

LIMITLESS Coaching Call Transcript

MARCH 8TH, 2021
MARCH RETREAT
COACHING CONVERSATIONS: NAVIGATING YOUR NICHE TRANSCRIPT

1

00:05:25.680 --> 00:05:27.420

Tanya Nichols: Good their whole lives they grew up.

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00:05:27.420 --> 00:05:35.370

Tanya Nichols: And became of age in the 70s, and so one of the things that i've really recognized is they want permission.

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00:05:36.480 --> 00:05:41.490

Tanya Nichols: They just want permission to do their lives in the way that they want to without judgment.

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00:05:41.880 --> 00:05:46.650

Tanya Nichols: Now i've got a lot of colleagues who wouldn't let a client take a home equity line to do something for their kid.

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00:05:46.860 --> 00:05:55.920

Tanya Nichols: But I help my clients evaluate all their stuff and if that's what they want, if helping their kid is their priority I am there to support their priority and just help them understand their outcome.

6

00:05:56.100 --> 00:06:06.990

Tanya Nichols: But that's, in my opinion kind of special to that segment or that target audience, but I just keep working on understanding the clients as best as I can okay i'm shutting up now who's next.

7

00:06:09.330 --> 00:06:11.490

Adam Cmejla: hey it's me i'm.

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00:06:12.810 --> 00:06:17.340

Adam Cmejla: Honestly, I don't think I need to do, four minutes I think everybody here pretty much knows the story so.

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00:06:18.690 --> 00:06:28.920

Adam Cmejla: What i'd like to do is, I know, we have some questions in here, and I know we're gonna have time for breakout room, but I just want to dress them head on right now with what Christie was talking about, as well as.

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00:06:29.940 --> 00:06:42.420



Adam Cmejla: I think, someone else and had the same questions about processes and where do you begin right, and so, rather than share everybody knows, I think, knows my story, if you don't well, you can find it.

11

00:06:43.530 --> 00:06:55.230

Adam Cmejla: I think there's an important, the best way that I can answer it christie's question is about and a question in chat was where do you begin right do you do, you get your niche do you focus on processes, do you.

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00:06:55.680 --> 00:07:02.790

Adam Cmejla: Work on your value proposition, and I think that the first thing that we had to do with yes, we had to button up the service model on our existing client base.

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00:07:03.000 --> 00:07:12.690

Adam Cmejla: But I think what I would emphasize on the niche side of things, is that I didn't have the optometry service model figured out I candidly I still don't have it figured out, I have an email in a sauna from my designer.

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00:07:12.900 --> 00:07:20.160

Adam Cmejla: To go over our service model calendar, because I still don't have that figured out i'm as a, I guess, they could say i'm building a plane, as we fly it.

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00:07:20.550 --> 00:07:30.360

Adam Cmejla: But I think that just goes back to we still like we still have a core structure in place right and still have our workflows in red tail which drive the who, what, when and for which client.

16

00:07:31.980 --> 00:07:39.450

Adam Cmejla: We were consistently reiterating on the value proposition, the biggest value of the biggest change that I made.

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00:07:39.870 --> 00:07:44.550

Adam Cmejla: As a part time as it pertains to kind of what you see in the screen here the specialist service model customized means.

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00:07:44.970 --> 00:07:51.060

Adam Cmejla: Is I went into it, knowing that it's not going to be perfect, but we had a foundation in place so.

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00:07:51.330 --> 00:07:57.540

Adam Cmejla: i'm trying to think of what type of litmus test that I can say you know if you answer this question then go left if you answer this question then go right.

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00:07:58.050 --> 00:08:06.930

Adam Cmejla: I think if you if you have to have a core service model in place, you have to know when are we meeting our clients, how are we meeting with them, what are we going to be talking about.

21



00:08:08.220 --> 00:08:08.640

Adam Cmejla: If you.

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00:08:09.690 --> 00:08:15.060

Adam Cmejla: As long as you have that in place to serve your existing clients, then I think that's a way in which you can avoid.

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00:08:15.480 --> 00:08:23.430

Adam Cmejla: Having this dumpster fire that you create by bringing on all of these ideal clients in this niche but it's a consistent reiteration in re.

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00:08:23.880 --> 00:08:28.500

Adam Cmejla: reinvention of our service model I just thought about new thing that we're going to be doing differently on a run this morning.

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00:08:28.860 --> 00:08:37.020

Adam Cmejla: For for telemetry clients that we're working with with profit sharing contributions, so I don't know that there is a perfect answer to your question christy other than.

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00:08:37.350 --> 00:08:41.280

Adam Cmejla: You have to have the basics in place, you have to have a foundational service model in place.

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00:08:41.610 --> 00:08:51.270

Adam Cmejla: But don't feel like it has to be perfect tailored to your niche yet, especially if you're in the first couple years of starting out that so I don't know if that's valuable or not, then not here the gong i'm done.

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00:08:55.230 --> 00:08:57.090

Benjamin Brandt: So i'm really not going to take four minutes.

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00:08:58.500 --> 00:09:06.060

Benjamin Brandt: I teach people how to retire that's all I do when people ask me what I do I teach people how to retire I work with people extreme proximity I work with people.

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00:09:06.450 --> 00:09:11.100

Benjamin Brandt: In extreme proximity to retirement I leave that intentionally as a Gray area because.

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00:09:12.030 --> 00:09:17.940

Benjamin Brandt: Six months for some people is that extreme proximity, some people 18 months, some people it's two years, any more than that i'm probably not a good fit for you.

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00:09:18.420 --> 00:09:24.240



Benjamin Brandt: But but that's what I do I drank the limitless Kool aid, a few years ago i've done essentially everything that I think.

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00:09:25.140 --> 00:09:38.790

Benjamin Brandt: You can do, maybe least can correct me if i'm wrong but i've I fired about 20% of my clients I reached fees on clients implemented search meetings implemented this lipitor process implemented one page financial plans.

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00:09:39.960 --> 00:09:47.730

Benjamin Brandt: I take well over half the year off, I think, then the niches or cheat codes, everything is built around the ditch my search appointments are built around the niche.

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00:09:48.570 --> 00:09:57.120

Benjamin Brandt: lot of the stuff I absolutely couldn't do in my practice if I wasn't niche down now, the thing about the niches that three or four years ago.

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00:09:57.690 --> 00:10:01.710

Benjamin Brandt: retirees would have been a niche right, and I think they still are, but because of the popularity.

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00:10:02.100 --> 00:10:10.860

Benjamin Brandt: Of the idea around these practices you're seeing like time is that is created and it's inside of a niche or Adam that that has gone, really, really deep in one specific area so.

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00:10:11.160 --> 00:10:14.100

Benjamin Brandt: 10 years from our retirees might not even be a niche anymore so.

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00:10:14.580 --> 00:10:21.870

Benjamin Brandt: we'll see if I continue to refine who i'm talking to but I always like to tell clients or prospects that i'm one mile wide and 10 miles deep.

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00:10:22.200 --> 00:10:33.000

Benjamin Brandt: You know, we were in the middle of oil country I don't work with with oil field tycoons I don't work with 26 year old.com millionaires I work with one sort of person, so I can look at the confidence and say.

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00:10:33.240 --> 00:10:38.130

Benjamin Brandt: I feel dozens of people in your exact situation get similar outcomes so that's me.

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00:10:41.880 --> 00:10:51.630

Tiffany Charles: Okay hi everyone tiffany Charles, and so we, I am the chief growth Officer of destiny capital, and we are a second generation firm.

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00:10:52.200 --> 00:10:57.480

Tiffany Charles: it's been around destiny capital has been around for over 30 years and was a generalist firm and.

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00:10:58.140 --> 00:11:03.750

Tiffany Charles: We believed in specializing gone through the limit listening and now we have developed entrepreneur aligned.

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00:11:03.960 --> 00:11:14.190

Tiffany Charles: So I have somewhat of a generalist firm and destiny capital, although we have started to work on our niche in there, where we serve high net worth retirement that benefit from tax being at the core of their planning.

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00:11:14.460 --> 00:11:20.970

Tiffany Charles: And that message you won't find that on our website yet that's just the messaging that we're starting as we're working in that niche.

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00:11:21.570 --> 00:11:28.650

Tiffany Charles: Because this is a transition, we have 30 years of clients and a really large book that we're serving over here, but is also.

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00:11:29.130 --> 00:11:36.360

Tiffany Charles: Complementing how we're able to build and grow our entrepreneur niche so entrepreneurial lined we actually deviate.

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00:11:37.170 --> 00:11:46.470

Tiffany Charles: And grew differently so I attempted to put our entrepreneur niche underneath the destiny capital brands and felt a lot of friction there, so we created a DPA.

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00:11:46.860 --> 00:11:55.590

Tiffany Charles: so that we could really message and be a part of the entrepreneur culture we have done fee shifts and we have.

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00:11:56.250 --> 00:12:07.290

Tiffany Charles: real message to clients and CEO is who we are, what we do and how we do it, and our prospecting process are very different for those that are in retirement and those that are entrepreneurs so.

52

00:12:08.730 --> 00:12:15.420

Tiffany Charles: it's been an interesting ride there's been a lot of success there's been a lot of lessons learned in moving down.

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00:12:16.200 --> 00:12:20.580

Tiffany Charles: I love seeing the fast track to it, I would say our track has just been a little bit slower given.



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00:12:21.090 --> 00:12:32.130

Tiffany Charles: All the dynamics of running a team and having a legacy firm and transitioning first generation second generation, but what I will tell you about entrepreneur aligned is we launched that website in November.

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00:12:32.850 --> 00:12:35.340

Tiffany Charles: and got really clear on our message did our research.

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00:12:35.850 --> 00:12:47.850

Tiffany Charles: We have half of the infrastructure built out we're building the rest along the way, and the pipeline is building fast like i'm starting to get to a place of what's our capacity, when do we have to make sure that we're slowing down and it's just.

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00:12:48.330 --> 00:12:57.600

Tiffany Charles: it's that magic of putting a niche in place so that's who we are, what we do and i'm happy to share more about that in our breakout rooms.

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00:13:01.650 --> 00:13:03.570

Aventus Wealth: All right, what's going on everybody.

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00:13:05.430 --> 00:13:12.630

Aventus Wealth: So I started a second for its stephanie's and limitless this fall in January of.

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00:13:14.190 --> 00:13:22.770

Aventus Wealth: 100% focus on my niche I spent the whole year of 18 figuring out my niche and got super clear on who I wanted to work with.

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00:13:24.150 --> 00:13:31.860

Aventus Wealth: i'm out in utah and we have a unique population, where we have like door to door sales central all comes out of utah.

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00:13:33.180 --> 00:13:40.920

Aventus Wealth: Most of you probably wouldn't know that a lot of these kids 18 and 19 year olds at a minimum and making 5050 to 100 grand in four months.

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00:13:41.370 --> 00:13:50.430

Aventus Wealth: The top end guys are all making over a million dollars, and so you have a bunch of really young people making really good money, and they have no idea what to do with it.

64

00:13:51.000 --> 00:13:57.840

Aventus Wealth: And so I got really, really clear on what types of things they valued simply by honestly.



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00:13:58.560 --> 00:14:17.970

Aventus Wealth: kind of just taking questions over the years on things that they were continually asking of me or for me and got really good at kind of defining what those things are for them and how to communicate what's in it for them so really kind of hyper focus that and then in March of.

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00:14:19.410 --> 00:14:28.650

Aventus Wealth: hired a service advisor kind of process advisor to come in and help streamline everything to kind of free up more time for myself.

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00:14:29.220 --> 00:14:39.870

Aventus Wealth: And it took a little while and he is now basically running all of the day to day, so I don't have to spend very much time in the day to day advisory work I get to spend my time.

68

00:14:40.200 --> 00:14:47.640

Aventus Wealth: The picture planning strategy and chasing down kind of other things that i'm doing now, but that was all.

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00:14:48.390 --> 00:14:57.990

Aventus Wealth: possible because we got super clear on what we're gonna do and how we're going to do it so we'll dive more into it like I said in the breakouts but that's from a really high level that's what I got.

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00:15:01.530 --> 00:15:05.340

Don Hilario, CFP?: Everybody alright, I will do my best to keep it seconds or less.

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00:15:06.420 --> 00:15:16.770

Don Hilario, CFP?: Alright, so I am my target market my fee is my feet tech stack become a power user here's what I did for all those three things that i'll talk about in my breakout I asked myself every day.

72

00:15:17.250 --> 00:15:26.610

Don Hilario, CFP?: What are the habits, I could do for all these three things and just go from there, so like I said, my target market my fees might be, and my tech stack number one, I think.

73

00:15:27.420 --> 00:15:31.860

Don Hilario, CFP?: We all have in common, I got really clear with all those three.

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00:15:32.370 --> 00:15:39.060

Don Hilario, CFP?: And then I wanted to connect that socially so that my big Why is aligned with that, let me get excited about that.

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00:15:39.360 --> 00:15:43.830

Don Hilario, CFP?: i'm excited about my tech market i'm excited about my my tech stack and so forth, and then I raised a necessity.



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00:15:44.190 --> 00:15:52.680

Don Hilario, CFP?: So the people I work with that's memorialized in my add and my website and so forth memorialize when I want to drive and say hey I want to do this and that so there's my accountability.

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00:15:53.340 --> 00:16:03.390

Don Hilario, CFP?: In terms of my productivity, that also changes because i'm a big kind of mentioned this yeah I love looking at those stock options the stock best protect people, because I will eat that up all day.

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00:16:03.810 --> 00:16:10.650

Don Hilario, CFP?: And I go in with the intention to say if I worked at Google or spotify and so forth, this is what exactly what I would do to be a millionaire 10 years or less that's my story.

79

00:16:10.890 --> 00:16:16.290

Don Hilario, CFP?: And I can show you how to do it, some will some won't so what was next I saw that from time to kinda and then my.

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00:16:17.670 --> 00:16:24.480

Don Hilario, CFP?: influence is i'm mindful of my niche for the whole and I think tiffany mentioned this, the whole like niche niche niche weird.

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00:16:25.080 --> 00:16:33.780

Don Hilario, CFP?: i'm mindful of within my group of lawyers who are the natural leaders who are the ones who were kind enough to say yeah and you should be tying this to.

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00:16:34.620 --> 00:16:44.940

Don Hilario, CFP?: Other people like us, and instead of me, you know salivating on that I just focus on the work I get lost in the work for me that the magic is still work and then that when that resonates my referrals compound.

83

00:16:45.330 --> 00:16:54.330

Don Hilario, CFP?: And then the last thing if you saw my my five minute you know she'll i'm always scared but I address that first because.

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00:16:54.810 --> 00:17:06.270

Don Hilario, CFP?: I want to make sure that i'm courageous in my efforts because yet that imposter syndrome is for real but then give me a 60 seconds and maybe some whiskey after that i'm good to go and i'll address tomorrow, this my breakout.

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00:17:12.900 --> 00:17:13.710

Lisa Vander: there's game.

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00:17:14.490 --> 00:17:20.940



Gabe Nelson: i'm right here i'm just trying to figure out if there's anything else, I can say that I didn't already saying so i'll keep this short sweet and simple.

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00:17:21.090 --> 00:17:33.150

Gabe Nelson: i'm like I said worked into my niche and then got my messaging down I did and i'll kind of piggyback on what Adam said, this is a Adam love fest again, I totally agree.

88

00:17:33.720 --> 00:17:45.480

Gabe Nelson: That you need to get your systems in place your model in place your client model, etc, and then really build on that knitting piece, so that least you know how you're going to serve your clients.

89

00:17:46.770 --> 00:17:51.720

Gabe Nelson: i'm continuously in search of patients with this whole knitting.

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00:17:53.070 --> 00:17:57.960

Gabe Nelson: I saw a piece in the chat there and then the other pieces i'm just i'm trying to figure out this niche niche weird.

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00:17:59.250 --> 00:18:11.010

Gabe Nelson: The niches small business owners, the second niche is solo printers those single business owners and then the weird is what industry, am I going to fall in is it going to be copywriters is going to be executive coaches that.

92

00:18:11.580 --> 00:18:14.610

Gabe Nelson: i'm not sure yet i'm trying to figure out where i'm going to get some traction.

93

00:18:15.630 --> 00:18:27.480

Gabe Nelson: But everything I do very similar to what tiffany said i'm just trying to figure out how much money, I can save people on taxes i'm not a CPA but i'm dangerous enough to be pretty close to one so.

94

00:18:28.620 --> 00:18:29.340

Gabe Nelson: that's my story.

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00:18:30.870 --> 00:18:31.320

Gabe Nelson: Thanks.

96

00:18:32.820 --> 00:18:45.000

Lisa Vander: And I just want to break in because we have a couple extra minutes we added to break outs to this based on my calls with all of you, and one of them was a faith based firms people who.

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00:18:45.420 --> 00:18:54.930

Lisa Vander: The quality of faith and Christian stewardship became part of who their ideal client is and Spencer hall



and alumni and Whitney majors both agreed to.

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00:18:55.200 --> 00:19:03.390

Lisa Vander: Join that room for that group, and I would love if they took like a minute just to share how that quality is shows up in their ideal client.

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00:19:06.480 --> 00:19:17.430

Whitney Magers: Either i'll go i'll go really quickly um yeah so in mine i'm part of a generalist firm and over the light and i've been in the industry about 17 years now and.

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00:19:18.270 --> 00:19:27.840

Whitney Magers: third year Ellis up so long story short, trying to struggle to find a niche then, then I took a step back and looked at all the people that I love working with in the conversations we were having it was very obvious for me than.

101

00:19:28.560 --> 00:19:39.450

Whitney Magers: Having working with a foot corporate Christians basically 45 to 65 that are within seven years of being financially independent and they want to align their values and their capital.

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00:19:39.870 --> 00:19:46.260

Whitney Magers: And so that's been really a impetus to basically just control i'm looking for control growth.

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00:19:46.770 --> 00:20:00.180

Whitney Magers: And so that's been a very easy springboard and helping to curate the content, as well as the communications that we're having with them and it's been a ton of fun, but I guess my my struggle has been not growing too fast.

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00:20:01.290 --> 00:20:07.020

Whitney Magers: that's a it's a blessing and a curse so I must stick with the blessing and we'll talk about a boy a break.

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00:20:10.230 --> 00:20:10.590

Lisa Vander: dancer.

106

00:20:11.850 --> 00:20:18.870

Spencer Hall: yeah I spent time as a missionary and have gone through seminary studies and I just find that the most satisfying.

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00:20:19.890 --> 00:20:27.570

Spencer Hall: conversations really get into core values with clients and so you know if there's an alignment there and we can say you know similar to.

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00:20:28.470 --> 00:20:35.400

Spencer Hall: To tanya's question of what what has your attention kind of a little bit of a shift I think for folks from a faith based standpoint of.

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00:20:35.850 --> 00:20:43.560

Spencer Hall: You know what do you find god's up to in your life right now that we can just talk through things and really get into a deep level and then align the.

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00:20:43.560 --> 00:20:55.500

Spencer Hall: Finances around that so it's it's a journey i'm similar to Whitney and trying to take a generalist firm and really focus there but look forward to getting into that with folks that are interested there.

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00:20:56.100 --> 00:21:02.340

Lisa Vander: And thank you both for stepping up and and the the other breakout that we've added is.

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00:21:03.120 --> 00:21:16.800

Lisa Vander: Life planning and this came up a lot, because while a good majority of our Members are focused on retirees in one niche or another this year we've seen, I can say 14 to 17 minimum.

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00:21:17.250 --> 00:21:23.040

Lisa Vander: People whose clientele is much younger starting at 35 so they are doing the.

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00:21:23.490 --> 00:21:29.820

Lisa Vander: Helping the children go to college planning to get our kids the first home and that that's part of their plan.

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00:21:30.120 --> 00:21:46.320

Lisa Vander: So amy whose husband works at lpl and who has been in this industry, for a long time is going to lead the LIFE planning breakout for everyone, so those are breakouts and then i'll hand it back to tanya and you guys have I think about two or three minutes for Q amp a if you want.

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00:21:48.090 --> 00:21:49.500

Tanya Nichols: isn't the Q amp a in the breakout.

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00:21:49.920 --> 00:21:54.360

Lisa Vander: yeah but I saw some people say, can we asked like questions overall during this.

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00:21:54.600 --> 00:21:54.930

Lisa Vander: got it.

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00:21:55.560 --> 00:21:56.100



Tanya Nichols: yeah well.

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00:21:57.120 --> 00:22:05.280

Lisa Vander: anybody has a question you kind of want to ask every coach before you go into your breakout now, now is the time, and since we're a group you're welcome to unmute yourself.

121

00:22:05.340 --> 00:22:06.540

Anthony Aulffo: and ask a quick question.

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00:22:07.620 --> 00:22:18.660

Anthony Aulffo: Well, the will the other like i'm interested in, say, the light painting, but my my focus is on retirement will be available like on a web next week or something like that.

123

00:22:18.960 --> 00:22:20.910

Lisa Vander: Yes, we are recording every breakout.

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00:22:21.120 --> 00:22:21.900

Anthony Aulffo: Great thanks.

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00:22:24.030 --> 00:22:26.340

Lisa Vander: anyone else general questions for the whole crew.

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00:22:27.930 --> 00:22:35.550

Adam Cmejla: Christie ocala on a spotlight on you did did what we have to say today, did you have any sense of clarity or any.

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00:22:38.100 --> 00:22:38.940

Adam Cmejla: Any confirmation.

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00:22:41.700 --> 00:22:51.720

Christy Raines: Honestly it's a lot that i've that I had heard um so far, but it was it's you know I know what my niche is and.

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00:22:52.740 --> 00:23:02.940

Christy Raines: um I my fear is, I know how well it will resonate that I can't open those floodgates until like I get the house in order, um.

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00:23:04.830 --> 00:23:05.100

Christy Raines: yeah.

131



00:23:05.550 --> 00:23:06.060

Adam Cmejla: Go ahead sorry.

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00:23:06.660 --> 00:23:13.320

Christy Raines: No just because, like if we're going it could just come back to bite us right like kind of how I surged without.

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00:23:13.740 --> 00:23:26.430

Christy Raines: Having a niche and it's like you're surging to improve client experience and I definitely think it because I didn't have an edge they didn't have the processes in place, I was just like Serge Serge we need an edge.

134

00:23:27.510 --> 00:23:31.320

Christy Raines: In order that it just like it was awful like it was so hard.

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00:23:33.180 --> 00:23:40.800

Adam Cmejla: So thanks great so, then you create a waitlist so right now triage appointment for me you can't you can't book a tree edge or point with me until the beginning of June 2 week of June.

136

00:23:41.670 --> 00:23:44.130

Adam Cmejla: And so we turned off prospect and we had to book last week.

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00:23:44.820 --> 00:23:52.590

Adam Cmejla: I did the same thing in January, you can book into the second week of March I tend to pause last week I have six more this week, or is it four or five I 14 and next two weeks.

138

00:23:52.980 --> 00:23:57.900

Adam Cmejla: So you do good work, and you can like that as a very solvable problem of creating a waitlist.

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00:23:58.470 --> 00:24:05.280

Adam Cmejla: With a with a lot of benefits to both you, as well as prospects you'd be surprised at how positive the feedback was and I told them.

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00:24:05.790 --> 00:24:10.470

Adam Cmejla: that the reason that we put that waitlist in place was to that we never wanted to over promise and under deliver.

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00:24:10.740 --> 00:24:17.490

Adam Cmejla: And our first commitment is always to the existing clients that are either ready or that are currently paying us a fee to do great work or those are and they get like.

142

00:24:18.120 --> 00:24:25.500



Adam Cmejla: That is a very solvable problem to throttle to govern and throttle the onboarding of new clients that doesn't mean that you can start that you start putting out good work.

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00:24:25.800 --> 00:24:35.610

Adam Cmejla: Whether it be podcasting blogging videos, whatever your, whatever your modality of media media communication is Those are two you don't have to stop one at the sacrifice of the other.

144

00:24:36.270 --> 00:24:49.140

Christy Raines: yeah no and that's what I mean if it's the whole thing of this thing of like flying building the plane, while flying it or like I joke it's like already have to building bill and i'm going back in and putting the scaffolding, and now like little bit harder.

145

00:24:51.810 --> 00:24:52.260

Christy Raines: So.

146

00:24:52.620 --> 00:25:03.780

Tanya Nichols: You feel good and the deliverables like the service you're delivering do you are you committed to whatever that package looks like to every single client yes.

147

00:25:03.810 --> 00:25:06.510

Christy Raines: With the the fee increases that we're doing I do.

148

00:25:07.290 --> 00:25:09.990

Tanya Nichols: Okay that's exciting that's a big step.

149

00:25:11.130 --> 00:25:12.060

Christy Raines: yeah so yeah.

150

00:25:12.210 --> 00:25:20.670

Christy Raines: we're not we're not just you know doing this, what I think is you know really high value work or \$4,000 a year so yeah.

151

00:25:20.820 --> 00:25:22.290

Adam Cmejla: yeah and like Dan said, like.

152

00:25:22.500 --> 00:25:28.410

Adam Cmejla: Like that's and that's exactly it, and for me that was more empowering to go back and build it because, unlike.

153

00:25:28.710 --> 00:25:35.370

Adam Cmejla: When I was trying to build it without like think gosh what would they like they like this, where they like



this with it, I think they'd like this, like you know what.

154

00:25:36.150 --> 00:25:45.420

Adam Cmejla: Okay i'll just i'll just build it as we go and get their feedback and you know give give them the core tenants of financial planning what we all know, but then ask those qualitative.

155

00:25:45.780 --> 00:25:54.450

Adam Cmejla: Deep dive questions of how do you define success in this relationship, what are what what is it that you're what is it what is the biggest pain point that you're trying to solve for right now, like.

156

00:25:54.720 --> 00:25:59.940

Adam Cmejla: The post that I just posted in Community or in tribe from last week it got deleted or repulsive.

157

00:26:01.380 --> 00:26:03.630

Adam Cmejla: business owners don't know how to get cash out of the rest Corporation.

158

00:26:04.860 --> 00:26:05.100

Adam Cmejla: Like.

159

00:26:05.700 --> 00:26:06.390

Adam Cmejla: Such as.

160

00:26:07.290 --> 00:26:22.020

Adam Cmejla: Like such a anyway, again I don't want to go deep there but doing that and just building it off of the feedback like Dan said remodeling instead of building is made it so much easier ideal no but in in a paradoxical way easier yeah.

