

## The Passionpreneur Experience Podcast Transcript

### Taking Massive Action for Your Side-Hustle - Episode 6

Host: Bridget Cobb

- Intro: [00:05](#) Welcome to The Passionpreneur Experience where I examine 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](#) Happy new year. Welcome back to The Passionpreneur Experience. The first episode of 2020. I hope you guys had a fantastic new year's. Uh, you got to celebrate with friends and family and really reflect on the year that was and, uh, the decade that was, uh, I can't believe we are 20, 20. I feel like w it's like Jetson's type, um, dates we're in now. I just feel so futuristic, but here we are and I can't think of a better topic to start the year off with then, uh, today's subject, which is taking massive action and I'm excited to talk about massive action today because I want to kind of, I want to reflect on what that is, what it means to us as side hustlers and entrepreneurs, uh, working full time jobs and uh, a breakdown, maybe a couple of myths around that word, massive action. And then also provide you with some questions that you can ask yourself.
- Bridget Cobb: [01:35](#) These are self coaching questions that you can use to spur on or initiate massive action. So I want to jump into it right now by talking a little bit about the word itself and, and why it's important to me. The exciting thing about massive action is it's so relevant to me right now and where I am in my business. And, uh, you know, I am working full time, nine to five job as I've talked about before. And I've let this idea of, of that, uh, that full time day job, I've let that idea really resonate with me to say, well, you don't have to take massive action in your business because you do have that full time job. And, and that's hard. It's hard to do both. And so don't really worry about the business. It can coast for a while and uh, it'll be fine.
- Bridget Cobb: [02:29](#) And it took a real reckoning, I guess to say, no, I need to be taking massive action in my business because I know what it can do, what it can provide. I want the build that strong platform for other passionpreneurs out there who are struggling to balance that load of uh, I, I work, I've committed to my full time day job and whether that's a full time commitment for the rest of my

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life, I want to balance that, that load between nine to five and my own business or I've made the commitment for now for whatever reason, financially or maybe there's a large large project that you're very passionate about and you want to see it through before I transition to full time entrepreneur. Uh, there, there could be many reasons we all different reasons for staying with our day jobs while we grow our own business.

Bridget Cobb: [03:24](#)

But I feel it's important to provide a platform for those of us out there in this situation because we are unique to full time entrepreneurs. We have different sets of challenges and uh, and so that passion for me is driving my massive action to say, what, what do I need to do to get out there? Uh, and, uh, I've, I've talked about this before, but I've been thinking about and planning to launch my own business for 15 years, 15 years. That's a long time to be sitting on an idea and uh, and it's kind of a shame, right? So, uh, it took 2019 to really trigger that, the, the change in me. And that was through a series of just meeting the right people, making the right connections, those people that could inspire me, uh, to take action. A conference that I went to and a couple of different, it was like a perfect storm of inspiration to really kick me in the ass and say, it's time for you to move.

Bridget Cobb: [04:31](#)

So, uh, what is the catalyst all that said and done in one word that triggers Matt massive action. And that's mindset. It is a mindset that pushes you forward and allows you to make the decision. Cause that's really what it comes down to. A lot of times we feel like, Oh, it's about the right circumstances. Um, when all the right circumstances come into play, I'll take massive action. Or it's about the right opportunity being presented to me. And then I will take massive action. But I'm telling you, it's mindset. When you decide to take massive action, you find opportunity. You create the right circumstances. So that's what it comes down to for me. I want to talk a little bit more about that. So as I said, I made the decision that this was my time and uh, at last year and I made that decision to say mind, I know you're a powerful tool.

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- Bridget Cobb: [05:33](#) My brain is extremely powerful. It drives me and I am now giving you an open Mike to be as loud as you want and scream Bridget, take action now what are you doing? I want you to move. I want you to progress. And I just encourage that internal dialogue, uh, at all times. So that was all, it was always there. And it might've been fighting with a gremlin or two who was still in there saying, Ooh, but I don't know. Are you sure it's the right time? I mean, you've waited 15 years, what's another couple of years? Uh, and that battle was going on. Absolutely. But I was cheerleading the voice that I wanted to be there. And that was the voice of saying you could do this, Bridget, it's your time. Get up and move. Get up and act. All right. So I, I made a conscious decision to give that voice a platform to foster it, to nurture it.
- Bridget Cobb: [06:31](#) Whenever it was there, I acknowledged it and said, I hear you, I hear you and thank you for pushing me and I'm going to jump on that. So we are all capable of massive action right now. And this is where I kind of want to get into the word massive, massive. I think this is the misnomer that a lot of people get intimidated by when they think massive action. Does that mean quit my job? Massive action. Does that mean, uh, lay some massive financial investment out for a tool or, or a course that I need? And I want to challenge the word massive because I think it can show up for different people in different scenarios, scenarios in different ways. Uh, but I, I believe you know it when you feel it. All right? So don't be thrown off by the word massive. Uh, that might be, you know, maybe you've heard it interpreted in different ways out there in the media.
- Bridget Cobb: [07:27](#) Uh, and, and, and quite honestly, by comparing yourself to others. And when I say out there in the media, I mean social media, uh, because when I can often get into a space where I'm comparing myself to other people taking massive action and going, Oh, that's what that means. Look what they did. Look, Oh, I, I'm not ready for that. That's, um, I'm not ready for massive action. All right? So don't let that, uh, don't let other people define what massive action means to you. The effort or the time required to perform the task is not relevant, right? It's the impact it has on you moving towards your goal that really matters. So I want to emphasize that small and mighty definitely

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has a pony in this race. All right? There is space for small and mighty when it comes to massive action. So the real question is if you're able to define what massive action looks like based on your circumstances, your time, your type of business, where you are within your business, if you're able to define that for yourself, the real question is why aren't you taking massive action right now?

Bridget Cobb: [08:36](#) And this is where I want to identify five coaching questions that you can ask yourself to start exploring how to take massive action and what it looks like for you. And so this is a great tool to have on hand because if you were to hire a professional, this is likely the path that they take you on in a coaching session. And you can learn. Now, while I am obviously I'm a professional, a certified life coach and, uh, I have, I find huge value in coaching. Um, I'm involved in mastermind group where I can get coaching myself. I find it extremely powerful. If you're not ready to take that step yet, you can practice self coaching, you can use these five questions, uh, repeatedly again and again and again, uh, as your business evolves. Uh, so let's take a look at the five questions and how you use them.

Bridget Cobb: [09:35](#) All right. So the first question very important might seem obvious, but this is important is what is it that you want to achieve? The overarching large goal. What is it that you want to achieve? And I want you to write that down. All right. So for me it could be I want to build a thriving community of passionpreneurs to lend support, knowledge and a community for passionpreneurs growing their business while they work in nine to five. That is a large overarching goal that I have for Bridget Cobb coaching my company. The next thing I'm going to ask, and so I will call that, I'm going to give it a name and that's The Passionpreneur Experience online community. That's the name of my goal that I've given it. And I've documented that the importance of naming your goal, it comes down to a building attachment and strongly identifying with that goal.

Bridget Cobb: [10:37](#) So actually giving it a name and not letting it just be a lofty, uh, concept in your brain really allows you to start feeling attached. And, and making that a tangible goal. If you can't give that goal

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a name properly, then it may not be well thought out enough and that's going to be a hard goal to attain anyway. All right, so challenge yourself to get very specific. So identifying strongly with my goal, which is to build The Passionpreneur Experience, Facebook community. Uh, I'm going to strongly identify with that. I understand I even vision the logo in my brain because it's already there. Uh, the community has been started, but I still have a lot of work to do. So let's go to the second question and keep running through the exercise. Second question is, what specifically is the first thing you need to do in order to achieve that thing?

Bridget Cobb:

[11:35](#)

So now I'm getting a bit more specific because the goal itself build The Passionpreneur Experience online community is not really a, it doesn't give me a lot of direction. It's certainly not talking about the how, it's that is just the what that first statement. So step one, I've identified the large overarching goal. Step two, I want to bring a little bit more focus to that. So I've, I've identified The Passionpreneur Experience online community as a large over at, you know, an established group as a large overarching concept. But number two, what specifically is the first thing you need to do in order to achieve that thing? I'm starting to get into a very, now I'm starting to get into tactical strategy and uh, for me the first thing I need to do in order to achieve that is build awareness. I need people to know about the group and the value that the group can bring to them.

Bridget Cobb:

[12:32](#)

All right? So I can start identifying that's, I've already recreated the group. So if I hadn't started that yet, I might say I need to physically go set up that group. Or maybe I need to do a thorough write up of the value and the, the opportunity that that group can present. So I, if I hadn't done all that work yet, I would get right to the beginning on what kind of steps I need to take in order to launch that online community. So start breaking that down and seeing what splits, what specifically do you need to do first to get it to get it going. Number three, and this is a really important one guys, so please do not skip this step, but why is it important that you achieve this thing? Why is it

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important that you reach this goal? This question is getting to your why and it is pivotal.

Bridget Cobb: [13:31](#) It is crucial that you identify and carry your wife along with you as you take on a new task that's going to tell you and you know we talked about last week about a good intention IDAs and the multitasking myth. If you haven't listened to it, go back to episode five and listen to that because as you're adding on, you know you may find I'm adding on tasks to this plan and is it really important, is this going to serve me and my why is this something my customer actually needs and wants? All right, so identify that. Why is it important that you achieve this goal? What is it going to do for you, your business, your customer, and don't skip that step because when things get hard, when, when you start to get tired or frustrated with the process, you can come back to your why and rely on that to carry you through and say, I understand not everything I do in this business is going to make me jump up and click my heels.

Bridget Cobb: [14:35](#) Some stuff is hard, some stuff is menial tasks that must be done, but I'm doing it for a greater purpose and let me go back and reflect on that. That's why I'm there. That's why I get up earlier. That's why I work later. Whatever it is. Number four, how will you know when you achieve that thing? Identifying a measurable aspect to a goal is very important, not just to actually achieving the goal, but for your mindset as well. So that you know when you've reached the finish line, you know when you have achieved a, and maybe it's just this is what version one looks like. This is, it used to be MVP, minimal viable product, uh, when, uh, at least in the tech space, but now, uh, they're calling it an LP, minimal lovable product. What's the most minimal lovable product we could put out there to get the product out into the marketplace and then innovate as my customer comes back to me with feedback.

Bridget Cobb: [15:40](#) So how do I know when I've achieved, uh, the level that I can push this out and start using it and start learning about it and start getting my customers to interact with me on it? So identifying what that goal looks like and uh, documenting that for yourself gives you something to aim towards, gives you

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something to measure against. And then it gives you a reason to celebrate because when you reach there, you've know you've reached there. All right, so making that very measurable. Number five, what do you need to address or resolve in order to take the first step? And if you were in a real coaching session, guys, this is what you would spend your whole time coaching around. All right. So the first four questions you're probably going to roll through relatively quickly, maybe first 10, 15 minutes of the session. The majority of the session is right here in question number five.

Bridget Cobb:

[16:38](#)

What do you need to address or resolve in order to take the first step? And this is where you're going to start to discover, do I have a mental block around achieving this goal? Do I have a fear or loss or, uh, a fear of loss or a fear of failure sitting here that's keeping me from putting myself out into the unknown? So getting really clear on why haven't I ever started this task before? What stopped me from, from doing it? Why do I avoid it? Uh, all lots of different questions and ways you could phrase this, but what do you need to address or resolve in order to take the first step is a pretty clean way to, uh, to start opening up that mental space and say, okay, why have I not done this and what's, you know, what is my mind telling me that's stopping me from really attacking this goal?

Bridget Cobb:

[17:38](#)

All right. So we've gotten kind of specific here. And, um, what I would avoid with this is using really, really big, lofty goals, uh, to, to run this process through. So let's just take my, uh, my example of building The Passionpreneur Experience online community through the rest of this. Uh, so why is it important that I achieve, um, a successful, well-built community? Because this is one of my major tenants for my business is to foster community. And while I'm excited to have platforms like this, a podcast where I can talk to you, I need a platform where we can talk to each other, interact support, and uh, and, and lend community. And so this is the very foundation of one of my, one of my, uh, business values, which is building community. And that's my platform to do it. So when I think about, uh, from my own business values perspective, the, the, the need for community and the passion around community, this is a non

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negotiable, this platform and this format where, uh, Passionpreneurs can come together and support each other.

Bridget Cobb: [18:59](#) So I can always come back to that and say, I fully understand why this task is important to me and why I need to give energy and attention to this particular goal. Okay. Uh, how will you know that you have achieved it? How do I know I've achieved the community? Well, I'll see the actual community. It will be built. You can log into it, you can request to get access and there will be people inside of it. All right? So that's a very logical explanation of the community physically exists in the world. And of course virtually, uh, exists in the world because it's an online community and there are people inside of it, right? So that's how I know that I have achieved the goal. Now there's always growth around that because I can build the thing. People can come inside of it and I might say, then I might set new goals around the functionality of it.

Bridget Cobb: [19:57](#) Okay, I want to grow it to X number of community members. I want X percentage of, uh, engagement. Uh, and if I'm not doing that, then I'm not providing enough value where people want to engage with each other. So this is, this is part of a process. It's not the entire, I want a fully functioning, high value mega engagement pro, you know, a platform. I wanted to break it down a little bit so that I could have, I could experience wins along the way and then I continually set new goals and run them through this filter, these five questions. All right, so I'm, the first step is creating the community and getting it known, putting the name out there and inviting people to join. Now a number five, what did I need to or resolve in order to take the first step? For me, there was a fear built around it.

Bridget Cobb: [20:52](#) What if nobody joins? What if I put it out there and I'm the only member? You know what? That's a common fear that people are going to have a, you know, a fear of scarcity, a fear of loss, a fear failure that's going to come up and I needed to address that. I needed to take a look at that fear and say, what, how do I need to resolve that in order to move forward? Because that fear is stopping me from doing something that I know I need to do. And so I need to take a look at that. What does that failure



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mean to me? What does it mean if nobody joins the group? What does that mean about me as a person? What does that mean about me as a business owner? You know, so I had to do some work around that.

Bridget Cobb: [21:38](#)

And you know, as I've mentioned before, I relied on my own community to do that. So I didn't have, uh, The Passionpreneur Experience online community cause I hadn't built it yet. So I went and lent on, um, other people in my network that I had met. And these people were, uh, well in a lot of cases they were passionate Passionpreneurs. They were out there building their own business while they worked a full time, nine to five. Some of them were full time entrepreneurs. So I was kind of going back and forth and gleaning knowledge and inspiration and, and sharing. Um, I also, since I'm a coach, I know a lot of other coaches and was able to get some really solid coaching around that and took advantage of that. So for me it was about coming to terms with, uh, with, uh, facing that fear of failure, facing that fear of the unknown and doing it anyway.

Bridget Cobb: [22:32](#)

All right, so these five questions, like I said, they can be used again and again and you can get as micro with them as you want. The important thing, it's not part of the five questions, but it is an important final element to these five questions. The last bit is accountability. So once you've gone through all five and you've said, okay, what do I need to you? You finished with the fifth step, what do I need to address or resolve in order to take the first step? This is where having a coach, uh, is, can be make or break because they are the accountability piece. So the value of running this through with a coach is that you get built in accountability and they're going to meet with you on a weekly, biweekly, whatever your cadences basis and uh, and check in on you. How are those things going?

Bridget Cobb: [23:29](#)

Did you do the thing you said you were going to do? Uh, by the time you said you were going to do it, did you? What, why not? If you didn't, why not? What stopped you? Let's talk about where you were at that time. Let's talk about what you were thinking about when you actively decided not to do the thing. Uh, if you don't have a coach, this is where you can depend on a

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community, right? So either join The Passionpreneur, Experience a Facebook community because it does exist and rely on other passionpreneurs in that community. Everybody in there as a side hustler just like you. Uh, you can raise your questions, you can ask for advice. Uh, you can even form your own mastermind groups, uh, in there. And, uh, that you, that's something I highly encourage. If you start hearing from people within the group, uh, you know, put an offer out and say, I'd like to start a small group, maybe five people, five women, you know, I want to jump in and we'll meet on a weekly basis and we'll catch in, you know, check in on each other and create goals and hold each other accountable.

Bridget Cobb:

[24:35](#)

So highly encourage that you pair these five questions with an accountability partner to keep you on track. All right, that's all we have for this week. Again, I want to wish you a very happy new year and uh, hope that these five questions can help kickstart your journey, uh, with your business in 2020. That's all I have for you today. I'll see you back here next time on The Passionpreneur Experience.

Outro

[25:08](#)

Are you building your side hustle business all on your own? Well, you don't have to. Engaging with and being accountable to a supportive community will increase your productivity and keep you on track. Join my private Facebook community. The passion Brunner 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.