



Achieve Your Goals Podcast #119 - From NYC to VH1 (Interview with Vasavi Kumar)

Hal Elrod: Goal achievers, I have a very exciting announcement for you. The date and location have been set for the first ever Miracle Morning Experience live event. That's right. Go to miraclemorning.com/event to get all the details and to apply for a spot and when I say apply for a spot, I mean that very sincerely. We'll have probably ten thousand people plus apply. It is narrowed down or is limited two two hundred individuals and the reason is this event will be unlike any event in history in that every person there will be working together to literally create history by planning the future of the Miracle Morning movement.

Every morning we'll start by experiencing guided Miracle Morning sessions to deepen and expand your abilities to benefit from the SAVERS practices, silent, affirmations, visualizations, exercise, reading, scribing. We'll have world renowned experts in each of these areas to take your Miracle Morning to a whole new level and then during the afternoon is where the collaborative part happens. You'll connect and collaborate with hundreds of like-minded Miracle Morning practitioners to brainstorm, plan and execute the future of the Miracle Morning movement. How will we continue to change millions of lives one morning at a time. You'll be a part of the future.

Then every evening we'll celebrate together, not too late of course. You know we have to be up early but everything from helping to guide the vision for the Miracle Morning movie that we're filming right now to initiatives that you literally create right there in the room that I don't even know about. They'll be created collectively by the brilliance that comes together this June in the middle of the United States. Again, go to miraclemorning.com/events for all of the details and I cannot wait to see you at the Miracle Morning Experience live event.

Nick Palkowski: Welcome to the Achieve Your Goals podcast with Hal Elrod. I'm your host, Nick Palkowski, and you're listening to the show that is guaranteed to help you take your life to the next level faster than you ever thought possible. In each episode you'll learn from someone who has achieved extraordinary goals that most haven't, is the author of the number one best selling book, "The Miracle Morning", a hall of fame business achiever, an international keynote speaker, ultra marathon runner and the founder of vipsuccesscoaching.com, Mr. Hal Elrod.

Hal Elrod: All right goal achievers, welcome. Hello, good morning, good afternoon, good evening. Welcome to another episode of the Achieve Your Goals podcast. This is your host and your friend, Hal Elrod, and we are going to dive into to how to ... another extraordinary goal achiever that we're interviewing today on the podcast and I'm going to waste no time and I'm going to dive right in and tell you a little bit about our guest today. Her name is Vasavi Kumar. She is a licensed social worker, probably the first we've had on the show, which is kind of cool. She's also a special education teacher and a certified coach. This is pretty

impressive, but Vasavi holds dual masters degrees in Special Education and Social Work from Columbia University and she works with her coaching clients to create opportunities that align with their brand values.

She's an entrepreneur as well and she believes that solid character and work ethic are the foundation for prosperity and just so I don't forget this which I sometimes do, you can connect with her on her site at vasavikumar.com. Vasavi, you there?

Vasavi Kumar: I'm so here.

Hal Elrod: Thanks for being here today. I appreciate you.

Vasavi Kumar: Thank you for having me, Hal. I'm really excited and honored to be here and talk to you today.

Hal Elrod: Here's where I actually want to start. I'm going to start with a question that I've never been able to ask any other person on my podcasts or probably in life, and that is how did you end up on VH1's show, "Basketball Wives"? That was intriguing to me. I see that you are on at least an episode, maybe more? Talk about that. Tell us about that.

Vasavi Kumar: I was on two episodes. That is funny. No one has ever started off that way.[crosstalk 00:04:15] I want your listeners, as I'm sharing this story, to take out the key elements of this because, let me tell you, VH1, the producers called me but I was only maybe three years into my business. You have to fast forward to when I first started my business in 2010. Just like I help my clients create opportunities, go after certain opportunities that are aligned, when I first started my business ... I'm a born and raised New Yorker, so I was back in New York and at the Jacob Javits Center, which is a huge expo center. They had a huge event targeting the African American community, and so I set up shop. I put down two thousand bucks and I got a booth and I offered life coaching sessions to 35,000 people. We're talking like heavy duty foot traffic over the course of three days.

With that being said ... I didn't know anything about marketing. I didn't know anything about list building. I was like I need to talk to as many people as possible and get these people's email address and phone numbers because there's money in this. That's all I knew. I don't know how I knew it but I knew that I had to get their contact information so I was giving away all these complimentary coaching sessions and one of the women that I ended up giving a session to ... let's fast forward now three years later ... she was one of the producers for the show and the charac- ...

Hal Elrod: Wow.

Vasavi Kumar: Yeah, the woman that I gave coaching to on Basketball Wives, Tami Roman, she was looking for a coach and so the producer

was like, "Wait a minute. I worked with a coach, just a few years ago. Her name is Vasavi Kumar," and they reached out to me. The point here is people do not just come knocking on your door. It is your your job to plant those seeds, all day, every day.

Hal Elrod: Yes, you're so right and that quote, "The harder you work, the luckier you get," and I really believe that what you just explained, that's like the real law of attraction. To me it's not this mystical like you make a vision board and then all that stuff just starts magically coming true. I think it's more so that you put yourself out there in the situations and circumstances where opportunities can find you, right?

Vasavi Kumar: Yep.

Hal Elrod: You become the person that is attractive for those opportunities. To me that's the real tangible law of attraction. There's my law of attraction soapbox, so let's start here. What do you do? Describe what is your work today? What do you do and why do you do it?

Vasavi Kumar: In a nutshell what I do when I work with my clients one-on-one is that I show them what they're really, really good at, the thing that comes most naturally to them. The thing that we often take for granted and then using my six years in business, knowing everything I know about online marketing and coaching and entrepreneurship and how this world works to make money online, I show them what they're really, really good at and then we come up with ways to monetize it through the form of one-

on-one services, group coaching, digital programs. How to pitch yourself to different media outlets. How to do it in a way that doesn't sound slimy and gross. You know what I mean?

Hal Elrod: Yeah.

Vasavi Kumar: How do you actually pitch yourself from a place of, "Hey, I like myself and I think you would like me to and you need to interview me." Kind of like how I pitch to you, right?

Hal Elrod: Yeah.

Vasavi Kumar: That's exactly what I did. It wasn't like desperation. It was like, "Hey Hal, here's who I am. I think I ..." You know what I mean? I want people to come to a place where you are so confident in the value that you have to offer to other people that selling doesn't become hard. Answering that dreaded question, what do you do, doesn't come ... it is not difficult for you to answer and I believe the way that you do that first is that you have to know who you are first and you have to be very clear about your values and what you're really, really good at. Then, obviously, do whatever you got to do to monetize it, in whichever way feels most aligned with you.

Hal Elrod: I will tell you this, Vasavi, a compliment to you is when we get ... I don't keep track of how many. My assistant kind of goes through them, but we get probably at least dozens of requests

every week to be on the podcast, probably over a hundred a month and we turn down almost all of them and it's no other reason other than I ... Typically the guests that I have on my show are people that I seek out. They're either friends of mine who are doing amazing things in the world and I want to share what they're doing with my community, or they're people that I'm huge fans of and I reach out to and ask on the show.

I'm almost always say, kind of default "no" and anybody that wants to learn media, they should learn from you because you made it onto the show and I'm excited to have you. The way that you approached it and even your website and everything and all ... the whole package. I was like, "Yeah, this woman looks pretty impressive, pretty amazing so I want to have her on."

Vasavi Kumar: Thank you Hal, no pressure, no pressure on me ...

Hal Elrod: No pressure, exactly. Don't make us regret. No, I'm kidding. Now let me ask you this. When you say, when I asked what you do and you talked about when you work with your clients you show them what they're really good at, when you say "your clients", who is your like your clients because again, you've got the dual masters degrees, you're a social worker, you're a coach, so are you referring to your coaching clients primarily or what do you mean?

Vasavi Kumar: You first have to understand I am the daughter of two Indian immigrants so we are all about the degrees [crosstalk 00:09:44]

and the ivy league so that was a lot more of what ... I chose to go down that path. I've always wanted to work with people who I felt were more marginalized in society which is why I got the special ed degree and I also got the social work but when I came across the coaching industry, I really loved the approach that was used in coaching versus therapy.

When I'm talking about clients, I'm talking about my coaching clients and you know these days they are coming to me in the droves. They are new coaches, like literally they're a blank slate and they come to me and they're like, "I know I am meant to work with people. I have something to offer." Those are my favorite types of people to work with, blank slates totally willing to just dig deep, but I also work with existing coaches who maybe are going through a transition and they want to re-brand and they just don't feel like what is on their website represents who they are anymore.

I have clients that have been in business for like five years and they're like, "All right, I'm bored. This is not me anymore, like what's going on?" We just kind of re-do things because as humans, we're always evolving. Those are the people that I work with, primarily coaches.

Hal Elrod:

Got it, really cool. Take us back. Give us ... I always want to find out from folks what was your journey to the work you do now and the impact that you're making in the world?

Vasavi Kumar: I think that it started with, and this may sound a little dramatic, but I was born and raised in New York and my parents are from India. Since I was a ...

Hal Elrod: That is dramatic. Keep going.

Vasavi Kumar: Since I was a ... you're so funny, yeah, since I was a child, like three or four years old, my mom would always bring me back to India, my sister and I, and so I witnessed a lot of suffering growing up. I never experienced that type of suffering. I witnessed a lot of extreme poverty and just injustice just going back to India and obviously here in the U.S. but I just remember at a young age, I don't know what it was. There was something in me that was just like ... I always want to make sure that I leave people better than when they first met me. That's just something I've always had. I can't explain it but any person that I come across, I want to ... In some way I want their life to be better because they've met me.

I know that sounds a little narcissistic but what I mean by that is I always want to put my best foot forward with people and you could be having a crappy day but you can come in contact and hopefully something I say, even a smile, even a wink, I don't know, will put you in a better place even if it's momentary. I think since I was a kid, I've always wanted to do that. I just didn't know how so I used many different paths to get to where I am and you have to understand, my family, we were like one of two Indian families in an all white town. I was teased my entire life. I was bullied my entire life, boys didn't like me. They always thought I was ugly. People made fun of me

because we're Hindu. My mom wears a dot on her head. I'm vegetarian. Why do you pray to elephant god?

Hal Elrod: Wow.

Vasavi Kumar: From a young age, I've always felt different and I learned to become a chameleon, which is a good and a bad thing. It's a good thing because I can talk to anyone about anything. There is no one that I cannot talk to. I don't care your socioeconomic status, where you're from, what religion you are, whatever walk of life. You could have just come out of prison. I don't care. I can talk to anyone about anything. You learn to adapt when you're bullied a lot growing up and you're just like, "What do I need to do to make it through the day?" You know?

Hal Elrod: Yeah, sure.

Vasavi Kumar: The bad thing, and I don't want to say bad, but you know what I mean, but on the flip side you lose a sense of who you are. I took many paths to finally get to a place to where I am now which is I know who I am and you cannot define me. I've used drugs, I've used sex, I've used everything under the sun to really kind of get to this, like "Who is this Vasavi?" What I've now learned is that nothing outside of me can actually define me. Only I can do that for myself.

Obviously there is so much more to it but I know we have limited time but yeah, I think it's this intrinsic feeling I've had my entire life. I just knew that I was meant for greatness always. Always knew that. Yeah.

Hal Elrod: When you decided that you ... you got dual masters degrees. You went into the social work working as a special education teacher, when did you go ... Those are obviously totally in alignment with your degrees. Now being a coach, obviously those degrees are going to help with coaching or your knowledge base, your experience, but I'm just curious, when did you decide you wanted to go from working as a social worker and/or a special education teacher and then decide you wanted to go an entrepreneurial route to be a coach?

Vasavi Kumar: Here is the trajectory. I got my masters in special ed. That was two years. After I graduated, I went to India and I lived there for a year and I worked with survivors of sex trafficking. Oh my God, I was just talking about this with people last night. They couldn't even believe what I was saying, like at the age of eight a lot of girls are sold and they are considered top dollar because they're eight years old. It was gross, awful.

Then I lived in India for a year, did that, worked with the United Nations, came back, went to Columbia, got my masters in social work. As I was graduating, my mother's friend ... I was twenty, twenty-six. Yeah, I was twenty-six, and she ... my mother's friend, she emailed me a link about life coaching and I was just reading it. By the way, I have been in therapy since I was twelve so I know what it means to be on the patient's side

and I know what it means to be on the therapist's side. Coaching for me was like, it was like, "Oh my God. You mean we don't have to be swimming in our past? You mean we can take responsibility for our lives? You mean I'm not a victim? You mean that my entire life is just a culmination of all the decisions that I've made and I have say over it?"

So my whole life, I felt like a victim. I felt like, "Mommy did this to me. Daddy did this to me." Blah, blah, blah. It's all to me. It happened to me so when I thought about this new industry, I was ... I got to do this. I don't even know what I got to do but I got to do it.

I found a year long coaches training program to become certified as a coach and what was great because in the program they made us address all of our stuff. Right?

Hal Elrod: Yeah.

Vasavi Kumar: That's the thing. Do not try to work with somebody else on issues that are still stagnant and not healed in your life. You cannot heal yourself through somebody else and please, do not make them pay you if that's what you're doing. You know what I mean? Like, "Oh, you want to pay me? Great because I'm about to heal myself through you. Thank you."

That was in 2010. Therein was the journey where I really started to take a hard look at my own life, being responsible for my life, my thoughts, my words, my actions and then I didn't even know how. I didn't even know what being an entrepreneur meant. I just knew ... I was still in the mindset of, "I really want to work with people in this way."

The coaching program that I was a part of, they didn't really teach us the marketing side and the entrepreneurial side so I learned that on my own. My first mentor was Lisa [Nichols 00:16:46] who was in the movie ...

Hal Elrod: Nice, yeah.

Vasavi Kumar: Love Lisa, love her. I was the first cohort of her Global Leadership Program, have traveled with her all over. She's amazing and from her I was able to learn a lot about storytelling, a lot about multiple revenue streams, creating content, building relationships, affiliate marketing and then I'm just a very curious cat. I don't wait for anyone to tell me how to do something. I just Google the hell out of anything. I will pay for ... yeah, so I've like invested over four hundred thousand dollars in my brain and my life and so I pride myself in that because if you want to be the best, you have to be willing to invest in whatever it is that you're seeking out.

When I first started, I didn't even know what I didn't even know. You know what I mean? I didn't know what it meant to be an entrepreneur. I didn't know about like sales funnels. I

didn't know about pitching one's self. I didn't that I could be on TV. I didn't know that I had what it takes to be on ra- ... I had my own radio show where I interviewed New York Times best selling authors. I didn't even know that so it's taken me six years but it would have ... I'm a fast learner so in the first three years, that's when I kind of like put the pedal to the metal and I was like ... I was off. That was it. There was no stopping me at that point.

By the way, Hal, that's what happens when you truly believe in yourself. That's why it's so important that we believe in ourselves rather than waiting for validation outside of us.

Hal Elrod: It's so true and I tell people that like in terms of belief, you can fake it until you make it, so to speak. For me, you borrow the belief of other people, like that's what universal for all of us is go, "Well, I might have self doubt and I might be able to justify those doubts because of some failures I've had in my past or experiences," right, but if you go, "Okay, but are there other human beings on the planet that have done what you want to do?" The answer is always yes, right, for the most part unless you're Elon Musk, then it's always no but, right? Yeah there are and then you go, "Well, okay, if another human being's done it, that's evidence of what's possible for you." Right?

Vasavi Kumar: Yeah, yeah.

Hal Elrod: I just wanted to share that because I know some people, they listen and they go, "Gosh, if only I had her confidence. If only I

had her self belief." I think it's important ... It was a recent episode I think I said like, "You don't have to actually believe that you're going to do the things that you want to do. You just have to do the things that will create that result, believe them or not." If you do the things, you're going to get the result and, of course, I always coach people on developing the beliefs you need to reinforce that by ... but don't wait until the beliefs are cemented and flawless and perfect, like you have unshakable confidence. Just move in the direction of your goals and your dreams and you typically develop the confidence kind of along the way through every little small win and all of that.

Vasavi Kumar: I want to affirm your listeners and I want to let them know, I have ... I'm insecure.

Hal Elrod: Sure.

Vasavi Kumar: Yeah, absolutely. Do you know to this day I still get anxiety when I walk into a room, like I have that ... Even if I know everybody in the room, I still have that five minutes of anxiety as soon as I walk in because stuff comes up for me, right? I know how to soothe that. I'm very good at soothing myself but I want to just say like, "Yeah, I'm confident and I'm also anxious and I also have insecurities. The difference is I don't let it paralyze me." You got what I'm saying?

Hal Elrod: Yeah, yeah.

Vasavi Kumar: I love that you say, "Work on the beliefs but don't wait for them to become flawless to take action." On the flip, a lot of people are waiting to get confident to take action. I go, "Listen, take that action and you will build that confidence because that ..."
When you start to take action even if you don't believe in yourself, that's when you start to respect yourself and there is nothing, like no amount of money can buy you self respect at all. You start to respect yourself when you do what you say you're going to do, when you do what you say you want to do even if you're afraid to do it. For me action is everything. Everything, you have to be in motion because a lot of people spend way too much time ... Like you said, trying to get it right in their head, trying to be flawless and they're waiting to be ready. There is no such thing, just go and do it and watch what happens.

Hal Elrod: Yeah, I love that. I love that mindset. I want to ask you ... You brought something up a few minutes ago when you were just kind of sharing your story when I asked you about coaching and your friend sent you the link on life coaching and you started to look into and then you realized that like you've been in therapy your whole life and you said some things there about how like, "Oh I don't have to be a victim, oh I don't have to go deep into my past, oh." I'd love for you to share for our listeners, like anyone that's listening that isn't familiar with coaching, whether it's business coaching, life coaching et cetera. I'd love to hear your ... just the distinction between therapy and coaching because you've got vast experience in both.

I always describe it to new coaching clients of mine but I haven't been in therapy so I'm just like conceptually, here's what I think therapy is and here's what coaching is so here are

the differences. I'd love to hear your perspective as somebody who's gone very deep in both of those.

Vasavi Kumar: Great, so, you know, I was in therapy ... I first checked myself into a therapist with my parents when I was twelve and I had the same therapist up until the age of twenty-eight.

Hal Elrod: Wow.

Vasavi Kumar: Yep, every single week. Her name is Virginia. She's still alive. Yeah, back home in New York, from my experience, you go into therapy and the job of the therapist is to listen to you and you can talk about anything, so I can sit and talk about how crappy my dad is, how this person did this and that person did this, and it's more of a vent/word vomit versus ... It is a way to basically take everything that's in you, every thought, every feeling, every emotion, every judgment, and you can say it to this person and they will not judge you which is great because we all sometimes need some validation and be able to rant.

That is good to an extent but what for me the biggest difference is when I'm working with a client, a coaching client, and we're doing more life stuff ... I have a client. She'll come to me. She'll be complaining about the same thing over and over and over and I go, "All right. What do you want to do about it? What do you want to do about it? What do you want to do about it?" You can waste sixty minutes complaining. For me it's like once you realize that there is an issue and you say, "I want to do something about it," then we can do something about it but if

you just want to sit and talk about your problem and not actually be solution focused, you've just, in my opinion, wasted sixty minutes of your time.

Honestly, because, you know, I think a good rant is great. It's healthy. It's good for the soul but let's think about, "Okay, moving forward, now what?" That is the biggest difference that I can tell you right off the bat because like ... I still go to therapy. I go to therapy every single week and it's wonderful but my therapist knows that I am a very action oriented person, so I've like trained her ...

Hal Elrod: Nice.

Vasavi Kumar: ... to tell me, all right, okay, I'll be like, "Okay, Linda. What are my actions for this week?" I'll coach my ... yeah, because that's me. It's like, okay, great, for fifty-five minutes I have talked to you about this that, this that, whatever, okay great, now what? I'm like now what, so that's the biggest difference. If you're the kind of person that maybe ... If you feel like I'm still in my pain and I'm not even mentally there yet to move forward, therapy would probably be better for you and there is no judgment about that at all. If that's where you're at mentally and emotionally, then you just need to vent. You need to heal. You just need to cry it out and you're not even trying to move forward ... By the way, when you vent and you have someone who listens to you with a loving, non-judgmental heart, that in an of itself is progress because at least you're getting it out.

If you're someone that's like, "You know what? I am sick of this. I have had this baggage on my shoulders like God knows how many years. I'm ready to move it forward" and then find a proactive therapist or work with a coach.

Hal Elrod: I love it. I like the way that you express the distinction there on therapy. If you're not in a place where you're trying to move forward, you just kind of want to get to zero, right? I just want to get rid of all of this baggage, so to speak. I think that's a great, great way of putting it.

Let's dive in ... it's perfect timing, diving in, talking about actionables. I always ask our guests ... this is the achieve your goals podcast. Every guest has typically achieved pretty exceptional, extraordinary, monumental goals, if you will and so then it's okay ... What are the keys, like what have you found or what have you done that maybe is different or unique or whatever? What's been your approach? What are your top one, two, three tips that our listeners can walk away with and implement in their lives, their businesses, et cetera, to take action and to achieve their goals?

Vasavi Kumar: Great, so the first thing is consistency and I know this may sound like, "Oh, that's easy." I've worked with a lot of people especially when they're trying to attract media, for example. They're like, "Well, I pitched these three podcasts and I didn't hear back." I go, "Do you know how many podcasts are out there? You've only pitched three? I pitched thirty-five a week. I've pitched thirty-five a week so let's like stop giving up just because we didn't see the results because we live in the Western

world where we want what we want and we want it right now, and when we don't get it, we give up."

The number one thing is consistency. If you've tried to do something and you haven't gotten a result, ask yourself how consistent have I been with this? Right? Give it another shot. Do it for thirty days and then talk to me.

Hal Elrod: The word that comes for me is relentless, right?

Vasavi Kumar: Yes.

Hal Elrod: Relentless, consistent effort. It reminds me of the ... some of the famous stories in history of like Colonel Sanders, how he was rejected by hundreds and hundreds of chicken restaurants for his recipe and then he finally decided, "All right, screw it. I'm going into business for myself," whereas a lot of people would have given up after restaurant number one, or two or three, you know the whole Thomas Edison and the light bulb thing. I like that so, consistency, consistent, relentless effort toward a predetermined goal, if you will, and that's where I'm sure you tell you clients this. There is no failure only quitting. If you quit you fail. If you keep going, eventually you get where you want to go.

Vasavi Kumar: Absolutely, so that actually goes into my second one which is experimentation. What happened to us as we became adults?

We're like afraid to experiment. I say my life is just a collection of experiences and some of them may look glamorous and some of them are downright seedy. I've done some stuff in my life that it's like ... and I have no shame about it because I believe that everything we do will get us to wherever we need to be or wherever our soul is meant to evolve to. Every single thing I've done up until this point is what was meant to happen.

Experimentation for me ... Obviously hard to be healthy. You don't always have to go down the dark route but I'm saying don't be afraid to experiment, like that's the thing. When I write to you, Hal, when I pitched myself to you, I was like, "Okay, he might say no but whatever," but I'm just going to write to you. I'm just going to experiment and see if this works. I also used my consistency and I pitched other podcasts and I pitched other podcasts.

People are so afraid to fail because we have been conditioned to be like, "Oh my God, if you fail, then you're a failure." I mean like, "No, it doesn't define you. Have fun with it." I like to do things just because I can so let me give you guys an example. I use my time in the car to make phone calls and I don't just mean ... I'm not talking about to friends. I do that to follow up with people who I've just had sales conversations with. I just pitched myself to two radio shows, local radio stations here in Austin, FM stations.

Hal Elrod: You live in Austin?

Vasavi Kumar: Yeah, I live in Austin.

Hal Elrod: Did I say I'm moving to Austin in like three weeks?

Vasavi Kumar: Shut up!

Hal Elrod: Yeah, we'll get some coffee or some food or something.

Vasavi Kumar: Oh my God. We'll get some food. I will show you the best place. If you like Indian food, we got to go get Indian food. I will show you the best places.

Hal Elrod: I will experiment with your Indian food.

Vasavi Kumar: I can't wait. Where, wait, sorry. We can talk about this offline but where are you going to move to in Austin?

Hal Elrod: Lakeway.

Vasavi Kumar: Oh my God. That's so funny. Lakeway's a very nice area. My ex-boyfriend actually works there, so.

Hal Elrod: Well, we can go visit him and have him wait on us or serve us. I don't know.

Vasavi Kumar: Let us not and say we did. You threw me off.

Hal Elrod: I threw you off?

Vasavi Kumar: Experimentation. Experimentation, so guys, yeah, like do it for fun. Do it because you can. Like I was saying, in the car I make phone calls. I'm like, "I'm just going to call this head of promotions and marketing of this FM station and leave him a voice mail." I did that three days in a row. He finally called me back. I am a pain in the you know what. Until you tel me no, I will not leave you alone.

Hal Elrod: Relentless, consistent, experimentation. I love it. What's your third piece of wisdom for our listeners?

Vasavi Kumar: It is you have to know who you are and what I mean by that is who are you when the lights are out, the doors are closed and nobody's sitting there watching you because if you can truly love, like, respect that person, you, in that moment, that is the foundation for everything else. We talk a lot about self love in this personal growth industry, and I'm like, "You know what? I want to just like myself." Here's an example, I love my aunt. I don't actually like her though. I don't, you know? Of course I

love myself. Of course, that's why I do certain things and whatever, but do I like myself?

It's taken me a very long time to like myself and the way you like yourself is by doing what you say you're going to do. You treat people well. You are a person of integrity. You don't try to up sell somebody into something even if you know they don't need it. Don't be shady. Don't be slimy. Just be a good person and for me my gauge is, can I look at myself in the mirror ... I'm actually looking at myself in the mirror right now. Can I look at myself in the mirror and actually like and respect the person looking back at me? If that's a yes, I'm on the right path.

Hal Elrod: Got it. I love it. So it's know who you are, like who you are when no one's watching and the way you do that is like you said, living with integrity, doing what you say you're going to do. Just being a good person, right?

Vasavi Kumar: Mm-hmm (affirmative), mm-hmm (affirmative).

Hal Elrod: Really, so it's consistency, experimentation and knowing who you are. I love that combination of tips, if you will.

Vasavi Kumar: Thank you.

Hal Elrod: I know you have a free training video where people ... you teach people how to pick one idea and take focused action and I think the process takes less than twenty minutes. What's the URL? Where can people get that because I think that's a great kind of ... If anybody's listening to this, they're loving you as much as I am and they can go download this and get ... What a great thing, narrowing down one idea that you can take action on. What's the website for that?

Vasavi Kumar: It's vasavikumar.com/focusedaction.

Hal Elrod: Vasavi, v-a-s-a-v-i, Kumar, k-u-m-a-r, dot com forward slash focused action. Has it ever happened, by the way, when you're talking and you hit a pitch or a tone or you say something where it activates Siri and so my phone just starts asking me, "What do you need? What do you want, Hal?" Nothing Siri, I'm in a podcast. Leave me alone. Anyway, all right, cool. Hey, any last closing thoughts? Anything to share with our listeners? Anything you're working on that you're excited about?

Vasavi Kumar: I have just come back from a year long sabbatical. I got divorced last year. I took all of 2015 off to really kind of get back to myself, because divorce is hard, okay?

Hal Elrod: Yeah, sure.

Vasavi Kumar: I just broke up with a boyfriend so clearly, I did not waste any time, but I did not see, I did not realize that I shouldn't have done that but it's all good. What I am working on now ... I've been in business for six years and I took a year off and I'm lucky that I have my subscribers. They are loyal. I communicate with them one-on-one through email, whatever. I'm very engaged with my peeps and so for me the number one goal for me now that I'm back and I came back in January, is just consistency, credibility, and for me, the ultimate compliment or the ultimate gauge for success is, "Vasavi is a no bullshit kind of person who will never do you wrong, will never lie to you, will never, you know, she will never try to like snake oil salesman you." You know what I mean?

I want to be known ... by the way, that is who I am but I want to be known for that across the board. For me, my word and my reputation is everything for me, more than the bottom line, any day. From that, comes everything else. I know how to make money, but what's even better than that, is for people to look at you like you are the kind of person that I trust, that I know, like and trust. Solid character.

I learned that from my dad and actually I just want to leave your listeners with something. My dad is a CPA. Both of my parents are very successful. He has his own two practices. My mother's a cardiologist and they made a lot of money growing up, I mean they still do and I always used to ask my dad as a kid, "How do you make so much money?" He would always say, "Service first. Money will follow." I did ask him this because I spoke at a women's retreat last week, and I go, "What's the one piece of advice you wish you could give any entrepreneur or just any person." He goes, "If everyone just

adopted the immigrant mentality which is do more than what is expected of you and you will get the result," and the caveat is "It's not do more than what others are expecting. Expect more from yourself."

Do not settle for mediocre because that is all you're going to get then. If you're going to expect yourself to do things half-ass, that's all you're going to do and that's all you're going to put out into the world but if you always want high standards for yourself, there is absolutely nothing wrong with you wanting to be the best, and I think in our society there's a lot of talk about don't work too hard, or quick, easy money and it's like, no.

I love the phrase "word hard." I don't know why people are so turned off by that but it's like I love that I'm a beast. Yeah, I can work fifteen hours and I absolutely love it so you should embrace. If you're passionate about something, work those fifteen hours. Like go do it. There's nothing wrong with working hard. It builds character.

Hal Elrod: I love that. Find a way to ... what did I say? Figure out what you love to do and find a way to get paid for it, right?

Vasavi Kumar: Yes, yes.

Hal Elrod: Often we have to work hard at something we love but don't get paid for until we finally start to get paid for it. I love it and you

said one thing and I'll kind of close on this sentiment, you said something today which is, "If you want to be the best, you have to be willing to invest," and I think that is so true. You mentioned you've invested over four hundred thousand dollars in your personal development. I don't know the number. I know it's in the multi hundred thousands for me as well and that's in coaching and seminars and masterminds, and on and on and on, so for anybody listening, I think that's such a key component is the difference between spending money which is like buying things that don't have an ROI. They don't contribute to who you are, who you're becoming or your bottom line versus investing in something. This is going to cost me a chunk of money up front. What could that result in and that's a big difference.

Vasavi, thank you for being on the Achieve Your Goals podcast today. I really, really enjoyed talking with you.

Vasavi Kumar: Same here, Hal. Loved talking to you too.

Hal Elrod: Awesome and Achieve Your Goals podcast listeners, you know I love you and appreciate you. Thank you so much for being here and sharing a little bit of your time with me today. Hope you got as much value from Vasavi as I did. Check out her freebie, the training video that will teach you how to pick one idea and take focused action in less than twenty minutes on it at vasavikumar.com/focusedaction and leave me a comment below the video or below ... we don't have a video or below the audio. Let us know what your one idea is that you got from that activity, that training that Vasavi gave to you and I will talk to you next week. Can't wait. Take care.

Nick Palkowski: Thank you so much for tuning into this episode of the podcast. Now, we want to know, what were your big takeaways from this episode? Simply pan over to halelrod.com/119 for episode 119 and leave a comment there on the shown on space. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to halelrod.com/119, click on the little subscribe button and then if you would, please leave a rating and review, because the ratings and reviews are truly the best way for you to show your appreciation for the show because they help more people find out about the podcast and decide if this is the one for them. Also, if you're interested in attending the Miracle Morning Mastery Experience, pan over to miraclemorning.com/events and fill out the application there. Until next week, it's time for you to go out there, take action, and achieve your goals.

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