

031 7 Lessons Learned from My First Year of Podcasting



Full Episode Transcript

With Your Host

Rachel Rodgers

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In order to record a podcast, you have to do the recording. There's editing involved. You've got to do research and book guests. You've got to carve out time in your schedule to actually get the recording done. You have to troubleshoot tech. Oh, we've had so much troubleshooting of tech. There's graphic design involved. There is page building, planning the content, and then, of course, promoting it.

So there is a lot involved in creating a podcast and you really do need a support community.

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 to the last episode of *The Million Dollar Badass Podcast* because we are rebranding. So, don't you worry, I'm not going anywhere. But we are wrapping up season one of *The Million Dollar Badass Podcast*. And I'll tell you all about why in just a minute.

But first, I just want to take the time to thank you for listening every week and sharing with your friends and sending me amazing messages online. It's been a great first year of podcasting and I've learned so much, and I'm going to share some of the lessons that I've learned in just a moment.

I wanted to start this podcast for a really long time. It was on my mind and I kept putting it off until, one day, it was like 5am and I was like sleepily nursing my youngest, Jet, and just decided to do the damn thing. I had to follow my own advice and just launch before you are ready, okay.

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So I launched the podcast. And it launched actually last year, November 9th, if I remember correctly. And I've learned a ton along the way and I want to share with you the seven things that I've learned about podcasting in this episode. And I think a lot of the things that I'm going to share here are really great lessons, even if you're not a podcaster. It's a great lesson for building a business and for getting things done, period, okay.

So, let's get into it. So the very first lesson that I have learned from podcasting over the last year is be careful naming your show. Words like badass, no matter how tame – because badass is a pretty tame word in my opinion – it does make it difficult to promote and brands are less inclined to sponsor.

So, we've had some sponsorship opportunities come our way for this podcast, however, because the word badass was in it, potential sponsorship partners did not say yes to sponsoring us. So I've actually decided that I'm going to change the name of the podcast and call it Hello Seven.

So *The Million Dollar Badass Podcast* will soon be The Hello Seven Podcast. So, fun fact, that was the original name. So we created all of this imagery and all of this branding and everything was done with calling it Hello Seven, The Hello Seven Podcast. However, at the very last minute, I changed my mind and decided to call it *The Million Dollar Badass Podcast*.

And that made a lot of sense at the time. And also, I was just really excited about Million Dollar Badass. Million Dollar Badass is actually the name of my mastermind, so it was a brand name that I was already using, and I just felt that it really represented us well. However, at this point in time, I feel that I've got to give this podcast the best room to be seen by as many people as possible.

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There are a lot of media opportunities coming my way. There's a lot of sponsorship coming my way and I don't feel really personally attached to the word badass, right? Now, I tone it down for no one. So I'm going to be me and I'm going to show up as Rachel Rodgers everywhere I go. And that means I'm going to continue to have a bit of a potty mouth. I'm not going to not curse on this podcast.

So those things will still happen and I'll still show up as me, but when I was really thinking about this, the word badass doesn't necessarily represent me. Like, I'm not so attached to it that I can't see going on without that word. I think Hello Seven actually makes more sense because it's the name of my company, it's our main brand. It's the name of our huge Facebook group that so many of our listeners are continuing the conversation in every day.

So actually, from a brand perspective, Hello Seven for the podcast name, it just made more sense. It just feels more aligned and it makes sense for where we're going.

So I do have some very exciting news that you may not have heard yet, but I did get a book deal last week, hurrah. So I've been talking to some publishers. I got an agent earlier this summer and we actually did a first look for a really amazing publisher, probably the best publisher that you could get right now, especially for a business book, which is what my book is, and I got a book deal.

So I'm really excited to share that I got a book deal last week and it was a very significant deal and I feel like it's going to open the doors for a lot of women of color who want to write business books because if you haven't noticed, there are pretty much no well-known bestseller or media darling business books written by women of color, at least that I know of. If you know one, hit me on Instagram @rachroddgersesq and let me know so that I can check it out and read it.

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But more women of color need to be seen, our ideas need to be heard, we need to be writing books, we need to be well-known. That's exactly why I created this podcast, to showcase those badass women entrepreneurs that are making seven figures and the majority of our interviews are with women of color. So that will not change.

However, creating the book, which is called *We Should All Be Millionaires*, and you should join my list so you can get all of the updates about *We Should All Be Millionaires*, and as I continue to write the book – and the book is actually due May 1st and it will be published in 2021. So it will be a while before it's on the shelves of Barnes and Noble.

But in the meantime, I'm continuing to grow my audience in preparation for the book. I am getting a lot of media opportunities and speaking opportunities and I think that, in order to really create the largest platform possible and reach as many women as possible with my message, that all women entrepreneurs can be making seven figures and that all women in general, professional women of all kinds can be making seven figures.

In order to spread that message far and wide and reach as many people as possible, switching the podcast name to Hello Seven just makes more sense. So that is what we are going to do. So we are wrapping up season one with this episode. We have some exciting things coming for the next couple of weeks, so I'll share a little bit about that in a moment. And then we will relaunch with season two in the next month or two as The Hello Seven Podcast.

So lesson number one, be careful naming your show. Be careful naming your business. Just think about it and consider what makes the most sense, what gives this business legs long-term. And if you're looking for support with naming, I have an amazing naming guide called *Ready Name Fire*, that you could purchase. I'll put the link in the show notes.

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Okay, so lesson number two, it seems daunting, but you should just do it, okay. Here's the deal; it's actually really not that hard to start a podcast. You don't need a professional studio or equipment. Some of the most prolific podcasters I know, like Farnoosh Torabi and Sara Dean of The Shameless Mom Academy, right?

They literally record with a mic in their office, or sometimes in their bedroom or in a closet, right, you just have to start. Don't think that you need to have the perfect setup. You don't. You don't need all the fanciest equipment. You need a microphone. You need a laptop, and a basic way to record.

A lot of people that I know that have been podcasting forever still use Skype, believe it or not. I actually use Squadcast and it's been working well for me, but there's a lot of options. You could use Zoom, whatever. You could use whatever you're already using, whatever tools you've already got going on in your business or your life that you use to record audio.

So, a quiet spot, some headphones, and the courage to hit record is pretty much all you need to start a podcast. So, whatever projects you're starting, whether it's a podcast or something else, it's going to seem daunting at the beginning. That's the way it's supposed to feel when you embark on a new journey, but you should just do it. Just rip the Band-Aid off and start.

I am so very glad that I did. And the first thing that I did was just record what we call episode zero, just a quick couple of minutes episode to just give an intro of what I'm going to cover on this podcast. So a lot of you listened to that. If you haven't, you can go back to episode zero and listen to it. And that was the first thing that I recorded and just got that done.

And once you start, you really start to get on a roll and you can really start to feel, I don't know, committed, excited. You start to look forward to it

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because now you have a place to share. You've got a voice, you've got ideas. And podcasting is an amazing way to get those ideas out into the world and to feel heard.

A lot of times, I'm recording great ideas while I'm driving on my phone with the Voxer app. So if you don't use Voxer, you should check that out. But I just press a button and I talk into my phone while I'm driving, like in a super safe way. So I just press the button on my phone, I don't actually hold the phone because it's connected to my Bluetooth in my car and I just talk and it gets recorded.

And I had so many ideas like that all the time, and so now those ideas actually get to be spread, they get to be shared with listeners like you and you are inspired by them and you get to benefit from my experience building a seven-figure business and working with lots of women who are increasing their income and committed to building wealth.

So I feel like it's a magical thing. And even if you're not doing it strictly for just business purposes, it's one of the best things that you can do to really just feel heard, to give yourself a voice, and to share your voice with your community. Alright, so that's lesson number two. It seems daunting, but you should just do it.

Alright, so lesson number three, taking it to the next level, that takes a village. So, in order to record a podcast, you have to do the recording. There's editing involved. You've got to do research and book guests. You've got to carve out time in your schedule to actually get the recording done. You have to troubleshoot tech. Oh, we've had so much troubleshooting of tech. There's graphic design involved. There is page building, planning the content, and then, of course, promoting it.

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you can. Hiring a producer has been one of the best things ever, shout-out to Pavel. The production team that we use, we'll link up to them as well, is absolutely amazing and they edit it, they make it sound fabulous. They give us amazing feedback on how to make our podcast better. So our production team has been incredible.

I also have an in-house podcast producer, which is Dellea Copeland. She is the marketing assistant on my team. And she has stepped up and just sort of owned the podcast. And as you can see, it's been getting better and better. We've had amazing guests and just great conversations. She does a lot of the research. She helps me put together the questions that I want to ask the guests.

We also come up with the solo shows that I do together and she will outline the show so that I have a quick outline to work with as I'm recording. And she definitely does all of the promotion, troubleshooting tech, carving out time in my schedule, finding the time, interfacing with potential guests and getting them all set up, planning content.

And we have so much more amazing stuff coming to you in season two, just watch out. And that's largely due to Dellea. She is amazing. And she is a fulltime employee of my business and no, you cannot hire her, okay, so let me just put that out there. I'm very protective of my Dellea, but she's been incredible and really has elevated our whole podcast experience.

So if you've got the ability to hire some help and get some support for your podcast, get it. Just start and just get out there. But if you can afford some help, even if it's someone on your team or your current assistant or virtual assistant that can just help you with spreading the message, sharing it far and wide, letting people know about it, just somebody who can be a sounding board, like your business bestie, to talk about podcast episode ideas.

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You can get so much support that will really make your show better. We, as entrepreneurs, think that we can do everything alone because we're these type-A women that just get things done. Bitches get shit done, right? And that's true, yet it is so much more enjoyable and the result is so much better when you've got a plethora of talented people working on a particular project together.

So I really want you to start thinking less solopreneurs and start thinking more of how you can assemble a team of talented people where you get to bring your talents, but they also get to bring their talents and the results are always going to be better because we are always going to be stronger together. Alright, so remember that. Remember that it takes a village to take your podcast to the next level. Alright, so that's lesson three.

Lesson number four, you really have to be in the mood. So this is one of the things that has been really tough for me and I've really had to carve out a lot of time, as the CEO of a growing business, to really carve out the time where I'm in the mindset and in, frankly, the mood to be talking to you guys and creating content and sharing and connecting, okay. Because a lot of what I do is very strategic. It is crunching numbers sometimes, which I'll be honest, I really love it. A lot of people don't, but I do enjoy that.

It is managing my team, meeting with members of my team. It's doing coaching calls with my clients. It's creating content. So there's a lot of things that are happening in my business. And a lot of times, I have on my full CEO hat. And when I have on my full CEO hat, that is when I'm managing a team, putting together job descriptions for a new role that we need to hire for, planning the next quarter, which is a big part of what I do as the visionary of my business.

So there's a lot of really strategic work that I do where I get caught up in the numbers and managing the team and all of that CEO stuff. And so when I'm in the middle of all of that, if a calendar reminder pops up and says,

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“Hey, go record a solo episode for the podcast,” I’m like, yeah, no, not right now, I’m not in the mood. Because if I’m in crunching numbers mode, that’s not the same part of my brain. That’s not the same energy that’s required to then go do a podcast or go do a webinar or anything that’s, like, client facing or facing the world, showcasing your stuff to an audience.

And so that was one of the biggest challenges that we’ve had and one of the reasons why we’ve had trouble with really, really being consistent. So we have had a new episode almost every week for the last year, but not quite. There have been times in my business where we were just growing, where exciting things were happening, and where I just had to be all hands on deck in my business because, at the end of the day, the business is what supports me and my family. It’s what supports my team of 10 and growing. It’s what supports my clients.

So I kept feeling like, okay, I’ve got to go be CEO, that’s my top priority. I can’t do this podcast right now. Something’s got to give and it’s the podcast. And so that happened, you know, from time to time, which bummed me out because you guys would message me and be like, “Hey, why isn’t there a new episode this week?” And that brings me so much joy that you guys love the podcast that much.

And I will be honest, it really has a big effect on the growth of my business and how many new clients we’re bringing in because we have found that the podcast is a great way to connect with potential clients and many of you who are listeners and then became clients, you were listeners first. You listened to the podcast, you enjoyed it, you might have binge-listened to the first whatever, 20 or so episodes, and then reached out to us and said, “Hey, let’s book a call,” and you were ready to go and ready to sign up for one of our programs, which is really exciting and amazing.

And we actually saw that when we didn’t have episodes over the summer, there was a couple of weeks where we didn’t have a new episode, that

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actually, a few weeks later, it showed in the number of calls we had booked that week. So the podcast is a great lead generator is my point, but you do have to really commit and you do really have to show up every single week. Otherwise, if it's generating a ton of amazing leads for your business and you're connecting with amazing potential clients who are totally the people that you want to be working with, when you stop recording or when you have lulls in recording, you're going to see a drop in the number of those amazing potential clients coming your way.

So that was a big lesson that we learned. And I realized, I really had to shift around how I planned my schedule so that there's really time in my schedule to record the podcast literally every single week. And so we've learned how to do that. We are batching more. We're starting to get ahead of the game and we're already starting to record for season two, which is really exciting.

So we want to really show up for you every single week and surprise and delight you with amazing content every week and continue to help you grow and build wealth and make more money. And then there's a big financial upside to that too, to be totally honest, because not all of you – we love all of you, but some of you are going to be amazing clients for our business and we're going to be able to work with you and help you make more money and it's awesome.

We love to coach. This is what myself and my team do. We love it and so we love being able to find those folks and connect with those folks who are looking for us, just like we're looking for you. So being consistent is essential. And so I have found that you really do have to be in the mood. And so what I've done is sort of rearranged my schedule so that I have times where I can be in the mood, right. I can sort of pre-engineer being in the mood.

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So, here's my schedule, if you're curious, how I work my week between client facing stuff, being visible, being the face of the Hello Seven brand and being the CEO and doing the strategic work that's involved with being a CEO. Here's how I spread it out.

So on Mondays, I am meeting with my team. So we have a leadership team in the morning. Then we have a team meeting with my entire team right after that. And then I have various departmental meetings. So I have a meeting with Grace, who is my enrollment coach. If you book a call, you're going to talk to her and she's actually going to be on one of the episodes coming up on season two, so get excited about that. She's amazing.

And then I meet with my delivery team. So my program director Natalie will also be on an upcoming episode. You'll be able to meet all the different players on my team and they can share their specific genius with you as well in season two. So yeah, I meet with Natalie and my delivery team and we talk about our planning out the content for my mastermind. And we talk about the clients we're coaching and how we can further support them and all of that good stuff.

Then I have a team meeting with Britney who is my creative director. She runs all of our marketing. So she's the manager of Dellea and the other members of our marketing team and she will be on a future podcast episode too. And so I meet with her as well. So Mondays is basically CEOing. I'm planning the week for the whole team and then I'm meeting with everybody to support them and coach them and help them achieve their goals, which helps the whole team achieve their goals. So that's what I do on Mondays.

On Tuesdays, it's all about my clients and potential clients. So I record on Tuesday mornings. Part of the reason I do that is because I don't go to pilates on Tuesday, so I can just wake up in my pajamas, go into my

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podcast closet, and just get to work recording. So that's what I do on Tuesday mornings and that's worked really well for me.

We kept trying to record the podcast on Mondays and it was just a disaster. So something as simple as moving it over a day on Tuesdays has made a world of difference. And then I have office hours with my mastermind every Tuesday, so I'm answering clients' questions and supporting them as they reach their big goals. And then, you know, if I do a Facebook live or a webinar or I'm teaching a class that will usually be on Tuesday.

And then, on Wednesday, it's a CEO day. So it's a completely unscheduled day. So that's a day for me to work on whatever I need to work on to keep moving the business forward, including self-care. So if what I really need is to rest, I will rest on Wednesday. If what I really need is to read this book so that I can get these great ideas so that I can implement them with my team, I will do that. If I need coaching, I can book a call with one of my several coaches on Wednesdays.

So I can do the banking if I need to do some banking. I don't usually do that stuff, but sometimes there's banking that I need to do. If I'm traveling, whatever, right, so Wednesday is a really free day for me to do whatever I need to do with my time. I can CEO, I can self-care, I can do whatever.

On Thursdays, that's just client service day, so I'm booking calls with clients and serving my clients on Thursdays. And then Friday is strictly self-care. So I've got a hair appointment, I do a personal training session. I've got a meeting with my health coach on Fridays. And then I finish early and just spend time with my kids on Friday afternoons.

So that's my week. That is how I structure my week and really just rescheduling when I record the podcast each week has made such a difference. It's really, really magical.

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Okay, so let's talk about lesson number five; interviews. Interviews can be more time-intensive but have a great payoff. So I'm a big fan of interviews. I actually intended for this podcast to be just interviews, and then I started doing solo episodes and you guys responded so positively to them that I was like, okay, I will keep doing them.

Solo episodes have been great. I really enjoy doing those as well. But the interviews are super fun and I like giving you a mix of both. So I hope that you guys are enjoying that as well. If you've got feedback about that, let us know. But to me, it's really important and part of the mission of this podcast is to really showcase for you amazing women, especially women of color, that are making seven figures that are making a huge impact on the world and just showing you that it's possible, having them share their stories so you can see, somebody just like you can create an amazing business, and amazing podcast, that you can be super successful, that you can build wealth no matter what you look like, who you are, what your ethnicity, it's not just for white men. That's what I want you to know from this podcast.

So the interviews are really important and they have a great payoff because it's a way for you to sort of borrow each other's audience with your interviewees. So the people who come on this podcast, they get introduced to my audience. My audience gets to connect with them. Oftentimes members of audience start to follow them on Instagram or their newsletter. Sometimes they'll become clients of them. So it's a great way for them to connect with an audience, which is amazing.

But then it's also a way for me, as a podcast host, to connect with their audience. So when Mariah Coz was on the show or Mahisha Dellinger or any number of my guests, they share the interview when they are on the show and then their audience will maybe start to listen to this podcast and we get to reach more listeners. So there's a win-win.

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So I am all about that. This is not about competition. We, as women entrepreneurs, we are stronger together, just like I was mentioning about team, same thing with competition. I really don't believe in it. I don't believe in competition. I don't believe that I have any competitors. I am the only one who does what I do, especially the way that I do it. And I don't feel like I'm in competition with any of the women that I interview.

I actually feel like we're in this together, we're on the same mission and we're serving entrepreneurs in similar ways, some of us. And some of us are doing totally different things. But this is not a competition. This is a way for us to support each other, for us to help each other, and to sort of build an old girls' club, just like this old boys' club idea, to build an old girls' club where we can all support each other and help each other grow.

The interviews also are a great way to expand your network, right, like you meet amazing people that you didn't know or you get to deepen the connections with people that you did know, you built a rapport. And a lot of times, before we record and after we record, we have conversations and we share tips and we share strategies and we share resources.

And we say let me give you the number to the amazing women who does X, Y, Z for me, and so we really help each other out and it's really beautiful. So interviews, while they are a lot more work in terms of getting scheduled, especially because I only interview seven-figure women entrepreneurs, they are busy. So sometimes, it is really tough to get on their schedule and to make it all work, but I just know what my mission is and I'm committed so we make it happen.

Okay, lesson number six, batch your content, alright. Things happen, the schedule goes out the window, the mic explodes, you lose your voice, you get sick, your kids get sick. Just work hard once, y'all. So batch your content wherever possible. This has been a really hard lesson to learn, as I've talked about earlier with scheduling and all of that.

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And so now that we realize Tuesday mornings is like a really good juicy time for me to record the podcast, we are beginning to batch episodes. So I'm doing two at a time on Tuesday mornings, and that way, we can be ahead of the game. And my goal is to really have a kitty of episodes available. And we've had that at times throughout the year. And then, at other times, we've gone through all of those episodes that I've pre-recorded and then been like, crap, we need an episode for this week.

And when you're negotiating book deals and building your team and getting speaking gigs and making all kinds of amazing things happen, you know, your podcast will fall by the wayside. Your blog posts, whatever content that you're committed to creating on a regular basis will start to wane. So just batch and be ahead of the game.

You know who's one of the most amazing people at doing this? I wish I had whatever skill set she's got that helps her do this, my friend Susan Hyatt. She is so badass. Her podcast is called Rich Coach Club. And I happen to know that she batches insane amounts of episodes ahead of time.

She's a freaking machine and I'm so impressed with her and I need to get on her level. But batching, it is going to take you so much further. So planning – for those of you who are free birds, who are creative, who like to go with the flow and who don't like to plan, let me tell you something; planning gives you freedom.

And I've really learned that from my friend Susan and a lot of other friends that I have, and also just from trial and error, like screwing it up so many times and then realizing planning actually makes it so much better. Batch whenever you can. So, batching your content – I'm a big fan of that. That's lesson number six.

Okay, so last lesson here from my first year of podcasting, lesson number seven, not every episode has to reinvent the wheel. Don't know what to talk

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about? Review your other content; blog posts you have, Tweets you've sent, Instagram captions, whatever you've said before that can be fleshed out, that can be talked about on a deeper level or in a deeper way.

Maybe you have an amazing blog post that was popular a few months ago. Take that same content and now record it in audio format. So repurpose your content, repurpose your intellectual property, work hard once, y'all, it's one of the principles of Hello Seven and we certainly use it on this podcast.

So a lot of the time, we are taking content that I've shared in my mastermind a few months ago or last year or we are taking a class that I happened to teach a while back or webinar or content from a keynote that I gave, or just an idea that I shared in a lengthy Facebook post that we can now do in an audio format.

So please don't reinvent the wheel with your content. Just look at the plethora of content that you've already created in your life and in your business and see where there's opportunity for you to take that content and turn it into a long form piece of content, whether it's your podcast or a blog post or whatever other kind of content that you're putting out into the world.

Okay, so work hard once. Really do an audit of your intellectual property. See what you've already created and see where there's opportunities for you to turn that into amazing podcast episodes. Dellea, my podcast producer who I mentioned, is really incredible at this. She is really great at making sure that we continue to use content that we've already gotten.

And there are things that I'll say, like, in a coaching session that she'll be there, she'll record it, and then, next thing I know, it's turned into an Instagram post. And then it becomes an outline for a podcast episode. So truly work hard once, people. Make life easier for yourself, alright. So, lesson number seven, not every episode has to reinvent the wheel.

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And lastly, here's a bonus; have some fun. Make it fun. Make whatever it is that you're committing to, whether it's a podcast or your business or your blog posts or the programs that you're delivering, make it fun. If you are not having a good time, you won't prioritize it and it will keep falling by the wayside.

So record your podcast your way. If you want a group interview, do it. If you want a temporary co-host, do it. If you want to have your bestie on the podcast, which Robert Hartwell, I'm coming for you, Robert will definitely be featured on a future episode, so don't you guys worry, I am going to bring him in.

And for those of you who don't know, Robert is my best friend and he is so much fun and we're going to make sure he is on an episode in the future. But yeah, bring your business bestie on. Repurpose audio from your online videos. Use the recording from your last speaking gig. You don't have to format your podcast using anyone else's formula. Whatever you want to do, do it. Have fun. Give it a unique personality and just make it delightful. Make it enjoyable. Make it fun for yourself.

I think having fun is something that is so way underrated when it comes to building wealth. If you're enjoying it, you will make so much more money. So do what you love. Do what you feel drawn to. Follow that intuition that you have. Get excited about your big bold crazy ideas, even if no one has ever done it before.

I want to give you a perfect example of this. So we had our Million Dollar Badass Retreat last week. And at the retreat, I had this delightful human being named The Poetry Fox at our retreat. If you've been following our IG stories, then you've seen The Poetry Fox in action and you can follow The Poetry Fox, @thepoetryfox on Instagram.

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But he's this amazing dude that is a poet and he dresses up in a fox costume and he brings an old school typewriter and he will type out a poem to you on demand.

So, at the event, people just walked up to him and said, "I've got a word for you," and they would give him the word. And then he would write a poem. Isn't that amazing? You give him a word and he writes a poem. It's so incredible. Like, I was so impressed. And the poems are really good.

And he banged out like, I don't know, 50, 60 poems in a three-hour period. I was so incredibly impressed. And the poems were really great. They were really moving and I was delighted.

So I'm actually going to end by reading you the poem by Poetry Fox. And part of the reason why I tell you about Poetry Fox is because I want you to understand that you really can make money from any crazy idea that you have.

And so this is a man who is a poet, and poets aren't known for making a lot of money. And he found a way to be a successful poet, by dressing up in a fox costume and writing beautiful poems for people and inspiring people. And it's really magical and it's such a unique brand. Like, everybody that connected with The Poetry fox at our event was so delighted, even the people who were following along online were amazed.

So whatever crazy idea you have, whatever disparate things that you want to connect together, do it because it's really magical.

Alright, just so you know, the word that I gave The Poetry Fox was seven, of course, because Hello Seven. So here's the poem that he wrote.

031 7 Lessons Learned from My First Year of Podcasting

Even crows can count to five, on the power lines above the road. Black marks against the sky, commas without a sentence. So you need to count higher, beyond the handful of fingers. You have to count off six and seven. You have to keep going until the numbers are so big that we don't have names for them anymore and the stars in the infinite universe tell you to stop.

Are you kidding me right now? How amazing was that? And with that, I am going to wrap up this episode and season one of *The Million Dollar Badass Podcast*. We will be back soon with season two, and we're going to be called The Hello Seven Podcast when season two launches.

Thank you again for taking this time with me. Thank you for listening to my lessons learned. I hope they inspire you. I'm excited to go and make some changes and to next-level this podcast for you. We are planning really incredible content, so stay tuned for those dropping very, very soon.

Starting this month, - so today is October 1st as I'm recording this – this month, we are starting a month-long series called October Office Hours. So don't worry. While we're working on season two, you will be listening to October Office Hours every week. This is a never before heard sneak peek of what you can expect when you join the Million Dollar Badass Mastermind. So this is what I share in office hours with my mastermind members each week. So October Office Hours is going to be awesome, so get excited.