



*Episode 25*



## Bill Baren

*As founder of Bill Baren Coaching, Bill has become known worldwide as a transformational business coach. He is the creator of the Big Shift Experience, Get Clients in Your Backyard, the Teleseminar Enrollment System, Time Mastery Program, and Master of Enrollment. Bill loves hosting dinner parties with his wife, can't get enough of movies and has been an American Idol fan for over ten years (shhhh).*

*Voiceover*

*This is Business Reimagined. Every week, we talk with thought leaders and revolutionaries who are bringing innovation to their industries, like today's guest, Bill Baren.*

### Bill

*"Mastery being entrepreneur," that's like a bull shit thing. Like there's no such thing as "mastery of being an entrepreneur," but there's like mastery of individual things, like mastery of being able to create incredible content.*

*Voiceover*

*This is Business Reimagined, with Danny Iny.*

### Danny

*Have you ever heard the idea that everyone has a super power? It's the intersection between what you're naturally very good at, and what you've spent your life pursuing to become excellent at. Today's guest on the show is Bill Baren, and his super power is seeing the future in terms of what's possible. Today, Bill uses that*



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*super power to lead a highly successful coaching business, but he began developing it a long time ago in a very different industry.*

## **Bill**

*Oh my god, I can just see what's next. I see what that next level is. I see what is happening, and what could be happening in the future. On some level, I think of myself as a futurist, because it's something that's pretty easy for me to see, and it's pretty easy for me to predict. In fact, when I was in the music industry, one of the reasons why I was able to create a lot of success, was because I would take an emerging sub-genre of music. I can just see that this could be the next big thing, and so, what could I do to become the leader of that next big thing? How can I actually help that next best thing along?*

## **Danny**

*Bill pursued the next big thing for years, and it was a trend in his personal life and development as well. You see, he had been practicing what he would eventually come to coach others on, but that realization didn't hit him until he was attending a conference and was struck by a highly unusual urge when looking at a woman's purse.*

## **Bill**

*In that moment, I had this incredible desire to move that purse with my mind. It wasn't something that I thought about, like being able to move objects without touching them, but in that particular moment, that's like, I felt that. Then it just really dawned on me that my purpose is to create movement towards the edge of what's possible.*

## **Danny**

*To create movement towards the edge of what's possible. Bill made that his mission and built his entire coaching program around it. He calls it "Unleashing Potential,"*



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*and it's not just business where Bill sees opportunity. Personal fulfillment has a potential, too.*

### **Bill**

*The majority of the people in this world are not even coming close to feeling fully fulfilled, and being fulfilled in every respect, right? It's like no matter what it is, potential is empty if it's not actually creating reality. The way that I often think about it is, "results equal potential minus interference."*

### **Danny**

*It's an interesting concept for Bill. He sees a vision of a person's future in which they fulfill their potential and then works with them to remove the interference that is blocking their progress. The path that he directs entrepreneurs to follow is very different from what they initially expect it would be. Many entrepreneurs think they need to master everything, right now, but Bill says "no."*

### **Bill**

*It's really interesting; I was listening to some podcast, I can't remember what it was, and they talked about how the greatest pianists, when they practice, they're not actually practicing whatever piece of music that they want to practice. They're actually taking one note, and they can be practicing that one note and deconstructing and feeling into, "What would this note sound like and feel like if it was aggressive, if it was melancholy, if it was—" It's like the same note, but if you were listening to someone who really awesome practice, you would be going like, "That is awful." It's like a drill, right?*

*The people that I normally work with, entrepreneurs, that is not even part of their consciousness. They're not thinking about practicing the various aspects of their trade. They're not thinking of it in terms of skill building or mastery, and not just mastery of like, mastery being entrepreneur. That's like a bull shit thing. There's no*



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*such thing as "mastery of being an entrepreneur," but there's like mastery of individual things, like mastery of being able to create incredible content that generates a particular feeling.*

*Even that, you could break down into thirty different sub-categories of that, and how can you be deconstructing and really getting better at something, right? That's a skill. Then there's the knowledge, and then there's all of the internal interference.*

## **Danny**

*This is really fascinating. You're right, you know, experts will practice the littlest nuance. When you were saying that, my mind went to an interesting experience I had. It was about a year and a half ago in Vegas. I was attending a Mastermind event. It was a two-day thing, so on the night of the first day, kind of half-way through, the organizer took us to a Cirque du Soleil show, which was great, I mean Cirque du Soleil is fantastic, but within the context of the Mastermind, it had a really powerful effect of just kind of resetting the bar for what is excellence, right? You come back into the session the next day and you're like, kind of you have that as a benchmark for excellence.*

*You're like, "The stuff I've been talking about and thinking about, am I really reaching high, or is it like really incremental improvements?" My mind went there and then I kind of started thinking about, you know, you're right. An expert will practice the littlest nuance again and again and again. You know, the world's best surgeon at something, he's going to specialize in this super-specific single surgery.*

*In the world of entrepreneurship, being an entrepreneur means being a generalist. That's just how we get into it. There is a very limited extent to which we can specialize. How do you strike that balance between mastery on the one hand and a*



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*quote unquote "job description" that would seem to almost contradict the possibility of mastery.*

## **Bill**

*Yeah, serial versus parallel, and so, as opposed to thinking I need to be a generalist in all of these things in parallel. It's more like, I can still do that, but in a series of decisions. I'm going to master this, then I'm going to master this, then I'm going to master this, and then I'm going to take all of these things that I've mastered, and they're actually going to help each other along.*

*I'll give you an example. The first thing that, when I started this business, the first thing that I really wanted to master was how to coach. I went really deep into it and I studied everything and I practiced. I looked at all of the aspects of it. I was very deep into it, and then I realized, "Wait. In this general thing of coaching, right? I'm still a generalist. What is it that I can do to master next?"*

*Then I mastered the art of transformation, and I studied everything around that. You know, I became a human software engineer to really, that's where the interference comes from. It's like if you're doing QA, or if you're doing some sort of systems programming in a computer sense, right? You've got the operating system in a computer, and then everybody's noticed that when they have a computer, when you first buy it, there's the clean operating systems and then you load more stuff in it. It gets slower, and then maybe it gets a virus, and it gets slower. Eventually, you want to get rid of the computer, because it's really bogged down.*

*Very similarly, we as human beings are the same way. We have a natural operating system and it's unique to each individual. You know, there are certain similarities. Then, as we go through life, it gets bogged down with all kinds of trauma*



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*interference and conditioning, all these things that aren't part of our natural blueprint. I really learned how to decode all of that and how to help people get to that natural place.*

*That was like the next thing that I mastered. Then, I was like, "Okay, I need to understand energy and people," and so I went into the healing arts, and much more of like the energy healing thing. I was like, "Okay, so now I've got all of these skills. Now I'm going to be concentrating a little bit more on business, so what's the first thing that I want to do? I want to master the art of presenting on a tele-seminar or webinar or live on stage that actually gets people to take action."*

*I took a lot of time and energy in creating that. Then, it was like creating content and copyrighting. It's been a collection of different things that I've been mastering. Lately, it's been mastering the podcast format. How can I master a short form video? How can I master a conversation with somebody that goes deep? How can I master creating, you know, five to ten-minute content pieces that have people be truly, truly excited about consuming it? Yeah, and I still feel like I'm a Renaissance man, but I also feel like I've been able to master a lot of those things in also just being a dabbler.*

## **Danny**

*I'm having two kind of reactions in my gut, kind of channeling the listener who's going to be thinking things as they hear this. I want to share them both. I want you to respond to both. The first is, "Where is the bar for mastery?" Because you were talking about kind of immersing yourself in something and mastering it and moving on. Can you master so many things so quickly? Like Malcolm Gladwell talks about "ten-thousand hours." Where is the bar? That's the first question.*



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*The second question is, I can see somebody listening to this and saying, "Well yeah, you're Bill Baren, you're very successful. You have a team of coaches working for you. You have the luxury of sequential or serial mastery. You can go one thing at a time. What if I'm just starting out and I'm trying to strike out on my own, make something work, and what choice do I have but to master or at least struggle to attempt, you know, half a dozen or a dozen different things at once?"*

## **Bill**

*Yeah, it's a ... the first five years in this business, the best month I ever had was twenty-two hundred dollars a month. I borrowed money; I spent the entire savings that I built out when I was in the music industry. I refinanced my house two times. I've even borrowed money from my parents, which I vowed never to do. I did all of those things without having, you know, quote unquote "the luxury" for all of that.*

*Initially, when you're starting out with anything, it's like, everything feels like it needs to be happening at the same time. It's important to be able to know, out of all, out of this entire menu of things that I could be mastering, number one, which will give me the best return on my energy and time investment, and money investment? Which one, and hopefully, it's the same one, gives me the greatest satisfaction and desire for doing it? Where is my curiosity? In the intersection of all that, you begin to master that one thing, and then you master it to the point where you've got a tremendous amount of unconscious confidence, where it just feels like you're in the flow, that things slow down. It's like you are able to discern subtleties that have you go, "Oh, this is incredible."*

*I can now go, let's say, if I listen to somebody coaching, I can go, "Oh, right there. Here's this one piece that they just did, that I haven't yet mastered." Then it takes*



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*now almost no time for me to go, "Okay, here's this one thing; let me add that to my repertoire and let me practice it and let me immerse it," and then it just integrates.*

*It's like I can be, I'm getting better at ten things at the same time now, but I am putting my conscious energy fully on one thing, because if I do more than that, it doesn't really work. Where's the bar? The bar doesn't exist. It's really about having discernment and paying attention all the time. If you're paying attention all the time, you're going to be getting better and better, consistently.*

*It's only when we go on automatic pilot with something. It's only when we don't build in regular reflection time in our day, in our life, that we stay stagnant. There is no bar. It's like we can continue to get better and better.*

## **Danny**

*Bill, in the context of maximizing potential, you describe two broad areas, right? You've got the vision to see what's possible, and then the elimination of interference. For most people, when it comes to, you know, the difference between where they are and where they could be, how much of that comes down to lack of vision and how much of that comes down to interference?*

## **Bill**

*I just think personally, for me, vision is just something that happens naturally. That doesn't necessarily mean that that needs to be the pathway for every single human being. The bottom line is that, if you just know what's next, and you just take one step and evaluate, and take another step and evaluate, much of it has to do with, number one, eliminating interference. Number two is building up the discernment and skill set of the movement process, whatever it is that you're moving into.*



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*I don't want to say that vision is like this big thing that everyone needs to have. It just happens to be a natural super power of mine. Some people don't necessarily have it, but even they need to be surrounded, sometimes, with people who do, right? It's like our pathway, our success, our potential, it doesn't even need to be solely our own. We can co-opt other people into this whole process.*

*When I was really bad at systems, I needed to learn it from somebody else. I continued being bad and it and bad at it for a long time. I just feel like, after seven or eight years of getting better and better at it, only now do I feel like it's a natural process for me.*

## **Danny**

*Interesting. Bill, where are you on your own journey, in terms of maximizing potential? What's the interference that you struggle with right now?*

## **Bill**

*It's really interesting because when I had the arc of my own experience in that question, so when you said, "What's the interference?" I was like getting really sort of excited. Then when you said, "That you currently struggle with," I was like, "Oh, now I'm not really sure how to answer that question," because I actually don't feel like any of it is any longer a struggle. It's more like just noticing various nuances and, you know, sort of systematically eliminating it, and even then, eliminating them when I feel like the interference to eliminating it is gone.*

*I'll give you an example of it. A couple of weeks ago, I noticed, and I say notice, but it was just a wave of understanding rushed over me, was that, you know, my whole life I've really been addicted to intensity. I've created my company to be intense. I pick activities that are really intense, like car racing and, you know, poker, or even like me working with people in deeply emotional ways for a long time. That process*



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*was really intense, and so I was like, "Okay, well I don't think that's healthy for me at this point in my life. Okay, I'm going to see what I'm going to eliminate from my life."*

*I quit poker on the spot. I quit car racing on the spot. Then I looked and it was like, "Okay, my business is set up still to be a little bit more intense than I really want it to be." I was like, "Well, I don't feel like I'm ready to give that up." It was just this really nice, beautiful process where I'm like, "Oh, okay, isn't that nice?"*

*I'm just noticing that there's still some interference to me being ready, and I'm not beating myself up. I'm not doing any of those things, it's, "Okay, at some point soon, they'll be an opening and I'll be ready and I'll change more things in my business that will match this realization."*

*It's this consistent, consistent process of like looking at those things. You know, another one of the experiences that I've had in my business, for example, has been, I've been exerting a lot of force to create things. That takes a lot of energy. Now that, you know, now that I have a multi-million dollar business, now that I'm partnering with other businesses, now that I've got a team of twenty people and I'm constantly having interesting projects that are going on, the way that I did things in the past doesn't work anymore. I cannot do it with force. It's got to be more of a loose and joyful experience.*

*That became an interference. I was like, "Okay, how do I bring more joy into my life? How can I have the constant state of being in my life be that of joy?" Because I know in order for me to truly create the things that I need to create, they cannot come from pushing. They cannot come from force. They have to come from joyful flow.*



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*I'm in the process of learning how to live that way, and the more that I look into that, I'm going to have so much less interference, right? I'm just giving you a few of the examples of that.*

**Danny**

*Well, Bill, something that is kind of present in all the examples you've shared on that, I feel like I'm struggling to get my head around, is it sounds like there's kind of this balance between an acceptance of where you are right now-*

**Bill**

*Mm-hmm (affirmative)*

**Danny**

*... but at the same time an intentionality about changing it, and those two things feel opposed to me. You know if I'm not, if I want to be in better shape, then, you know, I'm not satisfied with the fitness level that I'm at right now, and so I'm going to take action to change it.*

**Bill**

*Yeah.*

**Danny**

*How do I feel completely comfortable with my fitness level and take action to change it? Something's not clicking for me.*

**Bill**

*First of all, bravo for noticing this, because this is the most important nuance of the current evolution of my inner being. For the entirety of my life, I feel like it's been about eliminating what doesn't work, moving away from things that are anxiety producing or where I was having a lot of fear. It was driven by the desire not to be in a negative place, and I didn't want that anymore. I needed to learn, if it's not that, that's going to be the motivating factor, because that's what it is for lots of people. That's why the "last five pound" phenomenon, have you ever heard of that?*



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**Danny**

*I haven't.*

**Bill**

*The idea is somebody is trying to lose weight, and they want to lose twenty pounds. They start losing the weight and they're very highly motivated, for whatever reason, and then they lose fifteen of the twenty pounds. They begin to look in the mirror and they begin to see their movement, all of those things, and then they feel like, "Hey, this is pretty good. I'm feeling good about myself," and the last five pounds never comes off because the negative motivation is no longer there, because their entire life and, by the way, our entire society tends to be motivated that way. It's like, "How do I move away from what's not working? How do I move away from what's painful?"*

*Most people don't have the other motivations. For me, the motivation is curiosity. For me the motivation is that of a scientist. What happens when I try this and I create movement in the direction that I want to create? It's been a really interesting evolution of that and, I got to tell you, I just feel so much better. The happiness level that I experience in my life is so much higher than any other time I've ever experienced. A big piece of that is that I no longer need negative experiences to motivate me. I'm motivated by something completely different.*

**Danny**

*This is really interesting. The theme of the show, of course, is business reimaged, and what I'm hearing is, not even the reimagination of potential, but the reimagination of the drive to pursue your potential. Does that make sense?*

**Bill**

*You got it, yeah, absolutely. Yeah, I haven't really thought of it in that exact way, but I like the nuanced approach that you're taking.*



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**Danny**

*For someone who's hearing this and recognizes that, I was about to say recognizes that they're not where they want to be, but that's moving away, so someone recognizing that there is a better state that they could be in.*

**Bill**

*Yeah.*

**Danny**

*What's the first step to move in that direction?*

**Bill**

*I think the first step to move into that direction is to realize that your state has a lot more to do with the results that you get than even the actions that you take. When you think about ... I was listening to a football podcast this morning, and they were talking about the quarterback for the Stanford football team. They were saying, "Well there's the good Kevin Hogan, and then there's the bad Kevin Hogan." The good Kevin Hogan comes out when he's not feeling the pressure of the opposing defense. The bad Kevin Hogan comes out when he is feeling that pressure, right?*

*Same talent, same everything, the only difference is his internal state, one feeling pressure, the other one of not. If you were to look at, and I have, at his statistics of side by side where he was feeling pressure, and where he wasn't, there are literally twice as good when he's not under pressure.*

*It's the same thing for us in almost every situation. Our internal state fundamentally alters the actions that we take, even if it's the same action, and so it's to consistently be looking in that. I'll give you an example. There's a little chrome extension app, I think it's called "Momentum," let's see.*

**Danny**

*Mm-hmm (affirmative) I use it; it's great.*



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**Bill**

*Yeah, right, so, "What's your main focus for today?" is a thing that it asks you every single day, and so for me, that is always a state. Sometimes it's powerful but light focus. I think that was what it was yesterday. Today, because I was looking at my schedule and I was like, "Wait a minute. I'm like from eight o'clock am to nine pm, it's completely scheduled out, including a lunch meeting." I was like, okay, so I put in "time abundance," because that's how I want to show up feeling like, well it doesn't matter that I'm busy and all scheduled out. How can my internal state feel abundant in time, even though the reality is that I'm really busy and I don't have room for anything? I'm not feeling that way because I've made the intention of my internal state to be time abundant.*

**Danny**

*That's really cool; another really great tool for that is the five-minute journal. I don't know if you're familiar with that.*

**Bill**

*I am familiar with that, and I thought, "Man, that's a really cool little product that they've created." Because I have this desire to create, very much like you, I have the desire to create some software. I also have a real desire to create some physical products as well, and so that five-minute journal is like, "Oh, such a good product."*

**Danny**

*Cool. Bill, we've covered a ton of really interesting ground. Is there anything that you feel like I should have asked you about, but I didn't?*

**Bill**

*Yeah, I don't know how to necessarily talk about it. What question to ask? One of the things that I've really been thinking about is, lots of people are in business because, you know, they have a product idea, or they feel like they have a gift or a talent that they want to bring out into the world. Like for example, a chef might want to open up a restaurant, because that person is a good chef. That's generally not enough. We*



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*also need to love business. We also need to love marketing and to be able to get into the place where we're just as ferocious, I don't know why that word is coming up, but like this ferocious student of the art and science of marketing and business and sales and all of those things that oftentimes people that start businesses aren't thinking that that's really what business is about.*

*I just think that it's really important for us to be able to love the business-y aspects of business. I think you are a perfect example of this. I mean, just from talking to you, I love geeking out with you about business, because I can feel your love and passion for business come through as much as it is for creating your products and software and all of that stuff, right? It's like there's the creation, but then there's the bringing it out to the world, and that, to me, is what business is. I just think that we all need to truly commit to loving business itself and getting masterful at it and using those processes that I talked about in the business context, too.*

## **Danny**

*And that was Bill Baren calling you to fulfill your potential and create movement towards the edge of what's possible. How? Simple, through a process of serial mastery of the skills and talents that you need to develop along the way, the technical stuff of your work, but also the business dynamics that will drive them forward. To learn more about Bill's work, visit [billbaren.com](http://billbaren.com).*

### *Voiceover*

*This has been Business Reimagined with Danny Iny. Join us next week as we talk with Tom Fishburne.*

## **Tom**

*Cartoons have happened to fit pretty directly into that shift that's happening in marketing and business communication in general, and so, that's probably where I'm spending most of my effort and time, spending time with clients on helping*

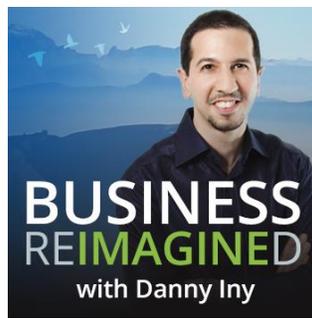


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*them think about how they connect with their audiences. Cartoons are one of many medium that they can use to do that.*

*Voiceover*

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