

Business For Superheroes Podcast Transcription: Episode Seventy Five: Patience, Grasshopper



In an industry stuffed with marketing bullshit, empty promises and shiny-suited liars, one woman's had enough. She knows what it's like to have the wrong clients, no money and no time for fun, but she also knows how to fix it, and, on the Business For Superheroes Show, she promises to tell the down and dirty truth about business, sales and running away with the circus! Here's your host: Vicky Fraser...

Vicky: Hello and welcome to the Business For Superheroes Show. I'm Vicky Fraser and this week I'm back with Joe.

Joe: Hello!

Vicky: Hurrah.

Joe: It's great to be back.

Vicky: It's great to be back. So last week I interviewed Ben Settle and that was very exciting - for me, anyway. It was pretty cool. We talked about all kinds of things last week but we talked a little bit about patience, and I wanted to come back to that because it's really important and there seems to be very little of it in our world.

Joe: Okay, patience. Not like the sick kind that go to the doctor?

Vicky: No. Patience with a 'c'. I feel a bit all over the place today because it's been a bit of a difficult time in the Dingle house, the last couple of weeks.

Joe: The last few weeks have been a bit distressing.

Vicky: It's been a bit difficult because we lost Nanny Egg and Amelia Egghart to a fox about two weeks ago.

Joe: Which was very upsetting.

Vicky: It was very upsetting. I was quite surprised at how upset I was actually.

Joe: Well they kind of bockle around the garden, and they say hello to you, and they follow you around. They're sociable things, they're lovely.

Vicky: I miss Amelia's stumpy little toe, and I miss being chased up the garden by Nanny Egg. So we were left with Granny Featherwax and you can't have a chicken on its own, it's not fair.

Joe: You can't have one chicken.

Vicky: So we went and got two more chickens from the place where we got the original three from. We got a Bluebell and a Cheshire Blue, and they are very lovely.

Joe: Betty and Mrs Pickles, to give them their full names.

Vicky: Betty and Mrs Pickles, and they are amazing. And then the next day after that, we had the most amazing day - it was a beautiful place, where did we go? Somewhere in Wales.

Joe: It was somewhere Welsh. West Wales.

Vicky: Yeah, Monmouth just about. And we went to adopt two ex-battery chickens. That was horrific actually - I mean it wasn't, they'd all been taken there from the battery farm and were being parceled out to people like us.

Joe: Yes, they'd been rescued, or bought - I'm not quite sure how it works.

Vicky: Rescued I think.

Joe: By the hen welfare trust. These chickens are all destined for some grisly end and we went to a beautiful farm where there were just hundreds of chickens in stables, in stalls. And lots of nice chicken keepers turning up in convey to pick them up and take them away, and give them a good home, which was very nice. Nice to see.

Vicky: It was, it was awesome. So we came home with one surprisingly nice looking chicken - she looked in pretty good condition. She was a bit pale and pasty--

Joe: Shirley.

Vicky: Shirley Bassey. And also a chicken that was half-naked from the waist down and looks really sorry. Floppy comb, really pasty and pale and really wobbly - just looked a state - and we called her Nugget because she kind of resembles a nugget.

Joe: Pretty much a chicken nugget with wings.

Vicky: Yeah and she's awesome actually, she's really funny and she's made best friends with Mrs Pickles.

Joe: She really perked up. Like 24 hours later she was like, "Oh, right!"

Vicky: She's noticeably smarter than the other chickens as well.

Joe: Yeah, she's a clever chicken.

Vicky: And really curious. She's just awesome. And today I had to take her to the vet because she's suddenly huddled and miserable and hunched.

Joe: Suddenly got a problem.

Vicky: Yesterday she was fine, running around.

Joe: She seemed fine, having a great time in the sunshine.

Vicky: And today she's been-- Anyway, I took her to the vet and they think it might be egg peritonitis, which is likely to kill her to be honest, but we've got antibiotics.

Joe: And she's damn well going to take them.

Vicky: She's damn well going to take them and we're really hoping that she's going to pull through because I really wanted her to have longer than a week having a happy life. Anyway, I'm going to cry if we carry on talking about that because she's awesome, so that's what we've been doing. It's been a tough couple of weeks. It's required patience, which is my neat segue.

Joe: That was a good segue.

Vicky: Yeah, well it has required patience, though because introducing a bunch of chickens to each other definitely requires patience.

Joe: Chickens are not the friendliest of creatures when they meet chickens.

Vicky: No! That's a tale for another day. So, patience. That's my segue and I can't really do it anymore neatly than that. [Laughs] I just wanted to riff a little bit on: good things come to those who wait.

Joe: Riff a little bit?

Vicky: Yeah.

Joe: Really? Is that a legitimate--

Vicky: Ramble about? Rap about?

Joe: No, well go for it. Go!

Vicky: Good things come to those who wait. I'm not rapping. It's kind of true and kind of bullshit. On the one hand, patience is a good thing - we'll talk more about that in a minute.

Joe: Short podcast.

Vicky: Yeah, that's it, we're done.

Joe: We like patience.

Vicky: But on the other hand, good things come to those who work hard for them. And I think you need to remember that side of it as well. It's all very well to say, "Good things come to those who wait" but if you just sit there and wait then fuck all is going to happen, frankly.

Joe: Yes, it is very rare for somebody to wander into your world and deliver all you've ever dreamed of, into your lap.

Vicky: But a surprising number of business owners seem to run their businesses exactly like that - waiting for the next customer to turn up, waiting for the next big thing to happen.

Joe: Patience is a good thing though, right?

Vicky: On its own, no. You need other things too. But this week we're talking about patience. We're always talking about the other things, this week we're talking about patience. And how the modern world is awesome, modern life is brilliant, I love it. We're far better off now than we were 50 years ago - measurably, in every way. But it's troublesome as well because it's made us really impatient. Can you imagine asking a kid today to go to the library to look something up in a book? It's unthinkable because they'll think you're mental. You know what else made me laugh? Do you remember - people of a certain age who are nerdy will totally get what we're talking about - the days of playing computer games and you would put a tape - and for the kids, a tape is a plastic thing with actual plastic tape in it--

Joe: Like a ribbon in it.

Vicky: A ribbon in it. You'd put a tape into a tape player, you would type the command code into your computer - into your Commodore 64, or whatever - and then you would press play. Run, you'd press the run button.

Joe: Yeah, you'd press play on the tape recorder.

Vicky: Press play on the tape recorder and then it would spend 10 minutes bopping and fizzing and--

Joe: Making screeching noises.

Vicky: Making screeching noises. And then after probably 10/15 minutes if that, the whole thing would crash and you'd have to start again.

Joe: But you'd adjust the volume a little bit, you'd adjust the tone a little bit, and you'd start again. So basically your mate would come round your house after school, you'd spend a couple of hours listening to screeching noises, waiting for this game to work, it wouldn't, and then they'd go home for tea.

Vicky: Yeah, and that didn't happen all the time. That was the exciting thing about it. Sometimes you would get to play the game and sometimes you would just swear. Well as many swear words as you had when you were 12, which wasn't as many as I have today. But that's the way it works. Can you imagine kids today being faced with that? It's instant, chuck the game in the Xbox, turn the Xbox on and bam there it is.

Joe: I think we had a work experience kid and they had to explain the concept of rewinding video I think, for some reason. I can't remember what it was, we were just chatting about something and he had no idea what the hell I was talking about. Rewinding, what? I was like, you had to spool it all the way back to the beginning.

Vicky: Oh, with a pencil.

Joe: No, in the machine or whatever, to get back to the start of the film.

Vicky: Yeah and it would always be really annoying when somebody in the family had watched something and then hadn't rewound it.

Joe: Had just left it there.

Vicky: Yeah, you'd just want to put the film in and it what take about five minutes to rewind an entire film as well. We're not talking fast, you can't just go back to the beginning. I wonder how many people who are listening are like, "I have no idea what you're talking about". Probably not that many.

Joe: Not that many.

Vicky: My target market is our age really.

Joe: Mostly grown ups.

Vicky: Yeah, I'm feeling nostalgic now for games like Fire Arms and Treasure Island. Sparkie's Dilemma.

Joe: Jetpack and --

Vicky: Even Super Mario Brothers, but that was a bit more instant. No, with the cartridges.

Joe: The cartridges. I remember the first cartridge we had was on a Super Nintendo. No it wasn't, it was a Sega Megadrive.

Vicky: I think I've got a Sega Megadrive with Sonic the Hedgehog knocking around somewhere you know?

Joe: Oh my god.

Vicky: I know. I bought it and was like, "This is going to be really bad" and anyway--

Joe: We have patience.

Vicky: We have patience. We learned patience.

Joe: We had to have it.

Vicky: People still have patience. I'm not saying that nobody has patience but the world, our world, is not built to train us to be patient. Everything is instant. When your internet is really slow and the rage that ensues - people get ragey because we are used to having everything now, now, now. It's turned us all into fucking toddlers, frankly.

Joe: They're going to have to sort out the whole voting process at some point soon aren't they. That whole actually walking to the town hall, or the local

primary school, to put crosses in boxes with pencils, for people to count, is just mental.

Vicky: I wonder how much more turnout we would get, actually, in all seriousness, if you could do it online. There's no real reason that you can't do it online--

Joe: It'll only happen at the point when the people in power think that it's to their advantage to have all the 18 year olds voting.

Vicky: Ooh that's cynical. But probably true. Anyway, the modern world is training us all out of patience. There's an art historian lecturer at Harvard university called Jennifer Roberts, I found this the other day just randomly. She teaches, obviously, art history and her first class is always for her students to choose a work of art, any work of art (preferably a vaguely local one) and go to wherever that work of art is, and look at it for three full hours. Just sit there and look at it.

Joe: That's quite difficult.

Vicky: Well I feel twitchy just thinking about it, you know? I mean I'm pretty good at-- I was going to say I'm pretty good at sitting and doing nothing!
[Laughs]

Joe: You're absolutely bollocks!

Vicky: You should see the look on Joe's face. I'm tempted to take a picture and post it up. In fact, can I take a picture?

Joe: You're totally not capable of sitting for any length of time doing nothing.

Vicky: I am terrible. I struggle to sit and read a book for any length of time because-- I don't know, I've got ADHD or something. I'm probably going to offend all sorts of people who actually have ADHD now by appropriating their-- Anyway, the point is this is the first thing she asks her students to go and do. Three hours, staring at a piece of art, which is fairly horrifying for most people unless they're well versed in meditation and grew up with tape

decks. Most of us would swipe downwards on the painting to get the updates on it.

Joe: Next, next, next, oh that's a nice one, next, next.

Vicky: But most people listening to this will feel a little bit twitchy about sitting for three hours and looking at one thing.

Joe: I reckon there's quite a large proportion of people who aren't you, who would actually think, "Oh three hours sitting and thinking, I quite like that idea".

Vicky: But don't get me wrong, I do a lot of thinking but I do my thinking while I'm out running, or while I'm pole dancing, or while--

Joe: I think you should do this. I think you should find a piece of art and look at it for three hours.

Vicky: I'm going to. I'm actually going to because the reason that she does this is that it's a painfully long time. It's a painfully long time. And I always need to know that the thing I'm doing is the most valuable thing that I could be doing. I need to learn to meditate and chill out a bit more because it's important to do this. The reason that she wants people to do it is because she wants her students to experience that twitchiness, and tolerate it, and get through it. Once they can do that, it enables them to see things in the art that they wouldn't otherwise spot. We just look at the surface of everything, we skim the surface of everything. We don't see any deeper. This is really important in life and in business. I want to make a good point about this. It relates as well - do you remember when we went to see the Pixies and all of those people filming the concert on their phones? It's like, you're never going to watch this video again. They're not experiencing the moment and the experience. I took a couple of pictures but I would not ever stand there and film it. For me that's related to this impatience, this having everything instantly. I think people think, "I'm here and I want to film it" instead of experiencing it.

Joe: Instead of just enjoying the damn thing.

Vicky: And updating Facebook instead of being in the moment. I think it's actually really important to learn to sit and see what's a little bit deeper. And this is important for empathy as well, I think, because when you only take things at face value - and this is where it relates to business and your ideal customer - like somebody snapping at you, you assume that it's-- You make an assumption as to why they've snapped at you: It must be something that I've done, maybe they're not a very nice person blah blah blah. Actually, taking a moment to think about what's happened in their lives, and to say, "Actually, are you alright?" is really valuable because you'll sometimes find out that they've got something going on, and they just needed someone to say, "Are you okay?" And sometimes that's all they need. There's a lot going on under the surface that you miss if you don't have the patience to step back from whatever has happened and upset you, and say, "Why did that happen?" It's the patience to reflect on stuff.

Joe: The idea that you don't have to have an answer, a response, a conclusion, right this very second.

Vicky: Sometimes it's enough just to listen.

Joe: I reckon we should test the listeners and see how long they can be patient.

Vicky: Are you thinking we should be silent for--

Joe: You broke it.

Vicky: Oh I'm not going to do that because they'll all bugger off. Nobody wants to listen to silence. Patience is really good in life for that reason. I think patience is empathy.

Joe: For all of you people who are listening to this podcast at 1.25x speed, or 1.5x speed, stop it.

Vicky: Well no because that can be a useful thing--

Joe: You're impatient.

Vicky: I am. You see you say that but I used to say that I was impatient, I'd be like, "I'm so impatient, ha ha ha" almost wearing it like a badge of honour, but actually I don't think I am. When you think of what I do - not just in my business but outside my business - that's 11/12 years of pole dancing that has got me to the level that I am at the moment, which is pretty bloody good. That's a long time to put effort into getting better at something, and if that's not patience I don't know what is.

Joe: Is that patience because there's a destination, or because you enjoy the process?

Vicky: Well there is a bit of both, I think, but you've got to learn to enjoy the process. When I first started pole it was very frustrating seeing what other people could do and it would have been very easy to go, "You know what? Fuck this, I'm not very good at it" and gone and done something else. Learning a new skill, any kind of a new skill, requires patience. You're being patient with your Jiu Jitsu.

Joe: No, I'm just enjoying the process.

Vicky: But there's still patience there, though, because your enjoyment of the process has overridden your impatience to be better, which is patience. It teaches you patience. I'm totally right about this and you're totally wrong.

Joe: I don't know. I think patience is for when you have a destination.

Vicky: Okay, vegetables. My vegetable garden what I'm growing.

Joe: Okay, swerve.

Vicky: I really enjoy and am also really impatient about the whole - every morning, one of the first things I'll do is with my cup of tea I'll go up, say hello to the chickens, go up to my vegetable garden - the reason I'm laughing is because Joe was trying desperately not to yawn and gurning at me really badly. I'll go up to my vegetable garden and be like, "How much have my vegetables grown?" It's not an instant thing, it's not like you can just chuck seeds in the ground and then there are plants, you have to wait for them. They do things in their own good time.

Joe: I think I've got a point with the whole, if you enjoy the process then you don't need patience.

Vicky: I think you can basically stick your point up your bum. [Laughs]

Joe: Go and get your own podcast, Joe.

Vicky: Yeah. Go and get your own. No, I actually genuinely feel that I am right about this, and that you are not right. I don't want to necessarily say wrong. I think learning a new skill requires patience.

Joe: Yes, it does.

Vicky: We'll agree that I'm right and carry on. So the marshmallow experiment - do you remember the marshmallow experiment?

Joe: Is this the one where they put a marshmallow in front of a small child and say, "If you don't eat the marshmallow by the time I come back, I'll give you three marshmallows". Or some such.

Vicky: Yes.

Joe: And then you go away and leave the child alone for three/four minutes--

Vicky: 10/15 minutes I think it is.

Joe: That's harsh. And it's a really good indicator of success isn't it?

Vicky: It is a really good indicator of success.

Joe: Not just in marshmallows but in future success, future life.

Vicky: And it was a fascinating study because they did this and apparently it was hilarious because they filmed the kids, and you saw the children literally sitting on their hands and getting as close as they could to the marshmallow, and sniffing it and licking it. Apparently the videos are hilarious to watch. But

what they found was obviously a proportion of children - most of the children I think - just ate the marshmallow, but a proportion of the children didn't. They delayed that gratification. But the really interesting part comes later on when they followed these kids to high school and then to work. The kids who delayed their gratification and took the second marshmallow did measurably a lot better in their exams, in their social relationships, in their personal relationships, in their work.

Joe: How old were these children?

Vicky: I think they were about four/five years old. Very small children.

Joe: And they'd already learned enough self control to be indicative of the rest of their life?

Vicky: Well no, that's the thing. Basically, yeah, it's an indicator. You can learn self control, you can learn this stuff.

Joe: Let's hope so otherwise people listening to this podcast are either screwed or not screwed.

Vicky: There's no such thing as a set in stone person and this is how you are, you can always change how you are. Anyone who says otherwise is wrong - you are wrong if you think that. But the kids who delayed gratification also, tellingly, were children who were often let down by the adults in their lives. So the ones who couldn't wait for the second marshmallow--

Joe: The ones who delayed gratification?

Vicky: Sorry no, the ones who couldn't delay gratification. The ones who couldn't wait tended to be children who had been let down. So quite often a parent who would say, "We're going to do this this weekend" and it never happened, and so they had no reason to ever expect that that second marshmallow would ever turn up.

Joe: Oh, that's harsh.

Vicky: It is harsh but it's really interesting because there's obviously a lot of socio-economic stuff going on there. When you look at things that way - and this is what I'm talking about, the patience to look deeper into things - you begin to understand why people from lower social backgrounds do worse. They don't learn to delay gratification because they have no reason to expect that any adult will ever keep their word. Which is incredibly sad.

Joe: You're implying quite a strong correlation between not keeping your word and low socio-economic background.

Vicky: I am implying a strong correlation because that tends to be-- It's not 100% and it's not necessarily cause and effect but it tended to be that children who were from more difficult backgrounds--

Joe: Had less reason to believe.

Vicky: Had less reason to believe that what was promised to them would come.

Joe: That's harsh.

Vicky: That's not always to do with lower socio-economic status but it tends to be.

Joe: You could be rich as fuck and just lie to your children all the time.

Vicky: And there are rich as fuck people who do that, and there are poor people who are amazing parents. There's definitely a bell curve there. So that's really interesting.

Joe: I guess that's kind of stability isn't it? Because if your life is well under control and you know that this weekend you're not going to have to work and I'm not going to have to work and the car is going to function because we look after it, so when we say we'll go to the park on Saturday, we go to the park on Saturday. But if - it's not that people with less money are weasels, it's that their cars break down more often, or they get called into-- They can't say no to overtime.

Vicky: I'm in no way at all saying there are bad people and good people in this at all. That's just the way it is.

Joe: It's the circumstance.

Vicky: When you start to look at the reasons behind something like that, you start to understand why things are the way they are. Like you say, if you haven't got a comfortable, regular income then your plans are likely to change at the last minute. The person who suffers, unfortunately, is usually the kids. It's not even an obvious suffering because you wouldn't think that that would be massively damaging until --

Joe: Sorry we can't go to the park, we'll do it next week.

Vicky: And they start to realise that actually it's never going to happen. It's not because the parent doesn't give a shit, it's because the life is chaotic.

Joe: Because the parent can't predict the future, never mind the child.

Vicky: And when you start to look at things that way, you can start to look at: well, how can we fix this? It starts to get really interesting but it just requires the patience to look deeper into it, instead of looking at the Daily Mail fucking headlines going, "Poor Scumbags Treat Their Kids Like Crap". That's not the case at all, it's not the case. You have to look deeper than that. That's another lesson that you learn from patience. But there's an interesting addendum to this in that that marshmallow experiment has been updated by a chap called Ernesto Reuben.

Joe: It's a good name.

Vicky: He's a management professor, I believe. But he's done that with adults, so he gave adults - I think they were probably students because it's always bloody students. By the way, there's a lot of confirmation bias in that because the type of person who will volunteer for this type of experiment has bias built into it, when they tend to be students. He's done an experiment and he gave his experimentee subjects a choice between a cheque today, or a larger cheque in two weeks time.

Joe: For those of us under the age of 25, a cheque is a piece of paper where you write a promise on for money and give it to someone.

Vicky: Let's say --

Joe: Do you know where your cheque book is?

Vicky: I don't have one. Okay, let's say they could have £50 today, or £100 in two weeks time. 2/3rds of them chose to have the £50 today, rather than wait the two weeks for double the money. But the really interesting part of that is that of those 2/3rds who wanted the smaller amount of money now, more than half of them waited more than two weeks to cash the cheque. That's why it was important that it was a cheque and not cash.

Joe: So they could have just waited for two weeks and had the more money.

Vicky: Exactly and that's the really fascinating part because on the face of it you'd think, "This is completely fucked up. Why on earth would that happen? Are these people stupid?" The answer is no, they're not stupid-- Well maybe some of them are. But the point is it's instant reward and gratification. The very act of taking that cheque released endorphins into their brain, it was a nice feeling. So it wasn't so much having the cash, having the money, it was the feeling of woohoo. But that in itself illustrates that the people who were able to wait and delay that gratification earned more money. That's a really simple correlation but it's worth looking at. If you are willing to wait, you will make more money. And that is a correlation that shows in business and in life. It's been looked at - and I don't want to say proven because that's a strong word but there's a very strong correlation between waiting for stuff--

Joe: Patience and reward.

Vicky: Yeah between being able to wait for stuff and getting the bigger reward. Whatever that reward is - and we're talking about cash here because it's easy to talk about but a marriage is worth working at, you can look at it that way. Social relationships, if you've got a friend who you think the friendship is worth working on, but it's too much trouble, then that's a valuable thing that you can think about. Is it worth being patient and fixing this, or is it like stuff it, disposable friendships. It's really important, patience

is, in life and in business, and in everything really. I think it's worth thinking a bit deeper about things. In business particularly, because obviously that is what we are here to talk about, and marketing, we only see - and if you do any kind of work online you'll very quickly become familiar with this - the really loudmouth impatient people, who are like: "You've got to do this now. You've got to grab this now. The time is now!" And yeah, the time to start anything is always now--

Joe: Unless you started 20 years ago, in which case well done.

Vicky: Well exactly.

Joe: There's that old phrase isn't there: the best time to plant a tree is 20 years ago. The second best time is now.

Vicky: Yeah. I would have loved to have started pole and circus stuff when I was 15 but I didn't, so the best time to get on with it. Instead of thinking, "Oh, it's too late", no, it's not too late, start now. This time next year do you want to be looking back at what you've done, or wishing you were a year further on? Fucking start now and you'll be a year further on. But within all that, all you see is people going, "Grab this, go for that. Rah, rah,rah. You've got to be hustling all the time. Do this, do that". You never ever see anyone talking, or anyone shouting about the patience stuff - the stuff that goes on behind the scenes - because that's equally important. Yeah you've got to seize your opportunities, yes you've got to start now, but then once you've started or once you've taken that opportunity, you really have to be patient. It's not all starting, you have to finish stuff as well, and that's what takes the patience.

Joe: It requires the patience to plan properly. It takes the patience to think about it properly. It takes the patience to give your marketing enough time for it to run for it to be actually useful results. There's all kinds of applications but you can't just go, "Right now, do, bosh" and expect something to magically happen tomorrow morning.

Vicky: That's a really good point actually because so many of the marketing gubbins that I see, the internet marketers teaching people stuff - the gurus and whatnot - they promise instant riches right now. Half the time that's not true at all, it just won't happen, and the other half of the time it's fleeting.

They might sell a load of products immediately off the back of their semi-scummy nonsense but what you don't hear about is their massive refund rate because their product is crap, or because they haven't built the relationship with their list. This is the thing, if I wanted to I could go off and sell a thousand £1000 really fast, if I was willing to buy into the immediate marketing tactics.

Joe: That would be £1 million. Could you do that?

Vicky: Maybe, I don't know. If I was willing to--

Joe: Sacrifice your name and your reputation, and all of your good relationships and everything else.

Vicky: Exactly and there are people out there who are genuine and have built a big enough audience and have a big enough following that they do that all the time - the £1 million launches are not a rare thing. But of those people who do that, the number of them who have genuinely built relationships with their followers is quite small. If you could start digging into the numbers I think you'd find the refund rate was massive. So, okay it's fine to do a \$1 million product launch but if you've got to refund half a million dollars, or three quarters of a million dollars, they'll still claim it as a million dollar product launch but they won't tell you about the refund rate.

Joe: Or the reputational damage, or the people who lose the fingers using the shoddy piece of crap that they're selling.

Vicky: I am absolutely not saying that everybody does this but there is a proportion of people who just go for the quick wins. In the long term that's bad because I would much rather have a slow burn with people who stay loyal to me for years and years, rather than have a steady stream of people coming in and buying something from me once, and then either disappearing, or refunding, or being pissed off. That's not the way I want to do business. If you want to do business that way, that's up to you. I think you should stop listening to my podcast because that's not what I'm about. We don't hear very often about the quiet stuff going on in the background, the hard work going on in the background that builds all of this stuff and I think

that's really important. It's not sexy, it doesn't immediately grab the attention. You've got to be like the river.

Joe: Yeah, alright.

Vicky: I was doing that faux profound stuff we were talking about the other day. Patience.

Joe: Patience and test your children with marshmallows.

Vicky: Yeah, test your children with marshmallows.

Joe: If they have no impulse control, beat it into them.

Vicky: No, Joe! Do not ever beat your children. I can't believe you.

Joe: Okay, metaphorically beat them. No that's probably still abusive.

Vicky: We can teach children without violence, Joe.

Joe: keep your promises to your children.

Vicky: Do that but also for yourself, teach yourself patience because you can learn it. Even if it involves, okay I am going to sit and meditate for one minute today, tomorrow make it two minutes, then three minutes, then five minutes. You can build this stuff up. It's like I was talking to somebody in my pole class earlier. She was like, "I want to be able to do this", and at the moment she's kind of down here but she wanted to be right up here, and I said, "Well, just go for an inch and an inch." You don't have to do the jump in a massive jump, it's increments. That again is patience.

Joe: Small steps.

Vicky: Yeah, baby steps are incredibly powerful. Anyway, that's about that.

Joe: That's about half an hour.

Vicky: Work on your patience, people. Learn a new skill - learn a new language, learn a musical instrument - because that will teach you patience. It's will power. Patience is willpower, and willpower is a muscle and you have to work on it. Next week we are probably going to be talking about the importance of follow up and the long game because it follows on really nicely from patience.

Joe: Oh, okay.

Vicky: And in the meantime, join the Inner Circle because I will help you to grow your business. It's not fast. There is stuff that you can do fast, and you'll see results quickly if you do as I suggest that you do.

Joe: But it's not a get rich quick scheme.

Vicky: But it's not a get rich quick scheme. What I want for you is to change the way that you do business so that it's less stressful, more effective and brings in more money, and that takes time. You can't change this stuff over night. It's about putting systems in place, it's about getting to know people. It's about building relationships. People generally start seeing results in three or four months, but there is stuff that you can do right away. I don't want people who are just going to hop in and hop out and give up immediately. I want people who are in it for learning new principles and strategies, and willing to put the time in.

Joe: Just do it.

Vicky: Like Gill, who is frankly fricking awesome.

Joe: Hi Gill.

Vicky: All of my Superheroes are awesome actually.

Joe: What did Gill do?

Vicky: She's just trebled her income in about three months. [Laughs]

Joe: That's pretty cool.

Vicky: I know, right? I can't guarantee that you're going to be able to do that but Gill did. And I can show you what she did. Anyway, www.businessforsuperheroes.com/innercircle We'll see you same time next week. Be good, if you can't be good be careful. Thanks very much Joe.

Joe: No worries. See ya!

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