

## **The Perfect RIA, Episode 71: Head Trash with Coach Joe Lukacs**

Today's podcast is very special for Micah as a special guest is joining him in the audio – coach Joe Lukacs. With everything going on at the moment, the economies, the markets and the craziness with COVID-19, we need to keep up our mental health on track. In times like this, Micah hears a lot of concerns coming even from younger people so he thought it would be nice to talk about head trash.

Micah asked a very important question: “how do we keep our minds in a good space that we can make sure we're in a good place to help our clients and to help our family?” We need to remember that whatever is happening, we have no control over it. The best thing to do is to see the situation as it is but we cannot forget about adjusting our actions accordingly to what's happening. We need to change our perspective and gear up because otherwise we will not be able to help anyone.

Our special guest, coach Joe, says that as amazing as it is to have younger people out there, it is also a problem for them because they have never been in a situation like this so they don't really know what to do. He compares it to a muscle memory – when we train, our muscles build this memory, if we don't, it cannot happen. Advisors who take care of their mind and body will have a competitive advantage in times like this.

Joe gives us an example of how an advisor's day should look like. It actually starts the night before – don't watch news before going to sleep and don't go to sleep too late. Waking up late will make you start your day much later, you will reach to your phone to check all the emails and websites and it will give you nothing but a headache. Take care of your body. Gyms are closed but you can go for a walk or do some exercises at home. You need the energy to go through the whole day. Then, you need to do some personal development work. What Joe does is he has a Magellan Morning Eight – eight step protocol process. He and his members

are visualizing success that day, long-term success, they have a conversation with themselves etc. In a crisis you cannot just say “I can’t do that”, you need it more than any other day. Follow Micah suggestion and delete all the apps on your phone, you don’t need all those notifications.

Right now, the whole world is stuck in uncertainty. It complicates lots of stuff, if our mind is uncertain, it doesn’t know what to do. We need to find a meaning to whatever we’re doing, we need to be certain of our actions even though the situation is as it is. You cannot be a leader without being certain about stuff. Give the action a meaning, stay conscious and be resourceful.

Prepare not only yourself but also your work office. If you just sit there, you will not get anything out of it. Make a standing desk, walk around, be on the move all the time. Take care of your wardrobe and attire. Don’t start your work in pajamas, don’t roll out of bed five minutes before talking to your clients. The environment and your appearance matter. Find your happy place to do your work at, it can be outside, maybe with a sea view?

Now, when you took care of yourself, take care of your business. Micah talks about three-part prospecting process: run a pitch and miss campaign – reach out to all the ideal clients who didn’t move forward, reach out to every single person on your network, give them perspective, don’t give them the commentary crap that is out there.

### **Action items**

1. **Get rid of all the negative things.** Go to sleep with a clear head, make sure nothing is bothering you and you can get a nice, long sleep because you will need it for the next day.

2. **Have your morning piece and give it a meaning.** Get rid of uncertainty around you, be sure why you're doing what you're doing and be certain that this is the right thing to do.
3. **Stay external.** Don't make it about you because then you will stay in your head. Be external, be there for others and you will see how good it feels.
4. **Mind-body.** Exercise, eat right, get some more sleep. With a demanding environment you need to be prepared to still grow your business, you will need mental and emotional energy to do that so take care of yourself.
5. **Be a communicator.** The better you communicate, the better you will feel about adding value, your clients will be in a good place.
6. **Find the joy.** There is a lot of stress and unhappiness in the world right now. With all the concerns and worries we need more joy!