?

Where, how do you think about that? And, and I love that part of visual to, to mental stimulation and how we can, we can use Instagram that way. So, um, and, and usually the engagement is. there's new people, but then there's the same. There's a lot of same. And I look forward to seeing them. And then we have like this little, I guess you would call that a community where we.

Those posts. And then I show up on their posts too, because the algorithm treats people who see like, if you're, if you stop on a post or if you comment on a post or if you message another person, you're instantly back into purview of each other's posts. And so now I can see, you know, each other, now we were commenting back and forth and I will spend more time.

Looking at whatever's like within my window as I'm scrolling or in stories, clapping for whatever's there for like the first 10 people there. The first 10 people here. unfortunately the algorithm doesn't give me everything that I want to see. Sure. So I can be like on yours. Um, we, which were my, I have to then go find your name, go click on something, go comment.

And now I get to see you for another week. So it's just like, it's, it's a big change challenge, but I, I still love it. I still love the visual factor and I, I still love him. The engagement factor.

This is all so good. Thanks, Brian. And I also want to talk about coaching, because I know again, you help a lot of coaches and consultants, and you're a great coach yourself.

Um, for anybody who might be struggling or have felt burned in the past by a coaching experience. is there anything you can offer for people to, to find a really good coach moving forward and the importance of having a coach, if you're a coach yourself or a consultant?

I first and foremost, I think it's there's chemistry.

you have to find a coach that has, that fits the chemistry for who you are and who they are. And that only comes with actually. doing, uh, one one-off, if you will, or some kind of, uh, like a strategy meeting or a chemistry check or something like that, like really, get in there and do that.

And don't feel badly if it didn't work out. Like actually just say, like, this is just not, uh, and a good coach will know. A good coach will say, yeah. That cause nobody wants to invest, you know, three or six months of their time when you're both going to be, not in alignment. It's, it's going to be a headache for both of you.

So why would you both want to work together and then with an uphill battle? Um, so do chemistry checks and that's going to save you so much time and follow your heart and gut on that. Um, Uh, don't make, don't make final decisions. Um, you know, about where you're at, just simply because they're giving up their time, make sure that you're, the chemistry of what's going on means that you're walking away with feeling like, wow, that is making me feel at a level 10.

Like, am I know. Seeing the value here. Uh, if you're at a seven or a six, you, you, you gotta move on. So number two is any good coach. Uh, and, and this has come conflicting with some of my, uh, my coach trends out there because some coaches are taught that it's not about impact. I happen to believe it is about impact, um, because you can coach in certain areas around where you are right now.

and the impact of that is could be soft skills. And I'm totally cool with that. I think soft skills are wonderful. You know, we all need more joy in our life and well, I'm good. Have more meditation available. I do all those things and I'm very happy and good with all that. we're not dot orgs, the ones that are coaches that want to make six figures or more, and want to coach, but also want to do well.

and so, you know, if you want to truly also make an income and survive also be effective. Also, help your clients, then, impact has to be there. And there's a hard impact versus a soft impact, hard impact is dollars and percentage increases in, increase on either one of those means you're doing your job at the end of, by the end of your coaching.

If something hasn't moved the needle, during, or, or by the end of your coaching, I don't think that that's, that's a good way of coaching in, unless you're, you're not a, in the, in that realm of coaching, like if you're a, um, anxiety coaching. Well, the impact may not be, but you could say that by getting rid of anxiety, And showing up more, you're going to be standing into yourself and able to actually bring yourself to more, new business opportunities and you won't be afraid anymore to show up and therefore the impact could be that.

And so, uh, maybe you can, or can't prove that that might be a place to check it out. I think that there's an impact like that all over the place. Maybe not a hundred percent. But most of the time it's there. So how are you actually impacting the world as a coach? Look at that as a hard impact. I know that soft impacts have to be delivered, but how at the end of the day are going to deliver the hard impact

too.

Mm. I think that's so good. And I think the flip side of the heart impact is also just as a coach being really solid in your own plan of your marketing and your sales strategy. And you and I were talking before we went live about how we both know a lot of coaches who are really good at what they do, but it can feel like a really hard nut to crack our own, how to get those first set of clients and make the coaching business profitable.

Can you talk about, a training that you have available or a webinar. Uh, that, that speaks to this and lets people know that, that you're working on something that could be a really great fit if they're wanting help with that.

I know I can. Thanks for the, thanks for the softball. this came from a coaches training Institute Courtney went, it didn't come from them, uh, but the, the plates that, um, Invented. This is because of, Courtney and I went through their program and she was their head of global marketing for four years. and, um, we loved their program. It was incredible. The, the education was just top-notch.

And if you're, if you know, if you're looking for a coach and you find a coactive coach, one, that's gone through their program. you're a step up you've now just, uh, hired a better, a better coach. I mean, that's not to say that other coaches out there are wonderful who haven't practiced for years and done what they do, but check that box.

If you find one that also has that, because their program is just it's it's, it's just gold standard. Absolutely. So, and we also went through their leadership program, which I don't have time to

talk about, but it changed my. between those two things, I sat in the, in the rooms physically before the pandemic LA a while before that.

And I used to come home and tell Courtney, I'm like, you know, I just came home with two new clients and she's like, wait, you were there to train to be a, and I'm like, I'm I actually was already coaching. I was just going there more for like learning new tools. And it was wonderful because I was learning more tools, which I love.

also, people at the end of each time, cause there's five times we went for like three or four days full days and, um, it was pretty rigorous and they would say, uh, at the end to the, the students would say in a collective like 20 people, how do we get clients? the teachers were like, well, here's what works for us.

And, I would, anybody else have ideas? And I jumped in, cause that's what I do. And for have done it, my agency and said that, and then we would go out to lunches and I would say more freely, openly. And then people were like, well, can you just coach me? I'm like, yeah, sure. Yeah. That'd be fun. Let's do it.

And I'd come home by the time I was done with it. Whole certification. I had a whole bunch of clients from it, which was totally not expected. But then I said to Courtney, why doesn't CTI do this? And she's like, yeah, but that's just not their, corner of the world. So I was like, that's that we will do that.

This is our, our gift. And we didn't. Uh, we built a, a whole, um, MBA, uh, if you will, intensive 10 week course, uh, live hybrid recordings and us, and help walk people through how to position brand market and sell yourself with financials included like how to actually financially set yourself up, and social media as well, but no ads, no webinars, no funnels and walk out.

With actual business, um, uh, uh, actually, uh, selling yourself, but not in a cheesy or our car salesy kind of way in a real human to human way, using the human human model, um, and doing it so, so that you don't burn out because I know that feels like, it's all in. And so that's, that's our program. Uh, for, for coaches and it's called David growth accelerator, um, and it's at HGH growth.com.

Um, and you can see, uh, the webinar there and then schedule an actual strategy meeting chemistry, check with me, amazing working my own walk. Right. and we can, um, we can talk about it and see if it's a fit for both of us. Yeah.

Well, I'm so excited and I'll make sure that we have. To the website, to the webinar, everything around this video and comments and descriptions and show notes and things.

But I just really want to hammer home that, like, I think this is so powerful what you do because I have more and more coaching friends who are learning and helping others, maintain an abundance mindset. And the one thing that is keeping them from really living that out

themselves is this month to month, just hustle on what am I going to do to make clients come in that so that I can do this for a living.

Yeah. And it's, it's such a great way that you're helping people who really want to make a big impact. Take a lot of weight off of. What's a pretty typical stressor for a coach

and consultant. so stressful to want to, um, do what you just trained to do. And then you, but then you got met with you get met with this big roadblock of weight, but how do I get clients and how do I do it without having to be a funnel marketer and have to go learn all of this?

Because as you know, that's a whole nother. Daunting process and there is a. Uh, I'm not totally against that kind of method. As you know, we're using it for the course, but it's not needed when you're wanting the ability. I didn't use it for building my coaching practice and it became a six-figure practice and I didn't need to use ads or, or any of that.

There's, there's no need in the world for that. until you're ready or want to, um, but that's, um, that's why I think it's, we're, we're going against the grain for all those network, marketers and internet marketers, and saying it's, you can make, you can make a lot and you can still have massive impacts on people's lives, and do it this way.

And so I'm, I'm really proud of

this work. I, I love this. And another reason why I love this so much is I think that so many. People who want to coach who want to be a consultant or an educator or whatever it is to help people are increasingly going in this direction of what can I do to create a group program or a course or something else, which is amazing.

I've done it myself. I know we're talking about your program. But I've been talking to a lot of experts over the past couple of months, prepping for this book that I'm writing. And one common thread throughout. So many of these conversations is people saying it's really important if this, in the space of being a coach, a course creator, or what have you.

To have one offer that you focus on when you start and to have that be more of a one-to-one offer in the beginning. Yeah. Is a much easier, more fun game to play. Yeah. Then to try and do the volume

game. I totally agree. And, um, and we teach us also in the, in the course, it w it's, it's not just an, any offer it's it is an offer that is so, so irresistible.

And so, um, so juicy and so on, so incredible that you look at it and you go, oh my gosh, where have you been? My whole life? Um, and I really needed that. I really, I needed this 10 years ago, but I can't not do this now. And when you go to say it, when you go to speak at Joey, um, or whoever is listening that you speak at.

So, that it's, it's. That this is your offer, that this is the thing, and you're so proud and you're so invested and you, this is like, and it rolls off your tongue because you know this so well. And I can't tell you how many times I go to ask what somebody's offer is. And. it's a five minute offer or it's a three minute offer or it's not a clear offer.

part of, part of the reason is because they haven't done, uh, the, they haven't built the house. The house has to be. You're you're, you're your mark. They've done that. The foundation isn't there. You got to build the house. You have to build your brand. You have to build your core. Why you have to understand your impact.

You have to know your messaging. You have to know, the things that go into all of that. And when you have that nail, then you get the goosebumps that you go, holy shit. I know what I stand for. Then all of a sudden, you get to that core offer and it just becomes you. And you're like, this is who I am.

This is who I serve. You can't serve a big ocean. You can't boil an ocean. We can't do that. We don't have the budgets of Nike or apple. We don't have the budgets of, of, um, of Amazon. We are individual small businesses that, that need to, uh, boil cups of coffee. You know, we can't boil lakes. We can't even boil our swimming pools.

It's too big. But if you want to actually do really, really, really well at the beginning, boil a cup of coffee and then grow from there, then go boil your swimming pool, then go boil a lake, then go boil it. That's what apple did. That's what Amazon did. They didn't start. At where they're at, they started with a cup of coffee.

So we need to think in that direction. And that's where I think, you know, we start with the offer, but the offer isn't where we need to start. We need to start with the hat. Yeah.

So good. So good, Brian, thank you so, so much for your time again, we'll make sure that information and links to your stuff has provided all around this video.

And for everybody who's watching this live on the replay on the podcast. Follow Brian, wherever you can. Uh, mostly on Facebook and Instagram though. Check out his communities that he's building. Uh, he's one of my favorites online. So again, thanks for your time, Brian. So,

so appreciated and the feeling couldn't be more mutual, Joey.

Thank you.

Thanks man. All right, everybody have a good week. I'll see you next week. 📌