

The Passionpreneur Experience Podcast Transcript

Achieve More with Accountability - Episode 8

Host: Bridget Cobb

- Intro: [00:05](#) Welcome to The Passionpreneur Experience where I examined the thoughts, energy and strategy, a side hustler needs to grow their entrepreneurial dreams all while they work their corporate nine to five day job. I'm your host Bridget carb. Now let's get started.
- Bridget Cobb: [00:29](#) Hello. Hello. We're back here again on The Passionpreneur Experience, another fantastic week to make some real change. And I feel there's no better way to make change then our topic today and that is accountability. I am very passionate about accountability. I believe it's probably the foundation to, to getting things done. I need to, to staying on track and to achieving big things. Uh, and this episode I'm really specifically thinking of my solopreneurs out there, the uh, those of us that are creating, launching, designing companies by ourselves because I feel as passionpreneurs we have a lot of built in accountability in our day jobs. We have managers, we have projects and we collaborate with other teams and there's just accountability left, right and center, uh, coming at us. And, uh, and when it comes to our solopreneur efforts, it's just us and nobody's sitting there expecting us to get anything done or holding us to the deadlines and the goals that we've set.
- Bridget Cobb: [01:47](#) So, uh, we can learn anything from our corporate jobs. It's that accountability is extremely important to staying on task. So I want to talk about how that can show up for us in our side hustle business, in our, uh, efforts as a solopreneur and uh, and make sure that we are staying connected with our goals and staying on track. So this I heard a very interesting study. I actually heard this on the Marie Forleo podcast, which if you haven't heard that I highly recommend it. She's basically created a podcast out of her Marie TV video series and then she just checks the audio up on a podcast. And, um, I, it's great. You get a lot of great wisdom and snippets from that. She had a guest on that was talking about a study that he did at a university where they were looking at specifically testing the impact, uh, your results or progress has when you write down a goal.

The Passionpreneur Experience Podcast Transcript

Achieve More with Accountability - Episode 8

Host: Bridget Cobb

- Bridget Cobb: [02:53](#) So I'm sure you've heard this before, that writing down a goal makes it much more likely that you will achieve that goal. They took that study one step further and discovered that not only are you, uh, you have, uh, not only do you have a better chance of achieving your goal if you write it down, but you are actually 77% more likely to achieve that goal. If you do two extra things, one, you publicly announce that goal to the world, to whoever we're going, we're going to get to that. And number two, you report progress on a regular basis. So again, you've got writing down the goal, very powerful step, but taking it to the next level, you're going to publicly announce that goal and you're going to report progress on a regular basis. Absolute game changer. They're talking about a 77% chance of increasing your ability to achieve that goal.
- Bridget Cobb: [03:55](#) That number gets my attention. So writing it down only as a solopreneur is, uh, it's not enough really because we're only accountable to ourselves. And what we're learning from these studies is that we can be much more driven when we have an external factor sitting there also expecting us to get this work done. So how does this show up for you as a solo printer? How can you build accountability into your process, into your goals when it's just you working on the business? You might have an online business, uh, or, or something where it's, you're, you're pulling every string, you're working every role. So I have a couple of suggestions of how you can build this in to your business strategy. The first thing I suggest is that you choose someone where you have mutual respect and you respect this person in the business world, in a business space.
- Bridget Cobb: [04:57](#) Uh, and that is because there's a lot of commonality of language. There's a lot of commonality of understanding around the types of things that you might be doing or, or the goals that you've set for yourself. So if you can find other, uh, passionpreneurs that would be my first suggestion. Somebody else that is in that same space as you and, uh, is also balancing that nine to five while they built their business. That would be my first suggestion. The next suggestion would be a full time entrepreneur. And the only reason that they're in that order again is just because there's more empathy and understanding

The Passionpreneur Experience Podcast Transcript

Achieve More with Accountability - Episode 8

Host: Bridget Cobb

from someone in your same space. Uh, where a full time entrepreneur might have different expectations around, uh, those types of goals because they're obviously in different circumstances. So choose someone, uh, that you respect, you respect their opinion, you respect their, um, their own efforts that they put into the world.

Bridget Cobb: [05:59](#) Second is, uh, is getting a grant and setting expectations with that person. So when you find someone that you would like as your accountability buddy, you're going to approach them. And first of all, ask permission, uh, or first of all, ask if they would be interested in being your accountability buddy and what that looks like. So you're going to share your goals, you're going to share your, where you are right now and ask that they help you along the way by holding you accountable to the goals that you've met. And you can set up a, you'd probably start by setting up your cadence. So how often do you want to meet? And this is really going to vary based on where you are with your business, the types of tasks and um, strategies and goals you've set for yourself, uh, and, and your timeline. Where do you want to go and in what amount of time.

Bridget Cobb: [06:57](#) So you might decide, Hey, I need to meet daily, weekly, monthly, quarterly, depending on where you're at. Uh, you can set a cadence that makes sense for you and your business. How often are you going to meet? And then, uh, how are you going to share your progress with that person? Is that going to be an in person meeting where you actually present what you've done? Are you going to build a report for that person in handed over so they can see your progress? Maybe it's a, it's a diary that you keep where they have access and they can go in and read. So what does that look like and how does that make sense for your business? Uh, maybe it's even a, they've agreed that they'll be your tester, so you say, okay, you'll have the, the beta product in hand by X date to give me feedback.

Bridget Cobb: [07:52](#) All right? And setting that in advance allows them to manage their time, you to manage your time and now you've got some real solid dates that you're accountable to. I highly suggest once you get that person's a grants that they're on board and they're

The Passionpreneur Experience Podcast Transcript

Achieve More with Accountability - Episode 8

Host: Bridget Cobb

going to be your accountability partner, that you lock that in on a calendar. So if you're meeting every other week or you're meeting once a month that you set a standing appointment in the calendar as far out as you need to. So that time's locked in and we know things change and as schedules move around. But having that standing date in your calendar and in your accountability partners calendar really allows you to keep your eyes focused and make sure you're running towards your dates and your goals that you've set. It's important that not only do you set the time up and the understanding of this is how I'm going to share my progress with you, uh, so that you guys can respect the time that you set aside, but that you also set expectations with your buddy of how they're going to keep you accountable or how they're going to hold you accountable.

Bridget Cobb:

[09:01](#)

And what you're really doing here is you're empowering your accountability buddy to hold you accountable because you can imagine sometimes it could be awkward for them to say, well, what do I do if you don't achieve your goals? All right, so set that expectation in advance and that can look like a couple of different things. You might say, I'm going to, we're going to meet on a weekly basis. And if I don't make my goal the first time, uh, you know, I would like to have a conversation about why I didn't hit that goal. And what I did instead. And then, uh, if I miss it again and again, uh, then I want, uh, you are, you have the ability to ask me to write something up for you and, uh, on my mission and my values and what I want to achieve. And so you're kind of empowering them and taking that awkwardness away from, uh, them to do something about it and have a consequence for when you, uh, miss a target or miss a date.

Bridget Cobb:

[10:06](#)

So give them that power to be able to do that. And you know, you can even, uh, have something quite tangible. So for instance, you could say, well, we're going to meet for coffees, uh, once a week. And, uh, if I miss my goal, uh, three weeks in a row, then I have to pay for the next month's round of coffees. You know, so you could get a little bit playful with it if you want and, and have some type of tangible consequence for yourself. This is really about, uh, you building in that accountability

The Passionpreneur Experience Podcast Transcript

Achieve More with Accountability - Episode 8

Host: Bridget Cobb

process, empowering your accountability partner to enforce it and uh, and making sure you have a shared understanding in advance so everybody knows how they're going to interact, uh, when you hit a target and when you don't hit a target because there could also be agreements put in place for when you do hit your targets and they might want to support you in some way.

Bridget Cobb: [11:03](#) And, uh, if they want to offer that up and you want to build that into your partnership, then fantastic. So if you do not have an accountability buddy right now or an accountability partner as part of your business plan, and especially if you're hesitant to add that person into your strategy, I would highly suggest that you ask yourself why and you do a little bit of investigating to see why you've been hesitant to add that layer in for yourself. You may uncover that there are some real, um, mindset work that needs to be done underneath the covers. It could be that, well, I, you know, I'm not confident in the goals that I've set for myself. I don't want people to know how often I miss goals. I don't want, uh, people, I don't want that person to lose respect for me because I'm not doing the work I said I would do.

Bridget Cobb: [12:01](#) There's a lot that might come up for you, uh, where you realize you're actually hiding a little bit and you, you don't want people to know, uh, what type of progress you're making cause you're not proud of it. This is a real challenge. And putting yourself out there, becoming a bit more vulnerable is, is a powerful exercise at two. I'm kind of free yourself from, from that, uh, thought space of the end. Cause that's, that takes a lot of energy guys. When you start, um, really harboring ill feelings, uh, towards yourself and your project and your progress, that's energy that you could actually spend in a much better way towards being productive. So if you find that you're holding a lot of that energy on a lot of that energy, um, about, you know, self-doubt and um, maybe even, uh, kind of beating yourself up a little bit for not experiencing or, or realizing the progress you had originally intended, then allowing that conversation to flow through your accountability partner and really talk that out.

Bridget Cobb: [13:09](#) You may find that you've just set slightly larger goals than was truly realistic for the time that you had in place. So that's okay.

The Passionpreneur Experience Podcast Transcript

Achieve More with Accountability - Episode 8

Host: Bridget Cobb

That's something that you can renegotiate with your co accountability partner to say, okay, I see where I need to break this down a little bit further. I need to break down these steps a little bit further so that I can start realizing some wins and then chase that momentum. All right, so I find the accountability partner absolutely essential to my work ethic, to my, um, drive and I'm confident that if you experiment with that a little bit within your, your own business, you'll find that they weren't kidding with that university study. It actually will drive your ability and your drive to hit larger and more interesting goals for yourself. The real key here is making sure that you report that on a regular basis and that you've got somebody standing there or you know on the other side of a phone line or a at a coffee shop or in a virtual community that is expect, that is expecting you achieve that just as much as you expect it from yourself and when you could touch it, you know, touch base with them along the way and say, Oh, I'm slightly behind right now.

Bridget Cobb:

[14:32](#)

I really don't feel like I'm going to make this target. After all you've got the opportunity for to have a conversation with someone and say, is there opportunity for me to reset right now? Is there opportunity for me to redirect or to look at how I'm spending my energy or let's take, you know, let's walk through how I'm spending my time right now and see if we can find some wastage. Where am I wasting time that I could better spend doing something productive? That's when an accountability partner can offer for you. And it's another big reason why I say make sure it's somebody that you respect, you respect their opinion and their process and that they're also business focused like you are, uh, and have that same drive. I think that will really help you to have more productive conversations and to be fully held accountable to the goals that you're setting.

Bridget Cobb:

[15:22](#)

Again, you can do this through mastermind groups. You can do this through having a professional coach. You can do this through a your own peers and your own networking. You can build a group of accountability partners and meet on a regular basis. And of course I offer the passion printer experience Facebook community with built in accountability there. So jump

The Passionpreneur Experience Podcast Transcript

Achieve More with Accountability - Episode 8

Host: Bridget Cobb

in, start meeting different people in the community and building that tool for yourself, um, with the P with the members of the community that are already there. So get out there guys, set big goals, get accountable to those goals, report your progress on a regular basis and really start realizing some massive growth. That's all I have for you guys today. Thank you so much for joining me on The Passionpreneur Experience and I'll see you here next time.

Outro:

[16:18](#)

Are you building your side hustle business all on your own? Well, you don't have to engaging with them. Being accountable to a supportive community will increase your productivity and keep you on track. Join my private Facebook community, The Passionpreneur Experience and connect with likeminded side hustlers just like you. Head to the show notes now for a link to the group and start building the business of your dreams.