Introduction to Sean Croxton

Thanks for coming back. Ladies and gentlemen. And today I have, just one of the most special guests we could have. The guy that I've been really close to since the last decade.

And, again, buddies, business partners and associates. John Croxton, he's a podcast host, author, entrepreneur and prosperity teacher. You probably know him as the host of the Underground Wellness Radio.

That's one of the internet's most popular health podcasts ever. Believe I was his first guest on that, and during his seven years with Underground Wellness, he penned the still popular Dark Side of Fat Loss e-book.

He also started the Surf Just Eat Real Food movement, which is amazing. He hosted seven online summit events, including the Thyroid Sessions, Digestion Sessions and the Depression Sessions, which were phenomenally successful.

Matter of fact, I think Sean wrote the book on having these kind of summits that we're having right now. And after ending the UW podcast in 2015, he decided to move on from holistic health to something that's maybe even more dear to his heart.

He's going to tell us all about that, and that is how to create a new. It's he created this new movement in the world of personal development and the science of mind.

I've always known him to be a big nerd. And so now he's the host of and this is something I subscribe to. I get every day is the call to the day show.

That is now the number one daily motivational podcast featuring short, inspirational teachings from the best of the best speakers. Sean I love that one from Les Brown, the other day become a big follower of his, He's also got a book club that goes along with that.

He's also the creator of the Money Mind Academy. Now that's the program, along with a couple others that we brought him on to talk about. That's an eight week course that will completely change your relationship with money.

We all know health coaches tend to think that they undervalue themselves. And my mind, having trained them since 2008. So we're going to talk a lot about money, mine and how, health coaches can, start to realize how much money they're actually worth.

His personal philosophy is, little by little, a little becomes a love. He loves to read books, hit the gym, meditate, watch basketball. I've actually played disco ball with him and eat real food all night.

He is, like I said, just one big nerd at heart. And Sean, big hugs and love to you, man. I'm so glad to have you on this podcast and summit interview, man. Mr..

Yeah. Say hello to the group. You probably have, 20,000 health coaches or wannabe health coaches listening. So, say hi and tell us more about yourself.

How you got. What's up, my friends? Gosh, I think you pretty much covered it all. You know, I've been in the health and wellness space, or I was in the health and wellness space starting back in 2007.

Doing YouTube videos, creating podcast, kind of one of the first people to be doing podcasts in this space and doing YouTube in the space. Just saw the opportunity, saw the, the ability for us to go out there and get a message out there to the people for free, you know, through YouTube and podcasting.

And, again, you know, like you said, created those summits at some point, decided, I had to roll out of there. This

wasn't as fun as I thought it was or as it used to be, I should say, doing personal development now. Love it.

You know, that's one thing that I found as a health coach was that beneath all of these, you know, functional medicine things and all these pillars in these systems is the mind, you know, everything begins with the mind.

From Health Coaching to Personal Development

And one thing I noticed was that the clients that I worked with who got the results the fastest were the ones who had the best attitudes, you know, the ones who were just kind of like, woe is me.

And, you know, the world is against me with the victim mentality, were the ones who just didn't get much better. And, you know, one thing I really didn't want to be, even when I was a personal trainer, was I didn't want to be a therapist.

Like, I don't really care about the mind part of it. I just wanted to do the physical stuff. And I just realized at some point that you cannot separate the two.

They are just one and the same. And so I just kind of went down this rabbit hole of learning how the mind works, how the subconscious mind works. And, kind of got myself here five years later after moving off from underground wellness.

And, I'm really glad that I did. Yeah, I know, you know, we've been in touch constantly. But you were a personal trainer. You came out of college and were training people, and then you became a health coach, and you did that for a while.

So I want to be really honest with the listeners, because some are health coaches already. The summit we're having a lot of people who are training health coaches.

Some are, doing the, spiritual aspect, some are talking more about just weight loss, and we're talking more about certifications include a wide range of specialties, things like that.

And this this area that you're in. I really think that you you nailed it when you switch. But you spent seven years doing, the underground program. You've interviewed every person in the health space.

Was there anything common among that? If you go back to the underground wellness days, and all those hundreds of people you interviewed that was, common enough that we should all be aware of it, even if you end up specialize in something else.

What was the most common thing you found in the in the sort of alternative health space, all those people's books that are really not only does it become one again with the mind, but in speaking with people, it was to eat real food, you know?

And that was my thing, you know, just eat real food. Because if we can all agree on one thing, it's eat real food. Don't eat the, the, the processed, packaged stuff.

You know, the science experiments that Big Pharma puts together for you. Just eat real food, try to make it organic, wild, free range, biodynamic if you possibly can.

But you know, eat real food, reduce stress as well. I think is like the common denominator amongst all the people that I interviewed. Yeah. And they came from all walks of life and things.

And, I'm one of my gurus now is, this guy, your name is Sadhguru. You know, he's from India. Like a real guru. Yeah. Listen to his podcast, almost every day.

And he talks about food a lot. He says you're made of food like you're made of food. How did you get from this big

to to as big as you are now? Well, you put food in there and skills and grow and change and you develop things like that.

So so that was an amazing thing. What I love about you, Shawn, is you're a thinking man. You don't seem like a nerd, but you got nerdy habits, you know, like, you you just love to read, and you know what I mean?

Like, you're no nerd, man. You know? You're you're. I'm a nerd. I like I like being a nerd. I love reading stuff. I love watching programs that are educational.

And most of all, I love sharing what I learned with with other people. Because, you know, why keep the information to myself. And that's why I'm so happy that we have all these different platforms these days, whether it's social media or YouTube or podcasting or blogging, just the internet in general, like these days, if you have a message, if you want to help people, there's really no excuse for not doing it like everything's there.

It's never been this easy in the history of the world. And so let's let's go do it. Let's help people. So, did becoming a health coach and having some success in that area and then things you realized, then you became like the super I mean, I didn't I've watched a lot of the people I know go from health coach to other things.

And it's a great launching point. I just want you to tell us, do you think that if you hadn't been a health coach and done that podcast, that you'd be doing what you're doing now?

That's a really good question. Probably not, but thinking then again, maybe so. I mean, it's really hard to say.

Real Food, Stress Reduction, and Common Health Lessons

I will say that I've been reading personal development books for a long time. Even in the beginning, when I was learning about health and wellness, I was interested in personal development.

Whether it been, you know, reading, Thinking Grow Rich or the Tony Robbins books and whatnot. And so I'm not sure if I would have turned personal development into a, a career.

But I certainly would have been, a huge fan of it. It would have played a role in my life. One of the reasons I do what I do on the internet is because I learn how to do it through underground wellness, you know?

So everybody was like, man, you're crazy. And even underground wellness, like, it's, you know, it's a huge business and there's such and such hundreds of thousands of people on the email list, and you're making millions of dollars.

Like, why move on from this? And it was just because I had the the confidence that I could do it again. You know, I know all the principles. I know how to go out there and help people.

I know how to use the internet. I know how to put a message out there. So let's just do it with a different topic. And so Underground wellness was certainly the, the jumping off point for what I'm doing in the personal development space.

Yeah, I see it as a, as a growth and development team. And they're not like, you want to become a, you know, rocket scientist. I mean, I'm sure you could be a rocket scientist too, but this I it's still about people is still about helping people is but having them reach their max.

One was more on the physical level and now you've gotten more to the mental level. And we've had speakers on this summit that more just about the spiritual level.

And I know meditation is one of your, regular habits. We've talked about that before. So it seems that you do the most reading books, hitting the gym, meditating and watching and playing, basketball thing.

How does that fit into your general philosophy of little by little? Little becomes a lot like like, Just tell us more about Sean. I want to get into your head a little bit more.

Yeah, yeah, yeah. I mean, like like Jim Rohn says, everybody needs a personal philosophy. And, you know, it's almost like the story that Will Smith told about when he was a kid.

And, you know, his father would be like, you know, I want you to join your brother to build a brick wall. But, you know, you don't look at it that way.

You don't go out there and you say, I'm going to build the biggest, baddest wall that's ever been built. You know, what you do is you say, I'm going to lay this brick as perfectly as it can be laid.

And so you have a wall, right? And that's how I've. I feel like I've always thought about it that way for as long as I can remember. I remember being in high school and college saying, okay, this test is three weeks away.

If I spend two hours tonight studying and going over my notes, rereading the chapters, and I do it again tomorrow, and I do it again tomorrow, and I do it again tomorrow, by the time this test comes, I'm going to crush this test.

And I was the one you know, the teacher would hand out the test, and if it was multiple choice, I would be done in like six minutes and hand it in. The teacher would be like, you got to got to go to the bathroom or something.

I'm like, no, I'm done with your test because I just, I just it's just brick by brick by brick. And, and I think that's the difference between successful people and people who aren't so successful are the people who aren't so successful.

They want the wall today. You know, they want to just throw up a wall. But like, I'm done with the wall. Yeah, we got a wall. That's not how it works. It's not how it works.

You gotta do it one step at a time. I like to flash myself forward. Like even when I got out of underground wellness and I was like, I want to build this brand new thing.

I said, I'm not going to be able to brand build this brand new thing in personal development overnight. This is going to take some years. It's going to take some time.

It's going to take book by book, by book, by book, by book. There's a thousand books in my house at least. Yeah, I've read hundreds of them over the last five years.

And is one book leads. The next book leads to the next book, and the next thing you know, read is like you have become one of the world's greatest experts on a topic.

Brick-by-Brick Success and Building Expertise

And that's really a choice that you have where you can choose not to do it. I don't think there's anybody in the world right now who teaches money mindset as well as I do, because I'm obsessed with it.

Right? Where like if someone's going to start today and try to be as good as I am teaching money mindset, they got a lot of catching up to do. And there's not that many people who are going to be about as obsessive about it as I am.

This is something that's been hours and day doing and getting better and better and better and better at it. And I think as health coaches, we need to understand the same thing.

I remember because when I took your course read, it was a weekend workshop. So there were it wasn't. I don't even think it might have been recorded. I'm not sure if it was, but I just remember going, man, I was probably hung over that weekend.

I did this course live in San Diego. I'm laying on the couch, I learn some stuff, but do I feel like I know enough to to to to work with people's hormones?

I don't know, I don't know if I remember enough from that weekend. And I remember, like going to Amazon one night and buying a stack of books on hormones and said, I'm going to go through every single book, one at a time, and then I'll probably reread them once I'm done.

Yeah, and that's how you become an expert at something. Most people are not willing to do that. They would rather sit on their couches and watch Netflix and complain about their lives than actually sit there and do something about it.

And that, as a health coach, is what you have to be willing to do. Go through the course, but also spend your own time doing your own research, doing your own reading.

And little by little, by little by little, becoming the expert in your field. Not an expert in your field, but the expert in your chosen field. Oh man, I do that.

This. I couldn't agree with you more to remember those days. Not only did you go and buy some books, but you made a lot of phone calls to me. But what about this?

And what about them? And I remember, man, of all the of everyone that was in that very first FDA course ever. And it was a weekend workshop at the time.

Now it's, you know, an eight month course. It's it's very robust and big and it but yeah, I totally remember, John, you know, from San Diego, he's like, you were released.

I wanted to I want to I wanted to understand, you know, I wanted to understand because as you read more and you learn more, you have more and more questions because you never know it all.

And as you learn more, you start to realize that even though I'm learning more, I'm starting to realize that I really know nothing. And so if things don't jibe, I've got to resolve it.

If not, I end up in this conflict and I'm not sure what I want to do. There's no there's a there's a inertia. There's not a lot of action. So of course I became your problem child, as you can say, just just asking questions, asking questions.

But at the same time, like learning but being willing to take actions. I mean, going back to Will Smith, the pursuit of happiness. He's traveling around town with a bone density scanner.

Right. What was I doing for you? Right. Yeah. So. So anybody who's listening read. Davis had a bone density scanning business in San Diego. He would go to the different help, local health food stores.

I took that over because I needed clients. And so I would drive around my little Mazda three. Well, a little tiny with a little tiny, trunk where the bone density was just barely fit in that fat.

Yeah, barely. It was so hard to get out, but twice a week or whatever it was, I would pack it in the car and I would drive all over San Diego doing bone density testing, helping these women.

Tell me more about functional diagnostics to diagnostic nutrition, trying to sign them up for consultations. Like I went out there and I hustled because there was a vision as to what I wanted to create in functional diagnostic nutrition.

When I first heard about functional diagnostic nutrition from Francesca, I was like, oh man, that's an opportunity, because this is going to be able to separate me from all the other personal trainers and health coaches out there.

I'm going to be able to run test run labs on people, and nobody else can do that. So I had a vision, but I needed clients, you know, and I was doing the internet thing.

But I was able to team up with you and get to know you better and to get out there and hustle. And it led to a very successful business. That's what I wish more health coaches were willing to do, to go out there and help people and get dirty.

Well, we got to get more people, you know, like that, Sean. And, this is about you. But there was a very exciting time for me, too, because you were, a great learner.

And you, you took all of that, did well with it, and then, you know, found your place, and you far exceeded me. You know, in many ways, you know, so I'm really, really proud of you, man.

But, that was your drive. You're the only one that would work that hard because it was hard work, you know, and it's hard to find someone that just will do things because they don't know they can't do it.

You know, there's some kind of expression around. I did all that because I didn't know. You can't do it, you know, like you wouldn't know way. I mean, I mean, what what is it all begin with Reed?

I mean, even Napoleon Hill said it all begins with desire. You have to have a desire. I had a desire to have a successful health coaching practice. I didn't just have a desire to have a health coaching certification, right.

A lot of people be like, I just want to health coaching certification. Like, well, that's good. Like, you can get your health coaching certification, but the next thing is you have to create a business out of it, and you're going to have to be willing to do some business things.

You know, you're going to have to be willing to get in front of the people. You have to market. You're going to have to sell. You're gonna have to talk to people like they're 75% of health.

Coaching is stuff you don't even learn. You're certification. You know, it's the sales, the marketing, the speaking, the connecting. It's the hustle. It's the grind as you build up your business.

But a lot of people, a lot of coaches don't want to look at that. They just want to read books about health and somehow, someway, magically, all of this business is going to show up.

But if you don't have the desire for the business, if you just have a desire for more knowledge in the health game, well, you're just going to be really smart.

But what else are you going to be? You're not going to be helping anybody. You're going to be able to help, you know, maybe your family, your kids. You can be of help yourself, but damn, you just spent 10,000 hours reading stuff that no one's ever going to know about because it's all stuck in your head.

You know, I'm saying you have to do is about the marketing in the sales side. I had a guy interview me recently, and it was so funny because I remember it and so and he interviewed me for his podcast.

He's a natural plastic doctor now, and he's like, he he wrote me.

Health Coaching Business, Sales, and Specialization

He's like, hey, do you remember me? I met you at Paleo Effects and I asked you for, some advice. It's real quick advice. And I told him, this is what I said to him.

I said, don't be a broke ass match back. The doctor learn sales, learn marketing. And he took that to heart. And now he's got a successful business, right.

And so I want more health coaches to be successful. I think the average health coach makes $46,000 a year. Like we can do way better because I can rock outside my window and I can hit somebody who has a health condition, but they don't know about you.

Yeah, no, that's I didn't know that statistic, but I recently studied, chiropractic, for, a research I was doing. I went to Forbes and they said the average chiropractor comes out of chiropractic school, $150,000 in debt.

They haven't got any eco practic equipment. They have a rented space. They haven't heard in staff. They don't have any customers. And they're already 150 grand in debt.

And the average salary for chiropractor in the US is 85,000. Now, our graduates are all, you know, encouraged and trained that if they're not making 100,000, they're doing something wrong, they're doing something wrong if they don't make it.

And in some states, chiropractor's making 50 grand or less a year, like Wyoming or something, it's 46 grand average. That's 150 grand in debt. Haven't spent any money on your business and don't have any customers.

And, you're going to make maybe, maybe $80,000 a year. I think health coaching presents a much better prospects for certainly a lot less of a, of an investment, wouldn't you say?

Absolutely. I mean, let's think about this. Most coaches are going to have their clients on a 12 session package. So a three month package, even 12 session packages, a three month package will say, you know that the number of sessions is going to vary, but that's $25,000 per quarter.

You're working with a client for a quarter because that's 12 weeks, right? And so $100,000 a year divided by four is $25,000, divided by three is a little over $8,000 a month.

You need a client to pay you $1,000 a month to make $100,000 a year. You can do that. Yeah, you can do this. A $3,000 package. That's that's all it is.

So think about this, my friends. Like it's you work Monday to Thursday, 2 hours or 2 hours a day. That's eight. That's eight hours. Those of your eight clients that you're working with, they're paying you $1,000 a month and you're good to go.

Like this is really easy. And that's not including any group programs. That's not including any, supplements, other products, any supplement commissions, like if you're a health coach, like you said, you're not not making $100,000 a year.

You're shit is broken. Like you have to do something about this. Like you've got to be serious about the marketing, the sales side, because, you know, like, if I got back into health coaching, it'd be a multi-million dollar business.

Because again, like, there is not only a need for what you do. There was a want for what you do. You know there are people out there who literally read like, worrying 24, 16 hours a day.

As long as they're awake, they're worrying like, are they going to poop on themselves? Right? They're worried about their next headache. They're worried about, like, where's the bathroom?

Where I go, like, these are real problems that people want solutions for. But the problem with our health coaches is our health coaches are like, I help you with everything, yo. If I got problems, I don't want to go to the person who wants to help with everything.

I need a specialist. I need a master on fucking pooping problems. Pardon my French. Right. And there's these very, very basic principles of marketing and sales, that health coaches have a tendency to absolutely ignore because they're trying to be so different from conventional medicine.

They say, oh, conventional medicine. Allopathic medicine does specialization. I hate allopathic modern medicine because they specialize. Therefore I'm not going to specialize like no, there's a reason why the neurosurgeon gets paid way more than the general practitioner.

If you are a general practitioner health coach, you are not making any money. Period. Point blank because the words you use in your messaging and the words you use on your website don't connect with anybody because they're vague, because the person who lands on your website who's like, damn, I gotta poop, I keep pooping on myself, or I don't poop at all.

They're like, I don't, I don't want optimal wellness. I want to like somebody to help me with my pooping issue. And so there's no resonance and it doesn't connect when you lose customers and clients over and over and over, like read, you and I can fix health coaches business businesses in like three hours.

Do this, do this, don't do this, do this, do this. Now just go out there and do that and you will triple quadruple your income. But the problem is I'm on a rant right now.

So health coaches for some reason don't want to do it. And it blows my mind because it's so simple my friends. It is so simple and it's in their language.

Start making your website all about you with a fucking novel of of of words all over your website. Like, let's condense this. Let's let's not dumb it down.

Let's make it simpler and more clear. And then you're going to have clients. All right. You can. So very passionate patients because, listen, man, you're you're, you're you have that messaging makeover program, which you were just kind of alluding to, that the messaging is really wrong.

And, it's like that idea of optimal wellness. I've never had a phone call. Hey, do you sell optimal wellness? You know, like, no, it's like, can you. I get migraines, I've got your little bell or I've got this.

So you're right on spot on there. But let's say you have a, and this is where we have some, some issues in our alumni group. So I have, you know, our people take our course and then they go into this alumni group where the professionals sitting out.

So I'm not talking about your, your hobbyist, health coach, which are wonderful people or even your institutional health coach, you know, who works in an office for doctors, and we're helping them follow the programs.

And those are all valid things. We have a lot of our graduates end up in the industry. They're working for southern companies or lab companies, things like that, because they love talking to the other practitioners.

They don't necessarily get real good at being one. But man, there is a ton of people who they've got the desire. They really want to help people. They're willing to walk the talk, and they're living a great lifestyle at least as far as eating right and things.

They don't have a lot of money yet, maybe for for all the fancy trips or memberships or something like that. But they have a problem, and it's the mentality that, they don't like selling or they just don't think they're worth enough.

Like, how am I going to get $5,000 for a package? You know, like it just scares the crap out of them. They want to do all this work for a person, almost.

Give it away. And that's where I have more, of another issue, too. But what would you say to that person? Oh, that's that's a big one, man. When it comes to sales and marketing and just money mindset kind of stuff, I have these seven F's for financial abundance, and the first one that needs to be addressed by friends is, your filters, by the way, that you see the world the way you perceive the world.

I mean, you think about it like what is selling? Selling is communicating the value of a product or service. And then

in exchange for that product or service, you are receiving money.

That's really all it is. That's that's really what it, it's it's rather neutral. You know what is marketing? Marketing is the same thing as getting a message out there to the masses.

So they'll know about you don't know about your product and its benefits, and then they'll go ahead and purchase that from you, or at least they'll know about you.

And then what is money? Money is just green paper, right? It's just it's neutral. It's green paper. It doesn't it doesn't talk shit to you like it doesn't say nice words.

You either. It's just it's just a piece of paper. Right. And so what we have done or what has happened to us over our lifetime, especially before the age of seven, is we have been conditioned with certain beliefs that were not really our choice.

I teach a whole 90 minute module on this, but when we're born and we're trying to learn how to survive in this world, we listen to the words and the beliefs, the ideas and the opinions of the grown ups and what they believe becomes our beliefs.

And as we grow up into adults, these beliefs never we never reexamine these beliefs to figure out, like determine, hey, is this true or not? Like, is this B. S.

or is this like the real truth? And there are some serious conflicts that come up because we may have a coach on this call who's like, I want to make $100,000, Sean and read.

But I keep stopping myself every time. And that's because you're running a conflict, because you have a belief that is opposing to your goal. Your prefrontal cortex is like, yo, I want this, I want this, but your survival brain, even your amygdala, which is more like the emotional brain is saying, but wait, you believe that people with money are greedy?

You believe that money is evil. You believe that money makes people fight. You believe that money makes parents get divorced. You, believe that selling is bad and selling is manipulation, as is marketing.

And so you're essentially saying, I want to make $100, $1,000 and fight with my spouse and be an evil, greedy person and be one of them. And you put yourself in this conflict and the brain will just lock up and do it.

I call it pooping in the pool of your prefrontal cortex, which is responsible for making decisions, for getting into action, for imagining things, or holding that stuff on the screen of your mind, your vision, for, making plans as well.

Money Mindset, Beliefs, and Abundance

So this is what happens. We get going for about five, six, seven days, and then we're like, oh, that negative self-talk starts to come and we talk ourselves out of it, and then we're back to square one.

This is because these beliefs have not been examined. I do this, class. It's class number two of money. Mine academy is called, reexamination. So we we examine these beliefs, and I tell you, we use these six questions, and by the end of the hour, my students are like, oh, shit, I can't believe I believe that stuff for 30, 50 years, that this is insane.

I can like, but the thing is, like, you started that belief, or you took on that belief before you had a choice in the matter. And the thing is, my friends, is that you got to you got to figure out what those beliefs are.

You know, you have to address those beliefs. Because when you change the beliefs, your filter changes. Like what? What? Wayne Dyer says, when you change the way you look at things, the things you look at change.

So when you change what you believe about money and sales and marketing and yourself, then everything changes. You change your business, change your ideas about money and sales and marketing.

They change and you no longer feel like something's holding you back. It just becomes your natural part of who you are. Like, I don't have like, just like you.

You don't have a problem selling. You don't have a problem marketing. You have no problem with money, right? I love been to your big ass house. It's an amazing house. Right?

But but we are aligned, right? You and I are aligned. And one now. It wasn't always that way for me. And that's why I teach money. My academy. Because these are things that I had to figure out along my journey.

Just real quick. I remember back in 2009, I read I had 30 or 40,000 YouTube subscribers and was just barely getting by, you know, just barely getting by because I was afraid to sell.

I was afraid to, like, really put my all into it. When we get on the call and, you know, I built up all this knowing, liking and trusting in my audience for me.

Like they felt like they know I knew, liked, and trust me. However, when I would get to the part of the phone call when it came down to the price, yeah, you know what I'm saying?

I started giving discounts and stuff like that because I felt bad for just killing it yourself. Yeah, I don't feel bad for charging anybody anymore because I it's it's it's a it's it's a strange man.

There's this concept and the book the science of Getting Rich by Wallace de wattles. Yeah. I'm gonna recommend it, buddy. Read the signs of Rich, and he talks about cash value versus use value.

So, you know, I took your course is a perfect example of him. Cash value for your course back in 2008, it was like $895, right? It was a first class right.

And I always tell the story about I took my TV back to Best Buy and got the money, and then I gave it to you. Right. Yeah. But that's the cash value of your course.

The use value of your course was millions of dollars. Because I took what I learned from you, I expanded on it through all these interviews that I did, and it literally made all of these summit sales and people sales and all that stuff.

Now think about it. That person who's having to know where the bathroom is, everywhere they go, who doesn't go out on the weekends because they're afraid what's going to happen.

You know, who's who's having accidents and such, who's been dealing with this for years, can't have a physical like intimate relationship either because of embarrassment.

What is the value for them? The value. The use value for them is astronomical. It's astronomical. Right. And you're charging them for 97 for 12 weeks, like, no, no.

Like if you charge them $10,000, it would be a deal, right? You're saving this person's life. Yeah. Change this person's life. Yeah. And I mean, you're hitting on so many good points, and, I'm going to, give you a chance to talk more about that money.

Mind Academy. That's an eight week course I mentioned in the bio, but, this idea that you're not worth it, has you got to lose that? And, because you are worth it.

And, how many people can you help if you're broke? And what kind of a lifestyle can you have? What sets me apart a little bit is is partly the lifestyle I live, you know?

So I get up in the morning, meditate, walk around the property, you know, and I have I have some property and I am able to afford really good food and, gym membership.

Matter of fact, I had my personal trainer come out to the house. Now, I don't think that the leave the house to get trained and things like that, that takes resources, you know, money in the big and stuff.

So if you're going to help people, you you got to set an example. If you just set an example, yes. Be successful. No one wants to follow a health coach who works out of the trunk of their car, right?

Even though you and I both have worked out of the trunk of our cars, you know, like you, you don't stay there, man. Right? Yeah. It's it's like rappers, man.

So my favorite rappers though, they'll say I sold tapes of the back of my car back in 1987. Yeah. Right. That that's just that's what we do. You got to be willing to do it. My friends.

Like, you can help so many people. Especially when you have money. You know, you can not only just help your family, but you can help. I'm sure there's charitable causes that you give to me.

There's. There's ones that I give to, you know, you can hire people and employees. Contractors put food on their table while at the same time changing somebody's health forever, like somebody's health.

It's everything. Like you can be the richest person in the world. But if you have no health, you're not the richest person in the world, you know? And so not giving somebody is such an amazing gift.

And if you are undervaluing yourself, because you don't believe in yourself or because your self-worth isn't where it should be. And here's just one thing that I'm kind of giving away.

One of the assignments and, money might academy, but who cares, right? I love doing this. It's called the accomplishment intro. When we tend to feel like we're not enough, we feel that way.

It tends to attract thoughts of us being not enough of things we didn't accomplish, things that we failed at. And so it just kind of becomes this vicious cycle.

But, you know, we've been in on this earth, you know, each of us for a pretty good amount of time, at least 20 years. If somebody is watching this, we forget all of our accomplishments.

And so if you and I were at, a party or eat and you introduced me to a friend and you're like, hey, Bob, you know, this is this is John Croxton did it?

And we just shook hands and he was like, hey, really nice to meet you. That's not very memorable. But if you said, hey, this is John Croxton. He's the founder of underground.

Well, and it's like one of the best podcast YouTube channels and online summit. You will ever see in your life. Hey, Sean, you still have some of those, like, yeah, man.

But, you know, he moved over. He does this other thing in personal development. He interview people for a while now. He does this amazing podcast called The Quote of the day Show.

And he's been able to do this and this and the other. Like, that's a real introduction. Yeah. That's where somebody says, oh, this Sean guy is intriguing.

I want to know more about about this character. What I have my students do is I have them write down 6 to 10 accomplishments. I raise three really good kids, backpack through Europe.

I know seven different languages. I taught myself how to cook. I won this in this award, and I have them write down

in third person an accomplishment intro where you know, for example, if it's you in my class, you say, hey, I want you to meet my friend Reid Davis.

He created this online program called Functional Diagnostic Nutrition, and he started with 12 students. But now there's thousands of students around the world.

He raised an amazing son. His son Jason does this, that, and the other did it right. And so it gets you to switch your attention off of all of the things that you don't like.

And it switches your attention to all the things that you can do and you have done, and it just really reshapes the way people think about themselves because they go, you know what?

I'm not too bad. You know, I'm amazing and I can create whatever I want. It's really, really powerful. And I recommend everybody here do that because you'll be Sean, I want to I want to commend you for walking your talk because I read your most recent, email.

It was about the scarcity mindset. And Eric Thomas talked about give it away, you know, so you just gave away something from your course not expecting anything.

Return. And I really I really disrespect it. I recognize it from you. Walk in your talk giving stuff away. What. Because that's, abundance mentality. And you just walk and talk abundance, man.

It's a beautiful thing. I can't wait to listen to Eric Thomas to you. He looks like, quite a character. And if he's talking about giving stuff away, I give stuff away, man.

I stop for homeless people. I've emptied my pockets. And you're not doing any good. They're just going to buy drugs. You don't know that. Maybe this has sparked it.

Guy needed to go clean himself up. You know, if you give him enough, you know, like. Like I ain't giving him 20 bucks if I empty my pockets, you know, help me, but I have. I'm on every sucker list.

Professionalism, Helping People, and Final Advice

They get a text, you know, like, hey, donate to, you know, the the Kids Foundation and these different things. Yeah. Hit the couple buttons. 50 bucks, 100 bucks, you know, so you got to have a, you know, real abundance mentality.

So I wish we had more, time. We do have a, time for a couple more questions or or things about what it means to be a professional in your US, you know, because, we love our hobbyist health coaches, and they sometimes are the most knowledgeable.

Matter of fact, there's a couple I know they don't do it for a living, but when you want to know something, you can go to them, you know? But that doesn't make them professionals the amount of knowledge they have.

There's other things that separate them. You mentioned a couple, hard work, being willing to go to the mat, being willing to work out of your trunk or something like that, you know.

But what else can we. It separates the the wheat from the chaff in terms of professionalism. I'll try to keep it short. And, I give long ass answers. Oh, man.

Oh, for it's also a professional. Is known for something. You know, a professional like people know you are good. Not just at this general thing. You're not good at five different things.

You're not good at three different things. Like, you're really good at this one thing. You're amazing at it. You gotta figure out what that thing is. You got to commit yourself to it.

That's when you're a real professional, professional actor, ex-professional basketball player, plays basketball. You're going to be a professional health coach.

You got to be really, really good at whatever niche you decide to be good at. Not good using the wrong word. You have to be excellent and you have to put in the work.

You got to be obsessive about it every single day. If you want to be a doctor. Tom O'Brien, do you want to be read? Davis you want to be Isabella Wentz.

You want to be these people who are known out there. You'll notice that almost all of them are known for one thing, I, Isabella's thyroid, Tom, is, the gluten.

Kelly Brogan is depression. Like everybody's known for one thing. As long as you're trying to be a pro at 18 different things is probably not going to work because your mind is scattered, you're never going to become excellent at something.

So once you can make that choice, once you make that decision as to who you're going to be as a professional, you become a professional. You start to decide to move in that direction.

So you know, again, little by little becomes a lot. Make a decision first. Keep doing it, and the next thing you know, you're killing it. I do want to make a comment real quick, man, on the giving thing.

I'm going to go over time. I'm sorry that, this is, this is the best advice I can give to health coaches. This is so simple. Go out there and help people.

Just go out there and help people. I want you as a health coach to go back. Just rewind the tape to the day before you started learning about health, because that's where most people are.

They know nothing. They know nothing. And you have created the standard in your mind that I need to know everything before I can go help. So, you've been you are ready a long time ago.

A long time ago. So this. I'm going to get started on Monday. I'm gonna do it next month. I'm gonna do it after this course. I'm going to do it after I read this book.

No, no no, no, no. You've taken enough courses, you've read enough books, you've done enough of whatever. You could have helped that person two years ago, but you've chosen not to.

So what it's time to do is to turn on your computer and turn on the video and start making videos, or start making content that really helps people because that person needs you, and all the information that they need is stuck in your head.

And one of the best ways to get started is, you know, a read is just to get started to say, I hear the fears, I hear the negative self-talk, fuck you.

I'm just going to do it anyway. And you just go do it. And that knowledge healing. If you're a health coach, you don't have a successful practice right now.

You don't have that gnawing feeling that says, man, I really want something, but I'm just not doing it. It just doesn't make me feel good inside. First of all, if you don't have that, you're not serious about this.

You might go do something else, right? But most of you guys have that. I don't have that right. Davis doesn't have that. Why don't we have it? We don't have it because we're doing stuff. We're helping people.

And the only way you're going to be able to make that feeling go away is to go out there and help people. That's it. Your business is going to be fueled by helping people, and I know what you're going to say.

But what if I give up, give away too much stuff, then they're not going to want to buy my services. No, because they're going to forget it anyway. Yeah. Because 80% of what you hear, you forget anyway.

You got to hear it over and over and over and over again. And so just go out there and give away your best, the best stuff. You'll become known for something, and then you'll have a successful practice.

Man, thank you for those words. And again, we're going to have to get you back. Back on number of programs. I want to talk more next time about the book club and the messaging makeover and all these things.

We'll put a lot of information in the show, notes on it so that people can get Ahold you and, man, thanks for being my friend and, watching you grow over the years.

And, flying high. We are is is just just a proud moment, man. Thank you. Sean. Thank you. Read.