

Episode 100: Million Dollar Intent

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With your host,
Hailey Thomas

[*One Year from Now*](#) with Hailey Thomas

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There's no right way for growing an online business and honestly, me and my guests are more than fine with that. I'm Hailey Thomas, and this is the podcast that lets you be a fly on the wall for candid conversations and mini-lessons with a variety of online entrepreneurs who are growing their businesses based on their own visions. We are on a mission to normalize and laugh about the behind-the-scenes truth of achieving a new level of success in your business. This is One Year from Now.

Hey, and welcome to episode 100 of the podcast. I wish I had one of those air horns, so I could go like, *air horn noise*. Maybe my producers can put one in for me right here, but yeah, we're on episode 100. That is wild to me. And probably about two weeks ago was the third year— or, almost three-year anniversary of the podcast being live. So, for those of you who have listened to all the episodes and have followed along in the many iterations that this show has taken, thank you. I'm glad you're here, and I'm glad to jump into episode 100. I especially orchestrated things so that on this 100th episode, I'd be talking about one of my favorite things, which is money— how to create money and specifically, how to think about having intentions for creating lots of money with a business asset. Now, we are specifically, in this episode, talking about a million dollars in revenue. Why? Because it's one of those numbers that some people have a lot of emotion around and some people have a little bit emotion around. It's just a number, it's kind of like 100k, but many of my clients have one eye on a million, or they have this thought that they could potentially be million-dollar earners, but it's still a little like, hush hush and a little bit like, “I haven't said the thing out loud yet. I haven't said that that's a desire of mine yet.” And so, with this episode, I want to crack open that door, kick it down, busted open, and talk about having the intention of creating a business asset that can do a million dollars in revenue. Primarily, in this episode, I want to talk about all of the thoughts that we have that go along with what we think it takes to create a million dollars in revenue.

I want to tell you a little story. I first consciously had the idea that I want to earn a lot of money with a friend, probably in 2017. We were having lunch, we finished lunch, and she was telling me about the writing program she was finishing and I was telling her all about how I'd just started this business. And I was so excited because my earning potential is unmatched and my time flexibility was amazing. And it was going to take a while, but what I said to her at the time was, “I want to be Jurassic Park rich.” And that felt really vulnerable. And I felt a little bit embarrassed and naive to say that. I use the words “Jurassic Park rich,” because I think what I told her was “John Hammond rich.” If you have read or watched Jurassic Park, John Hammond is the character in that story that financed the building of Jurassic Park and the research to bring dinosaurs back. And I think there's no number attached to that for me at the time, or I really think in the Jurassic Park story in general, but what I was conveying to my friend was what I wanted, which is that I want to be someone who has highly profitable projects, who makes a lot of money, and who works on high impact projects. This is what I coach my clients on. This is what I do now, and will continue to move towards it. And so, the idea of being a million-dollar earner, or building a business asset that has a million in revenue, falls right in line with this conversation I first said out loud in 2017.

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Fast forward to 2019, I had the first conversation with my coach. And when she brought up that, “Oh yeah, you'll probably be doing a million dollars in this coaching business in the next three years or so,” it was wild to me because I wasn't pursuing that at the time. And I will tell you why, because I had some of the thoughts that we were going to talk about in this episode. But when she said it again, I felt a little bit like, I gasped, and I was like, “Oh my gosh, she sees it too. She sees my desire.” And the add-on of hearing it from my coach was that she understands and can totally also picture me becoming this person and having these skills and actually creating multimillion-dollar asset. And so, as I've gone along from that moment, there was the desire for it, then the, “Oh, you've built something that can potentially scale.” Now, I'm in the portion that is learning the skill sets and then doing the thing. But it all starts with this intention, this explicit intention to say this thing out loud.

Now, about two weeks ago, I guess, from when this episode airs, I did a live session. Which, by the way, if you ever want to come to any of our live sessions, I occasionally hold pop up trainings, you need to be on my email list. You can go to BrainspaceOptimized.com, and there will be a pop up or a way for you to sign up to the email list, and that is where I send all my invitations for live coaching calls. These are live trainings that are just free and open to the public. I sent one of those out about two weeks ago, and we had this conversation about being able to say out loud, or being able to own our desire to create a million-dollar asset, or to be a millionaire.

For those of you who like specifics, having a business that does one million dollars in revenue and having a net worth of one million dollars are not the same. However, when you are still in the phase of, “I haven't said this out loud and I'm pretty sure I want it, but I've got all these thoughts between me and the idea of being in command of so much money,” the definition doesn't actually matter on. It matters when you go to start enacting it and pursuing it, which is why I'm using million-dollar earner, a millionaire, and having an asset that does a million dollars interchangeably in this episode. Because the first step, like I said, and the point of this episode, is just being comfortable with the intent, being comfortable explicitly stating this as a desire or moving in this direction as a desire. That's for those of you who love detail and specificity and clarity. This episode is purposely fairly ambiguous, because these thoughts that I'm going to talk us through today all come up for all three of those instances or scenarios in different ways.

So, during this live session, I asked the question, “What do you think has to change for you to become a millionaire?” And/Or, “What do you think you'll have to do to create a million-dollar business?” And most of the answers that came up were really interesting. I kind of categorize them and put them in these five buckets that we're going to talk about, but the overarching thing was that mostly we thought we're going to have to become a different person and a worse person to create a million dollars. That was incredibly fascinating.

So, the funny thing about money, and people that have money, and people that want to have money is that sometimes, we talk out of both sides of our mouths. We want money and simultaneously, we'll talk shit about people who have money. We will harbor ideas and thoughts about them, about their morality, about their altruism, about their intentions. And unless we're very clear and open about those, what ends up happening is that you're thinking people who have money, whether they're a millionaire or have a million-dollar business, whatever or more— If you're not like examining those thoughts, you

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could potentially be harboring thoughts that say, “Those people kind of suck, those people are greedy, those people are mean.” And I'll break down the five different ways that came up during this training, but you cannot become something you despise. On purpose, I should say. You cannot, with intention, become something that you despise.

And so, what ends up happening is that you have these unexamined thoughts about millionaires, about a million dollars, about a million-dollar asset and the people that own them, and then your brain works very stealthily to keep you from becoming this person that you disdain. Your brain says, “Having lots of money is greedy.” So, it will come up with very discreet and stealthy ways for you to never really earn that much money because you don't want to be greedy. Or, you don't want to see yourself as greedy. And I keep mentioning this list, and I promise I will get into it, but I think this is important to say. If you think those people overwork and do too much and don't care about their families or quality relationships, and that's important to you, then you will not make more money because you are trying to keep yourself from becoming that person.

So, it's really important to examine our thoughts about what we think it takes to create a million dollars. I'm going to share this list, and it breaks down into two pieces. One is a thought error, which is just a thought that you have that is an error. It is not correct or complete. It is just repeated and so, the brain sees it as true. All of our thoughts are like that, by the way, all thoughts are optional. Thought is something that is fairly subjective and cannot be upheld in a court of law, meaning there are other scenarios in which something else might also be true. So, it's either a set of thought errors, like practicing thoughts that are not necessarily true, or a gap in skill. Neither one of these things are bad. But again, if you are a person who desires high impact and high profit in their lives, then we got to examine these things, we cannot just leave them unexamined. So, this breaks down into five categories, and I'm going to go through all five of them now and talk about either the gap of skill that is there that needs to be learned and/or the thought error.

The first one that came up was: I'm gonna have to be a harmful, shitty person to sell a million dollars' worth of anything. So, one of the folks that was on the call is a Copy Strategist, and the thought error that they were having was, “Well, for me to sell a lot of anything, I know how to sell in this way and it creates this type of money for me, but for me to sell a million dollars' worth of anything, I'm going to have to become a shady person, I'm gonna have to become a shitty person, right? And I'm going to have to be exploitative in my marketing, and I'm going to have to become a gross person.” So, that right there is just a straight-up thought error. How do we know that's true? Or what are some alternative methods? Well, there are people that don't make very much money that are harmful and exploitative with their marketing. I say that because that means we can uncouple the million-dollar mark with exploitative and harmful behavior. Those two things are separate things. Other side of that coin is that there are people with million-dollar assets who don't sell that way. That in and of itself is just a thought error.

One of the things we talked about with this Copy Strategist was the idea that you don't magically become a different person. What's happening is your brain is having a thought error that you're going to have to because what it's missing. There's a skill gap that it's missing to be able to say, “Oh, I currently don't know what it takes to sell a million dollars' worth of anything.” The brain doesn't know, so it's filling

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in that gap with a thought error, which is you have to become a horrible, exploitative marketing person, and that's gross. And because you don't want to be gross, that's going to stop you from even having the intention of creating a million-dollar assets. You all see how that works, how those two things go together.

So, that was the first one: I'm gonna have to become a different, worse person to sell that much of any asset. You don't actually. Money doesn't change people. Money exposes people. Money amplifies people, and their personalities and traits. And that's a true question of inquiry and true quest of discovery. How do you sell at a high level in a way that converts highly and is compelling, without being harmful and exploitative in your marketing? That's a good question, a question to be solved, but certainly not an unsolvable challenge. I think the other thing that this person didn't say, but that I would also examine is: What business model is scalable to a million dollars? Because it may not be the model that they have now. So again, the brain, without being able to tell the future and know what needs to come next is like, "Oh, so what you're gonna have to do is this."

Number two: I'm going to have to do more stuff, and I'm already exhausted by it all. So, the thought error here is that more money means doing more stuff. And that's a pretty straight-up just thought error. We know that as we uncouple from charging dollars for hours and creating assets that are valuable without our direct working in the business all the time. We know that that's untrue. Sometimes, the brain forgets that, especially when we bring in the idea of making a million dollars, but we know that that isn't true. And we know that's also untrue because, like the first example, if making more money created exhaustion, than we shouldn't be tired now because we don't have a million dollars. So, we can uncouple exhaustion from making more money.

A couple things to add here: One, as you scale, what needs to scale is maturity of thought, which actually simplifies more and more and more of your business. You will actually do less as you scale your business, doing fewer things much, much, much better. The second part is that question: What is exhausting? So, the person that brought this up, her mother lives with them and they have some needs that they help her with, they're the main caretaker of their child, and they still work in a job and also run their business on the side. Part of what we talked about is being able to manage your energy, right? So, this goes into that maturity of thought, which is being able to manage your energy and your resources, your time and the expectations that others have on you, and things you've said yes to and your commitments at a much more mature level. If you're exhausted, it means you've overdrawn the account of your energy. So, this is separate from even this conversation about scaling.

What I told her was that this is more of a conversation about where you have overspent or overdrawn on your resources that are making you feel overwhelmed and exhausted right now, and what needs to be addressed. And that skill actually gets more and more powerful as you go on, because you don't get more time or more energy as you scale. You get more money that you can then use to pay for other people's time and energy, but you don't get more of it yourself. And so, how can you best manage your own resources? And by best manage your own resources, I mean have the conversations and reset expectations in your life. Personally decommit to some things. Organize yourself in a way that might be uncomfortable for you. You will have to reckon with people-pleasing, and reckon with disappointing people, and reckon with being the bad guy in some people's stories. But that is actually what frees you

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from the exhaustion, which gives you the space and capacity to continue to mature and build up an asset.

Now, please hear that the two things that I am not saying are that if you just manage your mind, you won't ever be tired. That's a damn lie, for a multitude of reasons. Being a human sometimes is just exhausting, and there's nothing you can do about it. Just like being sad or grieving, it's just a part of the story. You cannot manage your mind or get coached to or through not feeling bad anymore. That's a part of the human experience. And I think physical fatigue, mental fatigue, that's a part of what we navigate as a human. But what I do want to say in this conversation is that we get to uncouple that from this idea of having large assets, because I'd never want anyone to think like, "Well, I'm tired now. So, I can't have and I can't do more." More doesn't require more of you, it actually requires more maturity. That's what is required. That's my caveat for this line item of, "Well, I'm going to have to do more stuff, and I'm already exhausted, so I can't, I'm out of the running." And that's just not true. So, the skill there is like, like I said, resource management and that's a thought error.

Number three: I'm going to have to build a shitty product that I don't care about to scale. So, this came up a couple of times and I think this goes back to being harmful and exploitative. Like, we don't want to put garbage out there, but there's some times you might have a thought that, "But I'm going to have to put something out there that I don't like and that's not good to be able to scale it." It's just a thought error. Simply, truly, all that it is. First of all, how do we know that's true? Because there are loads of businesses that don't have digital products as their main service offering and are multimillion-dollar companies. We are in the online world and I think that's helpful, but I also always want to point people back to like, humans have been doing commerce for a long, long time. There are multimillion dollar plumbing companies in your town. Like, probably small plumbing companies, and lawn companies, and I don't even know what else— Restaurants? And with all these things like, you don't have to scale up digital product, you don't have to scale a low-quality product, you don't have to build anything that you don't like. I would actually argue that you would not make a million dollars building something that you don't at least like, right? You don't have to love it because again, we're building assets. So, you don't necessarily even have to be the main customer for this asset. I would argue that the more efficient you become at the thing that you're doing— let's say it's UX design, let's say it's accounting— you actually become less and less of your main customer. You wouldn't hire someone to do your accounting when you're good at accounting. So, you don't have to like, be in love with it and be like, a main user of it all the time. But you have to at least care about it enough to stay with it. So, you can't actually— and again I don't want to say can't as a full general across the land ruling, because I'm guarantee some people do, but mostly I don't think that's true.

Also, I mostly don't think people build digital products. I don't think courses are the end-all, be-all of scaling. I don't know actually. I do know all the internet hype that's like, "Just build a course, just put out a course." Courses are hard you guys. It's not just throwing some information on the internet. You actually have to think about how people learn and how they retain information and be able to like, test them on it and make sure they get results. You have to be able to get somebody results with their digital course for them to be successful and for you to get testimonials, repeat customers, and people to tell other people about their success in order to scale that to a million. Again, that's just a huge thought error. The skill that's missing here, or I guess the inquiry or the question that's missing here is, "What

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would you want to build, and what shape does it need to take for you to simply scale it to a million?” That's the question. That's the thing that you don't know yet. And that's okay. All the things I mentioned, you now have a skill gap, or a gap of knowledge, or understanding, and that's okay. You don't actually have to have those at this moment when you are setting your intention, we just want to remove everything that's keeping you from being able to explicitly state your intention.

All right, number four: I'm going to have to learn a bunch of stuff I don't already know. I have to become smarter, or a different person all together, to do this. Again, a thought error. Like, if you think about when you made your first \$50,000, and then your first \$100,000, and then your first \$200,000, if you're trending that way, you are not a different person. You did not become smarter, or more knowledgeable before you took that next step in your business. What happened was, you were taking steps and you learned, you became wiser by learning and by doing. So, you do end up learning, but you didn't like, go and get an MBA and then come back to do business. There is a bunch of stuff you don't know, and that does not preclude you from building a million-dollar asset. It doesn't not at all. There's just a skill gap, or I guess more of a wisdom gap, that you can only fill by doing it.

Number five: I'm going to have to have employees, and I might harm them because of the unequal power dynamics between employers and employees. Again, surprise, it's like everything else— it's a thought error. What happens is, many of us have come out of being employees who were in probably not great situations with a manager or a boss. So, you learned how you don't want to do it, but you didn't fill up on what you do want. And so, then there's a knowledge gap there. That what is was what must be what it always is. Many of us left the w2 environment because of this power dynamic, because of the way we think about hierarchy and business. We left because of that. And so, we think that that's the way that you have employees and you do business, and because you aren't a jerk and want to continue to not be a jerk, we really pull back from this thought that there might be another way to do this, right? That the way that we experienced that might have pushed us out of corporate or our jobs is not the only way. And that's just a knowledge gap. Contrary to popular belief, there are plenty of employees and employers that work really well together. And that just comes from experience and learning, and that's typically again, at this stage of intent, not something you actually have to solve for today. You just have to believe that it's possible to not be a terrible person.

The person that brought this piece up was talking about how they never want to get too big because then they'll need employees and the employees will have to deal with this unfair part of them, and they never want to do harm. Here's the thing about doing harm. By existing in this world, we are doing harm. Carbon footprint, things we have said to hurt people on purpose things, we have said to hurt people on accident, the land we live on not being ours. Like, our existence has harm baked in. And that's not like, a free pass to be a jerk, however, the real question here is, “How do I want to respond when I do it on accident, and what ways do I want to be aware of the power dynamic I have between myself and people that rely on me for income? And how do I want to think about my employees and build a system of communication with them that allows them to maintain their sovereignty over the decisions they make?” Because hello, please remember we are working with grownups adults, who get to make their own choices about where they work and where they don't, and help us maintain our sovereignty as well.

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It's really hard to be a powerful leader when you're constantly worried about every single thing you're going to say and every single mistake you may or may not make, constantly second guessing yourself. This isn't to say, again, to not being cognizant of the things you say and how you move in the world. But consistently second guessing and potentially undermining yourself to the point where you are not an effective leader, just like all of the things that we mentioned, that's a thought error and a skill gap that allow us to get to the point where we can't have the intention. And having this intention is the first step before you go to solve any of these skill gaps or solve these issues.

So, I want to end this episode by going back around to the beginning again, which is, why do this? Why even begin to have the intention of being highly profitable and highly impactful? I suggest you come up with your own answer that makes working through these thought errors, and working through these challenges, the things that you're going to want to learn and areas of skill that you're gonna want to develop, worth the effort. For me, it's personally because I cannot imagine an existence in which I don't challenge myself to create this reality. This, to me, is the ultimate game. I've chosen entrepreneurship as a way in which I want to do this, but this, to me, is a point of my life. My existence is about getting curious and being playful and challenging myself to say, "What is the most impact I can have with the resources that God has given me? What's the most money I can make? What's the most good I can do with it? What's the most fun I can have? How much can I create in a way that is sustainable, and serves people deeply?"

To me, it's worth finding all these thought errors. And I would challenge you to even journal your own. What comes up for you? And if they fit inside those buckets, or there's another bucket to come up with, please reach out and share it with me about why you think you shouldn't, why you think you are going to be excluded, or why it's not for you. And then just ask yourself, "What is the thought error here? What's another narrative that might be true? How else could I look at this? And what gap in skill or understanding am I missing that I can solve for later?" It's worth doing the mental work and the mental effort if the outcome that you're trying to get to is worth it. And I want those of you that listen to this show, those of you that work with me, to know the things you all have shared with me about what you want to do on this planet: it's worth it. It's so, so worth it.

Alright, thank you for tuning into this episode. Thank you for being around for 100 episodes all together. I'm really excited about where the show is going to continue to go and where this business, my business, is going to continue to go and that you all are along for the ride with me. So, happy 100th episode. I will see you next week.

Thank you for listening to this episode of One Year from Now. You can find the show notes and all the links we mentioned at BrainspaceOptimized.com/Podcast. If you want to chat me up about all things entrepreneurship, then head to BrainspaceOptimized.com and join my email list. This is where we have rich conversations about the experience of business ownership. It's thoughtful, it's funny, I like getting responses and chatting with you all, it's a good time. Lastly, you can find me on Instagram @BrainspaceOptimized. We will see you on the next episode.