

010 Self-Care as a Million-Dollar Business Plan with Susan Hyatt



Full Episode Transcript

With Your Host

Rachel Rodgers

[Million Dollar Badass](#) with Rachel Rodgers

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Susan Hyatt: And that's why I say, "Listen, wage gap, not thigh gap, people." Because as long as you are distracted by how much you can shrink your body, you are not expanding your life, or your bank account. And we need women focused, not distracted.

Welcome to the Million Dollar Badass podcast. I'm your host, Rachel Rodgers. Wife, mother of four children, lover of Beyoncé, coffee drinker, and Afro wearer. And I just happen to be the CEO of a seven-figure business. I am on a mission to help every woman I meet become a millionaire. If you want to make more money, you are in the right place. Let's get it going.

Hey, I have a treat for you guys today. Today, I have my dear friend on the show, Susan Hyatt. Susan is a life coach, a seven-figure entrepreneur, and an author. She has just published a brand-new book called, BARE. A seven-week program to transform your body, get more energy, feel amazing, and become the bravest most unstoppable version of you.

I am so excited about this book, Susan is a dear friend of mine. And I essentially get coached by her pretty much every day over text message. And we've been on yachts in Saint-Tropez together. We have traveled around the world together. And she is someone who has really taught me how to take really good care of myself, and enjoy life. And to do it in a way that actually makes you a lot of money.

So, we're going to talk about how pleasure led one woman to lose 80 pounds, and create millions of dollars of income for herself. We're gonna talk about why counting calories is a complete waste of your time. Stop counting calories, start counting dollars my friends. We're gonna talk about the sneaky way this particular culprit is robbing you of your time. Okay? We're gonna talk about this problematic issue that prevents women from

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making money that begins in childhood. So, Susan shares a story from her childhood that really points out this issue that we need to talk about.

We also talk about how self-care led Susan to multi millions in income. So, we're gonna connect those two things for you today. Self-care is a business plan, and Susan is going to explain how more self-care, and more pleasure in your life is actually going to lead to a lot more money in your bank account. You know I asked her to break that down. So, please enjoy this episode with the amazing Susan Hyatt.

Rachel Rodgers: Hello friends, and welcome to the Million Dollar Badass podcast, and today we have such a treat. It is one of my favorite million-dollar badasses, Susan motherfucking Hyatt is in the house.

Susan Hyatt: Yes. I'm so excited to be here, Rachel Rodgers.

Rachel Rodgers: I'm so excited. Susan, is one of my besties, and super successful. Now you're a big-time author, seven figure life coach, like amazing. So, I want to start with this. All right, now you're super big time. But before you were big time, tell me what did you want to be when you were a little girl?

Susan Hyatt: So, when I was really little, I had this plan that I was gonna be a veterinarian, and I was going to have a free day once a week for people who couldn't afford to take care of their pets. To come in and get their cats spayed, neutered. You know, I had this whole plan. The only problem was I don't math, or science well. So, at some point in my education plan, it was really about the fifth grade, I decided I wanted to be a writer.

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Susan Hyatt: And over the years that was my goal to be a journalist. I started out as a journalism major in college, but I gave it all up my freshman year of college, and didn't circle back to it until I started my coaching practice.

Rachel Rodgers: Wow, that is funny. And first of all, I love that you were gonna be a veterinarian, that's perfect because you have a million pets.

Susan Hyatt: Oh, yeah. I do. I do. I have two dogs, and two cats. And I love putting them on my Insta Stories because they are all hilarious.

Rachel Rodgers: They are hilarious. And Moses is the shadiest cat that ever lived.

Susan Hyatt: So, speaking of Moses, the ... Look, look, he's making his entrance. You guys can't see him, but as soon as Rachel summoned him, he made his appearance. Like, "Oh, you're recording a podcast, now I'm gonna want to go outside. How 'bout that?"

Rachel Rodgers: "Let me let y'all bitches know who's really running things."

Susan Hyatt: Exactly.

Rachel Rodgers: I love it. I love that. And also, here's one thing that I want to point out, can we talk about this? Because I had a similar story, so you said you wanted to be a veterinarian. You had this whole plan about how you were gonna give away your services, okay?

Susan Hyatt: Yes, yes.

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Rachel Rodgers: Why do we do that as women? Because I had a plan of how like I was gonna become a lawyer, and do like all of this non-profit stuff, and basically serve people for free. And I feel like why? I mean, we should help people. But I feel like this is part of the problem, why we're not making bank as women, you know?

Susan Hyatt: Mm-hmm (affirmative)-

Rachel Rodgers: So, we should talk about that.

Susan Hyatt: Yeah, it's such a good point that you make. And it's so true because I think that as women, we're raised that we must be altruistic, but in a total self-sacrificing way, in a martyr type way. When actually to be of the highest service, we need to be making money. And we can make bank, and be of service, but not have to give away the farm.

Rachel Rodgers: Exactly right, yes. And we can ... Like, they're not two separate things. I think sometimes people think, "Oh, helping people and making money is like mutually exclusive." And absolutely it's not. In fact, you can help more people the more money you make.

Susan Hyatt: Exactly. And I know I was raised Catholic, and so there's ... You know, Catholics are raised with such guilt and shame, that it was thought of as greedy, or dirty if you didn't have some kind of service model as part of what you wanted to be when you grew up.

Rachel Rodgers: Yeah, exactly. Like, "Tell us how you're gonna help everyone. Give away all your time for free, Little Susan."

Susan Hyatt: Exactly. Exactly. And we could do a whole other podcast on being a recovering Catholic.

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Rachel Rodgers: Oh, for sure.

Susan Hyatt: But I don't want to offend your audience.

Rachel Rodgers: Well, my mom is Irish, and I was raised in a Catholic church too. So, in fact, Catholic church, and then Baptist churches. I went back and forth, so that was a whole mindfuck, but anyway.

Susan Hyatt: I bet that was a ... Oh, my god. That had to be a shitshow 'cause it's like we're Irish Catholic, so we're gonna drink heavily. Oh, we're Baptist. You're going to hell if you do that. Oh, my god. This explains a lot. This explains a lot, Rachel.

Rachel Rodgers: Now you know, okay? From whence I came. So, let's talk about the opposite of giving away your time. But when did you decide that you were gonna be a woman that makes bank? What was that shift for you?

Susan Hyatt: You know, it's really interesting because I reinvented myself so many times in my life. So, right out of college I worked in marketing, and PR. And then I became pregnant with Ryan when I was 25. And Scott received a job promotion from Upstate New York to Philadelphia, and I was six months pregnant. And I was like, "Well, whose gonna? In marketing and PR, whose gonna hire somebody that's six, seven months pregnant?" So, I decided I would stay at home for a little while with the baby, which was never part of the plan. And I stayed at home, which was a hilarious part of my life story.

Susan Hyatt: I was like such an over achiever as a stay-at-home mom. I was like, "I'm gonna be the best stay-at-home mom that ever stayed home." And I was like Martha Stewart, and Betty Crocker's evil twin, or

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offspring, or something. It was horrifying. But I stayed at home until Ryan was four and a half, and Cora was two and a half. And then reentered the workforce as a residential real estate agent. And it was then that I decided if I was going to go back to work, then it was gonna be worth my time, and I was gonna sell some houses.

Rachel Rodgers: Yes.

Susan Hyatt: And I did. I did. I did really well at it. But I quickly ... After a couple of years, I quickly determined that it just ... Even though I was good at it, I didn't need to be doing it. It wasn't my calling.

Rachel Rodgers: Yeah. Yes. So, let's talk about that. Let's talk about a rock bottom moment that you had. 'Cause I think it's important for other women to see that first of all the journey to making a million is not necessarily straight forward in like three steps. It's usually 2,800. As a million meanders.

Susan Hyatt: Right, right.

Rachel Rodgers: And also, there's challenges along the way. It's not easy. 'Cause sometimes, you know, I'm sure you've had this too, Susan, where people will be like, "Oh, you're so lucky." And it's like, "Did she just say lucky to me? I will cut you."

Susan Hyatt: Oh. Hm. I will. Exactly. And in fact, I wrote ... My first book was called Create Your Own Luck because I was so exasperated by people saying that to me.

Rachel Rodgers: Yes.

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Susan Hyatt: I was like, "Oh. Oh, really? Did luck get up at 5:00 in the morning? Is that what luck does? Uh-uh. No, ma'am." So, right. So, I found myself with golden handcuffs, if you will. I was making a lot of money, but I wasn't really happy at the job that I was doing. I liked the money, let's be clear.

Rachel Rodgers: Yes.

Susan Hyatt: But I didn't enjoy a lot of the emotional drama that was going on behind the ... Most people don't see in real estate transactions, people all the time want to give realtors shit for their seven percent, five, six, seven percent. Let me tell you something, those realtors earn every single percent.

Rachel Rodgers: I believe it.

Susan Hyatt: Because what is happening behind the scenes is like a total shitshow. Okay, so my rock bottom moment though was when I was in real estate, and my mom was coming to visit, and she made me promise that I wasn't going to work while she was visiting. And I let all my in-town clients know, like, "Hey, Easter weekend, I'm taking a break." And I had these clients pop-up from out of town that I had shown a million houses to. And they had Easter off too, and they decided to just spontaneously pop into town, and let me know they wanted to put an offer in on what would have been, and was the biggest real estate transaction of my career.

Rachel Rodgers: Of course. Of course.

Susan Hyatt: Of course. And so I was so like mad. Like, I was happy to go write that contract up. But it was Easter Sunday, my mom was mad. My family was disappointed. And I came home ... You know, what should have

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been a celebration, just feeling like a shell. And my mom was like, "Who are you? You've lost yourself." And she basically said, "I'm gonna keep the kids for a couple days. Why don't you do whatever you want."

Rachel Rodgers: Wow.

Susan Hyatt: "Like, go do something fun," right?

Rachel Rodgers: Wow. She's amazing.

Susan Hyatt: Do you know where my ... She is amazing. My mom ... Let me tell you the wake-up call though was that when she said that, the only plan I could come up with was that I could get caught up on the laundry, or go grocery shopping all by myself.

Rachel Rodgers: [inaudible 00:11:14].

Susan Hyatt: Right? You know ... You know me now. You know how absurd that is. That there's a problem if your fantasy is that you can grocery shop all by yourself.

Rachel Rodgers: Yes.

Susan Hyatt: Or get caught up on the laundry. And so I just was like a hubble of tears. And I started devouring self-help, and found Dr. Martha Beck's book, Finding Your Own North Star." And that book changed my life. I tell everybody to buy her books.

Rachel Rodgers: Yes.

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Susan Hyatt: But through the course of making those changes, I decided to become a coach myself. And when I became a coach, I already knew how to make money in real estate, and I applied a lot of the old school strategies that I knew from real estate to marketing coaching. And then when I learned new stuff, online stuff, I added that to it, but I think for me it was never an option that I was not going to make at least six figures. That was the floor.

Rachel Rodgers: Yes.

Susan Hyatt: Like, I wasn't going to bother with it unless I could create that kind of income. And I wasn't sure how I was gonna do it, but I set out to do it.

Rachel Rodgers: Yes, I love that. You were like, "Okay, there's no pleasure in my life, let me like reinvent my entire life."

Susan Hyatt: I did. I would sit in the bathtub with Martha's book and weep into the pages. And in fact, I still have it. I should pull it out. The original copy, honest to god looks like someone dunked it into the ocean, and left it out in the sun to dry. But that saltwater was literally my tears. Like, "I have got to get my life right, and I'm gonna figure this out."

Rachel Rodgers: Yes. I'm sure so many women can relate to that 'cause like having a soul sucking job is the worst. And then a soul sucking job especially in like the legal industry, real estate. There's so many different industries where it will take up literally 80 hours of your week.

Susan Hyatt: Mm-hmm (affirmative)-

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Rachel Rodgers: And you're just like ... All you do is kids and mother ... Like, mother and business, and that's it. You know?

Susan Hyatt: Yeah.

Rachel Rodgers: So, talk to me about who you are now, which is completely freaking different. And one of the things that you say all the time, which I love ... And by the way I feel like I have a similar story because this is exactly ... I was just telling my masterminders this in a session that I just did with them, which is that ... Like, I met you ... So, you were a legal client of mine first. I actually did the trademark for BARE.

Susan Hyatt: Right. Yes, you did.

Rachel Rodgers: Which is amazing ... Susan's amazing book that you all should go buy, and I'll give you guys the link. But yeah so I did the trademark for that, and then you were promoting your Italy retreat, and I was like, "Compulsively yes, I'm buying it." You know? And I didn't even know how I was paying for it, I just like put down the deposit. Like, "I'll figure the rest out later. I've got a month." You know?

Susan Hyatt: Right. I love that about you. Yes.

Rachel Rodgers: And so then I went to Italy, and like my life was completely transformed. So, I got to basically like live BARE. Like, all the stuff that you teach, I feel like I've lived it by going to your retreats, being a client of yours, and then being friends with you. And it's like constantly reinforced over text message pretty much every day.

Susan Hyatt: Yeah, I'm like, "Hire that out. Go have fun."

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Rachel Rodgers: Yeah.

Susan Hyatt: "Did you have sex today? Okay."

Rachel Rodgers: Exactly.

Susan Hyatt: Exactly. I mean, so who I am today ... It's interesting that what I discovered was that the best business plan a woman can have is self-care. So, self-care as a business plan is what will take you from decent money to amazing money.

Rachel Rodgers: Oh, my god. I'm obsessed. And I'm so excited about this. And I feel like that is the best phrase ever 'cause it's so easy for people to like understand, and like remember, you know?

Susan Hyatt: Mm-hmm (affirmative)-

Rachel Rodgers: Because I think we think, "Oh, if I take care of myself, that I won't have time to ... Like, I won't make money." They think the opposite. So, tell me like what does that look like, and how has self-care made you more money?

Susan Hyatt: So, when I became a coach, and the way BARE even got its start with me ... When I became a coach, I was about 40 pounds heavier than I am right now, which scale weight isn't what's important to me. What ... The bigger important picture to understand is that I was swinging through fast food drive-throughs three times a day. I was pretty much a professional couch potato, and I had this attitude that women who exercised, or worked out were shallow in some way. That I had more important things to do with my time.

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Susan Hyatt: And what ended up happening was I hired a coach who helped me understand the mind body connection. And that what happened for me, in addition to shedding weight, was that all of a sudden, I felt like I was a time creator. That because I was eating food that was powering me up, and because I was moving my body, and getting some of my best ideas from that mind body connection, all of a sudden, my business went from ... It was already doing well, about six figures, to multiple six, to then seven, to multiple seven because of this dedication and devotion to basic stuff.

Susan Hyatt: You know, getting the right amount of sleep, and moving my body consistently, and eating foods that power me up. And I totally believe that women do not need more willpower, what we need is more pleasure. And when I say pleasure, women instantly think like, "Oh, she's talking about sex," which intimacy and physical touch is just one form of pleasure. There's all different kinds of pleasure that women need because the body is wired for pleasure. And when you're denying your pleasure, you're leaving money on the table.

Rachel Rodgers: Oh, my god. So, good. I'm obsessed. Okay. I love this so much. Okay, so tell us ... Like, what are some of the forms of pleasure that we need to do more of? And why do you think women are so starved for pleasure? What do you think that comes from?

Susan Hyatt: Oh. So, I mean, from birth women are steeped in this mindset and culture, that like we talked about before, we're supposed to be very self-sacrificing, and we're supposed to put everything in front of ourselves. So, if you're not a parent, you're still supposed to put your spouse, or partner ahead of you, your community ahead of you, your church ahead of you. If you are a parent, then throw the kids on there 'cause their needs are supposed to come first before anything else.

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Susan Hyatt: And you know it's this puritanical upbringing that we have in our culture. That like you can't play until your work is done. Like, there's no pleasure to be had unless you have just exhausted yourself. And I mean when you look at the statistics for example in the United States of the amount of vacation time that is left unused because we're scared to take it. You know? We're gonna get fired, or we ... It's this never-ending to-do list.

Susan Hyatt: And so women on top of working outside of the home, and raising a family, there's this whole thing ... And I know you've heard me rant about it, Rachel. Called the invisible workload of women.

Rachel Rodgers: Mm-hmm (affirmative)-

Susan Hyatt: Which is that every speech I've given on my book tour, that Scott Hyatt has been present for, he's like in the back of the room, like, "Okay, I'm getting thrown under the bus again." But-

Rachel Rodgers: Sorry, Scott.

Susan Hyatt: But it really ... I'm sorry, Scott. Even if you have the most supportive spouse, or partner, even if.

Rachel Rodgers: Yep.

Susan Hyatt: And let's just pretend that all of the work and household duties are split evenly, women still have an extra part-time job. And it's basically that we do all of the ruminating for the family, the emotional heavy lifting. We're the ones that know what sippy cup to give the kids so they don't have a fit, and when the dog needs to be vaccinated, and which neighbor's mom died. And who needs to be where, and all those things.

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And even if our spouse or partner picks up the slack and does like 50%, or even more, 75% of the workload, we're still the managers of it.

Rachel Rodgers: Yep. Oh. Management, first of all, can we just talk about that for a second? 'Cause that takes forever. And I am somebody where I'm the breadwinner, and my husband takes care of the kids. And still there's all kinds of shit that winds up on my plate, that I'm like, "Why am I doing this?" Like, for example-

Susan Hyatt: Exactly.

Rachel Rodgers: And these are totally First World, seven figure problems, but I don't give a shit. Let's talk about it. Because one of them is-

Susan Hyatt: It's true.

Rachel Rodgers: Like, I don't want to have all of the conversations with our nanny, and our professional cleaner. And like, "Why am I talking to you about which cleaner to use? I don't want to have this conversation." 'Cause I'm on call, after call, after call.

Susan Hyatt: Exactly.

Rachel Rodgers: I have seven minutes in between calls, and now I have to manage household staff in addition to my own team for the business.

Susan Hyatt: Right.

Rachel Rodgers: And like the emails. The endless emails from school, and then you have to be on top of it all. You have to know what's Pajama day, and which day is whatever the hell.

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Susan Hyatt: Exactly. Yes. Right. Like, no, this is real. Like, whether you have the money to hire out this stuff or not. Even if you do, this is a great point. Even if you are earning seven figures, eight figures, it doesn't matter. Women are typically the ones managing it. And even if we're not, they try to rope us back in.

Susan Hyatt: So, an example of this shit, last night. So, Scott ... Let me think about this. What happened? I think I was finished with my work, he called me. He said he was wrapping up a lease, and he would be home a little late. And I said, "Okay, fine. I'm gonna go do my Peloton ride."

Rachel Rodgers: Yes.

Susan Hyatt: And he said, "What do you want to do for dinner?" And I said ... We agreed on these Greek salads with grilled chicken from this Greek restaurant in town." He's gonna go pick it up, great. I get on my Peloton, and I'm in the middle of Robin Arzon's International Women's Day ride, and he's calling, and I answer. And he's like, "Acropolis is closed. Any other ideas?" I'm like, "Are you fucking kidding me right now? Like, figure it out. Like, I ... So, I'm in the middle of my ride. Figure it out, okay?" And I hung up. And he figured it out, right?

Rachel Rodgers: Yes.

Susan Hyatt: But women tend to be like, "Oh." Like, stop your ride, and figure ... "Oh, he's so nice to go pick it up, I better solve this problem." Hell, no.

Rachel Rodgers: Mm-hmm (affirmative)-

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Susan Hyatt: We got to put these people to work, and make them own decisions.

Rachel Rodgers: Yes. You know what, I feel like the number one thing that's in the way of women making bank is boundaries. Have some. Okay?

Susan Hyatt: Have some boundaries.

Rachel Rodgers: Seriously.

Susan Hyatt: Absolutely.

Rachel Rodgers: They let everyone take advantage of them. And basically, steal and rob you of all of your free time, so you have no time to like make money. And also, no time for pleasure either. It's ridiculous.

Susan Hyatt: I know. And that's the thing is that while we're so busy picking up the slack for everybody, that you're exactly right. We could be working on our goals. We could be working on our fitness. We could be doing all sorts of things. And part of self-care, you're right. To create that time for self-care, you absolutely have to have strong boundaries, and that involves reeducating the people around you all the time.

Rachel Rodgers: I love the phrase reeducation by the way.

Susan Hyatt: Oh.

Rachel Rodgers: That's my favorite.

Susan Hyatt: I mean, I've been working out of this chair, and this home office for 12 years. And you would not believe how often I have to turn

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towards the door, and go, "Are we seriously talking about this again? Do you see this podcast mic? Like, why are you talking to me?"

Rachel Rodgers: Right.

Susan Hyatt: And when Ryan Hyatt is home, he's just like, "But can I order pizza?" I'm like, "Get out. Go. Go away."

Rachel Rodgers: "Where's something I could throw at you? Let me grab something off my desk."

Susan Hyatt: I know. Right. "You're lucky there's a video camera on me right now, son. That's all I've got to say." But yeah, I mean we have to keep educating our friends, and our family especially when you're an entrepreneur because people tend to think if you work for yourself, like, "Oh, well she could watch my kids today." Hell, no.

Rachel Rodgers: "No, I can't."

Susan Hyatt: "No, I'm not your daycare. No."

Rachel Rodgers: My sister used to do that. Not to throw my sister under the bus, but I am. She used to always ... I worked from home, and she'd be like, "Oh, can I drop the kids off?" "No."

Susan Hyatt: My sister-in-law used to do that. Because she ... They live about an hour and a half away, and I live near a mall. And she would be like, "We're going to the mall. Is it okay if I drop Ben and Maddie off?" "No."

Rachel Rodgers: Uh-uh.

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Susan Hyatt: Would you ... "Go drop them off at your brother's place of business. How would that go?"

Rachel Rodgers: Exactly. Also, I don't want to take care of my own kids right now. So, I don't want to take care of yours as well.

Susan Hyatt: Right. I want to take care of no one basically.

Rachel Rodgers: Exactly. And I think you just have to be willing to have some of these hard conversations. Because I think that is really what gets in the way is like, "Oh, I don't want to disappoint anyone. I don't want anybody to be upset." And it's like well you're gonna be the one upset then. You're the one that's disappointed then.

Susan Hyatt: Exactly. Like, "Oh, okay, you're gonna disappoint and hurt yourself." And it really is helping women become empowered enough to say no, to set boundaries, to let people know that they're serious. And when you decide, and you are serious, and you're all-in, then everything opens up for you. But while you're still trying to keep everybody happy, your bank account is gonna reflect that.

Rachel Rodgers: 100%. Exactly. Okay, so I want to talk about pleasure again. Because I am someone who as you know has had have more fun as my New Year's resolution for two years in a row.

Susan Hyatt: Yeah, yeah.

Rachel Rodgers: Sadly-

Susan Hyatt: Yeah.

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Rachel Rodgers: I'm better now thanks to you actually.

Susan Hyatt: Yeah.

Rachel Rodgers: But every time when I like book the fancier hotel, or I book myself for first class, or I go get myself a massage, I'm always like, "Susan, guess what I'm doing right now?" You know?

Susan Hyatt: I love it. I love it.

Rachel Rodgers: So, let's talk about pleasure. And what are some examples of things that we should do? Because I think when I say pleasure to people, they think like, "Oh, yeah. I got myself a piece of cake, and I'm gonna watch this Netflix show." And that's like the only pleasure in the world is food and Netflix.

Susan Hyatt: Food, right. I think that it's understandable why women turn to food because if you're not diversifying your pleasure, and prioritizing self-care, it's an easy substitute.

Rachel Rodgers: Yes.

Susan Hyatt: And it's an immediate thing. But there are so many different forms of pleasure. So, in the book I talk about diversifying your pleasure, and figuring out what kind of pleasure you actually want. So, yes, there's physical pleasure and intimacy. There's comfort. So, maybe you need to wrap up in a blanket and watch Netflix, sure. But you might need intellectual stimulation.

Rachel Rodgers: Yes.

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Susan Hyatt: For me, I need adult conversation. I need interesting conversation, not gossip. I need to be learning stuff all the time. Another form of pleasure could be beauty. So, you may need to be steeped in beauty, go to a museum, something like that. And honestly one of the biggest pitfalls to this work and pleasure is that people also ... In addition to thinking it needs to be food or alcohol, or just sex, that pleasure involves spending a lot of money, or consuming something.

Susan Hyatt: And honestly some of the best forms of pleasure are free. So, as much as I complain about my asshole cat Moses, I get a lot of pleasure out of laughing at him, and petting him, and that sort of thing. So, there is some stuff in the book that people can do to figure out a pleasure plan that doesn't cost a dime. But of course, if you can afford it, there's all kinds of forms of pleasure that do cost money.

Rachel Rodgers: Yes. And I love a pleasure plan. I feel like we need to plan for this stuff, and schedule it the same way that we do all of that stuff for our business. We plan and we schedule for our business, so like why aren't we doing that for our pleasure, for our joy? Because that is ultimately what's going to lead us to make more money.

Susan Hyatt: It absolutely is. And I guess it was probably like 11 years ago, I came up with the mantra, "The more fun I have, the more money I make."

Rachel Rodgers: Oh, yes. And I know everyone hates you for this, don't they?

Susan Hyatt: They do. They hate me for it. And I honestly didn't believe it when I created it. I set out to create it because like you having the goal to have more fun a couple years in a row, I wasn't having enough fun.

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Rachel Rodgers: Right.

Susan Hyatt: And I was like, "You know what, I'm just gonna decide that the more fun I have, the more money it'll make me." And it proved true. So, if I'm not having a lot of fun, I'm not as creative, I'm not as good at my job, I'm not as present. And there have been times throughout my career where things got hard, or tough, and I wasn't having as much fun. And I can look at my quarterly plan, and I can look at my quarterly income, and it reflects it.

Rachel Rodgers: Yes.

Susan Hyatt: It really does.

Rachel Rodgers: Yes, exactly. And one of the things that you did to add more fun to your business, and your life is add a lot of travel, and doing retreats, and things like that. Which is how we met, and we've been on multiple yachts together in Europe, which I love.

Susan Hyatt: I was somewhere recently, and they said some ... I think it was you. You were like, "How many yachts has Susan Hyatt employed as part of her business plan?"

Rachel Rodgers: Yeah.

Susan Hyatt: And I was like, "You know what, that's actually a really fun question and point. Quite a lot."

Rachel Rodgers: Your accountant is probably like, "Bitch, what do yachts have to do with life coaching?" And you're like, "A lot."

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Susan Hyatt: Oh, my god. My accountant and the bookkeeper that works for my accountant, almost daily they're like, "So, I'm assuming ... " They always start with, "I'm assuming that ... " And when I see those three words, I'm like, "Oh, I'm in trouble again." 'Cause they're like, "You can't deduct that." Or, like, "What does this have to do with this?" Or, "I don't understand why you spent that much in flowers?" I'm like, "Hey, back off."

Rachel Rodgers: "Mind your damn business, okay?"

Susan Hyatt: Right. Like, "You don't understand." I'm always like, "You don't understand me." And they're like, "You're right. You're right. We don't understand you."

Rachel Rodgers: That's right. I definitely got in trouble ... You know, I'm with Susan, and a BARE convert because I got in trouble once for renting a chateau in France. And it's like, "What does the chateau have to do with your business?"

Susan Hyatt: This is chateau life, bitches.

Rachel Rodgers: "Yes. It's very relevant. And yes, it is a business expense, and yes, I am deducting it. Okay?" See, these are the kinds of problems you want to have guys. Like, if you're not talking to your accountant about justifying chateaus, and yachts, then you're doing it wrong clearly.

Susan Hyatt: Exactly. Exactly. Or arguing about ... I'm always trying to deduct wardrobe, which is not a thing in the U.S.

Rachel Rodgers: Oh, yeah.

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Susan Hyatt: Like, you can't do it unless it's a uniform. And I'm like ... I remember I felt like I had ammunition. This was years ago. Like, eight years ago Danielle LaPorte told me that her accountant allowed her to deduct what she wore on stage. And I went in, and blah, blah, blah. And then my accountant got back to me a day later, and was like, "Okay, so she's Canadian. And Canadian law is not the same as U.S. tax law. I am right." I'm like, "Damn it."

Rachel Rodgers: She did her research. She's Canadian.

Susan Hyatt: "She's Canadian, dumbass." I'm like, "Okay."

Rachel Rodgers: Fine then, all right?

Susan Hyatt: "I won't deduct those Louboutins after all."

Rachel Rodgers: I love it. Okay, so one more question for you. Tell me just one ... What's one story that you've heard being on the book tour for BARE. And I know you've heard so many, and I know you probably cry like every stop because there's amazing life changing stories that women are telling you about how this book has impacted their life, how has it changed how they show up, that they're happier, they're lighter, they have more energy, they're making more money. So, tell me one of the stories that you've heard on your BARE tour so far.

Susan Hyatt: So, I have a hilarious story, and then I have a serious story. I'll tell you the serious story first. So, a woman that I worked with years ago when I first created BARE. She was at that point in time, she hadn't yet started her business. And she was working a corporate job she didn't like, and she was very much like just letting people push her around. Her boss, her coworkers, her spouse at the time.

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Susan Hyatt: And what I created for her had nothing to do with food, or exercise, or anything. We called it the no diet. And her job was to just say no to people when she meant no. And to stop people pleasing, and she lost 80 pounds-

Rachel Rodgers: Wow.

Susan Hyatt: Over six months.

Rachel Rodgers: Six months?

Susan Hyatt: On the BARE / no diet. Yep. Yep. Because she was overeating, and emotionally eating to cover up like all the pain she was feeling. And she completely changed her life. Within a year, she had left the abusive husband, she had started her own company. She makes way more money than I do now, and it all started with adding pleasure, and saying no. And the part of the book where I talk about making a scene, that's one of the coolest stories that I've heard on tour, which is pretty remarkable.

Rachel Rodgers: I mean ... Yeah.

Susan Hyatt: People are always like, "When are we gonna talk about how many calories I can consume?" "Never."

Rachel Rodgers: Never ever.

Susan Hyatt: No, we will never talk about that.

Rachel Rodgers: Yes.

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Susan Hyatt: That was a super fun story. The hilarious story was just in Atlanta. These two women kept talking, they were paired together when we were doing a little exercise during the book signing evening. And they came up to me in the line to sign books together, and they said, "You have to hear this story." And they were laughing so hard they had tears coming out of their eyes-

Rachel Rodgers: I love it.

Susan Hyatt: That they kept saying to each other, "How do I know? Like, where did you go to school? And what about college? And where have you worked?" And as it turns out, one of them was the other ones Jenny Craig counselor 15 years ago.

Rachel Rodgers: Stop it right now.

Susan Hyatt: I am not. I know. So, one of them was the Jenny Craig coach, and one of them was the client, and they're both at my BARE event 'cause that shit doesn't work long-term.

Rachel Rodgers: It sure doesn't. I am obsessed. That is the best story ever. Holy shit.

Susan Hyatt: I was like, "I'm gonna be talking about that the entire year."

Rachel Rodgers: What they needed to do was do BARE like that other woman who lost 80 pounds, lost the abusive husband, and made bank instead of Jenny Craig-

Susan Hyatt: Exactly.

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Rachel Rodgers: Or Weight Watchers, or any of this bullshit that's out there.

Susan Hyatt: Exactly. Exactly.

Rachel Rodgers: That you are completely wasting your time and energy with. I am telling you right now.

Susan Hyatt: It's stealing your money-

Rachel Rodgers: It is stealing.

Susan Hyatt: Is what it's doing.

Rachel Rodgers: Yes, your money. Your time, your energy. I remember I did ... What did I do? I did Medi-Weightloss, and I was so proud of myself. Actually, this is right before Italy. I did Medi-Weightloss, I lost like 30 pounds. And literally gained it all back immediately because you have to basically not eat. It was like, "How many peanuts can I have? I can have three peanuts."

Susan Hyatt: Oh, my god. Listen, I refuse to live in a world where I am rationing my almonds and peanuts. Deal breaker.

Rachel Rodgers: Oh, my god. Share the stat, Susan. 'Cause I think this is just flabbergasting of how much time ... Or how many years, or whatever the dieting thing.

Susan Hyatt: Yeah. So, I'm 45, and by the time a woman is my age, she has dieted on average 30 years of her life already.

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Rachel Rodgers: Aw.

Susan Hyatt: Away. 30 years.

Rachel Rodgers: I've heard that before, and every time it is so alarming to think ... First of all, I want you to think about how much of your time is being wasted. Like, you could be busy changing the world, writing books, speaking on stages, like impacting lives, making money. And instead you're fucking counting peanuts. Like, hell no. No.

Susan Hyatt: Yeah. And no. And that's why I say, "Listen, wage gap, not thigh gap, people." Because as long as you are distracted by how much you can shrink your body, you are not expanding your life, or your bank account. And we need women focused, not distracted.

Rachel Rodgers: Damn, right. Oh, my god. Okay, so y'all get focused, and go get this book. Susan, tell us what books tour stops you have 'cause people might want to come. And by the way New York City was lit, so you need to go.

Susan Hyatt: Yes.

Rachel Rodgers: I went to the New York stop.

Susan Hyatt: Yay!

Rachel Rodgers: So, tell them about the book tour stops, and then also just tell them where they should go to get the book.

Susan Hyatt: Sure. So, coming up we have L.A. and Seattle. And then we are adding stops in August in St. Louis, Miami, D.C., and Toronto.

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Rachel Rodgers: Awesome.

Susan Hyatt: So, that will be coming up in August. And the website for the book is Letsgetbare.com.

Rachel Rodgers: Yeah, you can get the book. You can sign up for her membership program. You'll see me there 'cause I'm in there.

Susan Hyatt: Yay!

Rachel Rodgers: You can get certified as a BARE coach. Like, all kinds of goodness. So, go to Letsgetbare.com to get all of that. And go get this book, and change your fucking life, okay? And stop counting peanuts 'cause like let's just all stop that bullshit right now.

Susan Hyatt: Yay!

Rachel Rodgers: Thank you so much, Susan, for joining us. This was such a pleasure. And I'm so excited for people to like literally change their lives, and make more money.

Susan Hyatt: Thank you, Rachel.

I hope you enjoyed that incredible episode with Susan. Oh, my gosh. I am so glad that I got to share my friend with you guys. And I hope you enjoyed it. Everybody should run out, go to Amazon right now, and go buy the BARE book because you need this in your arsenal. You need to read this book. I bought 17 copies that I have been sharing with family, and friends, and clients because I really feel that every woman needs to read this book. It will literally revolutionize your life, and how you see yourself as a woman, how you feel about your body, how you feel about your money, how you

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feel about your intellect. I mean, it is absolutely life changing stuff, so go and get that book ASAP. You can also go to Letsgetbare.com. B-A-R-E. Letsgetbare.com. I will link all of that up in the show notes.

And there's an amazing community. A membership community that Susan runs, that I am a part of, so you can see me there. And some other amazing stuff that Susan does. Tons of great resources. So, go to Letsgetbare.com. You might even catch Susan on one of her book tour stops.

And I want to challenge you with some homework this week. I want you to look at your calendar, and I want you to think about what pleasurable activities you can schedule into your calendar because I know right now you probably have none. If you're a woman entrepreneur, especially if you have children, or if you just have a busy personal life, you probably don't have any pleasure built into your life. You're busy serving others all of the time. And serving others is amazing, and it's something that I enjoy as well. But even more importantly than that, you need to take care of yourself. Okay? You need to take care of yourself. That is more important of taking care of everyone else. You've got to take care of you first, then you will be able to take care of everyone else.

So, one of the things that I want you to do is go and look at your calendar, and I want you to book in a pleasurable activity once a week, every single week, okay? I want you to go into your calendar, and book in a pleasurable activity for you to enjoy. That's just for you, it doesn't serve anyone else. It's not for any other purpose than for your own enjoyment and pleasure.

And then the other thing I want you to do is do that every week, but then I want you to go in and choose two weeks of vacation that you are gonna block out. And plan a vacation for yourself. Something fun for you to do,

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some fun activity. And then I want you to look at every quarter, and plan at least a weekend getaway of some kind, right? Or a weekend activity that can be fun. You don't always have to go on vacation, but it needs to be built into your schedule.

So, that means go to your calendar right now, and I want you to build in a pleasurable activity every week. A pleasurable activity, or weekend, or time away every quarter. And then at least two weeks of vacation every year. This is million-dollar behavior. This is what million-dollar CEOs do. Because the bottom line is if you want to grow your business, you really have to take care of your mental state, your health, and well-being, okay? That is essential to making more money as Susan pointed out in this episode.

So, make sure that you go into your calendar, and build in some pleasure. Build in some fun. Build in some things that will bring you utter joy. And like Susan said, this is not about money. It doesn't have to be luxurious things. I mean, you can get in a yacht if you want to 'cause that would be amazing. But if you can't do a yacht, right? There's other things that you can do that can bring you joy. So, I want you to really think about that, and go get the BARE book because that ... One of the things about the BARE book is that it will help you create a pleasure plan. Okay?

So, I want you to do that. Build in more pleasure into your life, and you will find that it starts to build your bank account as well. All right, well I'm a BARE convert. I hope you guys are too. I will see you on the next episode.

As always go to mdbshow.com to get all of the show notes, and all of the links that we talked about in today's episode. And you can also opt-in, and grab my guide to 12 Creative Ways to Raise Capital Quickly. Bye, guys.

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