

## 030 Slaying Your 7-Figure Workday and Being Zero Percent Nice with Mariah Coz



### Full Episode Transcript

With Your Host

**Rachel Rodgers**

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## 030 Slaying Your 7-Figure Workday and Being Zero Percent Nice with Mariah Coz

Mariah: It's like, you just have to do things worth noticing and worth talking about and you just have to be fucking awesome, and there's no shortcut for that. There's no hack, there's no fucking secret sauce. It's not something that anyone can really teach you. You just have to be like, I am going to do things that are worth talking about and worth noticing, and people are going to see me.

Welcome to *The Million Dollar Badass Podcast*. I'm your host, Rachel Rodgers, wife, mother to 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.

Hello friends and welcome back to the *Million Dollar Badass Podcast*. Today we have another wonderful interview with a friend of mine, Mariah Coz who is absolutely delightful and also a million-dollar badass. And so we, as always, dig into her journey to building her seven-figure business, and we talked about some really good, really juicy stuff that I think you will really enjoy.

We talk about the importance of having time to think and how to structure your day and your week as a seven-figure entrepreneur. We talk about how to cultivate a positive mindset and how to be self-motivated and not need all this outside inspiration in order to get things done. We talk about the importance of killing your ego if you want to make seven-figures, which is so good.

We introduce you to this concept of a meet cute and why that is so key to building a successful business, and we talk about the exact strategies that Mariah is using to scale her business from seven figures to eight. So super,

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super juicy episode. Very, very inspiring. Please enjoy this conversation with my friend Mariah Coz.

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Rachel: Hello friends and welcome back to the *Million Dollar Badass Podcast*. I'm sitting here with my friend Mariah Coz of [mariahcoz.com](http://mariahcoz.com). I'm so excited you're here, Mariah.

Mariah: Oh my gosh Rachel, thank you so much for having me. I am also so excited to be here and talk about seven-figure businesses. This is one of my favorite topics. I'm just so grateful that you have a podcast dedicated to talking about this and even just talking about making a million dollars. It's so fucking triggering for so many people and it brings up all of people's garbage bullshit and so I think that it's just so important that you have this podcast and that you have a platform to talk about this. So thank you for having me.

Rachel: I totally agree.

Mariah: Also, is it okay if I swear? I'm so sorry.

Rachel: Yes, absolutely. You're talking to me here. Someone who's regularly accused over email of being a sailor. But I could not agree more. I feel like so many people shoot for six figures and then you get there and you're like, oh, that's actually not that much money.

Mariah: Yeah, and it's like, not that much money, it's not enough – when running your own business, it's not enough at all to do anything. And it's not that hard and it's much easier once you get to seven figures always.

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Rachel: Yes exactly. It's kind of struggle bus and I feel like it's just hustle, hustle, hustle to get to six, and then once you're there, you realize oh, I need to hire people, oh, I have a huge tax bill I now have to pay. Oh, I need to pay myself more because I can't live off of this. 100K divided among yourself and team members and taxes and all the business expenses is really not enough. Even 200 or 300K still feels tight. So to me, I'm just like, we need more women being visible making money unapologetically and also showing the way. So thanks for being here.

Mariah: Yeah, right? And talking about it.

Rachel: Yes exactly, and sharing like, here's what my journey looked like. So tell us about a day in the life of Mariah. What is the day in the life of a million-dollar badass like yourself?

Mariah: Oh my gosh, well thank you for calling me a million-dollar badass. That's the highlight of my life right there. I'll have that little clip recorded as my affirmation in the morning. So just coming from your voice, love it. So being a million-dollar badass, I feel like a day in the life changes every day. So this is a great question and there's probably so many different answers because it really depends on what we're working on that day.

And I also only work work, sort of in the office some days, and then there's other days where I'm completely not in the office and then my days would look very different. Like last week, I took the week off to go follow around one of my favorite podcasts, so I was just following them around on their tour and it was like – so I was doing no work at all the entire time.

So that kind of freedom is very fun and I think sometimes the day in the life is like, oh yeah, I was on an airplane or going to a hotel or going on a vacation or whatever. But in a typical workday, it's pretty unexciting. I'm one of those people who does not believe in morning rituals or like – what

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do people call it when they have some sort of intense morning thing that they do? I don't know, it's still weird to me. I don't know why people do that.

I don't wake up early. I don't wake up at a specific time. Every day is different. I get up, I go downstairs. The one thing I do is like, I make tea. I don't drink coffee and I try to tell everyone to stop drinking coffee. If you do love coffee, go for it, but also maybe try not drinking coffee because it'll change your life. Like, your life could be 10 times better than it is now if you stop drinking coffee but I know that people get really angry when I say that.

Rachel: Oh my god, I love it.

Mariah: Yeah, so I don't drink coffee so I go downstairs, I have my tea, and then I would say lately I've been doing things in the morning that are like – and I just move so slowly. I'll spend two hours in the morning just hanging out and maybe I'll look at my phone or maybe I'll sleep in, or maybe I'll just literally spend two hours looking at a magazine on the couch or something. I don't know. I move pretty fucking slow in the morning.

And then yeah, so I'll hang out. Sometimes I'll do something in the morning that's like, if I'm feeling anxious or something like that, I'll do a tapping session or some meditation or something like that, or maybe some journaling or something. I'm very bad at journaling. But it's not like oh, every morning I do the exact same ritual of these five, 10 things or whatever. I don't do that.

So then I'll go into the office, which is just my home office some time in the morning. Do a couple hours of work, and then we have our team meeting every single morning at 11am. So then our whole team has our standing meeting and then I do maybe another hour or two of work. In the afternoons, I like to do my exercise and I feel like it gives me a boost and more energy and a second wind.

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So I try to do exercise in all these different ways over the years and the thing that's really been working for me lately, this is like a fun little update is that I don't know if you do this too, Rachel, where I sign up for literally all the courses. I buy all the courses. And I love spending money on courses and I love investing in them and I love buying them, and I buy courses about everything.

Sometimes it's about business, but sometimes it's about totally other random shit. And so I just buy a lot of courses because I love learning and the only way now that I found to sustainably exercise every day is to like, have all these courses that I've purchased playing for like an hour while I work out.

So I'll go on the treadmill or do something or whatever, but it's always like, I can watch or listen to this course content and be learning. Otherwise, if my brain isn't engaged, I just feel like I'm dying. So I'm like, learning, thinking, my brain is doing its awesome stuff. So I do that in the afternoon. And then I just love to cook dinner and I love to cook for myself. I'm also not one of those people who has like, an in-home chef or something like that.

And it's like, we could and actually my partner and I have looked into it and been like, you know, we could get a private chef or something like that but I really love cooking for myself and it's very relaxing for me at the end of the day. So then I'll go into the kitchen, make dinner. I would say throughout the day, I'm kind of working in like, a two-hour chunk in the morning and then a two-hour chunk in the afternoon, and then splitting that up with like, other stuff throughout the day.

And then around three or four, depending on the day, kind of mosey into the kitchen and start cooking, and then I love to watch Netflix. Or I also read a lot of comic books. So my time is split between reading comic books and watching Netflix. But that's just like a typical workday. It's pretty fucking

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boring. I mean, it's not like – I'm inspired and excited when I'm doing work but it's not some ground-breaking oh wow, she has such an amazing structured schedule. I really don't.

And then some days it looks totally different. And if we're in the middle of a promotion or something, I'll probably be working more. Probably start work earlier and might work until six or something. But yeah, you might even want to edit that out because that wasn't that exciting.

Rachel: No, I actually think it's really good because first of all, you're showing that you're working not eight hours a day.

Mariah: No, and I guess that's a big part of it is you guys, we work so much less making seven figures than we did making six figures. So much less work. And that's just a workday. I'll take Fridays off, I often don't work on Fridays. It's not unusual for me to take an entire week off every month. It's not unusual for me to take three days off in the middle of the week for no reason.

I just in general, I think back on a couple years ago and I'm like, oh my god, I worked so much all the time, but at a certain point you have enough momentum and enough team members to just not have to work that much. And of course there are times when I'm like, oh my gosh, today is a big ass day, I am working eight hours today, this one time. But in general, the general trend is a lot less work hours but a lot more time for my brain to solve bigger problems and a lot more time and space for my brain to come up with bigger picture ideas.

Rachel: Yes. I love that so much. It's so important. I actually had a professor teach me that during law school like you need time to think. We don't schedule time to think. And we don't even think like, on the toilet or

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anything we're doing, if we're waiting in line, we're always on our phones scrolling Instagram. We have no thinking time.

Mariah: We need literally dedicated thinking time and I love to do it, like I said, a lot of times if I have some external stimulus like a course or something that I'm listening to, or even just music or something that's great for thinking. But that's why I like to take those days off and go to new places or go out just like, get out of the office. I feel like, not to say my office isn't inspiring but it's just not the place where I make the biggest breakthroughs.

You're not making any breakthroughs sitting in front of your computer. Never. You're making breakthroughs when you're like, out in the world, even if it's just go for a walk in nature, go to the beach, go to a new town and sit at a different coffee shop. Those are where ideas happen. I love to drive around and just see what's out in the world on the rare days where I leave my house.

But I like to just look at things and that's how you get inspiration. It's like for me, I try to minimize the amount of time – even as an online business owner, my whole goal is to minimize the amount of time that I'm like, actually in front of my computer working on stuff in that way because it's just not a place where I come up with my best ideas. It's a place where I have to make things concrete and write them down or record the video, but it's not where it's originating from.

Rachel: Exactly. I 100% agree. I tell my clients all the time, they're like, I'm not sure what to do and I assign them a task of like, go drive to the beach, go walk in the forest, go get away and they're always looking at me like I have three heads. And I am like, I'm telling you this works. Like, I promise you this works.

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Mariah: Right, like that moment where you're like, I have so much going on and I'm banging my head against the wall and I'm so busy, that's the moment where you just need to walk away and don't do anything related to work for a minute or for a day or two.

Rachel: Exactly. Go out to lunch, go have a picnic, go exercise, go do anything other than work because that's the thinking that is going to help you figure things out and solve complex problems. Because that's really what it is to be a CEO is to just remove the friction, solve the problems, and also stay out of the way. Because once you have a team, we have a tendency to get in the way. Like I always have a new idea and my team is like, oh god, Rachel has another idea. We're still executing her last three ideas.

Mariah: Oh my god, do you ever feel bad about that? That's something I think is the CEO dilemma is oh my gosh, I have this new idea, it's a great idea, we should talk about it, we should do it, I know it'll help what we're currently doing, but then do you ever hesitate and be like, I don't want to freak them out?

Rachel: No. I pretty much just tell them as soon as I have the idea. But I also add to it like we don't have to do this now or maybe for next year, or whatever. Or maybe never. But I have to get those ideas out. I'm like, wouldn't it be amazing? And they're always like, no.

But it's good because it almost goes through this filter when I talk to my team about it or whatever and it gets to a place of like, do we actually really want to do that? Is that something that's worth doing right away? Is that something that's like, table it for later or is that something like, actually throw that in the trash can because that was a terrible idea.

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Mariah: Saying it out loud to other people, you're either selling yourself on it or you're talking yourself out of it in real time.

Rachel: Exactly. Exactly. And I totally agree on the schedule. I actually build in the break time. So I work Monday, Tuesday, and Thursday. I now take Wednesdays off. So I just have that day blocked, and it's really to think. And I have nothing scheduled and I often spend that time with my family or I might do some work stuff but it's usually like let me read this book that I've been wanting to read that might give me some ideas to solve a problem that I have. Or watch a training.

And I do the same thing. I listen to podcasts a ton, I'm always listening to something on my drive to Pilates. And I don't work on Fridays either. And Friday is like my self-care, literally I'm not doing crap for anyone. Leave me alone on Friday.

Mariah: I love that. And I think it's just like you just have to go wherever you feel, for a lack of a better word, high vibe or something. Just go and do things whether it's like, oh I just love going to this fancy restaurant and sitting and having a drink here.

Rachel: Okay, wait a minute. Tell me what your sign is.

Mariah: Sagittarius.

Rachel: Oh, Sagittarius. Okay. Interesting. The reason I ask that, and that actually – I'm pretty sure that my friend Robert is a Sagittarius, which he also is kind of very freedom focused. Like leave me alone, don't try to control me in any way, don't try to hold me down.

Mariah: Very independent.

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Rachel: Exactly. I'm an Aquarius and I get super bored by routine. I need novelty, I need new interesting. I will even drive home a different way because I'm so bored with driving the same pathway.

Mariah: That's really funny. You're like I don't want to see these same trees again.

Rachel: I want to see different trees.

Mariah: That's really funny. I love that. I don't really know a ton about how that affects my life on a day-to-day basis, but I think as a fire sign maybe makes me more – very ambitious and very – I like to say that I'm relentlessly optimistic. So someone tries to tell me something isn't realistic or is going to be hard, I'm just like no, it's all going to work out perfectly and everything goes well and it's all going to be fine. And everything will probably work out better than expected.

Rachel: I love it. Not only yes I can do it, but it's not even going to be hard. It's going to be easy.

Mariah: Yeah. I'll always just be like, but what if everything works out perfectly and all these magical things happen where it goes even better than you could ever imagine and like, I just walk around thinking that that's what life should be like.

Rachel: I love that so much and I'm sure that that positive mindset serves you really well. And it has you taking risks and going for it and willing to invest in yourself and willing to invest in your business.

Mariah: Yeah because I'm like, what if it just goes better than you ever could think? That would be so cool. And I just approach everything as an experiment and I'm really detached, which is part of why – kind of like what

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we were talking about before we were recording is I'm very detached from outcomes and everything is just a fun game to me.

Even years ago, I was like this is just like a video game and we're just like, what is it like to get to the next level? That's fun. We can just see what that is and then I never went out thinking I must become a millionaire or it is my goal. I am determined to do this. It was just like, well what if I try this little fun thing over here and see what happens? And it leads to good things.

So you don't necessarily have to be sitting out there every day doing your affirmations and some crazy thing in order to be worthy of success or in order to reach a certain level. You can also just approach it with maybe more fun and levity.

Rachel: Yes. Play. I tell people this all the time and this is another thing that causes people to look at me like I have two heads.

Mariah: Because they're like no, I should be working.

Rachel: And it's like no, you need to have more fun. What would make this super fun? Even when people create offers, that's a big part of what I do is help them edit their offers and finesse their offers to something that they're really going to enjoy delivering and that will also have a big impact for their clients. And whenever I'm looking, I'm like, this sounds boring as hell. Does this feel boring? Because I'm getting a very boring vibe from you. If it's boring, stop doing it.

Mariah: Yeah, like do you even want to buy this? That's my thing is I got a message from one of my clients the other day who was like, I just read my own sales page after using your template and like, I want to buy my own product. I want this. And I'm like, that's how it should feel.

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Rachel: Exactly right. That's exactly how it should feel.

Mariah: You're like damn, I would buy this.

Rachel: And I still to this day, although I'm not really creating new stuff, but my offers, I don't price offers. I've never priced my offers until I wrote the whole sales page. And then I write it and I'm like damn, this is good.

Mariah: You're like, I could charge more for this.

Rachel: Yeah. I'm so impressed with myself. I'm like, I love this, I'm convinced. And then I raise the price because it's always under-charged.

Mariah: I know. I mean, that's true for all of us is even when you get into a certain level where you're charging five figures, multiple five figures for things, upwards of six figures for certain offers and you're like, I'm under-charging. This is a great fucking deal.

Rachel: Yes, exactly. And especially just look at the results that you get, people. That's what I always do. And honestly, that's the stuff that makes me raise my prices is you help somebody make a million dollars and you're like wait, how much did they pay me?

Mariah: Right. And after the fact you're like, I think I could have charged more.

Rachel: Yeah, I'm like I should have charged a lot more for that. Anywho, if you're not convinced, ain't nobody else going to be convinced. So you need to have your own enthusiasm about your offers. Alright, so back to your journey. Give us the rundown. What was the business that you started?

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Mariah: Yeah, I'll just give you the five-minute history lesson. I feel like it's like we've all shared our origin story a million times. So basically, I was always unemployable and I'm very self-directed and self-motivated, and I do not need anyone. The idea of somebody needing motivation is insane to me. I'm like, doesn't that just come from inside of you and don't you just feel compelled? I have OCD so I do feel compulsion to do things. But I have this compulsion inside of me to make things and do things and create things and build things.

And it's just like, I don't ever need external motivation or inspiration. It just is this endless compulsion inside of me. So I've always been that way since I was very young. And so my whole life I went to very alternative, progressive, experimental schools, and everything was always self-directed and design your own curriculum and remote and just like, go out into the world and do your thing and then tell us what you did.

And so my first real business was – this is going to sound so strange now but it was online courses and it was teaching people how to live in a vintage camper, which I know sounds very strange. How many people would even want to do that? Turns out a lot. Turns out a lot of people. And what happened was that I was buying vintage campers, renovating them.

I bought this one particular one that I renovated to live in, and so I had this little blog about it and people were really interested. People were asking me tons of questions. And then people started inviting me to their events, to rallies or conferences or workshops, and they'd want me to speak on living in the camper. What did you have to do to prepare to do that? How did you renovate the camper? What are the systems in the camper?

And so some of the practical stuff, but also a lot of the mindset stuff of how do you live in such a small space. And then it really kind of dovetailed. I was really just into the camper stuff and the mobility of it, and also the

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cheapness at the time. I just was again, I never thought I would be successful. I was for sure just going to be living in a trailer for my whole life. That was what was meant for me. When people are like, I always knew I was meant for more, I'm like yeah no, I definitely didn't think I was meant for more than that.

Rachel: I thought I was meant for a trailer park.

Mariah: And I would have been fine. So yeah, I was getting asked to teach a lot of workshops and speak at events and things like that. So I was saying the same thing over and over and over again to rooms of 20 people or 40 people or 200 people. And so I'm saying the same thing over and over again to everyone. Everyone is asking me the same 10 questions.

And so I then was reading *The Four-Hour Workweek* or *\$100 Startup* I think are the two that I was like, oh, there's people who put their information online instead of teaching it only in person. So I took all that stuff, put it into a course. This was back when it was hard, guys. Everyone today has it so fucking easy.

People who complain about the tech today, give me a fucking break. Are you kidding me? Teachable, it did not exist when we were creating courses back in the day. We were literally trying to put them on our own website and trying to figure out how to send an email and it was so hard. And now the tech is so...

Rachel: It was so manual.

Mariah: It was so manual. There wasn't any automation. It didn't exist yet.

Rachel: None.

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Mariah: I know.

Rachel: I had a page on my Wordpress site that was like, password protected.

Mariah: And you individually email each person like their login and yeah, it was just – so anyone who's like, tech is hard, I'm like no, F you, you can do it. So then that course became a very unsuspecting success. Over its lifetime, that course ended up earning six figures. But the main thing that happened was when I started selling that course, it was getting a lot of attention from the other people in that sort of space.

It's kind of like mixing in with tiny houses and camper and also architecture and sustainable building and it was just kind of mixing in with all those different types of worlds were sort of colliding. And a lot of those people came to me and said like, can you help me put together a course? Can you help me figure out how to market a course? Or wow, this is so cool, I'm teaching an in-person workshop every month and I would love to put that into a course too like you've done.

And so then I started just helping those people behind the scenes. And so that's why I started my current company, which is all around sharing and teaching about how I was doing all that behind the scenes after working with a couple of different people to help them get their courses put together and out there into the world and marketed and all that stuff.

I started talking about it on a new blog and then that just took off and that's the company we have today. And the Mariah Coz company just really took over – it was like being on a train and just holding on and being like I don't know what's happening because it grew so fast and it just really took over everything else in my life. And you know, you were talking about how you tell your clients to go and have fun.

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I do feel like there was a time a couple years ago where the business grew so fast and my brain was like, catching up to it, and I forgot how to have fun because I was like, just took me away with it and I had to work all the time. And it was just me and then it was just me and Megan for a long time. And it just kind of took on a life of its own.

So I really like that you remind people to have fun because I do feel like there was a period of like, a year there where I forgot how to have fun because my brain's like, what's happening?

Rachel: Yes, awesome. That's a good problem to have, right? And to try to get back to, but it's still a problem. I think some people are like, when you're in that phase of you're just so desperate to get more eyes on your stuff and you're just building it up, it can get real depressing. But it's all about your mindset, or you can approach it with positivity.

Mariah: I was like, the opposite though. I was like, this is happening too fast and too easy and that's weird.

Rachel: Yes, but you also sort of established – you built up a following, you built up an expertise. So the second business was a lot easier, and I think that's important to talk about the transition because that's something that I did as well. I had a very successful law practice and then transitioned out of it.

People think like, I can't switch what I'm doing. I'm like, you absolutely can and there's going to be a big segment probably of your current audience who are going to come with you to the new business, or they will help to spread the word about the new business as well. So that takes some of the pressure off to get it perfect.

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If you're like, I don't know what business I want to build or I want to switch but I'm not sure exactly what, it's like just do something because that something will lead to the right thing. And that's kind of what happened with you and with me. You started with vintage campers, I started with law practice.

Mariah: Yeah. It just happened organically. It was like oh, people are asking me this. Every time someone starts asking me a lot of questions about how something works, I am like oh, this is a thing that people are going to pay for. People want a step-by-step about this. And it was just like okay, people are asking me about this, people are asking me about that. I can help them, I'll put together – I obviously don't want to sit around repeating myself every day. So I'm putting together one thing that they can use.

Rachel: Exactly. So here's the interesting thing. Have you ever heard this concept of meet cute in movies?

Mariah: No.

Rachel: It's that moment in a movie where two characters connect and it's the first time they meet and it's like, adorable and sometimes it's romantic if it's a couple, or if it's a romantic comedy. It's like that moment where the two characters meet.

Mariah: Are they like, giggling and like, oh sorry, I bumped into you?

Rachel: Right, it's always some sort of like, their worlds collide in some serendipitous way. There's not always giggling but it is serendipitous. So that meet cute happens, and so I feel like that happens in business as well. So you just need to start doing stuff until the meet cute happens, and I feel like the right meet cute happens because you're out there doing stuff and

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people start to see in you what you're really good at and they start to ask you for it.

And then you're like yeah, that sounds cool, I'll do that. So to me, that's the meet cute. That's that moment where what you're really great at sort of collides with what the market is needing and then it just organically happens. And so I think we as women need to be less type A and less perfectionists because actually, that fake ass perfectionism is getting in your way. And instead, just get out there and do stuff and just know that do stuff, sell stuff, and it will lead you to the right place.

Mariah: And that's the thing is like, you could fucking plan everything out perfectly. It's never going to go that way. That's for sure not how your business is going to grow. That's not the thing that's going to work. You could plan it all out and the thing that will be the thing that sparks something else is you randomly do a joint venture webinar with someone, or you randomly go on someone's podcast.

I'm writing this blog post that no one will ever read, whatever, and then it goes viral. And it's like, you can't plan for any of those things, and it will be something like that that kind of nudges you along. And it's like you're on the right path. You are doing things. But the flipside of that is when people are like, how do I build an audience? How do I get fans? How do I build a big email list? I'm like, or even more than that, how do you get sort of to that seven-figure level and then kind of be in the seven-figure club, for a lack of a better word of online entrepreneurs or something?

It's like, you just have to do things worth noticing and worth talking about, and you just have to be fucking awesome, and there's no shortcut for that. There's no hack, there's no fucking secret sauce. It's not something that anyone can really teach you. You just have to be like, I am going to do

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things that are worth talking about and worth noticing, and people are going to see me.

Rachel: Exactly. You just have to be willing to do it and be seen. And risk your ego. Put things out there.

Mariah: Oh yeah, lower your fucking ego.

Rachel: Yes, kill it.

Mariah: And that was a very real thing that happened for me. It happened over the course of a year but the thing that really like, killing your ego in an intentional way and being like, I'm never going to do things out of ego again because this is not fun. Specifically, a couple years ago, I was interested in getting publicity, which is totally the typical example of like, your ego just wanted people to know who you were.

Rachel: Right, or you just wanted to put the Forbes logo on your website or whatever.

Mariah: Exactly. And I wanted to feel – which is interesting now because I took all those logos off because I was like yeah, I have all the logos. Not interested in using them. Not anymore.

Rachel: At the end of the day, they just don't – I mean, maybe it gives some social proof or some basic street cred but it's really not going to be the thing that catapults you.

Mariah: And there was a time where I was like, I really want publicity. This is going to be the thing. And then of course going to therapy – that's the other secret is go to therapy.

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Rachel: 100%.

Mariah: All the time. And of course going to therapy, I realized oh, I really wanted validation, I wanted someone to see me and think I wanted a particular family member to see me and think I was – be proud of me and things like that. So I think that was a really stark, I guess, example of like – and then I spent so much money on publicists and PR professionals and all this stuff that goes along with that and then just realizing at the end of the day, I don't care about any of those logos. I literally – they don't help me. That's so stupid. Why did I do that? I clearly just wanted people to see me or to make me feel cared about or loved or whatever.

Rachel: Or worthy.

Mariah: Or worthy. I wanted someone to be like, yeah, Mariah's great, she's worth putting in here or whatever. And so yeah, I think killing your ego is just so important because it truly doesn't help you grow your business or grow as a person and when you do things from that place, you're really just spinning your wheels. You're really just going to be stalling out if you try to do things from that place. And the secret is just be fucking followable and be awesome and then you don't have to work hard to get people to notice you because it's just going to happen whether you like it or not.

Rachel: Exactly. And honestly, the being awesome is really just being your authentic weird quirky self. That's what's interesting is what's real is what's interesting because so much of what's shown in the world is very crafted. And it's so corporate and there's a veneer and it's very planned and polished.

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And so people are really attracted to things that are super honest and authentic. There's really no way to fake vulnerability. If you're faking vulnerability, we can all see it a mile away.

Mariah: Oh my gosh, and isn't that the worst? When someone's like, I'm being so open and honest right now. And you're like, fuck you. You know what you're doing. Come on, we know you're doing this for the likes and the pity and the comments. Everyone can see. So fucking annoying.

But yeah, I do think that it's like, you have to show up and be your real self and it's okay that that's going to change as you go. I think you know, I used to be really into oh my gosh, how can I teach people to start a business that's super lean and not using a ton of expensive tools or software. And now it's like, I don't care about saving people money on software.

I'm like, spend more money on software. It'll make your life easier. So I think your message is going to change over time but just keep showing up and keep figuring it out. And just keep being helpful. Just fucking provide value. And this is like what you're saying, it doesn't have to be perfect, doesn't have to be polished. I think in the last few years, we've seen that happen.

But the difference between everyone who five years ago would always do the very polished pre-recorded product launch formula, PLC, three-part video series. And everyone was like, I have to have this perfect three-part video series where it's like, this most beautiful background and it's perfectly scripted.

Rachel: And spend \$30,000 on video and set and all this crap.

Mariah: And the difference between that and then just being like, I'll just do three casual live streams in my pajamas from my bed and because I love to

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experiment and everything is an experiment, we have experimented with both and it's so interesting to see how now, the casual live streams, they convert so much better. They truly will make you more money if you show up in that way than if you try to put together this perfectly recorded video series. And we've tested it and it's really insane to kind of see that shift where people are not looking for perfection.

Rachel: Exactly. They're actually looking for the opposite of the corporate polish, honestly. So they're looking to see – and I remember too when I wanted to make a million dollars, I was studying all of the people who were already doing it and saying like, okay, what do they eat? How do they structure their day? I just wanted to be near them so I could notice their habits, how they think, how they talk, and sort of deconstruct what is the pathway, you know?

Mariah: Do you feel like that helps? Do you feel like that helped you to be like, what are they doing? Because I feel like that stuff sometimes – it's like, maybe overwhelming and also does it matter what they eat or what they do?

Rachel: It really doesn't but I think for me, it was good to see. I wanted to sort of understand how did you get there? What did that journey look like? What are you doing right now? What are the priorities? What did you prioritize along the way? And that – I'm sort of the type of person where this is how I make decisions. I gather a lot of data and then I'm like nope, this stuff I hate, this I really like, and then I just create my own path by just taking the data and deciding what's going to work for me, what matches what feels good to me. And a lot of it is intuitive.

Mariah: Yeah, so much of it is intuitive, that's what I was going to say is there's this element of like, learn about all that stuff and then also just ask yourself well, how do I want to do it?

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Rachel: Exactly. Exactly. That's exactly right.

Mariah: I feel like I do that now for people like, and maybe you're like this too Rachel. I feel like I did not do that because like I said, I didn't know that I was going to make a million dollars and it wasn't something I was aiming for and it wasn't something I was looking to achieve. It just happened. But I do feel like I do that now for people who are making 10 or 20 or 30 million dollars, which is where we're all going.

And I'll be like, what are you doing? How do they do that thing or what are they doing with that? But then I always have to remind myself actually, none of that matters and I'm going to make 10, 20, 50 million dollars whether I pay attention to anyone else or not. Like it's going to happen, it's inevitable, so I maybe don't need to obsess over well, how do they run that part of their business or how many team members do they have at that level of revenue or – you know what I mean?

Rachel: Yeah, and that's the interesting thing is that the story is often different for different people, and I think the true key is really, like I said, being your authentic self. So really leaning into your strengths and building a business around your strengths rather than building a business exactly the way that somebody else is telling you to do it.

And this is what I teach in my mastermind is like okay, let's do these assessments, let's figure out who you really are, what you're really drawn to, and then let's build a business around that because that's what's going to get you excited every day. And what you were talking about earlier about just feeling compelled and being self-motivated, that's the key to being self-motivated is doing what the hell you want to do. No one has to convince me to eat chocolate cake. I don't need to be compelled. No one has to make it happen. I love chocolate cake.

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Mariah: You don't have to watch motivational videos about why you should love chocolate cake.

Rachel: Exactly. I just do it. And the interesting too is the same thing with exercise. I tried lifting weights and cardio, dance classes, all these things, and then I discovered Pilates reformer and I'm obsessed.

Mariah: Right, you just find the thing.

Rachel: Yeah. No one needs to motivate me to go to Pilates because I love Pilates and I actually had to miss it yesterday because I was feeling so sick and I was so pissed. My biggest concern about feeling ill was that I had Pilates the next morning and I was going to have to miss it.

Mariah: That's how you know. You like, figure out what you like.

Rachel: Yeah. It's exactly right. You're just trying the things. But that's the key. You got to try shit. I had to try a whole bunch of things to find Pilates reformer. It's the same thing in business. You got to be out there trying things, being seen doing something. Whatever that something is, and just know that as you keep on the journey, it will lead to the right thing. And if you're like, I hate this thing, I don't want to do this thing anymore and I feel compelled to do something else, great. Start doing that.

Mariah: Yeah, and just keep testing and experimenting and see what works because it's like any coach or mentor isn't going to be able to tell you – it happens a lot where my clients are like, I don't know if I should focus on Instagram or YouTube or Facebook and I'm like, you probably are going to try all of them and see which one you like and which one feels easy and which one feels natural to you and which one plays to your strengths.

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You might go live on YouTube once and get fucking 10,000 views and you're like well, that was easy, this is it. Or that might happen on Instagram where you get a bunch of followers and you're like, for whatever reason this is working. And you're not really going to know until it happens. So just try.

Rachel: Yes. Just try things, exactly, and go where you feel drawn to. I like the community aspect of Facebook the most and so that's where I spend most of my time, but LinkedIn is just as valuable, Instagram is valuable. But I spend most of my time on Facebook because that's where I like to hang out. I'm just following what I enjoy.

But the same strategy, it's like almost the same strategy with maybe a little bit of nuance for every single one. So just pick one and do it. Instead of staying in the place of let me research it and read every book about it and watch all the videos before I make a decision, it's like no, just do something please. Just do it. Just freaking do it.

I totally agree. So was there that moment? Do you feel like you had a moment where you were like wow, this is making a lot of money and I could become a woman that really makes bank and can be a millionaire and multi-millionaire? Was there a moment that you decided you were going to be a woman who makes bank?

Mariah: I love this question and I feel like I said it kind of was just happening very quickly and faster than my brain could really catch up and be like oh, I am now this person. And I come from living in a punk commune with 14 other people and I was very in that world of we don't need money, we just do our punk stuff and – I was literally living like in a closet under the stairs.

So I was coming from this place of that wasn't what I was aiming for and I never dreamed of one day I'm going to be successful, one day I'm going to

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do this and that and have money. That didn't play into what I thought was going to bring me happiness, and that's something that still remains true.

I wouldn't say I'm any happier. I would say I get to do more things and I get to make bigger dreams come true for – in terms of what I want to do here in the world, which is really exciting. But I don't necessarily – on a day-to-day basis, it's not like you feel any happier. But it was almost like it was just happening and there must have been a point where I was like, wow, we're really close to a million. We're going to hit that. That's crazy.

Wow, that's so weird. And then for me, again, it's like the stupidest problem which is why I hate talking about this is I actually got very depressed because I was like, oh, I didn't celebrate it at all. You know when you see your stripe tick over to a million and you're like oh, cool. Well, on to the next thing. And then I kind of had this moment of like, is that what this feels like? Is that it?

And so at the time I was probably feeling kind of lonely and like, well what's the point? What's next? Or I thought this was supposed to be what everyone wants so is it supposed to feel different for me or something? And so I definitely on the train to a million dollars, I knew that it was coming and then it was happening and I was like well, we're for sure going to hit that.

It was like I just – like I said, I just saw it as this inevitability that was happening because of just the trajectory of growth, but it wasn't like I sat down and was like, I am determined to be a millionaire. But then once it happened, our business did hit a million dollars and then going from there, I do think that now I can definitely – now I set intentions that are like, once I got to that place, it was like my brain could catch up and now I could be like oh yes, I'm not just going to trip into making 10 million dollars.

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I mean, that's possible. I could trip into it. Maybe that will happen, anything is possible. But it's like I actually have intentions to grow and I have – yes, I want to be the person who can do x, y, and z with my money and who can build x, y, and z for the future generations with my wealth and that kind of stuff. So now I feel like I have plans and intentions and goals and things that are related to continuing to grow.

But when I was at six figures, it's not like I was like, okay, I'm determined to be this type of woman. And I maybe don't even know what that means. This type of woman who makes bank because yeah, I don't know if I'm maybe getting lost in the weeds here but I don't necessarily think that that's my identity as a human if that makes sense.

And potentially dangerous if you're like, my identity is that of a person who makes x. You're so much more than that and to me, your wealth and your income and the revenue that your business makes is just truly just a reflection of how many people you can help and how many people you're helping at any given time. And so when you help more people, you make more money. But it's not a reflection of your personal worth as a human and you can still be a badass at any level.

Rachel: I totally agree. I 100% agree and I'm glad that you're talking about this because I think that this is some of the struggle that we have with building wealth is we expect it to bring us all the joy in the world and it doesn't necessarily.

Mariah: It's what you're going to do with it. That's why one of the processes we do with our clients is this map your model process. And what I have to talk about with my clients all the time is like, what are you going to do with it? You're going to really struggle to get to a million if you don't know what you're going to do with it when you get there.

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What does it mean beyond the dollar amount? What does it mean to you? Does it mean being able to buy a home that your dogs have a big yard to run around in? Does it mean being able to adopt a kid and have ample space for them? For some of my clients it's like I want to start a dog rescue or things like that. What are you going to do with it when you get there because if you don't know what that is, I think you're going to struggle.

Rachel: Yes, I think a why is very important. And I think for a lot of women, and especially when you grow up poor or black in this country, or any various identities, I think it can be very visceral where you're like, what I experienced as a child I don't want my children to experience. I want to be able to change that for my entire culture. There's usually a why behind ambition and I honestly – and I'm also a person who feels like it's 100% okay if your why is I want to wear Chanel bags and fly first class.

Mariah: Totally. Oh my god, I'm all about that why and I personally love people who are also all about that why and I'm like, I love you, I think that's awesome. A part of me almost wishes I had those kinds of whys. I bet it would be awesome to like, wear fancier clothes or whatever. But it's just truly whatever it is for you is going to be so fucking weird and different and so unique to you that no one else can give that to you, which is why it's so hard for people to figure it out because they can't be told what it is.

Rachel: Yes, exactly. It's usually a visceral thing.

Mariah: Yeah, even as visceral as safety or hunger, or like, I want to feel safe and independent. I do not want to be dependent on a man because I've been in an abusive relationship or something like that. You know what I mean? It's always probably going to come from that deeper place. Maybe you're avoiding some fear and also heading towards a desire.

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Rachel: Exactly. And also too, you can be somebody who wants wealth, wants Chanel bags, wants first class, and also wants altruistic things as well. And it's all okay. There's not one way to be ambitious and there's not one way to want wealth. Whatever your reasons are, they are valid, and I think that's the key. And it's also good to be in touch with those reasons because that is what fuels you.

That's what gets you out of bed when you're like, getting knocked down 100 times and then you get up that 101th time. What keeps you getting up is that why. That's what keeps you connected to continuing to do the work even when it's really hard.

Mariah: Yeah, because otherwise you'll kind of slow down and be like well, my needs are met. What else is there? And it might take you a minute to figure that out for yourself so that you have that. Again, that motivation has to come from that compelling feeling inside of you and not like, oh I watched a motivational video this morning so now I can work on my business.

Rachel: Right, exactly.

Mariah: But yeah, I don't – I mean, I guess there was a moment where it just – we became a seven-figure business and I was like okay, we're a seven-figure business now. What does that mean for the future? This is more than I ever thought would happen but then I got very much more intentional about now I will be a lady who makes major bank in a much bigger way.

Rachel: I love that. And I like that it came for you after making seven figures. And I think that's really – it unfolds differently for everybody so that's cool.

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Mariah: Yeah, I'm a weirdo where I didn't have any money mindset issues that I was aware of until after I hit seven figures. And I know so many people have money mindset issues, which we'll talk about – I want to ask you about on my podcast, all about the sort of money mindset that people come up against before they hit a million. And I know that's very common.

But I didn't have any trouble getting to that point. It was after that point that I started having more limiting beliefs or blocks or just different shit come up around it after that. And so I think that to me, making a million dollars was just math. I do the thing and my offer costs this much and therefore, x, y, z happens. But yeah, I definitely think that at a certain point, you're definitely going to have to deal with your mindset stuff.

Rachel: Yes, for sure. And sometimes that can get in the way and sometimes that can propel you. There are people who don't have a lot of that, although money mindset issues are so prevalent in our society that I think that's why so many of us struggle with it, especially women.

Mariah: And people don't even realize. Like, people have never even heard of that concept and they don't even realize that the way they're reacting to things is just like limiting beliefs or mindset blocks or things like that. They don't even recognize it until they've had training in that, which is so interesting to me.

Rachel: Exactly, hence why coaching and therapy exist, which I recommend both. So how long did take you before you hit your first million, like, from becoming an entrepreneur, or if you want to say from starting this vintage camper business?

Mariah: So because there are two separate businesses, I think from starting the Mariah Coz business, where I'm teaching our clients how to create and launch their online courses and then build the evergreen funnels

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to sell their courses year round, we started that in 2015 and 2016 was our first seven-figure year. In 2015, I started that up and started actually selling things, I think in May of 2015. And between May and December of that year, we did over \$400,000 in revenue. And then the next year, we made over a million dollars and hit seven figures in 2016. So I guess the first half-year and then the second year we hit seven figures.

Rachel: You know what, I'm glad that you raised that because I think that's interesting. Hello Seven hit, you know, seven figures pretty immediately when I started that business. However, I always sort of count it from the day I became an entrepreneur. So it's interesting actually to think about it that way.

Mariah: I think of it though as from when you start that particular company from zero, although it's interesting because we hit a seven-figure run rate, I guess that first year we had \$100,000 months, six-figure months and beyond that first year. So it's kind of like total revenue or your run rate or however people want to talk about it. But it was like, once we were getting into 2016, it was happening pretty fast.

Rachel: Yeah, and I think it can happen quickly. But I do also think that the things we were doing before help to inform that, you know.

Mariah: Totally, and I tell people too, like, don't use someone else's speed as, like, a measuring stick and be like, well Rachel hit it so fast, Mariah hit it so fast, and if I've been at this for three years and I still haven't hit it, I might never get there. Speed has literally nothing to do with long-term sustainable success. It truly doesn't.

And Rachel, you and I both have seen people in this industry and beyond have a meteoric rise, hit seven figures, and then fucking come crashing down and disappear and have no business two years later. So speed,

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someone being like I went from zero to seven figures in eight months, speed has nothing to do with their long-term success. And so I'm much more interested in sustainable success over the long-term. And so if you're listening and you're like, man, I'm still so behind, you're not. And that doesn't matter. And don't ever use someone else's how fast they did something or when they did something or whatever as your measuring stick because it's truly not relevant to how successful your business is going to be years into the future.

Rachel: Yes, I 100% agree. And honestly, if you want to get to a million faster, the thing that is probably getting in your way is your mindset mostly. Strategy is super valuable to and I teach strategy, but a big part of what we do as well is mindset because that is the thing. That was what was holding me back. Because I was intentionally trying to hit seven figures for a little while in my law practice and I didn't. And the biggest thing was like my mindset issue was I actually don't want to practice law and I'm struggling to admit that to myself and then take action on it, you know. So that was my mindset. I could have hit seven figures with my law practice, but I didn't want to because I actually didn't want more legal clients, you know.

Mariah: Totally, yeah. And it's okay to decide that.

Rachel: Exactly. Okay, so tell me, what are the things that you're working on now?

Mariah: So, 2018, 2019 we focused really heavily on evergreen in our business and we actually didn't do any, like, big launches. And it was great, we had our biggest year ever, blah, blah, blah, but what I'm really excited for is, after spending the time, like you and I were talking about before the recording about fulfillment and delivery and making sure that our programs can scale from a fulfillment and experience standpoint, especially our high touch high ticket programs that have a one on one component,

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they have a lot more stuff going on. And so making sure that the fulfillment and delivery is really awesome and that evergreen is on lock. And then at the end of this year and into next year, I'm excited to do some bigger launches again and just kind of like – promotions are really fun for me. I love the energy of it, so it's kind of fun.

I was talking to my clients yesterday and I'm like, "It might be weird to think about the fact that you might go a whole year where you just don't launch anything or you don't do any live promotions because it's just all automated, and that's okay." And then you feel like maybe you want to do something different, try something different the next year. So I think next year, we'll try a couple – again, I'm just such an experimenter, which I know drives people crazy because they're like, can't you just stick to what works?

And I'm like, no but what if there's this new innovation that could work even better and in a way that no one else even thought was possible to make it work so well? So next year, we'll experiment again.

Rachel: But see, here's the interesting thing, I think, about you, Mariah, is you're experimenting, but you have basically – I feel like you have two real main offers, is that right?

Mariah: We have a couple of different offers. We have our stand-alone courses that are more like a self-paced course. We have our two big ones, our launcher signature course, which is how to create and launch your online course, and then evergreen engines is where we show you how to set up an automated evergreen webinar funnel or an automated evergreen funnel so that you can sell your courses every day through automation. Those are our two main self-study courses.

But then we have a – our accelerator program is our high touch high ticket group coaching program. It's kind of like a mastermind. And that's where

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people get all of our programs put together, plus a bunch of other advanced stuff, plus a bunch of coaching and personalized stuff and all that kind of thing. And then there's also a handful of other standalone courses that are smaller, but they are not as popular and they just kind of run on their funnels every day.

Rachel: Yeah, that sounds really similar to my business. That's exactly...

Mariah: Really?

Rachel: Yeah, like we have one main course, we have our mastermind, and then I have products that I've created in the past that just sell and I don't do a damn thing, you know. I don't market them, I don't talk about them, I just don't do anything and they just sell.

Mariah: Yep, because you just kind of are like, well, I packaged that up, I put it on evergreen and I don't need to talk about it in live promotions all the time because it's not – usually it's something that's not super fun or exciting for me to talk about, like list-building. But we have such a great list-building program that sells every day in the funnel, but I don't need to be out there talking about it every day.

Rachel: And to be clear, for me, the things that I'm not talking about are not like the bulk of my revenue either. So I do feel like your revenue sort of follows where your attention is and where your focused on. So I just want to be clear about that because I think sometimes people think, well I should just create a thousand things and just set it up.

Mariah: No, that won't work.

Rachel: No, it's about where you put the attention. Awesome, okay, cool. And one of the things that you talked about too is that you focused really

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heavily on, like, making your business scalable. What do you think is the key to that, making it scalable?

Mariah: Like, scalable offers and things like that?

Rachel: Right, like tightening up your delivery, was that hiring more team, was it setting up more systems?

Mariah: Yeah, so the concept I always talk about to my audience is this concept of, like, I need my business to be Mariah-proof. And otherwise bad stuff will happen because I will disappear for some time. I do struggle with anxiety and depression, so there have been months and months at a time where I'm like, sorry guys, I can't show up to the business at all. And so, that's why I actually got into courses in the first place a long time ago is because I was like, courses seem like the most Mariah-proof business model. And then within that business model, I can do the things required to make it even more Mariah-proof. And so for you it would be like Rachel-proofing your business, or for the listeners it's like Jen-proofing your business or whatever, Joe-proofing your business.

But I think that it's really a matter of you pick the right business model, so you have scalable offers, you hire a really good fucking team and you focus on that. You use the magical technology that's available to us as much as possible and you automate as much as possible. And it's really just about designing things from the get go that are scalable and Mariah-proof for your business.

It's like I see people doing things – the mistake that people make is they'll be like, yeah I'm making a course but everyone gets a one on one call with me also as a bonus. And I'm like, no, no you're not doing that. Or, well I'm making a course and blah, blah, blah but I can only accept 20 people into

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the program every time I enroll people. And I'm like, what the fuck – no, then it's not...

Rachel: That is my biggest pet peeve when people are like, well I can only serve seven people. And I'm like, why? Why are you putting a cap on your income? Find a creative way to serve more people. Solve that problem.

Mariah: You and I can solve that problem in two fucking seconds by being like, "Stop being a baby." Whatever it is that's in your program or your delivery that is not making it so you can serve more than X number of people, that part can either be removed or be done differently, for sure. Like, there's just zero reason. People come up with all sorts of shit. This drives me fucking crazy.

I was talking to someone the other day who said, no, no I have to cap how many people I let into my program, it's a course, I have to cap how many people can join the course otherwise it's overwhelming, it's too much. I'm like, why though?

Rachel: Right, hire people. If more people want to sign up and give you money, guess what, hire someone to help you deliver it. These are solvable problems, people.

Mariah: We have a team of three dedicated – they're not guest coaches, I don't do that bullshit where it's like, oh yeah, there's guest coaches in the group and they're just random people who run their own separate businesses who aren't fully dedicated. No, I have three 100% dedicated fulltime coaches who run the program. So that's all they do is focus on that.

And so I would never be able to scale our programs if I didn't have other people focusing on the fulfillment and delivery and making sure that the experience of everything is going off without a hitch. That was definitely a

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mindset thing I had is that I would never be able to train someone so well to be able to give feedback, or be able to coach someone on a one on one call or whatever. But now that I've done it three times, I'm like, yeah it's not impossible to train someone in your methods, as long as your methods are so crystal clear. And you'll be able to transfer that knowledge to someone else.

Rachel: Exactly right, and also just get out of the mindset of, like, I need to cap everything, because I think that's just a choice. And I think people feel noble about it.

Mariah: Because then you'll have a better experience...

Rachel: Exactly...

Mariah: But they don't realize that the more clients you have, the more peer support there is, the better motivation and energy is in the group. Because a program with 500 people in it is going to have a much better excitement and energy and motivation amongst the members than a group of 20 people that lose steam after a month. You're just going to have a better experience for everyone the more people who join your program. And if your program isn't designed that way, then y'all fucked up. No, I'm just kidding. Then fix it, because it's fixable.

Rachel: That's the perfect mic drop to end on. I love it. We've schooled all the people on all the things. Thank you, Mariah, for being here and sharing- so vulnerably your story. I think people will be very inspired by the things that you've talked about here today.

Mariah: Thank you so much for having me. You know you're one of my favorite people and I'm so honored that I got to come and talk to your

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people today all about all this stuff. And yeah, I'm just so excited. Thank you so much.

Rachel: You're so welcome and you're one of my favorites too.

Mariah: Yay.

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Okay, guys, how amazing is Mariah? I just love her I love how honest she is, how real she shows up. And one of the things that she says is she's all about being 0% nice, which I think is a very important thing for you guys to take away.

Some things that I think that you should think about, three things to ponder as you go about your day and consider your business and your life, is one, really think about are you cultivating a daily life, a daily schedule that allows you to think, that allows you to be inspired, and that allows you to build a successful business? So how can you restructure your day, your week, your schedule to really work for you?

It's all about using you as the key. It's not somebody else's strategy. It's not Mariah's schedule. It's not my schedule. It's what makes sense for you and how you want to show up in the world and how you work best. So really rethinking your schedule is the first thing.

The second thing is how can you kill your ego? How are you allowing your ego to hold you back from reaching your goals? So what would that look like, to risk your ego, to let go of public failure, like being seen and the possibility that it may not work. Is it that you have to look perfectly every time you do a video and therefore that prevents you from ever doing videos? Is it that you have to get everything just right?

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What is it about your being seen that is really creating a struggle for you? So ponder some ways that you can start killing your ego, okay. And then the next thing that I really want you to think about is how can you start harnessing feelings of joy every day as you work? Because one of the things that Mariah touched on is, you know, I'm all about being a *Million Dollar Badass* and building wealth as women and as women of color, however, it is not the key to happiness. It's not that you're going to be happy all of a sudden when you make seven figures.

If you're not happy now, you're not going to be happy after you make seven figures. So what can you do today to harness those feelings of joy, to cultivate daily joy in your life? The more that you can do that, the faster that you'll get to seven figures and the more that you'll not only enjoy the seven figures when you make it, but you'll also enjoy the journey as well.

We're not just here to struggle and to fight, right? We're here to enjoy life. So how can you cultivate more joy in your life today? What is something that makes you feel joyful, whether it's listening to music or sitting outside and feeling the sun on your skin, going for a walk or a hike, exercising, spending time with loved ones? What does it look like to experience joy? And I guarantee you, it's probably not scrolling Instagram or just watching an endless loop of Netflix, right, where an episode leads to the next one leads to the next one.

So think about how you can harness more joy in your life because joy is the key to everything that you want. So that's what I've got for you today, guys, I will talk to you next week; bye.