Introduction and Sachin Patelu2019s Background

Welcome back folks, I'm really excited today to introduce not only a wonderful practitioner but a good friend of mine, really excited introduce Sachin Patel of perfect practice, He's gonna share his wonderful ideas on how you can help even more people with your healing services in person or virtually Now this is for you, whether you're already a health coach or allied practitioner or even if you're just starting off and don't have any customers yet, you want to listen very closely, statue and I have worked together for several years now.

We met at a conference uh a lot of years ago and he's helped hundreds of practitioners create their practices centered around work life balance and you know, I've preached this for many years that you've got to live a lifestyle that your clients are gonna want to follow. And he's like the consummate professional when it comes to that.

In 2018 session was awarded the Peter Jenkins Award as the functional medicine practitioner of the year and just last week received the second click funnels two comma club award for generating over seven figures in online sales.

So of all the people we could have here to talk about this subject, he's the number one guy, His wisdom is timeless, you can listen to him over and over, walk away with something different every time you do, he's the author of the bestselling practice management book, Perfect practice right here on my desk and he hosts an insightful podcast by the same name.

You can look that up and of course we're gonna be putting a lot of information about sex in the show notes, but I just want to tell you before we bring section on for the last five years that has been training practitioners all over the world and teach them how to effectively communicate their value, run efficient practices and leverage technology to free up human capital so that you can live and they can all live long and loving and laughing lives and have a good time doing what we love to do.

So with the world shifting under our feet, I can assure you that Saturn's calm and timely insights will help you grow personally and professional. Please welcome my good friend Sachin Patel, thanks for coming on set and say hello to the group and I will give you some moments in your background. Go ahead, thank you.

Thank you. Read, I appreciate you having me on. And I'm excited for our conversation today. It's been a great ride so far, getting to know you over all these years and you continue to uplevel the game and this is another example of that. So I'm thrilled and it's great to see the direction that health coaching is going in and more and more people are jumping on board in this amazing profession and I'm excited to propel it forward even faster.

You've been a leader from, from the day I met you, you know, trained as a chiropractor, but understanding that um that might be really magnificent in some ways, possibly limiting in some ways. And you also are one of my homeboys from Toronto Canada. So that's another amazing coincidence.

And uh, you know, even under these times of trouble, we've been able to hang out in uh in Hawaii early this year, I work with the mastermind group and just lift everybody up, you know? So when we cooperate, that's what happens.

How did you go from chiropractor to this amazing health entrepreneur or you know, part of the story, you know? Yeah, great question. You know, it started way back almost 12, 13 years ago now. So in my second year of chiropractic practice practicing out of norwood Ohio, which is just a little suburb inside of Cincinnati.

And was there working in an active release practice were helping athletes, professional athletes, olympic athletes, you know, amateurs, weekend warriors, helping them recover from chronic injuries and strains.

And so the people that I was working with were relatively healthy, like the healthiest of the healthiest people getting

hurt doing, you know, athletic activities. And you know, so my population based at that time was not necessarily dealing with a whole host of other chronic and degenerative diseases.

But one day I was on the news, so being, I guess good at what we did. We gained notoriety in our community that landed us on the news and they did a story about a lady named Connie who had elbow pain and she had, you know chronic tennis, elbow issues, had surgery, physiotherapy, nothing worked came to see us. And within weeks she was feeling better.

So that was the story. But that night when the story ran, we had dozens and dozens of people calling the practice and scheduling appointments. And as these people started coming in, none of them, except one lady had elbow pain.

The other people that started coming in had chronic health issues like fibromyalgia, chronic fatigue, rheumatoid arthritis, you know, autoimmune conditions, stuff that, you know, kind of take for granted now in terms of what to do.

But at that time I had no idea what to do. And as I started asking questions, I also realized that not only did I not know what to do, but they're medical doctors and specialists and people that they were seeing were kind of stumped as well. And that didn't mean that they weren't trying, that they aren't good people, but they had exhausted all of their, you know, tools. And so then I basically turned all these peop away because I didn't know what to do with them, but it was gutting not knowing where to send them.

From Chiropractic to Functional Medicine

And right around the same time, I somehow got added to an email list from, from Dr Ron Grisanti and he runs a program called FM you and I took that program, you know, really for myself, I said, wow, like if these people have nobody to help them and there's nothing that I can do or I don't know where to send them to what's gonna happen if I me myself or a family member developed something like this, what happens to those people?

And that's what prompted me to take functional medicine training. And as a result of that, I cleared up some health challenges that I didn't know I had because I was just dealing with them my entire life, digestive issues, chronic and kind of persistent acne and you know, challenges that I thought I had exhausted every option, every topical lotion and potion or pill or you know, whatever. But it wasn't until I started making the lifestyle changes and the nutritional changes, cutting out gluten, dairy, all of these things that my my personal health transformed.

And I said, wow, I'm somebody who's relatively healthy and I'm feeling this much better, What could this do for people who are really unwell and not doing some of the other things that I was doing? And that's when it sparked an interest in me to pursue this further, approached my boss at the time.

She wanted nothing to do with it. She was uh, you know, and rightfully so she was a great diagnostician and clinician in soft tissue injuries. She didn't want to go back and learn nutrition and lifestyle and all of these other things because she had already developed mastery in one area in her life. So I respected that.

But when it came time for me to take over the practice, I do decided to go in a different direction for that reason because I wanted to pursue a different way of helping people.

So my journey and functional medicine started there and then I started working for somebody else and it became an independent contractor and basically as an independent contractor, I took over these two practices and had strong work ethic and you know great mentors and training at the time. So I was able to take those practices and build two of their more successful practices in their company.

But the company started making bad business decisions and basically uh ended up owing me about $60,000. So they wrote my contract in such a way that my systems and processes broke their systems and processes and they couldn't afford to pay me anymore. So they were writing me, I owe us every month and at that point around 60 to $60,000 in, I had to make a decision and I stepped away from that. And when I did that I committed to starting a

practice and a business that would never put the owner in the position that they were in and would never put an associate or team member in the position that I was put in.

So you know, I know what it feels like to have sleepless nights not knowing where your next paycheck is gonna come from knowing that you've done the work and earn the money, but it hasn't been paid to you. So the frustration that gets associated with that, I know what it's like to have familial challenges and relationship challenges when you're under financial constraints and stress. And so I had, I had to deal with all of that and under those conditions, I started the living proof institute as a very, um, you know, low overhead or what I call a smart overhead model that allowed for expansion and growth without, you know, bankrupting the company in a sense.

And so we created a new practice style and then I've been teaching that to practitioners ever since. Uh, you know, it's a wonderful story and you know, one thing that's really evident is your work ethic, you know, and I was gonna ask you about um, your dedication where that comes from.

Like, did you have your own health challenges? A lot of people come to this business because they were sick and they, you know, they had to fight and work really hard to get over it.

Now they want to help others doing that. What did you have some anything going on with your own health was more just professional. Yeah. No, you know what, I didn't realize I had health issues until I got rid of them. So for me I had dealt with chronic acne and I just thought, hey, that's my skin, that's who I am, but it wasn't until I gave up dairy that my acne disappeared. And then the other thing I dealt, the other thing I dealt with was chronic aches and pains.

So my muscles, mostly my joints would be a key. So I wake up in the morning and my entire life I would wake up stiff every single morning in my joints.

That is, and as a result of that I would end up having, you know, it would take me a good 10, 15 minutes just to kind of loosen up and I had put up with that.

I just dealt with that, not knowing that there was some underlying issue causing it. For me. It turns out it was gluten that was causing it. And so once I cut out gluten, the joint aches and pains went away.

So you know, those are the two big things for me initially that I had given up and changed and that it started improving my digestion. I didn't realize this because you know, who really thinks about their poop all the time, right?

You know, there was a point in your life where you don't think about these things, you just go about your day and my digestion started improving my energy started improving.

I went from being a late, late morning person to being an early morning person, you know, my whole life. I just convinced myself and told myself I'm not a morning person and that was my excuse for being tired every morning.

And once I actually started making these changes, those subtle issues started going away. And what I realized is that we don't have to be broken to do something about our health, right? And it's great that people have those stories, but you know, we don't have to be completely down and out to want to be healthy, Right? And that's unfortunately what a lot of people wait for. They wait for their health to deteriorate a rate and just consumers in general. And then they do something about it.

And you know, I want to create a health model and that's kind of our mission is to create a health model where people who are relatively healthy and vital are pursuing further health and further vitality and viewing health as a, as a lifelong journey as opposed to an event?

Yeah, I love, I learned from a chiropractor once an expression or analogy that most people, you know, if the red light on their dashboard comes on, oh boy, I gotta take the car and right away, you know, like they'll take their car and to get picked. But if it's an acre pain, they'll wait months, you know, hoping that maybe goes away.

They're never really not following their body signals uh enough. You know, I mean symptoms aren't everything, But so with the living proof Now, what's the, what's the basic philosophy now behind the living proof institute great question. So our philosophy is essentially that if we can find the cause, we can teach people how to become their own cure and we can teach people how to activate their inner healer from the comfort of their home.

You know, our philosophy is that nothing can fix your body better than it can fix itself. And if we teach people how to, you know, essentially activate these healing mechanisms and centers in their body that the majority of their health challenges will disappear because as you know, read the body is constantly fighting for or striving for homeostasis.

So it's very rarely that the body is the issue. It's usually the inputs into the system that create a problem. And you know, a simple analogy I can give you is our traditional medical system is kind of set up to fix the car when it's broken.

Right? So we take the car to the mechanic when it's not working and not functioning properly. But if you're not driving the car properly then that's going to lead to more mechanical problems.

But it's also gonna lead to a poor user experience.

The Living Proof Philosophy and Patient Empowerment

So we teach people, you know, hey, let's just for a moment assume it's not your body that's broken. And let's for a moment assume that nobody has taught you how to use your body and unlock its magical tools.

Let's see what that, let's explore what that looks like. And then we start focusing on sleep, we start focusing on breathing, we start focusing on a connection with nature and source and balancing our electromagnetic field by grounding ourselves and really teaching people how to uh and encouraging them and coaching them through the process of activating their own inner healer.

And then and only then does it make sense to you know, do the fancy stuff. You know, we find that most people aren't doing the basics and it ends up leading to hundreds or thousands of dollars of them searching outside of themselves for answers when the answers are actually inside of them.

Is that what you mean by the doctor of the future? Is the patient that's a pretty well known quote from Sachin Patel. The doctor of the future is the patient that so I'm hearing that you're you're talking about the innate exactly. You know the doctor the future is the patient.

If we look at the direction health is going in health is becoming decentralized and democratized. So it used to be such that to get the information that your doctor has or your clinician has.

It used to take you know years and years of being in school, it only select people got to learn this information. Only select people who are deemed um sufficient you know in their academics and grades were allowed to learn what was taught in medical school.

But now with the internet and technology and the decentralization of this information, anyone who wants to learn this information can learn it. So the information is now available to people essentially for free.

But what people now need to know is what part of this information is relevant to me, What part of this information do I need to uh, you know, actualize and actually do for myself to get the result that I'm looking for.

And this is why where there's a huge need for coaching because if people can doctor themselves, that's great. But they can't coach themselves. A coach is a, you know, a third party that helps us find our blind spots, that helps us reach a little bit higher. That helps us identify the two millimeter shift that we need to take in our thinking and our actions in our bedtime in our wake time, in every little thing that we do that's gonna help us, you know, just find that next level because as one of my mentors, Tim Grover said, there's always another level, you know, he was Michael

Jordan's personal coach and he did all of his training and exercise programs and everything for him. And Michael Jordan had a coach, right? So, you know, he had a coach his entire career.

And in fact, the funny story just surrounding that is that Tim Grover wrote a letter to every single Chicago bulls player except Michael Jordan's and the only person that responded to his request was Michael Jordan because the best are always seeking for that edge.

They're always seeking to be better. Yeah, that, and the fact that Phil uh, uh, I forgot the name of the coach of all of a sudden, but, but yeah, yeah, that didn't help or hurt much George, you know, winning championships under one head coach.

Um, so everyone needs a coach like you say. Um, so you've been coaching practitioners, health coaches, licensed other chiropractors, even medical doctors and things.

Let's talk a bit about the health coaching world, because it's most of our listeners today. What's, you know, why do you think there's been such an explosion In the, like, like for this event, I was able to get 30, coaching programs to come and speak, I got turned down by a few, I don't know why and others, I just couldn't get a hold of, you know, so it's amazing how many programs that are out there when I started, I think we're one of the only ones Dr.

Ron who you mentioned was there, and just maybe one other person, also a chiropractor, by the way. Um, but now there's, there's 40, 50, I don't know how many there are, but why do you think that explosion is taking place? Well, I think, you know, as people become their own practitioners or doctors, let's say, and their own inner healers, the need for a coach has significantly increased and if we look at our health care system right now, uh, you know, one challenge that we see is a huge in currence and costs and, you know, doctors have really high salaries, so to speak, right? Or the cost for a doctor's time can be extremely high and a person might not need a doctor, their health, the requirements for their health because because here's the thing, many issues that people have are caused by behavioral problems, not medical problems.

So it's the behavioral problems that require a coach, it's the medical problems that require a medical doctor, right? Or the chiropractic problems that require a chiropractor. So there's always gonna be a need and time and place for those services. But the types of challenges that people are facing right now, we're realizing chronic diseases are caused by, you know, chronic assistant behavioral problems and you need a coach who can help you modify change and replace certain behaviors in order for you to get healthy.

So that's why I feel like there's a huge explosion of this market and there needs to be, because leading up to this point, we've been treating everything as a medical problem, not a behavioral problem. And once the public kind of wakes up to that, then they're going to be actively seeking coaches because that's the right person to solve the problem. That's really good answer.

You know, um why they're seeing health coaches because they need one and the doctors aren't providing that kind of education and training and accountability and, you know, the prototype of programs that a health coach can, although more and more doctors offices I think are hiring good health coaches is great for business. Um Oh it's Phil Phil Jackson was the name of Jordan's coach that I was trying to remember. But so so what do you see as like you said, you know the doctor of the pay the doctor, the features the patient meaning we can heal ourselves and uh you know we're we're finding that we can overcome our own problems and I would have to say sex and probably I'll just guess at half at least half more than half of the people who come to the F. D. N.

Course for instance had a serious health problem or have one and they're not getting any answers in standard medicine. You know standard medicine for some reason is just seems to be lagging behind in that they just like to treat symptoms.

That's a good thing. You know no one wants to be in pain or have the whatever it might be um or they're managing the disease. And so I kind of see why people want health coaches are actually gonna look for underlying causes and conditions work, make you work on those behavioral issues and things and um that's why they want to go get certified now that they've overcome their own thing, they want to go help others and you said you had your own

challenges and that was influential. But I'm kind of seeing like where doctors are also now wanting to become health coaches, have you experienced that and why is that going on?

Why Health Coaching Is Growing

Yeah. In fact, you know, some medical doctors that I coach, one of the first pieces of advice I give them is to get certified in health coaching program because it actually it expands their scope, it expands the tools that they have to help their clients and in some cases uh it can actually be a broader scope of practice or rather it can be a scope of practice that's more in alignment with the types of services that they want to deliver. So if you're a medical doctor let's say and you practice in Ontario and you want to provide functional medicine testing or you want to provide, you know nutritional or supplemental counseling or you want to provide, you know email access to you like none of those services are covered under our socialized medical system. And in fact if you started doing those things as a medical doctor, your your license would start being questioned and you might even lose your license because you're not following the standard of care.

So some of the practitioners that I've coached? One of the first steps I have them do is do just that because we want them, we have to ask them first what is it, what type of services do you want to provide to your clients and if your scope is limiting you or preventing you from providing those services, you'll never be able to create a business that aligns with your values and being coach and helping people, you know, eat better, think better, move better and doing that remotely.

You know, if these are the things that align with you, then we need a scope of practice that enables you to do that. So that's why I see a lot of practitioners moving that direction, It just makes sense. Um, you know, here in Ontario as well.

Natural Path, for example, can't order certain labs and they can't charge case fees and they can't share testimonials online. So, so if you're, if you're a natural path that's trying to do specific labs or you're trying to charge a case fee because that's a better way of managing your case flow and patience and practice and you want to share testimonies, like you can't do any of that stuff.

So you're almost, you know, signing up to fail from a marketing standpoint because you can't tap into these things. Whereas if you're a health coach now, your scope is expanded and depending on the program you take, you might be able to order lab testing, you might be able to work with them via telemedicine. Charge a case fee, share testimonials.

So now you're able to do the things that, you know, are going to add the highest value to your customer and stay in alignment with what your scope or designation allows you to, I think that's a really good point, you know, that uh there's people want to be health coaches to help others and people who are already in the health business.

Uh, it might seem like kind of a step backward or downgrade, but I love the way you put it, you know, to go from a physician to a to a health coach, but you'd be a licensed physician slash health coach and expand.

You actually expect you're not reducing, but you're expanding what you can do. Um and some of the referrals we've had from, you have just been the most wonderful people.

They have truly have our heart center and they wanna, they just wanna do more good in the world and one of them actually gave up his license recently because he said it was too restrictive, was like handcuffs and he didn't, he didn't want the board coming down on him for telling someone to take vitamin C for instance, you know, one of these kind of a thing that we're running into.

Yeah, so let's turn it to, Yeah, I mean, it's just kind of nuts really. But um you know what I love is that the people are really kind of in charge of the market is dictating.

This is why I think um you know, the power of the purse is still very, very, very powerful and physicians are seeing that people will spend their money out of pocket, especially in Canada has been known for, its reputed for many,

many years that, you know, Canadians love their health care system until they need to come to United States for treatment, you know, so they're just seeing that there's there's options here and you can, there's cash practices and things like that.

Let's talk about that, how to operate a business from that point of view. I mean, you have this amazing book, perfect practice and you have a course, you teach, you know, they can sign up with you for your program and learn.

Let's let's turn our attention to that which came first, the book or the program. No, definitely the program. And what I did when I wrote the book was I took some of the best tips and you know, really timeless strategies that I could offer to my coaching clients. I said, you know, what, how do we elevate as many practices as possible? And I certainly know in my lifetime I'll never be able to personally coach everyone I want to, but if this book at least inspires them and gets them taking action, then it can help me leave a legacy behind and you know, prevent people from making the same mistakes that I did.

So I wrote the book not as the shortcut. You know, you still got to do the work. You still got to climb the mountain, but a smarter path towards getting there. And again, I tried to make the book really easy to read, very practical and inspiring at the same time and it's, it's stuff that we've done in our practice that's worked, stuff that we train our other practitioners to do that works and just like anything times are evolving. So our mentorship is a way for us to continue to help practitioners stay abreast of the latest information, What's relevant, you know, there's been a big transition as we've gone through this interesting time period of 2020 as a whole and we've been able to help practitioners have some of their best months ever. So it's been fantastic.

I just got word from one of my clients that, you know, they've been in practice over 20 years and they had their best month ever last month, in the middle of a pandemic and I had another client who had his best quarter ever in functional medicine this past quarter. So despite everything that's going on around the world right now is a great opportunity for coaches for practitioners to really lean into their messages because what the public is looking for right now is leadership and that's exactly what's lacking is that leadership. So we have an opportunity and an obligation really to bring what we do to the forefront and help people, you know, get as healthy as possible from the comfort of their homes.

I mean that's what people are looking for right now and this is such a great time for us all to be alive and be of service Man, you're so right. I'll never forget being in the office 20 years ago and we're getting the chiropractic offices, nutrition health coach.

We didn't, we didn't call it that, but I was um, and uh, and I would tell the patient, it's not what you do during the visits. It's what you do between the visits that matters.

And that become became the foundation, like you say, the comfort of your own home. You can do this.

Building a Perfect Practice and Five Freedoms

Well, you, you and I were on the same call on a zoom call a couple of weeks ago when I was in London with the and Jeff Bland, was there, Jeff Bland is one of the fathers of grandfathers of functional medicine.

I suppose you'd call him. And uh, he said something very interesting that backs up what you just said and that was that everyone, everyone is going to be exposed to covid 19. And so what that makes it really important is, um, not necessarily that there's some vaccine or thing, but that we lower our own risk. If the, if the doctor of the future is the patient then what do we do lower your risk? And and how do you do that?

Which is get really, really healthy? Right. So, um, that's the kind of practitioner that you work with those that are heart centered like that that are trying to get people to, you know, not have to go to the doctor if possible.

Um, tell us about your program that the perfect practice, you know, that you can either share some of the ideas on how you help practitioners help more people expand their horizons expand their practices or just tell us what the

program entails if they were to hire, you know, become a coaching if you were there coach.

Yeah, absolutely. So um you know, I'll share this because I think this story kind of encapsulates what our program is designed to do. We always start by putting the practitioner in the middle and putting their health as the number one priority in their practice. So it's kind of a different approach because most practice coaching services will put the practice first and it's all about the numbers of the practice and how much you did in sales and revenue and expenses.

What we look at is something completely different. We look at the practitioner first, what's your HR V, what's your health like? You know, what are the things that you're doing on a daily basis that help you become a thicker trunk to that tree?

So instead of trying to grow the branches really big, let's grow the trunk really big because then we can grow all the branches and as I mentioned in the very beginning, as you, when you introduce me, the focus is work life balance.

So we start by teaching our clients to design their dream day, that's their first exercise and then we want to teach them how to create a business that wraps around that dream life instead of trying to squeeze a life in around their business.

We also really want to know what their values are. We we build a practice around five freedoms. The first freedom is health. So your practice should never cost you your health because that would be the irony of all ironies, right? The second thing is emotional freedom.

Your practice should not, you know, cause you to become a miserable person. The third one is time freedom. So you should set up systems and processes in your practice that help you buy back time. The fourth one is geographic freedom, which means that I believe we have an amazing world to see and so many beautiful places to travel and how nice would it be if we could have a business that helps us make a living and earn an income while we're traveling, But also enables us to keep our feet in the water should we choose to and enables us to work with clients remotely.

So geographic is the fourth freedom. And then the fifth freedom is financial freedom. So we want to practice that basically helps our practitioners achieve all five of those freedoms. And in that specific order, most times we start with financial freedom as a primary objective thinking that health and emotional freedom and geographic freedom and time freedom will come as a result of that.

And that isn't always the case, but I know if we start the other way around and the financial freedom is inevitable and you'll have an amazing life to enjoy, that financial freedom instead of the golden handcuffs that many practitioners feel that they have. So we start with the person, we start with their dream, their vision And then we teach them automation, we teach them how to leverage technology, we teach them how to become better communicators, we teach them how to become better leaders in their in their practices, but also in their communities and really become an embodiment, of you know they're the best version of themselves that they can be because if we're showing up every day as a 10 out of 10, then that allows us to be 10 out of 10 in other areas in our lives. If we show up to work as a six out of 10 with our own health because we're tired, we're not eating well, we're stressed out, We don't have good tools to manage these things.

Then we can't be a seven out of 10 as a clinician, we can't be an eight out of 10 as a parent, we can't be higher than a six out of 10 and anything else in our lives.

So we really focus on how can we get you to become the best version of you so that you can create the best so that everything that comes out of you, all the ideas, all the actions, all the steps that you take, all the copy that you write. You know, all the design work that you do is the best version that you can express because you're expressing yourself at the highest level.

So the three legged stool that we build that around is personal development, business development and clinical development. So people might join us from programs like yours for example, Uh and you know, they get great

support and they get great clinical insights, but then we also have a bunch of clinicians that can look at a case and provide additional clinical insights. We do business coaching and office hours where we have about 40 or 50 people on a weekly call and then we break up into small groups and share our wins and share what's working, share what isn't working.

So you're learning in real time and we're kind of modeling fungal networks which are hyper nuclear gated cells that basically learn at rapid rapid speeds.

So every week you're learning what's working, what isn't working and you're sharing that back into the ecosystem so that, you know, as like a Mycelium Community, we're expanding our knowledge, expanding our reach and we're learning faster and faster and faster each and every week and becoming more and more effective.

So, you know, in a nutshell, you can tell I get really excited about this. But in a nutshell, we help people build, you know, their perfect practice that's built around their perfect life.

Yeah, I I know what you're excited man, because it's fun to, you know, because you're helping people and you're doing well with it and you know, your gives you time to be a great father and have a wonderful young man son and and that you're incredibly dedicated to that, and I see your posts like you walk your talk, you know, so that's a beautiful thing and I respect you so much, what's one of the hardest of those five things, So for people to do, like you got a practitioner, they're a great clinician, but they're kind of falling apart or so, you know, I don't know which what do you see the most of where we're like the biggest weakness or something, you know, the biggest weakness is our also our biggest strength, which is our mind and you know, there's nothing easier to change than your mind and what I tell people is, you know, move the mountains in your mind, so you're only moving mole hills in real life, and if you're not willing to move the mountain in your mind, then you're gonna end up having to move it physically.

So becoming the smartest and most effective thinker is super, super valuable, but many people, you know have self limiting beliefs, they have self sabotage as part of their daily pattern, you know, you know, one of the things I wrote in my mentorship group today is that, you know, constantly starting new projects is a form of self sabotage and procrastination because something is finished. You have to own that it's finished.

And if it fails, then people are dealing with the fear of failure. But if you never finish the project then you never have to own up to it. So what do you do? You just go and start something new and then you think that you're running a business, But what you're really doing is you're running a program of trauma and you're running a program of fear of failure.

And so once people recognize these patterns and we start, you know, dissecting where is this fear of failure coming from? Maybe it was something that happened when they were six years old and they screwed something up and somebody yelled at them and now they're afraid of failing for the rest of their life.

You know, I had a client that this happened too and he had a stepfather that was verbally abusive to him and so that made him so fearful of failing. So what would he do? He would not do webinars because if he didn't do it doesn't do the webinar, there's no possibility of him failing.

And but if he does do the webinar, then he's going to focus on the aspects where he failed. So you just beat yourself up. And so a lot of times it's addressing these, you know, these limiting beliefs that people have, it's addressing the past trauma that they've gone through and and showing them how it's showing up in their life and how it's negatively affecting their business, their relationships and their ability to serve their communities. Yeah, you're so right.

We've noticed that as people are, we have a course registered, we don't have a sales team at the course yet we do very well. We have of course registrars. Their job is really just to find out is this right for you? It's not a lot different than if, you know, I'm, let's say I'm a health coach and I'm talking to a person about their health.

Mentorship, Mindset, and Daily Gratitude

I'm not gonna make any promises until I interview them to find out if I'm the right guy for them. If number one can I really help them, Number two, do I want to, you know, like as this person I can see myself working with, we have other qualifying things of course on our on board, but it's the same with the course. You know, if it's not right for you don't start it because you probably, it's very robust and you might not make it through.

So they have to have a real strong desire to help other people and they got to be willing to walk the talk. That's my my two, number one things that I want to know, it's great if they have a computer and, you know, all the skills, you know, you have to have kind of modern uh computer skills and things, but I wanna know, Do you want to help others?

Yes. Are you willing to walk the talk? Yes. Okay, that's a good enough starting point for me. Um, listen, what now, what else about the program we'd like to tell us because I know people have gone through it. I doctors, we where we sort of both trained them. Um, you're on the business side, um, already physician and we've given them some coaching skills or they've hired one or even two of our, our graduates, you know, so we got a lot of the same constituents.

This is just a group of health coaches that we're talking to right now. What's your, your best advice there? You know, I would say that the best, you know, the absolute best advice I can give you as a health coach is to surround yourself with the right people.

Jim Rohn is famous for saying, if you hang around dogs eventually, you'll get fleas. So the five people in your inner circle that you surround yourself with is super important. Um, and usually you want to be, I don't wanna say the dumbest person in the room, I don't like that terminology, but the hungriest person in the room and you gotta be hungry and curious if you can be curious and hungry, you will be unstoppable and just realize that whoever you believe to be successful. Uh, there's always a story and that person is always willing to share share their story and they're always willing to help you prevent yourself from making the same mistakes they did. So ask questions, be curious, be hungry and you know, success awaits you and and many people have left clues.

I mean that's exactly why I wrote my book because not everyone can afford to work with me one on one. But guess what if they start applying the information that's in the book, then they're going to start seeing amazing results.

And if they do, if they're doing those things and then they call me perhaps then we can take things even further. So surround yourself with the right people get a mentor, somebody who's made the mistakes on their dime and their time and you know, leverage that. And one of the things that I tell people is that the closest thing I've ever discovered to a time machine is a mentor because they've gone through that journey already. They've traveled through time and they're able to tell you what to do and what not to do. And that can save you so much headache that can save your marriage in some cases because business mistakes and errors cost people their relationships, they can save your business, you know, makes that people make can cost them their business and sometimes it can cost you your pride and dignity.

So find somebody who can help you find someone who shares the same values as you and is willing to share what to do, what not to do that can save you so much time, money, energy and emotional trauma as well.

Yeah, I totally agree with that, you know, you can have, if you want to make a certain amount of money, uh you're not gonna learn it from someone who makes you know 40 grand a year, you know, you gotta go and talk to that that level where you want to be. Well um would you mind sharing who some of your mentors or um you know, thought leaders are that you've enjoyed?

Yeah, absolutely, Well certainly I look up to you read and you're just a great role model for all of us uh start by definitely recognizing you, you've played a very positive role in my life and uh you know, I look to you for that quiet leadership, so thank you for that, other people Peter Osborne has been a great role model for me and for joe polish somebody I really look up to and you know, get to work with personally, I really love Matthew Loop, he's been a great influence for me, um you know Tim Grover has been a mentor for me, Jim Rohn Tony Robbins, I mean there's so many people, my brother is a great mentor, my parents, you know, the original mentors for me, people who really showed me how to live, love and uh you know, really be grateful and appreciative for the things that we

have and showed me the importance of family and and you know, being there for other people.

Uh, and and showing up as a leader, not just showing up for the sake of it, but showing up with with a sense of presence. So there's so many people and in fact I I'm almost nervous to leave anyone out, so I don't want to leave anyone out.

But the complete list is actually in my book. So you can see that I'm really big on acknowledging my mentors because they played such a role in in, you know, helping me move forward in my life. It's always the one you left out that calls you the next day.

So, so last question, if you would section what one thing do you do every day that you consider to be a big part of your happiness? You know, a big thing for me is is being grateful and being present and in the moment and now that, you know, my son has been home for the last uh feels like months now.

We've been pretty much yeah, months, we've been pretty much together the whole time and being curious, you know, being curious and role modeling, health for him and knowing that he's watching and listening to everything that I'm saying that's really helped me become hyper present and in the moment and I'll admit that I'm a work in progress by no means am I perfect, but it's something that, you know, he forces me to reevaluate every single day is how much can I be in this moment? How present can I be?

How curious can I be and how much can I laugh things off when things don't always go as you expect them to? Yeah, Well I appreciate that. I wasn't looking for anything personal. I just, I thought you were gonna say, you know, someone important the, the, but thank you so much. It's been a true blessing to know you for all these years and to have you on a, on a summit. And the other work we've done together, it's just, it's just such a blast to work with with a friend who you trust, you know, so we're gonna say goodbye folks and uh, all the notes will be there so you can get touch with Santini is an amazing program is multiple programs.

But uh, if you want some just unsurpassed coaching, he's the guy, uh, he's proven it many times over. And if you want a copy of these recordings, all these things go go in the same show notes. And just by the recordings, you know, once the event here is over, they either won't be available or they'll be more expensive and you won't get the bonuses.

We had, uh, some of our guests donate some gifts that like I think this whole series is less than 100 bucks and like there's $2500 worth of bonuses. So it's everyone's been just so kind and nice and and generous with their time and their information and sharing and uh so glad that you're part of it.

Thank you man. Well thank you, my friend. It's such a great honor.