

The Perfect RIA, Episode 63: Million Dollar Ideas Are Worthless

This episode starts with Micah having a time of his life in Maui and the Perfect RIA getting an amazing feedback about \$100K Challenge. While not everyone got involved, most of the listeners thought of it as a huge opportunity.

Micah and Matthew decided to help people get out of areas where they get stuck. While having a great idea for business is awesome, what counts more is its implementation in real life. What they are trying to explain is that having a million dollar idea is worthless if you are putting the implementation off. If you are waiting for a perfect moment to start your business, it might never happen.

Later, Micah is talking about forcing mechanisms as a way of getting things done. If you know you need someone to help you stay on track, ask your friend or someone from your family to do so. Place a bet with them, do whatever it takes to get your things done.

He is also talking about not giving up because of your limitations. Nobody starts with having everything. This is something you work for many years. When Micah was starting with his business, he was doing whatever he could to record his videos, to give people the information he had even though he didn't have the right tools, studio or even appearance. He reminds us that it doesn't matter how you look or what you have as long as your actions talk for themselves.

At the end of the episode, Micah talks about how important is the client service. Small actions from your side can make the client happy and satisfied for a very long time and that will help you look even better. Make sure you have time for your clients whenever they need you, even if the timing is not perfect. Imagine that the clients judges you based on only one meeting, what would you like him to think of you? Small steps are the beginning of a very long journey.

Action Items

1. **Sign up for the webinar.** If you haven't already, sign up for the free live webinar the guys are doing on January 30, 2020. Join the email list to stay on top of this and other TPR events.
2. **Start this week.** Pick three things you can do this week, set a consequence for failing, and find an accountability partner who will make sure you go through with it.
3. **Set your goals.** Identify your top three goals, and implement forcing mechanisms for each. If \$100K is your topline goal, break that down into what you need to do every week to get there. Reinforce that goal to yourself every day that you're in the office.