



Interview with Rhonda Britten

Host: Bart Baggett

Date of Interview August 6, 2012

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Interview Series

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Bart Baggett Interview with Rhonda Britten

Bart: Welcome everybody, this is Bart Baggett, I'm your host for tonight's phone call. This is 100 Coaching Tips, and you are a welcome guest even if you're not a coach or a mentor or a speaker because tonight's guest really affects everybody. I'm very, very excited about tonight's phone call.

If you're new to the 100 Coaching Tips, let me tell you, we've been doing this for a couple of weeks. We have a couple more weeks to go where we're interviewing some of the smartest, highest-paid, most influential mentors and coaches in the world and they have really spilled their guts and shared their secrets on how to build a huge practice.

So if you're in the coaching business or you know someone who's a life coach, personal coach, health coach, even an athletic coach, please tell them about the program because we are sharing some great insights and wisdom on how to move people from where they are to where they want to be.

A lot of phone calls are focused on business and strategy, we've heard a lot of those and we have a lot more coming up later this month.

Tonight's phone call is the only guest we've invited to come back twice during this season, so we actually have a couple of hours to spend with Rhonda.

If you know Rhonda Britten's background, then you know how special she is. I have been lucky enough to meet her in person, to live in the same neighborhood, and to really get to know her on a personal level. Before I did, I knew she was this TV celebrity. She has an Emmy for being the first life coach on TV and helping people change lives in the medium of television. So we're going to talk a little bit about what it takes to change someone's life over a week when the whole world is watching, and then also how she takes people through a fearless living process. And so she's coined that term, "fearless living," and her book is named *Fearless Living*.

And just for you guys that are pure coaches and want to learn what Rhonda's secret behind her success is, tonight we'll be talking a lot about fearless living and talking about how you can transform your own fear into something grand and transform your client's fear. And the next time we talk with her, which will be later this month, we're going to get into some of those secrets of her weekend retreats, some of her business model, her certification program, the things that, you know, you're

wondering, "Wow, how did Rhonda become so successful as a coach and a trainer?" We'll talk about some of those business things.

Rhonda Britten, welcome to the phone call.

Rhonda Britten: Thank you, Mr. Bart, how exciting to be here with you and what a nice intro! It's so good to share with people that really want to understand fear and of course, anyone who wants to help others, because I know that's what you're doing on this call, you know, people who, whether as a coach, whether they're mentors, whether they're speakers, whether they're authors, you know, or whether they're just in the helping profession, or just, you know, people that maybe don't have a job doing that or a career doing that, but they want to learn more.

So I love it! And I'm so glad to be here, thank you so much for inviting me.

Bart: No, no, it's such a gift. And what's so great about your topic is, even if someone is, you know, in the trenches coaching or doing therapy with somebody every day and that's their job is to help them, or if somebody is a parent or a boss or a sports team, I mean, people are dealing with this issue that you just hit face on every day.

So I'm hoping tonight's phone call, you'll give some very detailed tactics on how to kind of coach people out of what they're going through, especially if someone's a parent or they have a spouse that's just, you know, lost their job.

Will some of your topics tonight really cover everybody, even if they're not a professional life coach?

Rhonda Britten: Yeah. I mean, you know, I mean, you and I both know, and I know everybody on this line understands the concept of fear, right? And, you know, what I've noticed, Bart, through my years of training and educating and supporting people and mastering their emotional fears, is that a lot of people don't necessarily admit that they have fear, right? They get that they have anxiety, they get that they procrastinate, they get that they beat themselves up. But they don't necessarily see how it relates to their core fear that's unconsciously, silently, insidiously driving their behavior.

So absolutely. You know, fear affects every single person. There's not a person it doesn't affect because fear is, sadly, it is part of our cultural fabric, right? It's part of the world's fabric. You know, either you're, if you want to go into, you know,

spiritual talk, it's either fear or love. If you talk about sales, people either say you have give people aspiration, inspiration, or you have to make them, hit their pain point of fear.

So, you know, fear is part of our culture, whether it's part of advertising, part of relationships, trying to get love, trying to push love away, trying to get that job, not get that job.

So, yes, I don't care what you do or who you are, I know that fear has touched your life in some way and I know that it is, affects your relationships in some way, whether it's your fear or the person in front of you's fear.

Bart: Now, you've been coaching for what, 15 years or more? I don't want to **** your age, but—

Rhonda Britten: Well, I don't want you to reveal my age, thank you very much! It's actually 17 years this month.

Bart: 17 years. In all that time, you must have learned all the techniques and everyone on the phone call has learned different techniques and different strategies. How did you come up with fear being like the magic sauce that gets people unstuck when there's so many "techniques," so many methodologies out there for, you know, for getting people from one place to another. And how did this come about that you went, "Oh, my God, this is it."

Rhonda Britten: Well, it really stemmed from my own life, Bart, because, you know, I'd been to therapy before, I'd read the books, I went to the workshops, I did all those wonderful things. And, you know, I just kept feeling, in my own personal life, that I was getting a lot of tools, right? Coaches didn't exist when I became a coach 17 years ago, there was no "coaching" per se.

But, you know, I'd gone to therapy, like I said, workshops, read books. And everything was great read and it was really inspirational or aspirational, it was really, maybe sometimes motivating, and like I said, inspiring. Yet it fundamentally didn't make me feel better about myself, on the real core level. I still felt that I was not good enough in some places. I still felt like I was still running away from something, even though, you know, highly spiritual, meditate, do all those wonderful things. You know, at the end of the day when things weren't going my way, when I was in a hard spot, I just kept coming up against this feeling that I wasn't good enough.

And so, you know, my own life really is what brought me to my knees and really is what made me find this thing called fear and, you know, what I call fearless living is, to really examine what fear is. Because like I said, I just kept not feeling better about myself.

So, you know, where that stems from is really my own life experience, you know, when I was 14 years old, I had a horrific experience. It was Father's Day and my parents recently separated and my father was coming over for brunch, taking us out, and it was a big deal going out, you know, I don't know about you, but where I grew up, you didn't go out to eat for meals. So my father is coming and taking us out, we're getting all dressed up, I mean, I was in my little dress and my sisters were all dressed up. And when my father came over that day, he came over with a different intention than taking us to brunch. He came over with the intention, and he succeeded, in murdering my mother. Shooting her twice and then committing suicide, killing himself. And I was the only witness to that event.

And so as I witnessed that event, of watching my father murder my mother and commit suicide in front of me on Father's Day when I was 14 years old, I blamed myself in that moment. You know, I didn't do, you know, I didn't anything heroic, I didn't grab the gun, I didn't, you know, I was frozen on the porch, right? I was frozen on the porch!

And I spent the next 20 years really beating myself up about it and really blaming myself for my mother's death, you know, thinking that I could have done something different. And now then, logically we know I was 14, logically we know my father wasn't—you know, logically we understand that. But it doesn't matter, right? We all have had that experience of our logic. We know logically, right? We know logically.

You know, that's the thing about fear. Fear doesn't mind you knowing stuff. It just doesn't want you doing stuff. Right? It doesn't want you to actually experience it and live it. So it wants you to know everything and that's one of the things that fear uses, is your desire to know, right? And that knowing, unless it turns into doing, is just a nice thought.

So, you know, I knew logically that it wasn't my fault, but I felt in every cell of my body that it was. And so I started after, you know, during that time I tried to kill myself three times and I, you know, drank alcohol and did a lot of things I'm, you know, not proud of, and all based in fear. And it was after my third suicide attempt that I realized I had to figure out another way because I was not dying. And if I was going to live, I had to figure it out.

And that's really what forced me, woke me up to the fact that fear is at the heart of everything. That I'm not screwed up, you're not crazy, we're not stupid, we're not dumb, we're not selfish or lazy, we're not inadequate and unlovable and worthless and damaged. We're not all those things that we say we are or that people have told us we are. That's the way fear, that that language, and the way that we speak to ourselves, is basically fear is using that to keep us safe.

So fear number one job, the only job fear has, is to keep us safe, because it like loves us, fear loves us, and it's just an experience, a feeling, fear. And fear does what fear does, is keep us safe.

And we have not been trained to understand how fear operates. We have not been trained and, to understand at any deep level and know how to work with fear. And more than just a cliché like we hear all the time, you know, "Feel the fear and do it anyway," or "Just overcome it and, you know, just go through it." It's like, well, when your fear's really in charge, that's really hard to do, right? Like when you're having a hard time forgiving somebody, the thought of forgiving them is really hard to do. And when you're trying to build your practice and you're stuck at five clients and you want to get to ten, getting to ten feels really hard to do! And so when it feels that really hard to do, we have a tendency to think that we're the problem, that there's something wrong with us.

And so what I've discovered is that it's not us, it's fear. And once you understand the model of fear and once you understand how it operates and how it works and take it out of the personalization, but actually see it for the mechanism it is, your life truly becomes your own. You really do start having choice and you really do start feeling empowered, and you really do feel like you have your own path and that you have, you know, you can make the decisions you want. And it's no longer what you feel like, you know, what your fear tells you you can and cannot do or what others tell you you can or cannot do, you really decide. And that is revolutionary. When you really get that to the very cells of your being. Like really get that, that you really don't have to listen to anything but your, literally your spirit, your soul, your intuition, again, whatever you want to call it, the freedom within.

And when you start following your freedom, you start following that, and you start acting from that place, fear doesn't have a chance. And that's a really, it feels like a really hard place to get to, if you haven't experienced it, right?

So it really, Bart, was out of my own desire to save myself that I created what's now called fearless living and shockingly, it not only worked for me but has worked for others and I'm still very humbled today every time somebody approaches me and tells me or works with me and says, "Oh, my gosh, you made everything really clear." Because I think that's what fearless living does, it makes everything really clear and really doable, so no longer is there anything standing in between you and where you want to go, who you want to meet, and what you want to make happen.

Bart: I love that, and as you know, I've written books, and we both like have a whole network of people who've written self-improvement books. And one of the things that I came to many years ago is that, you know, at the core of a lot of things is belief systems. And you told me that one of your belief systems was you weren't good enough, but behind that, was a fear.

Rhonda Britten: That's right.

Bart: And I think it's so interesting, because a lot of books, including my own, say, "Hey, if you can change that belief system," but you can't change it if it believes it's keeping you safe.

Rhonda Britten: That's right.

Bart: And if it's based in fear.

Rhonda Britten: That's right.

Bart: Expand how like belief systems and fear kind of work side by side and how maybe all these models can kind of work together.

Rhonda Britten: Absolutely. I mean, you know, anything when we work with belief systems, you know, I always say that any, any workshop, any model that exists out there actually goes on steroids once you understand fear. Because, you know, first of all, why don't we see our belief systems? You know, why do they feel so hidden? Because fear doesn't want to be seen. Bottom line is, fear uses everything you know against you.

So your intellect, your education, all that reading you're doing, all those workshops you've taken, all the, you know, spiritual beliefs you have, your family experiences, a legacy—you know, everything you know and everything you've done, fear uses to

keep you safe. So that high education you got can actually be twisted and turned to be used against you to keep you stuck.

And we've all experienced that, haven't we? You know, like our brain gets in our own way, our knowing gets in our own way. Same thing with that insidious, you know, legacy that we've been handed down by our family. You know, that can keep us stuck, because we really believe, like, well—again, we don't even know it, it's like, "Well, why can't I lose weight?" And again, it's not necessarily so obvious because maybe your parents or your relatives are no overweight, like why you, right?

So belief systems are awesome and wonderful to start recognizing and yet they are one step above fear because fear creates your belief systems. Right? So when something happens to you, when you're 3, 5, 12, right? You have to form, fear helps you form, some way to keep yourself safe. So you form some sort of belief system as a way to create meaning, to rationalize, to excuse a way. You know, some sort of understanding about what's happening to you. Right? That's what a belief system is. It's just a way for us to make sense of what's happening to us, right? And so then we create a belief system. This is the way it must be! This is the belief I have! Right?

But you have to remember that belief system was formed out of a desire to keep us safe, so fear is actually underneath it.

So what I've noticed in my clients, is that when they understand their core fear, when they really get underneath those belief systems, the belief systems fundamentally change. You know? So I don't have to know every single belief system. I don't have to know every single thing I think and feel. Don't have to know that. Don't have to know it at all. I believe that you don't have to go, try to figure out your past or figure out your belief systems. I believe they naturally come up when you're starting to work with your fear, your real fear, what I call your real fear and what you're real afraid of. It'll naturally come up to be healed, it'll naturally come up.

And I also believe that when you start working and understanding how fear operates, my experience again with my clients, with my workshop participants is, you know, let's say you have 100 belief systems that are kind of against you, right? That really disempower you, that, you know, that increase that I'm-not-good-enough thing, well, what I've experienced and what I've noticed is that probably two-thirds of those, once you understand the core fear, automatically just go away, they just fall away. Like they're found out, right? It's kind of like, you know, the minute you see

a spot on your shirt you can solve the spot on your shirt. If you don't see the spot on your shirt and everyone's staring at it, you don't see what they see. But the minute you see it, you're like, "Oh, my God, I can't solve that, right?"

So the minute you see your core fear, two-thirds of your belief systems just fade away without you have to deal with it and face it and go past it. And the other third are more intrinsic to your core fear. And working with what I call the wheel of freedom, again, I don't have to go and face my belief system, I just have to switch my decision making and my choice points on freedom. And that will automatically disempower my belief system, excuse me, my believe system, yes. Lessen that power it has over me because I'm shifting the way that I literally filter the world. I literally see with new eyes.

And I was reading my comments in my program the other day and one woman said, "Rhonda, exactly what you told me, you told me just to keep watching the videos and just keep doing the work and it would happen," and she goes, "It did. I literally see the world completely different than I did an hour ago." And that's what happens, like you completely shift the way you see it.

So things that were confusing before get very clear, things that stopped you before don't stop you anymore. And you don't have to have, you know, effort and discipline and hard work. It just literally—you can do it.

So doesn't mean you don't need tools, doesn't mean that you keep wanting to put tools in your toolbox. But again, you're not creating tools, you're not building tools in your toolbox out of fear. You're building them because you know that these are going to support you in freedom.

So it's a very, it's a very different, you know, viewpoint.

Bart: You used the word freedom, wheel of fear, wheel of freedom, is freedom the opposite of fear and is that the ideal place for someone to make decisions from? Elaborate on why you choose that word in contrast to fear?

Rhonda Britten: Thank you, thank you. I love that question. And no, the wheel of fear and wheel of freedom are not opposites. You know, there's motivational speakers out there that say, "If you're afraid to be a loser, practice being a winner!" Right? Right? And every time I read a motivational book it goes, "Do the opposite!" And I'm thinking, "No! Don't do the opposite! No, that's the last thing you want to

do is do the opposite.” Because the opposite is actually just the other side of the coin.

So if you’re afraid to be a loser and so therefore you’re going to try to be a winner, you’re trying to be a winner out of fear still. You haven’t altered the paradigm, you’re still stuck in the same paradigm, right?

So if you’re in poverty and lack and you’re going to pretend you’re abundant, you’re still in the same paradigm, right? So we want to shift the entire paradigm. I don’t want you to work on the other side of the same coin. I don’t want you to pretend that you’re a winner if you’re afraid to be a loser. That’s again, it’s barking up the same tree, it just looks better, right?

So I actually, the wheel of freedom, is not the opposite. I like to think of it as a house, right? So, you know, we all hear, you know, feel the fear and do it anyway, face your fears, go through the front door, you can do it, right? Come on!

Well, you know, let’s say, you know, you’re my really good friend. You’re my really, really good friend. Do you go in the front door or the side door, Bart? You’re my really good friend.

Bart: Probably go in the side door.

Rhonda Britten: You go in my side door, right? Same thing with freedom. So fear is knocking down the front door, I’m not going to open the front door. Freedom is going to slip in in the side door and I’m going to, for lack of a better way of saying it, it’s like I’m going to trick fear. Right? Like it doesn’t even know what’s hitting it, right? It’s like, “I’m not playing the game, I am refusing to play fear’s game and I am creating a whole other way to live my life.” So fear, you know, I’m not barreling down the door. I’m going in the side door.

So, you know, so your freedom, like I said, is not the opposite. And, you know, ultimately, what we all want is that sense of freedom. You know, that sense of freedom that we are in charge of our own destiny, that we have our own permission to have our own purpose that is driving us. That even though maybe some of us who are spiritual, you know, want to “do God’s will,” you know I hear it all the time, like, “Well, if I do God’s will, maybe he wants me to, you know, clean carpets for a living, and I want to be a speaker.” It’s like, “Okay, okay, wait, wait, wait, wait. You know, what’s your heart’s desire is God’s desire, like there’s no difference.”

So we don't have to kind of face fear in, you know, in the face, in the eye, we don't have to hit it eye for eye, we just have to go in the side door. And then fear just doesn't have anybody to play with and it literally, you know, the acronym for my business is Fearless Living Institute, F-L-I, FLI. That's what I call my business, FLI, Fearless Living Institute. Well, there's another set of words that go with F-L-I and that's Frequency Length and Intensity.

And what happens is, the frequency in which you engage fear lessens, the length in which it lasts decreases, and the intensity absolutely is minimized.

So when you start understanding, like I said, the mechanics of fear, and instead of avoiding fear or trying to face your fear or fighting fear, instead you're going to shift to embracing your personal, your personal, unique wheel of freedom. Your freedom. Your freedom. Different than my freedom. You and I may have completely different freedoms.

When you are engaged with your, what I call your wheel of fear, excuse me, wheel of freedom, that's personal to you, then you are literally shifting the paradigm and you no longer have to, you know, like I said, have that efforting and that, like I got to force myself. It literally shifts the whole thing.

Does that make sense? Am I making myself clear?

Bart: You're making yourself clear, but the idea of shifting a paradigm doesn't sound like it's easy. And let me reset, we've had about 25 people join us since we started the phone call.

I'm talking to Rhonda Britten, author of *Fearless Living*. My name is Bart Baggett, I'm the host.

And Rhonda, you're not only a good coach, but you're a fast coach. And I'll reference the story you told me about the TV shows, and Rhonda and I live in Los Angeles, there's lots of TV shows, and they want you to sort of be the dancing monkey on cue, and you get four minutes to change someone's life and then they got to move on. Is that kind of short changing it, Rhonda? It's a little bit more than that, right?

Rhonda Britten: Well, it's more than that, but TV is a specific medium and I worked with, you know, one of the things that I'm starting to do is work with people who actually want to learn that medium of reality television, because it's a specific

medium. And just because you're a good coach or a good therapist or a good author, good speaker, maybe, you know, good in front of a stage or good on one on one, doesn't necessarily mean you're prepared to be on TV. And, you know, it's a certain level, a certain skill set, right?

And yeah, I mean, you have to work really fast on TV. I mean, when I go on the "Early Morning Show" or I go on "Oprah," I don't get to work with the client for an hour and a half, I don't get to work with somebody for two weeks. I've got to make some change, literally, in three to five minutes, right?

Bart: Wow.

Rhonda Britten: I've got to have some sort of, you know, magical change happen. I have to have the person in front of me, when I'm on "Oprah," go, look at me and go, "Wow, that really helped me!" "Wow, that made a difference!" "Wow, I feel better!" You know, like it has to happen that fast otherwise I'm ineffective. So, you know, for that type of medium, right?

Now, reality shows and, you know, other types of shows you have a little bit of longer time. But yes, you know, there is a—yes, I work fast, let's just put it that way. I work fast because I believe, like I said, I don't have to know your whole entire past. I don't have to know all that. I just have to know your life today and I have to know where you're stuck today and I have to know where you're frustrated today. And if I know that, I can shift your life.

And even though you may think to yourself, "Well, I'm frustrated about this, but that doesn't really, you know, affect all my life, it's just a little frustration." Trust me, if I fix that frustration, if I show you how that ties into how fear works, it shifts more than that frustration, it shifts a whole bunch of stuff.

Bart: Well, a question leads up to, not, not that you're so great on TV, because you are, you've been on "Oprah" and you've done 600 hours of reality television, a lot of coaches may dream of being on TV, but it wasn't about television, it's the fact that if you can shift somebody over three months of a coaching, like, **** on the phone, then has the ability to shift somebody in three months.

Rhonda Britten: Sure.

Bart: If they do their homework, if they show up on time, if they actually do the work, but you sort of have this added pressure of even stepping in for other coaches on the show and kind of fixing up what they didn't fix up.

Rhonda Britten: Sure. Yes, I have.

Bart: How is it that you have this skill set? Is it intuition or is it a structure that you can teach people?

Rhonda Britten: Well, both things, right? It's both things. Because what I believe wholeheartedly is, you know, yes, I've developed a method on how to help people master fear, and yes, I teach that to coaches, and yes, I, you know, teach that to therapists and trainers and speakers and authors, and it's a teachable format that anybody can learn, right? So, yes, I have a teachable program, and a trainable program. And any coach can add it to their repertoire and add it to their toolkit, right? And the side benefit is, as you live more and more in freedom and you have access to that, your intuition gets stronger and stronger and stronger and you trust yourself more and more and more.

So if I'm on a set and I'm getting a sense of, you know, the woman's in front of me talking to me about her weight and all of a sudden I get an image about her boss or some sort of a career issue, I'm fearless and I'll bring it up, right? Like I don't necessarily—I trust myself completely, let's put it that way. And I trust myself completely when I'm in a coaching situation and follow my intuition because I've done my work with fear and freedom and I know that when I'm doing my work with somebody in front of me, and/or somebody on the phone, or in front of a group of, you know, 1,000 people at a keynote, or, you know, in front of a workshop with 300 people. I know that whatever's coming through me is exactly what needs to be said and I don't doubt that. And that's because I have been using fearless living for my own life, in my own, you know, my own world.

So that's the benefit. You know, the benefit is that you trust yourself. That you have your own back, that you accept yourself fully. That you do have peace of mind. That you do feel joy in every moment, that you do have a fundamental belief in yourself that you can go anywhere, do anything, and meet anybody, that you can have your dream and make it happen. You know, those are all the results of choosing freedom over fear. Because fear is what tells you you can't do all those things. Right? Freedom is what says, "Absolutely!"

So when you start living in that paradigm shift of freedom, it becomes more and more real for you, very, very quickly. So you can experience that sense of freedom, and so yes, you can hear your intuition, you know, louder and it's clearer and you will trust it and you will go, right? I mean, it's nothing better for me, like it's nothing better to watch a fold unfold.

Bart: Well, let's drill it down to one of your clients. I know that you have, I was looking at one of your websites before our phone call and you've got coaches around the world that you've helped certify.

Give me an example of one of those coaches that came to you, was sincere, didn't have a first client, maybe had one client, and just all of a sudden blossomed. Like what was typical of her challenge that you can kind of relate down so that we can kind of understand how fear would be blocking somebody starting a business.

Rhonda Britten: Oh, sure, absolutely. Well, you know, I mean, I think that's, for most coaches, most therapists, you know, people go, people become coaches, people become therapists, people become speakers, people become authors, people become trainers because they love transformation. They love self-help. They love personal development. They love the exploration. They love all that. It doesn't necessarily make them business people, right?

And so what I've seen over and over again when I talk to coaches and therapists and I go to, you know, meetings all over the countries. And coaches in other countries, I mean, you know, I have coaches in Australia and South Africa and, you know, all over. When I'm talking to everyone as they're going through their training program, you know, just like any coach, I think that they're afraid, one, that they have to sell themselves. Two, I think coaches, trainers, etc., believe that they have to be healed and everything has to be solved before they coach other people, which is false.

Also, they don't understand business and they see themselves as not business people, so they don't want to become business people, so they want to stay in the creative and artistic, you know, fun part of transforming a life and not necessarily do the business part, because they have pigeonholed themselves to see themselves a certain way.

And, you know, and they think it's all up to them. They don't necessarily see collaboration, even though logically they know it is, they don't see collaboration between the clients, right?

And, you know, sadly, another thing that I keep seeing, is that coaches aren't taught how to identify a good client, right? I cannot tell you, when I'm in training sessions with my coaches, and we're going through the program, going through my program, you know, one might say to me, "Well, I just have a difficult client. Right? I just have a difficult client. My client is difficult." And whenever a coach tells me that, they have a difficult client, I'm always like, "You mean that you don't necessarily have the skills to understand how to handle that client. That client may not be difficult, you just may not have enough tools in your toolkit to know what to do with that client, right?" And that's where our intuition comes in, that's where we need our intuition.

In order to be a real masterful coach, we much have our intuition. That is the highest art form.

You know, 60% of coaches, you know, are mediocre at best. You know, 25% are good, right? Maybe 15% are great, and then 5-10, I'm not adding it up so it may not equal 100, and maybe 5% are really masterful. And the masterful coaches literally follow their intuition. They may absolutely have a program, like they're just living to follow, yet, when you become masterful, that program becomes a vehicle for transformation, it doesn't become the transformation itself.

So yeah, so when I have a beginning coach or a beginning therapist or a beginning trainer, to get over the heaps of thinking that they're responsible, that they have to be perfect, that all of a sudden they have to become business people, that they have to sell themselves, all of those things, that we bought into in our society, are false. None of those things are necessarily true, but fear tells us that we have to do things a certain way in order to succeed.

And, you know, I'm not saying that some of those things, you don't have to learn some skills, but they may not be the skills—the skills that you're being told to learn may or may not be right for you, right?

So it's usually an image of themselves, who they think they are and what they've done in the past versus what they want to do in the future, and those two things don't go together, you know? They don't go together, so they don't know how they're going to go from where they are to where they want to go. And there is a big chasm, you know, there is a big, giant, Grand Canyon between where they are and where they want to go.

You know, my first three clients, I'll just say for myself, the first six months that I was a coach, I had three clients. I could not get more than three clients the first six months if I paid for them, and I practically did. When I first started coaching, I charged \$25, right?

Bart: Wow.

Rhonda Britten: And I would come to you, and I would come to you, Bart, I would come to your house, right? And I lived in Los Angeles, so you know that I was driving a half hour to get my \$25 to come to your house, right?

Bart: Wow.

Rhonda Britten: But I couldn't get any more clients than those three, I mean, and I couldn't figure it out. Right? And I figured it out, right? Like I got the magic pill, right? And that six month mark, when I figured it out, within literally a week, I had 20 clients. I went from 3 that I couldn't get anybody to hire me to 20 within a week, once I caught it, right? Once I got it.

Bart: Okay. So we have a question from Verna, which is how do you get your first client, but I'm going to update her question because I'd rather know how you went from 3 clients to 20, what was the magic pill? What was the epiphany? And I think that's what Verna really wants to know.

Rhonda Britten: Well, I'm actually going to give you something that literally I have only told two groups of coaches this in my life. I tell this thing that I'm about to say to my coaches personally, so every certified Fearless Living coach knows this, and I shared it with one other International Coaching Federation Group here in Los Angeles this last year. And, you know, I said it and one coach in the back got it. Like he came up to me later and goes, "Oh, my God, you just told the secret." And I said, "I know." Literally. Literally, this is like the secret, right?

But every coach didn't get it because they couldn't believe it was so easy and they couldn't see them doing it. So they literally forgot about it. Right? Like they literally ignored it, right?

Bart: They deleted it, they couldn't see it.

Rhonda Britten: They deleted it!

Bart: It was like the elephant in the room.

Rhonda Britten: And it's like, oh, my God, I am going to tell you the secret of the ages on how to build your practice, and yes, you must have a willingness to practice being fearless in order to do this. It's not hard, it's not hard at all, this is so easy when I tell you this, I mean, literally, it's so easy, you're going to be like, "Are you kidding me?" And I'm going to be like, "Yeah, I'm not kidding." Right? I'm like so not kidding.

Bart: That's the blue pill, really it is.

Rhonda Britten: Yeah, it's like so easy. But I'm going to answer her question once. You know, my first client really came from, you know, me offering coaching sessions to friends and family. And I offered the first few for free, like my first three sessions for free, and then I told them the fourth one would start charging at \$25. And so that's really how I built my, that's how I built my first three clients.

And now I'm going to give you the secret, and seriously, write this down, I'm not kidding, like please don't be like all those people that ignored me because they couldn't believe me, right? So I'm telling you this is the secret sauce. I'm telling you, like this is it.

Bart: Yeah, we should charge them \$500 and then they'll believe us.

Rhonda Britten: Well, this is actually more than \$500. This is actually, I don't even know what I would charge for this, like I'm serious, this will fundamentally alter the way that you see clients forever and they'll fundamentally the way that you view yourself forever, as a coach. Because it's no longer going to be about you and how perfect you have to be. It's no longer going to be about how you have to learn to sell, and it's no longer going to be about you becoming this great business person because—oh, by the way, let me give you some relief before I share this.

I want to give you some relief. We're moving into the age where it's not about selling any more. Now, the last three to five to ten years have been about selling, so if you felt like you had to sell, you've been right. But it's no longer about that. The paradigm for selling is shifting. And it's really about connection, authenticity, and transparency.

So for all of you who are afraid to sell, you are now entering a marketplace that you can be fully yourself and no longer fearless. So you are at the right place at the

right time, the precipice has now moved in your favor. The winds have changed and people want you. Okay? So this is the great news. So this is the fantastic news. I just want to tell you that first.

So, yeah, there is no price tag for this. Because if you actually do it, if you actually practice it, and I can't, and please, okay, this is the agreement, this is what I need, Bart. Anybody who's hearing my voice right now, I want you to practice what I'm about to tell you in the next 24 hours, okay? And if you think to yourself, "Well, I'm not going anywhere in 24 hours," okay, I'll give you 48 hours, okay? But no more than 72.

And then I want you to email me at Rhonda@RhondaBritten.com and you tell me how it worked, okay? I cannot wait to hear. So Rhonda@RhondaBritten.com and if you don't email me, then I know you didn't do it and you didn't take me seriously. So let's see how many people can email me and say, "Rhonda, it worked," or "This is what happened and I didn't know how to shift it and," tell me. I want to hear. Okay?

So Bart, are you ready? Everybody ready?

Bart: I should give you a drum roll but I'm going to just ask you to give us the blue pill on the secret of building your practice from 3 to 20 overnight.

Rhonda Britten: Okay. This is so easy. It's so easy, okay? Okay. So and the next time you're at an event, next time you're talking to a friend, next time you're, you know, at the grocery store. You know how you sit around and you go, "Oh, what do you do?" Right? So somebody says, "What do you do?" You know it, I know it, we all do it. Right? Even though we avoid it, we all do it. "So what do you do?"

This is what you tell them, okay, somebody says, hey—Bart, you ask me. You ask me.

Bart: So Rhonda, what do you do?

Rhonda Britten: Well, do you have a challenge in your life right now, a frustration right now, Bart?

Bart: Yeah.

Rhonda Britten: Would you be willing to share what that is, I mean, you don't have to tell me the whole story, but is it about career, is it about relationship, about your health?

Bart: It's about the career. You know, like to get more acting roles as an actor.

Rhonda Britten: Okay. So you want to get more acting roles as an actor. Okay. Well, that's what I do. I help you do the very thing that you want, that's what I do.

Bart: You help actors get more roles?

Rhonda Britten: That's right. That's right.

Bart: Wow.

Rhonda Britten: Because the difference between you getting a role and not getting a role is something that I support you with. I help you learn how to shift yourself so that you become the person that they're dying to know. So that's what I do.

Bart: Wow, how do I get more information about that? That sounds exciting.

Rhonda Britten: Well, I would love to connect with you, so here's, let me get your information, here's my iPhone, you want to go ahead and type that in?

And you know, you open a thing and you hand iPhone to them. And then go, and let me bump you or let me send you my information, and then let's get our calendars out right now and let's schedule a 50-minute call, and I'm going to support you right now because I want you to have a new acting role, I want you to have it now. So let's get it on the calendar and I'm going to support you to do that. You willing to do that?

Bart: Yeah, that'd be great.

Rhonda Britten: Excellent, great. Let's get your calendar out.

Bart: So actually, some of you know I do do acting, so I'm going to take you up on that Rhonda, for 15 minutes.

Rhonda Britten: Well, we can do that.

Bart: And then other careers that I have. So let me break down that business model. First of all, you're offering them a free session, is that the entry point?

Rhonda Britten: Yeah.

Bart: Okay.

Rhonda Britten: Well, it's before that. Now, notice I never told them what I do.

Bart: You just match what they need.

Rhonda Britten: I did not say life coach, I did not say speaker, I did not say author, I did not say trainer. I did not tell them anything I do, a title, so that they in their brain could categorize me. And either eliminate me or accept me based on the title of my position. Instead I said, "Hey, got any challenges in your life or frustrations or anything?" And literally, most people say, "Yes." I have had a couple people say, "No." And if they say, "No," I go, "Wow, that's really awesome! That's amazing, congratulations! Well, you know, if you ever have anything that's like just nit picking you, a little annoying, that's what I do, I support people in transforming those annoying irritations into something that supports them and empowers them. So, you know, I want to eliminate those from your life." Right?

So that intrigues people usually. If they say, because some people will say, "No, I got nothing going on," which we both know is, for the most part, is lie, lie, lie, lie, lie, right?

But again, you know, if they don't want to tell me, that's okay, I just say, "Congratulations, wow, that's amazing!" You know, "Congratulations, you must be fearless, wow!" I use the word fearless, because I'm fearless, you know. "You must be fearless, that's so awesome!"

And then if they're, you know, talking to me more I say, and they'll say, "Well, I don't know about that." And I go, "Well, okay, let me give you a quiz." And they go, "Okay." And I go, "Okay, so is there any, are you holding a grudge against anyone? Or have you been able to forgive yourself for the past? You know, are you able to say I love you? Are you able to ask your boss and have meaningful conversations and ask him for what you want? Are you able to solve a sticky situation?" You know, so I just go through a list of things. You know, "Do you know longer procrastinate? Do you feel peace of mind in your heart?"

Like, so I just say a bunch of things, right, and they're sitting there staring at me like, "Are you kidding me? Of course I don't." And I go, "Well, that's what I work with, right? That's what I work with. So if any of those things you're sitting there thinking, 'Well, I haven't forgiven myself and I've got a burden of the past,' that's what I do. I help people get over those things, move those things, change those things. So I'd be more than happy to have a 10-minute, 15-minute conversation with you and tell you more."

Bart: So the magic pill is, instead of answering them with a title which they have preconceived notions about—

Rhonda Britten: That's right.

Bart: —you ask them a question; therefore, they can't pigeonhole you.

Rhonda Britten: That's right.

Bart: And then you match and find out what they need the most.

Rhonda Britten: It becomes them, it becomes about them, right? It becomes about them. Right?

Bart: And then if you feel like you do have the skill set to help them, you say, "That's what I do, I help people like you."

Rhonda Britten: Yes. Exactly!

Bart: Which in most cases they do have a skill set to help.

Rhonda Britten: Yeah. If you think of, and if you don't feel like you have the skill set to help, I mean, I'm a life coach, and it's really interesting because some of my life coaches, my certified **** life coaches, have now moved into business coaching, and it's so fascinating, I got an email from one recently and she said to me, she wrote me this beautiful email and she goes, "You know, Rhonda, when I started becoming a business coach, I thought I had to hide that I was a life coach. That I had to, you know, I had to ignore and hide it, right?" And she goes, "But what I realize now is all business coaching is life coaching," right? And she goes, "I use everything in becoming a certified **** coach, I use it every single day with my clients, the business tools I've learned are nice, but that's not why they're coming to me, right?" Yes, they're maybe using a marketing technique, that's awesome. But

really, it's how to start implementing the marketing technique and realizing that you can have that marketing technique and that, you know, how to, you know, how to have the power, the freedom, the fearlessness in order to do that, right? So the tool is nice, but to use the tool you got to be fearless.

So she wrote me this beautiful, beautiful note that literally said, you know, she's only successful as a business coach because she is a life coach, so, because she knows what she knows about fear.

So yeah, I mean, when you understand fear, it no longer becomes about your skill path, you know, it no longer becomes about, "Oh, well, I'm a health coach or I'm a business coach." It literally becomes, you start seeing how fear permeates, you know, different areas of people's lives, in all people's lives.

So once you start, able to use fear, you can go places that maybe in the past you haven't felt confident to do.

And yeah, if they talk about, like "Well, my problem is, is that I'm trying to learn how to fish." Well, okay, that's not me, right? I'm going to send, hey, I'm going to be like, "Hey, I have a friend who is a fishing instructor," or "Wow, you should go to down to Marina del Rey, right?" But, you know, if their problem is learning how to fish, that's probably not me, right? But again, I have no fear of referring anybody to anyone because there's plenty for everybody. I don't have to have—

Bart: Well, you're a problem solver.

Rhonda Britten: Yeah.

Bart: And if you're a good coach, you probably have a network of other coaches and other resources that you probably refer your own clients to.

Rhonda Britten: Absolutely.

Bart: You know, certain books and resources. Someone says, "You know, I have an accounting problem," I'm not going to raise my hand and say, "Let me solve you."

Rhonda Britten: That's right.

Bart: But if you have a fear of accounting, that might be something I can help with.

Rhonda Britten: Or they're just, or they haven't taken care of their books in over a year, they haven't paid their taxes. Totally they need me then, right? Sure, they need actual accounting help, but they also need to start breaking down their fear, right? So, you know, I would probably work with them for a limited period of time in order to support them. I mean, I've worked with people to get them into therapy, that I knew they needed therapy, they knew they needed therapy, but they just couldn't go. I worked with people, I mean, I've worked with so many different types of people that ultimately they needed somebody else besides me, but they couldn't even go to that person until they dealt with the fear of that, right?

And so that's the beauty, is that, you know, fear permeates, you know, the sad thing and the beauty is that once you understand fear, you can really help people at a very deep level in so many areas of their life. And it's not all of a sudden about just your skills, because you see how your skills apply everywhere.

Bart: I hope everyone took notes on that, that simple, what-to-you-do, because that was nothing less than brilliant. I really do see why it was your magic pill, because everybody you met, you really matched them and you connected with them, and you said you can solve their problem, opposed to saying, "I'm a life coach," and then they prejudged you.

Rhonda Britten: Yeah, exactly. And then, you know, then it also becomes, back then it was like, "Well, what's a life coach?" Right? And still people don't know what a life coach is. Well, what's a life coach? Or, "My cousin's a life coach," and then they think I'm like their cousin, right?

Bart: Their cousin, isn't that ****

Rhonda Britten: Right. And their cousin is, you know, blah, blah, blah, they don't particularly care for their cousin, so now they think all life coaches are like their cousin, right?

So yeah, I don't talk about my title, you know, because then it gets into the conversation about what's life coaching, and who they know is a life coach, and are you like this person?

You know, I mean, I know when I go to speak at IAC meetings or ICS meetings or different coaching groups across the country, you know, I invariably get something about, you know, what's a coach, right? So it's about moving beyond that conversation, it's going beyond that. Makes sense?

Bart: Yeah, it really does. And also, remind those of you that are on the phone, I've invited Rhonda, and she's graciously accepted to come back twice this season. So later in August, she'll also be on there and we'll get to a little bit more about your strategies because you've done something quite remarkable, not only have you built a kind of a TV brand for yourself with the number of books that you've written, but you've also, you do retreats, you help coaches launch businesses, there's a lot of tactics which I think, and strategies, which I think you're going to share that you just wouldn't get from a coaching club or you wouldn't get from even a coach.

Rhonda Britten: Yeah, I mean, I was actually talking to, a coach called me the other day, and she wanted to do, you know, she had a reality show idea. And, you know, I said, "Well, okay, have you written a treatment?" She's like, "No." She planning to film it, you know, next month and she's like, doesn't have a treatment and her business coach sent her to, the business coach sent her a production, her video production company that knows nothing about TV, right? So there's all these people coaching about things that they know nothing about, you know? And so I basically told her, put the money back in your pocket, do you not create the television show yet until we go through everything that we need to in order for it to win. Because you're about to lose \$50,000. And while I appreciate your business coach's best intentions, TV is not an area to play with, it's a lot of money really fast, so know what you're doing.

Same with webisodes, TV, anything in the media, building your brand, media, you know, any of that stuff. I do not want you to waste money, please do not waste money. Please do not waste money.

So, you know, we can definitely talk about all that, about, you know, train the trainers and coaching practices and any business questions that anyone has, I'd be more than happy to share.

Bart: That'd be great. And people are always fascinated with, you know, people that have been wildly successful as a coach. And I didn't know you were like the first life coach on television. I mean, you really set a trend. Now, almost every reality has some sort of counselor or coach or weight loss or health coach, but you really set the trend. What was that, 10, 12 years ago? What was your first program?

Rhonda Britten: Yeah, it was 2001 in London. Reality shows, obviously most people know that reality shows started in London. And so I had my own TV show over there

called "Help Me, Rhonda," for two seasons before—so I did that for two years. I lived in and out of London, I went back and forth.

And then when I got back in March of 2003 from finishing my second season, by April I was auditioning for "Starting Over," which everybody knows really created the coaching environment here.

And back then I had been approached by three different production companies in order to have my own show, because I just had my own show in London. And I decided to do "Starting Over" because I wanted to be the first life coach here on TV as well in the United States because at that point, I was the only life coach that had ever done TV. So I really knew how to do it and what to do.

Sadly, most life coaches and therapists now working reality show are scripted, for the most part. Because those same life coaches and therapists don't know how to work with production and production doesn't know how to work with them, because so much of reality now is scripted. I am not scripted, I have never been scripted, cannot be scripted. So I've done 600 episodes not scripted.

Most reality shows you see now with a coach, they're scripted. And again, like I said, that's because the coach and the production company don't know how to work together in order to get the best for their client.

And so it's not necessarily the most satisfying environment for coaches and therapists to work in because they're not able to do the magic that they so want to do.

But again, I can change all that for them, I can support people in understanding how to create that magic and create that synergy with the production company so you can get off the script and actually share what you know. Because that's what's fun, right? Nobody wants to read a script, like how boring is that, as a coach, right?

Bart: Especially written by a producer that's never coached.

Rhonda Britten: Yeah, yeah, yeah! Oh, my God! Oh, my God! Yes, yes. Tell me, I mean, I was just coaching a client of mine who just got a development deal and she, you know, very talented coach, amazing coach, perfect for TV, really was like, **** to do it, be hot, be wonderful. And, you know, they're shooting the pilot and it's just a big, old mess. And I literally had to go in there and support my client in how to talk to the production company, what they're looking for. Like I had to basically

preface the whole thing, every single day while she was on the set, I was coaching her before and after. And literally we transformed the set. Literally transformed everything, from when it started to when it ended, completely different.

But she didn't know how to do that, she didn't even know to do that. The production company doesn't know how to do that, they're just so used to scripting people that it's easier for them to script, so they don't even want to deal with it. And they're wondering why you can't change somebody's life, right?

You know, obviously I'm very passionate about this. I want every coach to be able to be alive with themselves, right? I want every coach, every therapist, every speaker, every trainer, every author, anybody in the self-help profession. And as a parent, you know, and as a student, as a lover, as a wife, as a husband, I want everyone to be able to be authentically true to themselves and live that life. I don't care if it's on camera, off camera. I don't care if it's in a book or, you know, or in a webisode, I don't care. I want you to be fully expressed, because that's my personal definition of success, fully expressed.

And so I want to help you be fully expressed. I mean, that's my commitment to myself, what I work on every single day to be fully expressed, and that's what I want for everyone. I don't want us to create an industry of, you know, authors and speakers and trainers and reality stars that are squelched, like how boring is that! That's like so not fun! Right? I want to have fun and having true fun is really the path to fearlessness.

And I could go on, Bart, as you can tell, I'm passionate about this!

Bart: And I am going to have you go on, because two things, I'm going to have you back, I get the luxury of actually living in the same neighborhood, so I can personally hear more. But you put together a package for our listeners which is quite unique. And so, the couple things, A) come back in the next few months to hear Rhonda talk more about business. But specifically, you have a package about fear and overcoming fear and essentially it's your Fearless Living home study course. Tell us about that, and let me just give you the website of where it is. It's 100CoachingTips.com/RhondaB, that's B-as-in-boy, Rhonda Britten, just RhondaB, and on that, there's a link right there and this link is real important because you've offered not only this particular package, but you've offered like 90 bucks off for people on this phone call.

Rhonda Britten: That's right.

Bart: So tell us what's in this program.

Rhonda Britten: That's right. I've eliminated a complete payment so that you can save a good chunk of money on this program.

And this program is my baby. Right? I spent a year, literally a year of my life videotaping, audio transcripts, creating, I took basically everything I know about fear and put it into a video online audio multi-media program. So you'll watch videos, you'll listen to audios, you have transcripts. Again, whatever way you learn best and of course, you can use all those mediums. And of course, it has bonuses. Bonus videos and bonus e-books to help you identify your particular wheel of fear and wheel of freedom, because, you know, everybody has a unique wheel of fear and wheel of freedom, we don't have the same ones. It's not cookie cutter.

You know, you have a unique one, Bart's is going to be different than mine, mine's going to be different than Bernie's, Bernie's going to be different than Sally's, Sally's going to be different than Jessica's, right? We're all different, we all have different life experiences, different, you know, belief systems. Different, you know, backgrounds, right?

So, you know, in this program, I've included all the bonus secrets of how to identify that wheel of fear and wheel of freedom so that you really can get to the heart of it.

And if you're even contemplating including Fearless Living as one of your toolkits, taking the program is your first step. Like absolutely a requirement in order to do either our coaching program or to become a train the trainer, or to become **** certified, which is, if you're already a trainer or coach or speaker, you can take an abbreviated program with us to just learn the wheel so that you can, you know, add it to your toolkit quickly.

And so this has taken me years, this is thousands and thousands and thousands of hours of my precious, precious baby to create this. And so it's ten modules and as you probably gathered, my take on things is very different than you'll hear for a lot of people. So I talk about what is fear and I talk about expectations versus intentions and I talk about fear junkies, and I talk about complaining, and I talk about excuses, and I talk about, you know, your wheel of fear and help you identify that trigger and that core negative feeling and those fear responses and the self-destructive fear responses and those destructive behaviors and your essential nature

and your wholeness and your self-affirming behavior. It's like, I take you through the whole packet. You know, whole thing step by step by step.

And so you start off with What Is Fear in module 1, and you, what I hear all the time, actually I'm thinking of a person who started the program and she'd watched only two videos in the What Is Fear, you know, really breaking down my frame of mind, what is fear and really telling you what my viewpoint is.

And after two videos, only two videos, she went out with her sister for the weekend and she and her sister have a difficult relationship at best, is what she described to me. And she said, after watching the two videos and going with her sister for the weekend, she said to me, "My sister was completely different!" And of course she, you know, LOL, of course. Like she knows her sister didn't change, she knew it was her changing, right?

And that's what I hear time and time again, literally after the first video, and when you go into the Fearless Living training program, you're going to be able to see everyone's comments. You're right away going to be able to see people writing in like, "Oh, my gosh, this first video had me," blah, blah, blah, blah. Second video, blah, blah, blah, blah. You'll just see all these people's testimonials, video after video after video after video.

And in every video, and in your transcripts and your audios, are something that's called Fearbuster Exercises. And this is really where I come to life. I believe my gift is creating unique exercises that haven't been seen before and experienced before. And that's what my real unique gift is on TV as well. When you see me on "Starting Over," or on "Help Me, Rhonda," or on "Somebody Fit Club," every exercise you see I created. And so, you know, if I've worked with 600 episodes, on those episodes, I'm usually doing two to three exercises a day, so you can imagine, 1800, 2000, 2400 exercises I've created. And some of those exercises, and other unique ones that I've created just for the program, are in this program. Are in the Fearless Living training program.

So if anything that I've said resonates with you, if you're curious on how to support your clients and/or yourself in understanding how fear operates, and really shifting your view of fear and its paradigm, then I wanted to offer this to anyone on this line at a discount price as an offer so that you can start doing it immediately.

And so what that offer is, is it's normally 3 payments of \$97, and for everyone on this line, it's only 2 payments of \$97. So a payment is completely eliminated. And

not only is it 2 payments of \$97, you can actually break it up into smaller payments. I believe you have an option of even making it 3 payments, so that you can really put it in your budget with ease, because that's one of my commitments. I don't want time or money to interfere in your success, that is absolutely my commitment.

So, you know, I even have, inside when you go to that link on Bart's site and you go to the page that describes the program in much more detail than I can give on this line, I want you to put, when you hit the add to cart, you're going to be taken to a page, and it's going to have the full price there, it's going to say, "3 payments of \$97," and you're going to put the coupon code in of "coach." You're going to write the word coach, c-o-a-c-h, c-o-a-c-h. Put that coupon code "coach" in, and it will automatically take off that one payment and you will then have the option of either paying in the one payment, which is even a lower price of, I think it's \$189, or 2 payments of \$97, and again, I believe there's a third option of even making it even less.

So you can take the full program, it's 10 modules of 20 hours of video. It's very extensive and you are going to learn a lot of information immediately that's going to transform your life, and do the exercises and you'll see me in the comment section all the time, I'll be answering your questions, I'm right there with you every step of the way. I go in there on a regular basis and answering every single person's question. So if you have a question, I'll be there to answer it. So you're not doing it alone, I'm right there. And that's my commitment to you. I believe that fear is at the heart of this world's problems and if every single one of us can start mastering our own fear—and this is a cool thing, too—once you start mastering your own fear and seen it, you actually see fear in others, and it becomes really easy to identify what's stopping other people, and you can speak to them from that fearless place to shift people quicker. Again, one of the ways that I can shift people quicker, is I see their fear. And when you see their fear, you know how to speak to them, you know how to shift them really quickly. And move them into a place of freedom where they can be enrolled and engaged and present, which is where we all want to live.

So, you know, take a payment off, whether it's two payments or three payments, whatever works for you and your budget, but please, if anything I say today has moved you or inspired you, or has made you think, if you've taken one note, then I urge you to take the next step in really mastering this for yourself and really knowing your own personal wheel of fear and of course, more importantly, your wheel of freedom so that you know how to shift automatically, intuitively, quickly, from fear to freedom at will. Because that's what I want, I want it to be at will. So you notice your fear up, you can move at will. That's what I want. Move it at will.

And knowing that I'm going to be there to support you every step of the way and I can't wait to hear from each of you.

Bart: Wow, I love the fact that it's not just a home study course they ship you, you actually get to be part of a community, as other people who go through the program, and I think that's really generous of you to give the coupon.

Let me give you again, it's 100CoachingTips.com/RhondaB, RhondaB. If you put Rhonda, that would also work, it would get you there. And then you click on that button, but you won't get the discount if you don't remember the word "coach." And that's in the shopping cart button, you have to put like coupon code. And then if you have any questions, you can always email us at the 100 Coaching Tips.

And then Rhonda, you'll be back next month, but this offer is limited. So if you're interested and we've said something that resonates with you, please do that now. This month, when we interview next, we're going to talk more about business and not so much about the content.

But the final word for this particular product, Rhonda, is, if they like the idea of learning how to master their fear, this is the starting point. Whether they become, they have to do it or they can't even get certified values. This is really a starting point for consumers and coaches both.

Rhonda Britten: Absolutely. I mean, you know, and this is what I always tell people, if they're even thinking of putting this in their toolkit, whether as, you know, a parent for your children, because again, parents really, really benefit from this, because then you start understanding your child's fear. You really start understanding how to speak to them. And you start seeing fear, which is so freeing. Once you start seeing fear for what it is, you're no longer stopped by it and you're going to be able to talk to your children in a new way, so they're no longer stopped by it. So their fears don't have to run their life. And that you don't parent from a fearful place, right?

So whether you're a parent and you just want to learn this so you can be a better parent, which absolutely it will do, or if you're a coach that wants to add this to your toolkit, or whether you're, you know, just want to learn how to talk better with your spouse or be able to be more empowered in business, or you want to learn how to be more successful. Again, I don't care where you're feeling frustrated or what area you're feeling annoyed by or irritated by or just, you know, just feeling defeated by.

Once you start really seeing fear for the mechanism it is, this is what you discover. You discover that there's nothing wrong with you. You discover that you're not the problem. You're not the problem. You're not crazy or stupid or a procrastinator or lazy or selfish or a loser or worthless—you're not any of those things. It's just fear.

And so that blame and shame and self-deprecation and pain that you cause yourself and hurt yourself and punish yourself for literally goes away. And it also goes away in your relationship to others. So you no longer feel victimized by other's choices either. You know, so that's the whole point, and you really no longer are a victim anywhere or victimized by anybody.

And again, we can all say that we're empowered and we're not victimized by anybody, but, you know, if we just listen to our speech a little bit, you can hear that we all get caught up in "they did this to me," you know, again, in a more enlightened word, but it's still, "they did this to me!" Well, that goes away, because you get it, right? You really get it at a fundamental level that you're not crazy, you're not stupid, you're not selfish—there's nothing wrong with you, there's literally nothing wrong with you, it's just fear. So once you identify fear, it no longer runs your life.

So I know fundamentally, I've seen it with thousands and thousands of people, that literally the first video, the first three videos, will ultimately have a significant impact on your life right away.

So, you know, I, of course, give a guarantee. So get in there, do it for the discount so that you can get that payment eliminated, and go in there. And seriously watch the first set of videos. Go through module 1. And if there's nothing significant in module 1 that's important to you, great! Be happy to refund your money. But I know, I absolutely know, that that won't be the case. I know that you'll go from module 1 to module 2 to module 3, and pretty soon you're going to be through the program and I know you'll just be like everyone else is in that program, you'll be emailing me at module 10 and go, "Oh, my gosh." And you'll be emailing me along the way, module 1, module 2, "Oh, my gosh, oh, my gosh, oh, my gosh."

So go in there. And if you're apprehensive, go in there and just start reading the comments from everybody about their transformation. I mean, I'm not telling people to write these things, they're just writing it because they watched a video and they've had significant transformation. Go in, and feel supported by everybody else in the program.

So it's not just me, it's all the transformation you're going to hear when you're in the program itself. You're going to be able to hear it, and see it, and feel it, and it will be exciting, it will be totally exciting. And I'm so happy to offer this discount to Bart's folks, because I know that you're all dedicated to being fearless and that's what I'm about.

Bart: Well, it just makes this much cheaper, because 67 bucks a month, they can give it a shot, and give it a try and see how much they like it.

I also know that when you offer 100% money back guarantee, people on the fence are like, "Oh, I'll give it a shot."

But you've given so much already this hour and even extended a discount. So again, thank you.

I also do have a date for your next live event here, and so I wanted to let everyone know that. Rhonda will be back on this same series on August 22nd, that's this year, 2012, and she will be getting to some of the questions we didn't get to. We got to Verna's from Sydney, but we did not get to Linda's from San Diego, talks about coaches, and Helene from Palm Bay, talks about life coaching business cards. So we already have questions for you when you come back, Rhonda.

Rhonda Britten: Yay!

Bart: On the business side. But I also want to, again, ask people, if you're really serious about learning what Rhonda has to teach, start out with her basic program, it's at 100CoachingTips.com/Rhonda, RhondaB, super simple, you've offered a great, generous guarantee, if they're interested in your stuff, Rhonda, I'm sure they're going to pick it up.

You have any final thoughts or words as we close out tonight's seminar?

Rhonda Britten: I know for myself that the one thing I want everyone to really hear to the core of their being, and if everyone could just right this minute just listen to my words and know that I absolutely mean this to the very core of my being, is that there is nothing wrong with you. So whatever has happened in the past, whatever you're dealing with right now, whether it's career, or whether it's relationship, whether it's health, whatever it is. You know, it is not your fault, you are not to blame. And it is fear having its way with you that is convincing you that you are doing something wrong and that you're bad or there's some fault of yours, right?

So if there's any part of you that beats yourself up and puts yourself down, I have dedicated my life to eliminating that, and I want to support you with that, so please, just take it on and know it to be true from the very core of my being, and I know this, that there is nothing wrong with you, it's just fear. And I am here to support you in whatever way that looks like and I invite you to use my little coaching tip on how to build your client base and I definitely want to hear from you.

I'm here, Rhonda@RhondaBritten.com, in the subject line, make sure you write "Bart," B-a-r-t, so that I know, I'm going to pay attention to your emails first in my big, giant email box, so I can look for the word Bart in the subject line. And I'm going to respond to that, to you using that coaching tip. But again, number one thing is to master fear yourself. When you can master fear, you can help everyone else do the same.

So thank you, Bart, for having me, it's been such a joy and such great questions and such great, just such great, I just love your energy, so I'm just grateful for the opportunity to be here.

Bart: Well, thank you. And so far you've got the record of the most number of attendees so far this season, so congratulations on that.

Rhonda Britten: Yay!

Bart: And Rhonda, she's been so generous with her time, we've gone over time, so thank you for hanging out with us, and again, let's hear more from her about the business side on August 22nd. In the meantime, Rhonda, I bid you farewell.

Visit 100CoachingTips.com/RhondaB, pick up her program at **** discount, the word is "coaching," and I will talk to all of you later this week. Check your emails for the future interviews on 100CoachingTips.com. If you haven't registered, register so you make sure you know what the upcoming speakers are, including Rhonda's next event.

Thank you, Rhonda and everybody, have a great night.

Rhonda Britten: Be fearless!

Bart: Bye-bye.