

Richard T.: [00:00](#) Welcome to The Soul of Business Show for conscious creators, authors, and entrepreneurs, where we talk mindset, meaning, money, and mastery. I'm your host, Richard Taubinger. Find out more at [consciousmarketer.com](http://consciousmarketer.com). Hi, everybody. Thanks for tuning in. I'm Richard Taubinger, the CEO of Conscious Marketer and the host of The Soul of Business Show, and I really appreciate you being here today. I'm really excited today. We're going to be talking with Noah St. John. Noah is going to be talking about a really important topic, how to get rid of your head trash about money. I think as conscious entrepreneurs, we have a lot of this going on, and can't wait to hear what he has to say about that.

Richard T.: [00:42](#) Let me tell you a little bit about Noah. He's known as The Power Habits Mentor and is famous for helping entrepreneurs get rid of their head trash and make more money. Noah is the only author in history to have works published by Hay House, HarperCollins, Simon & Schuster, Mindvalley, Nightingale-Conant, and Chicken Soup for the Soul publisher who, obviously, published Jack Canfield's work, which probably is heading north of 500 million publications at this point. He also appears frequently in the news worldwide. ABC, NBC, CBS, Fox, Entrepreneur.com, Huffington Post.

Richard T.: [01:21](#) He's a guest on a lot of shows, and today, we're going to talk about what is head trash. Noah's going to share some of the three biggest mistakes entrepreneurs make, smart entrepreneurs make, so even the smart ones make these mistakes. Also, the hidden connection between habits and money. Welcome, welcome, Noah St. John. Welcome, Noah, today.

Noah St. John: [01:44](#) Well, thanks so much, Richard. Great to be here with you today.

Richard T.: [01:46](#) Yeah. I'm so excited to have you on, and this topic of entrepreneurship, consciousness, money, it's such an important thing in this world, and we need more conscious entrepreneurs and conscious marketers to make more money and to really show up fully in the world so they can do better things and create more amazing transformation in the world. What I think is useful, and I think what we like to hear, is kind of, how did you start? How did you get into this world, so that we know who you are? Like what's your hero's journey?

Noah St. John: [02:16](#) Well, absolutely, and Richard, I totally agree with you. That's why I love your show. I love your mission about conscious

marketing, conscious entrepreneurship, and The Soul of Business, so I'm so honored to be here today and really excited.

Richard T.: [02:28](#)

Thank you.

Noah St. John: [02:28](#)

Basically, just real quick, my origin story is, I grew up poor in a rich neighborhood. I know that's a total cliché, but it's totally true. I grew up in a little town called Kennebunkport, Maine, which just happens to be one of the wealthiest communities in New England, but my family was dirt poor. I mean that literally, because we lived at the bottom of a dirt road in a drafty, unfinished house that my parents ended up losing to foreclosure. From a very young age, I was painfully aware ... You hear gurus and speakers get up on the stage all the time and say, "Oh, we were poor, but we were happy. We didn't know we were poor."

Noah St. John: [03:00](#)

Well, we freaking knew we were poor, because my mother reminded us about 10,000 times a day that we were poor, so yeah, we knew we were poor, and no, we were not happy. So I had the painful experience of the dichotomy, the gap, the chasm between the haves and the have-nots. The haves was everyone else in the community. The have-nots was my family. I hated that life of poverty, and fear, and lack, and not-enoughness. That's all I knew in my family, but yet right down the street, I saw that there was great wealth and abundance. I said, "Well, this doesn't make any sense, because they say, 'Oh, the secret to success is hard work.'" Right? We hear that a million times. "The secret to success is hard ... "

Noah St. John: [03:38](#)

But my parents worked really, really hard, and then they never got ahead, so I'm like, "Well, that's not the answer. Hard work is not the answer." I'm basically like the nerdiest nerd in this industry, because what I mean by that is, I just have to figure out how things work. If something doesn't make sense to me, I got to figure it out, so break it down to all its molecular components until I can figure it out and then teach it to others. What I realized is, I didn't have anybody to help me, so all I could do was just go to a library, so I just went to the library, and I started reading books on self-help and personal growth. I read all the classics, but I could just never seem to get them to work.

Noah St. John: [04:14](#)

Then what happened, what ended up happening, was, at the age of 25, I decided to commit suicide. I was very depressed, very frustrated. When you work really hard, when you have struggle and sacrifice, and you have success, then you have the

thing called satisfaction, but when you work really hard, and struggle, and sacrifice, and don't have success, that causes depression and frustration. That's where I was. I was very depressed, very frustrated, and so I decided to commit suicide. At the very last moment, my life was spared. I share that story in one of my books, but basically, I realized that God had spared me for some reason, but I didn't know why, and so I said, "I've got to figure out why I'm here on this earth, because I don't know why I'm here."

Noah St. John: [04:53](#)

It took me another five years to figure it out. In 1997, I had two epiphanies that changed my life when I realized why I was here on the earth and what my mission was. That was really the genesis of starting my company in my college dorm room in 1997 with \$800 and a book on how to do HTML. Back then, you had to know HTML to put up a website. I literally just, I started teaching people. I put up the ugliest website you've ever seen, but people would find me on Google. They'd type in "fear of success," and I'd come up number one. They'd just find me, and they would hire me to coach them, and they'd start getting amazing results. They'd double or triple their income, and they'd lose weight, find love.

Noah St. John: [05:39](#)

I mean, just really in all different areas of life, we got great results, so I wrote a book. It was called Permission to Succeed. I self-published it. This was long before Kindle, and print-on-demand, and all those things we have today, so I literally just went down to my local copy shop. I still didn't have any money, and I said, "Well, what's the cheapest way to print a book?" They said, "Well, tape-bound." I said, "What does that mean?" They say, "Well, bound with a piece of tape, tape-bound." I go, "Oh, okay." I put together the ugliest book you've ever seen, so now I got the ugliest website you've ever seen and the ugliest book you've ever seen. The book was called Permission to Succeed, but what happened was, I started selling this book around the world. People just found me somehow.

Noah St. John: [06:17](#)

Then about a year later, I met Jack Canfield, who, of course, we all know from Chicken Soup for the Soul. This was 10 years before The Secret, so long before The Secret, but he just happened to be in town that day, and I met him. He was very gracious, really sweet, and I showed him my ugly book, tape-bound, called Permission to Succeed. He took a look at it. He said, "Yeah, this looks really good. I'll send this to my publisher." Sure enough, eight weeks later, the Chicken Soup people called me and offered me my first book contract. That's really how it

all started, and now we are in over 140 countries, according to Google Analytics.

Noah St. John: [06:54](#) My work is used around the world. We've helped over a quarter million people to get amazing results, and now we help entrepreneurs, hard-working, mission-driven entrepreneurs, to add multiple six or seven and even eight figures to their business. What's so nice is, they're doing it working less, but doing it with that consciousness that you talk about, so it's really, it's been kind of an amazing journey.

Richard T.: [07:15](#) That's a great story. It's always about that break, but then you had to go make things happen. We were talking right before we got on here that I did a project with Jack a couple months ago, and he has this beautiful place up in Santa Barbara, and it's really amazing when you can tap into mentorship, and maybe you'll dip into that a little bit later, but having a mentor and somebody that recognizes you. One of my spiritual teachers once told me that the role of an elder is actually not to tell people things, but actually to recognize and bring up the next generation of people. It's so-

Noah St. John: [07:50](#) Absolutely.

Richard T.: [07:51](#) ... important.

Noah St. John: [07:51](#) Yes.

Richard T.: [07:52](#) Well, that's an amazing story. Your business now is basically helping entrepreneurs, success-driven entrepreneurs. Let's just dive right into your topic, because I'm really curious, like the interesting thing, for me, is, this word, "mindfulness," has helped get meditation and some of these things that would have been maybe considered a little more woo-woo at one time into business, where people are actually starting to watch their thoughts. Head trash is basically, you start to watch the stuff in your head, and then you have this stuff in your head. What is the stuff that goes on that limits people from success? What is head trash?

Noah St. John: [08:30](#) Yeah, absolutely. I mean, really, and you mentioned in your opening that I am the only author now that has works published by Hay House, HarperCollins, Mindvalley, Simon & Schuster, Nightingale-Conant, and the Chicken Soup for the Soul publisher. No one else has ever done that. Basically, I've written 14 books, and I've been published in 18 languages, all about this subject. [inaudible 00:08:49] my new book call Get Rid of Your

Head Trash About Money, but basically, head trash is that voice in your head that says, "I can't do it because," dot dot dot. Then you just fill in the blank. "Well, Noah, I can't do it because I'm too old. I can't do it because I don't have the time. I can't do it because I don't have the money, because I can't afford it, because I don't live in the right city, because I'm a man, because I'm a woman, because I'm married, because I'm not married, because I'm the wrong color, because I didn't go to the right college, because I have kids, because I don't have ... " You see what I mean?

- Richard T.: [09:21](#) Yeah.
- Noah St. John: [09:21](#) We can, of course, come up with any excuse of why I can't do it, but here's the real issue with your head trash, which is, you always make yourself right. See, we humans have an almost infinite capacity to make ourselves right. If you believe something, you tend to keep believing it. For example, for thousands-
- Richard T.: [09:40](#) Well, it's like-
- Noah St. John: [09:40](#) ... and thousands of years-
- Richard T.: [09:41](#) ... you're always manifesting. It's just a matter of what you choose to manifest, yeah?
- Noah St. John: [09:45](#) That's right. Well, so, for example, for thousands of years, we humans thought the earth was flat. "Of course it is, dum dum. You walk outside, of course the earth is flat. What's wrong with you?" Right? Then the guy named Christopher Columbus comes along and he says, "Hey, guys, guess what? It's round." "What? That's insane." Right? Then of course, the earth is the center of the universe and the sun goes around the earth. "What's the matter with you, dummy? Just look outside, and of course the sun goes around the earth. Right?" But then a guy named Galileo comes along with a telescope and he says, "Guys, guess what? The earth's going around the sun." "What? He's crazy. Throw him in jail."
- Noah St. John: [10:12](#) You get my point, so we, as individual humans, can believe a lot of things that aren't true, and of course, as humanity, we believe a lot of things that often aren't true, but that's the point is, if you believe something ... For example, a very common one is, "Well, Noah, you don't understand. I can't do it because I don't have the time." What a great excuse that is. Right? We can use that anywhere and everywhere, and who's going to

argue with you? Because we're all so busy, we've all got too much to do and too little time, but here's the point.

Noah St. John: [10:43](#)

In fact, I'll just share a quick story from one of our students. His name was Brian, and he heard me speak at a conference. I get to keynote. I'm very honored to be keynote speech for, do keynote speeches for real estate, and entrepreneur, and network marketing companies all around the world. He was listening to me. He'd never heard of me, never heard of the name Noah St. John, and he just said, what he told me later, "What you said made so much sense," and he decided to sign up for one of our programs. He said, "Noah, when I first heard you, I just had no path, no vision. I was just working really hard on that treadmill, like so many hardworking entrepreneurs, but I just wasn't getting much done every day."

Noah St. John: [11:21](#)

Then he said, "You just showed me how to basically compress time." He said, "Noah, now I'm getting done what used to take hours, now it takes 15 minutes a day." I always say to people, I go, "Think of all the things that you do to distract yourself." Right? There are so many self-imposed distractions like, I don't know, social media. Right? Now, you say, "But Noah, I have to be on social media to grow my business." Yeah. I get that, but do you understand there's a huge difference between being a consumer on social media and being an entrepreneur on social media? Remember that social media is designed to addict you. That's its purpose. We are the product, and so that's just one simple example.

Noah St. John: [12:06](#)

Anyway, going back to Brian, he said, "Noah, it used to take me hours just to get anything done. Now, I get it done in 15 minutes." He said, "I did \$95,000 in sales in 12 days. 12 days. What used to take me like months, I did it in 12 days." He also raised \$1.2 million for his church. That's one of the things that he just ... We wanted to leave a legacy, just like we all do as entrepreneurs, right? We want to leave a legacy. That's one of the things that he wanted to give back and give to his community. He raised \$1.2 million. He said, "Noah, I never thought I could do that."

Noah St. John: [12:35](#)

That's just one example, Richard, of how, when we're telling ourselves these things that aren't true, we're going to make it true, but all that we're saying here with looking at your head trash is, does it have to be true, and if it weren't true, how could your life be changed?

Richard T.: [12:50](#) Right. Those are powerful questions. Obviously, I think part of the pathway of being a conscious entrepreneur or conscious marketer is to start to watch these thoughts. When you start to go down that road, what are some of the big traps? I mean, you were talking about that there's three big mistakes that even smart entrepreneurs make. What are some of these things that you should recognize but you just don't have the, you need somebody to point this stuff out to you so that you can overcome them?

Noah St. John: [13:20](#) Yeah, absolutely. In fact, there are, and I do talk about those in the book. I talk about three big money mistakes that even smart people make. Of course, everybody listening to this program is very smart, but you may be making one or more of these mistakes without knowing it, and it could be costing you a lot. That's what we've seen over and over. One of the big mistakes that I see smart, hard-working entrepreneurs making is not getting rid of their head trash about money, and that's specifically, that's why ... I've, as I mentioned, I've written basically 14 books about how to get rid of your head trash, but what I realized is, 77% of the people that come to me, have come to me over the last 20-plus years, 77% say money is their number one frustration, or lack thereof, of course, which makes sense. What I always say about entrepreneurs is that the number one frustration isn't that they're not making enough money. The number one frustration is, they're not making enough money to justify all the hard work and long hours that they're putting in.

Richard T.: [14:16](#) Right.

Noah St. John: [14:17](#) Do you see what I mean? I know that everybody listening to this program and, I mean, most entrepreneurs out there are working really hard and working really long, but like I said earlier, if you have that struggle, and the sacrifice, and non-success, it definitely is going to lead to frustration, depression, and in my case, deciding to commit suicide. Of course, hopefully nobody's that far, but you get my point. Not getting rid of your head trash about money specifically, so what does that part mean?

Noah St. John: [14:42](#) Well, for example, there's just lots and lots of ideas floating around out there in what Jung called the collective unconscious, that money is bad. I mean, how many messages do you see, do you get every day that money is bad? I mean, it's, people quote the Bible. "Oh, it's easier for a camel to go through an eye of the needle than a rich man getting into heaven," and all the ...

"Money is the root of all evil." Just on and on and on and on. Also, I look, just look at the culture. Look at movies. What's like the only bad guy you can have in movies now? A rich white guy. That's like the only bad guy you can have left, right, is like a business man, a white businessman, and he's, of course, evil. You get what I'm saying.

Noah St. John: [15:23](#) The point is that there's just a lot of negative head trash out there about this thing called money. It's a very emotional issue, also the fact that we can't talk about it. Right? Try going up to somebody at a party or a networking event saying, "How much money did you make last year?" They'd probably punch you in the face, right, or at least certainly would get very offended. We can't talk about it. It's taboo.

Richard T.: [15:42](#) Well, there's different taboos, like America, you can actually talk about money a little more freely, but you can't talk about sexual relations or anything like that, where in Europe, like in France, you can't talk about money at all, and it's even more taboo in Europe, but you can talk about that other thing all you want over there, and they're like, "Why wouldn't you talk about that?"

Noah St. John: [16:26](#) Well, like I said, if you believe, a classic example, well, let me ... I'll give you an example from another one of my clients. I was working with a client, and she, we were going through this exercise. I said to her, "Well, what's some of your head trash, is about money?" She goes, "Well, I just tell myself I'm a bad money manager." I said, "Okay. Well, how is that affecting you? How is that manifesting in your life?" She goes, "Well, as soon as money comes in, it goes right out." I said, "Well, I guess you proved yourself right, didn't you?" She goes, "Yeah. I never thought of that." It's like, "Duh."

Noah St. John: [16:56](#) You know what I mean? I know this sounds so simplistic, but it's like that. It's like an aha moment for a lot of people, so they go, "My gosh, I didn't know I was telling myself this." You see what-

Richard T.: [17:05](#) Right.

Noah St. John: [17:06](#) ... I mean? That rich people are bad, rich people are selfish. Well, if rich people are bad and selfish, and you want to make money, how's that going to work? That answer is, it's not, so when you get money, what are you going to do? You're going to sabotage. You're going to make sure it goes away, so these are just simple things that are so powerful. Big doors swing on small hinges. This is just one big money mistake. All we're asking in

this, or what we're suggesting, and that's what we talk about in the book and in my coaching, whether I'm doing one-on-one or group coaching, we just say, "Look, let's just look at it, bring it to the surface, and then we can deal with it. If it's hidden below the surface, then you can't make a choice about it." What we're just encouraging people to do is be able to make a conscious choice.

Richard T.: [17:46](#)

Right. Cool. That's awesome. Tell us about some of the other mistakes. That was the first one, basically. We have this trash going around. What's the second mistake?

Noah St. John: [17:57](#)

Well, the second big mistake is actually something that we've already looked at, which is not having a mentor, trying to do everything yourself. Right? Going back to my origin story, I mentioned that I grew up poor in a rich neighborhood, and my parents ended up losing the house to foreclosure, but the real story is this. My dad, when he moved our family up from New Jersey to Kennebunkport, Maine, he had the brilliant idea to build a house. Instead of buy a house, he decided to build a house, and he literally said this. He goes, "Well, how hard could it be?"

Noah St. John: [18:29](#)

Now, my dad's a really smart guy. He's very hard work. I've never seen anyone work harder than my dad, and very creative. I mean, he literally made the whole blueprint, kind of like just made it up. I mean, it came right out of his head. He's brilliant at design, creative guy. Right? But what happened was, what I realized is that, looking back and helping so many entrepreneurs add multiple six and seven and eight figures to their business, what I realized that building your business is a lot like building a house. You basically need just three things. You need the right tools, the right plan, and the right support. If you have the right tools, the right plan, and the right support, you can pretty much build the business that you want, so what happened was, going back to my father, he had the right tools.

Noah St. John: [19:12](#)

Now, the tools to build a house are pretty straightforward. Right? A hammer, saw, nails, screwdrivers. I mean, it's pretty straightforward. Then he had a good plan. I mean, that plan, he made the blueprints, and they were really good, but because he didn't have that third element, the support that he needed, he never finished the house. We lived in that house for seven years. It was never done. That's why when I say it was a drafty, unfinished house, it was a drafty, unfinished house. It was never finished.

- Noah St. John: [19:36](#) Then the bank said, "Guess what? We like the thing called money, and you're not paying us, so you're out." They foreclosed. That devastated my family, and anyone listening that's been through a foreclosure, I know someone has, you know that that can be devastating. That really, my family didn't recover for more than 10 years. In some ways, they never recovered, and so that's the point, is that just like building a house, if you don't have in your business the right tools, the right plan, and the right support, it's really, really going to be very hard for you.
- Noah St. John: [20:04](#) What we see in business is that the tools are pretty straightforward. Right? Kind of like going out. I mean, there's a million tools out there, don't get me wrong. There's so many, sometimes it's hard to know which ones to use and which not to use, so that's, even that's a big thing, but most of the people, most of the entrepreneurs who come to me say, "Yeah, I've used this. I've used that." They pretty much have the tools. The plan is a little trickier, because, of course, there's a million ways to build your business, right, and there's a lot of people saying, "Do this, and do that, and do this, and do that," so it can be confusing, but what the biggest thing that I see people missing is that support.
- Noah St. John: [20:33](#) That's why we talk about the importance of mentorship, having that ongoing support of someone who's not just done it for themselves, but more importantly, someone who's helped other people do it too. That's why I'm, I don't know, I'm just sort of different from a lot of people in this industry, which is, I don't like to brag about myself. I'd rather brag about my clients and my students. That's why we have, when you go to our website, you'll see that we have what's called our Wall of Fame, and we just call it our results page, our wall of fame. We have over 100 stories of people, students, clients from all around the world, who've gotten amazing results using my work. I'd rather brag about the people who've doubled or tripled their income, people who've lost weight, people who've gained relationships or saved their marriages. That's what I get excited about. I get excited about the results from other people. Some people in this industry rather brag about all the stuff they've got.
- Noah St. John: [21:22](#) I'm not saying I'm better than anybody else. I'm just saying, when you're looking for a mentor, we just highly suggest that you look for someone who can give you those three things. The right tools, the right plan, and the right support, on an ongoing basis, so that you can build the business that you want.

Richard T.: [21:35](#) Okay. Yeah. I'm a big fan of mentorship, and I think that for me, the key there is to choose the mentor that's at the right, teaching the right thing with your scale of business, so there's mentors that can help you when you're just starting out, and like just building a list online, and then if you hit like 100, \$200 million, there's another type of mentor that can take you the next level.

Noah St. John: [22:00](#) Absolutely.

Richard T.: [22:01](#) Then billionaires have mentors, too. They have people in communities, because you have different levels of problems. I think the mistake that I see sometimes with mentorship is, it's like one size fits all, and I think certain mentors are better served for certain markets and certain people. It's kind of like one tool fits all, and so like the mentor, there's a right match and a right residence where you meet somebody and you know, "I actually just hired a book coach last week, because I needed a mentor to just get me through the process. I hired somebody that I knew could get the first draft out. I'll probably hire another one to get the editing done [inaudible 00:22:44]."

Noah St. John: [22:44](#) Right. Well, that's really smart. Going back to the house analogy, Richard, you know what I see a lot of entrepreneurs doing, to jump off your point there, is, they, because every business has systems, like a house has systems. You have plumbing, electrical, ventilation, heating. There's all these different systems that make a house livable. If you don't have systems, or if your systems aren't working, you've got a block of wood and concrete that's pretty cold and drafty. Right? It's just, you can't really live in it, but most entrepreneurs, they have one of two problems. Either number one, they don't know what the systems are in the first place, so they're certainly, they're working really hard, but not getting the results that they want, or number two, they've gotten an electrical problem and they keep calling the plumber. Right?

Richard T.: [23:29](#) Right.

Noah St. John: [23:30](#) You've got to, as you, to your point, you've got to realize ... For example, the people that come to me are people who have spent tens of thousands of dollars on lots of other programs, and yet they're still stuck. A big, big part of that is because they haven't been taught the fundamentals, the fundamentals of what I call your Inner Game and your Outer Game. The point is that your Inner Game is everything that happens between your ears that you can't see directly, but you see the effects of it

everywhere. That's your Inner Game, like your beliefs, your thoughts, your desires, your priorities. You can't see those things directly, but you see the effects everywhere. Then your Outer Game is everything you can see directly. Your system strategies, funnels, webpages, marketing, the blocking and tackling we have to do as entrepreneurs every day.

Noah St. John: [24:15](#)

What I see is that most people have spent lots of time, lots of money, and lots of effort going to all these different programs, but yet nobody's given them that cohesive whole so that they can have Inner Game and Outer Game mastery, and it's only when you master your Inner Game and your Outer Game that you have the thing called success. That's where people come to me usually are people who want to break that six-figure level or add multiple six or seven figures to their business.

Noah St. John: [24:45](#)

That's like my sweet spot of entrepreneurs, which is about 90% of entrepreneurs out there are really in that, but the other point is that we look for people who are coachable, who are ready to take action and willing to take action. It's one thing to think positive, but on our campus at SuccessClinic.com, at our company, we have a saying that says, "One positive action will be 1,000 positive thoughts." The person that's taking action is going to beat the person that's just thinking positively. Not that saying you shouldn't think positive, but I'm saying it's all about action. That's where your results are going to happen, as a result of taking action.

Richard T.: [25:28](#)

That all makes a lot of sense. Yeah, that's awesome. All right. Let's move on to the third mistake that smart entrepreneurs make. What's that third mistake?

Noah St. John: [25:37](#)

Yeah, absolutely, and so we talked about not getting rid of your head trash, particularly about money. The second big mistake is not having a mentor, or maybe the wrong mentor, or keep calling a plumber when you have an electrician, electrical problem. Right? Those are very important, and then, but this third mistake is something that I see so many, so many hardworking entrepreneurs making. It might even be worse than the other two, and that is gathering too much information without giving yourself permission to succeed. Now, I know that was kind of a mouthful, so let me break it down.

Noah St. John: [26:10](#)

In fact, let me give you an illustration. Imagine that you're walking on the beach, and you're with that special someone, and you're hand in hand, walking on the beach, and you feel the sand beneath your toes, and you feel the wind in your hair, and

the sun is shining. It's a beautiful day, and all of a sudden, you hear something out in the ocean. You turn to the person with you and you say, "Did you hear that?" You hear somebody, and you look out in the ocean, and somebody's drowning. They're saying, "Help! Help! Help!" They're yelling, "Help! Help!" They're drowning.

- Noah St. John: [26:36](#) Now, what would you do in that moment? Of course, you would spring into action. Right? You would, if you're in good shape or a good swimmer, you'd certainly swim out, try to help them or get help somehow. You would, you certainly try to help that drowning person. Right?
- Richard T.: [26:48](#) Right.
- Noah St. John: [26:49](#) Let me ask you a question, for everybody listening. If you saw someone drowning, would you pour a bucket of water on their heads? No, not unless you really didn't like that person. Right? I mean-
- Richard T.: [26:59](#) Right.
- Noah St. John: [26:59](#) ... that would be insane, wouldn't it? Yet here's my point. So many of us are drowning in information, and yet we keep pouring buckets of water on our own heads. All right?
- Richard T.: [27:11](#) Yeah.
- Noah St. John: [27:12](#) The point is that to illustrate this, I was reading an article recently that said if you took all of the information that was uploaded onto the internet in one 24-hour period, just one day, and you put it onto CD-ROMs, remember those old things, CD-ROMs, right?
- Richard T.: [27:25](#) Mm-hmm (affirmative).
- Noah St. John: [27:26](#) You would put that information on the CD-ROMs, and you pile that pile up, you stack the CD-ROMs up, a pile of CD-ROMs of the information that's uploaded onto the internet in one day, the pile would reach from the Earth to Mars. That's how much information is uploaded every day, so you can see why we are all on overload, so my argument is, we don't live in the information age. We live in the information overload age. We passed the information age about 20 miles back. That's why we're on overload, and yet what happens is, people keep piling on what I call shelf help. People are just drowning in shelf help. Not self help, but shelf help. What is shelf help? It's exactly what

it sounds like. It's getting all this stuff, gathering it all, and putting it on the shelf.

- Noah St. John: [28:14](#) That, what's so funny is, people, of course, because I kind of popularized that term, people will take pictures of their shelf help and send it to me, and they say, "Hey, Noah. I'm donating my shelf help, because I took your programs, and I read your books, and now I don't need my shelf help anymore." I was like, "Yeah. Awesome." My point is, it's that we've got to understand that information is not enough. There's an old saying that, of course, we've all heard, called, "Knowledge is power." Right? Knowledge is power. We've all heard that. The problem with that statement is that that was true for 99.9% of human history, because for most of human history, the knowledge or information was held by a tiny, tiny few. Right?
- Noah St. John: [28:53](#) A very, very small minority, but now information is everywhere. Information is now held by all of us, so now, what we say at Success Clinic is, there's no lack of information, but there's a definite lack of transformation. That lack of transformation is caused by a lack of implementation, so until you take that action, again, action implementation, if you don't take that action, if you don't implement, then you're just not going to get the result, and just to finish the thought, the lack of implementation is caused by what I talked about earlier, a lack of the right tools, the right plan, and/or the right support.
- Noah St. John: [29:33](#) You see how all of this works together to keep you stuck, and so that's why, what we do, whether it's in my keynote speeches, one-on-one coaching, group coaching, online programs, is, we help people to recognize why they're stuck and then get unstuck very quickly.
- Richard T.: [29:48](#) Okay. That's great, and if you want to get Noah's book, I'll just mention it now so people have the URL. You can go to [SendMeABookNoah.com](#), and you can also check out his stuff at [NoahStJohn.com](#), and we'll post that below the episode on [consciousmarketer.com](#), so you have those links. A few more questions before we wrap this up. One is, I think this is really important, but what's the connection between habits and money? Because I think once you know these mistakes, how do we get out, like once we start to recognize this, how do we move past them and then to create abundance, create a wealth so that we can help the world and get more-
- Noah St. John: [30:25](#) Yes. Absolutely.

Richard T.: [30:26](#) ... financially viable?

Noah St. John: [30:28](#) Absolutely. Yeah, I love that question, because for example, at my live events, we have a three-day transformational event called Freedom Lifestyle Experience, and one of the things I like to do is to ask people what you want to do with your money. You're all here, we have hundreds of people from around the world, and they say, "Of course, we're here to make more money. I say, "Great. What do you want to do with it?" They go, "I don't know." Right? I mean, but then when I ask them to think about it, just take a few moments to just jot it down, so for everyone listening, watching, write down, what's five things you want to do with your money?

Noah St. John: [30:59](#) You know what's so funny is, people come up with one or two toys. "Oh, I want a Tesla. I want a nice watch," whatever. Yeah, that's awesome, but you know what? It's usually like three, four, five. The rest of them is, "I just want to give. I want to give," like Brian, I shared earlier, he just wanted to, of course, take care of his family first and have those nice things, take fun vacations or whatever it might be, but he just, he wanted to raise money for his church. People say, "I want to retire my parents," or, "Take my grandparents on a cruise," and things like that.

Noah St. John: [31:29](#) It's like, see, it's about giving. That's what we really want, is to give. Yes, of course, we want the nice things, and the toys, and all that stuff, and that's awesome, but I remember I heard an NBA player say a long time ago who was making millions of dollars, he goes, "How many steaks can you eat?" You know what I mean? It's like, "After a while, what are you going to do here?"

Richard T.: [31:48](#) Right.

Noah St. John: [31:49](#) My point is, so going back to your question of the relationship between habits and money, one of the things is to look at what I talked about earlier that Inner Game and Outer Game. All right? That's really where they're connected. The Inner Game is everything that happens between your ears that you can't see directly, but you see the effects of it everywhere. For example, when I'm doing my keynote speeches or my live events, one of the things I say to my audience is, I'll say, "Please show me where, show me one area in your life where your beliefs don't affect you." Of course, they go, "Well, there is no place." Right? There's no place where your beliefs don't affect you. Right? They affect-

Richard T.: [32:27](#) Right.

Noah St. John: [32:27](#) ... your health. They affect your finances. They affect your business. They affect your relationships, your social life, your business. I mean, there's nowhere where your beliefs don't affect you. Right?

Richard T.: [32:36](#) Right.

Noah St. John: [32:36](#) That's your Inner Game, so going back to the whole concept we've been talking about about head trash. If you've got that head trash, particularly about money, well, that's going to be affecting everything. Just to even get a little further, the point is, you could be very positive about money, but maybe you have head trash about relationships.

Richard T.: [32:55](#) Right.

Noah St. John: [32:56](#) Right? Or vice versa. Maybe your relationship's going great, but your business is struggling. See, so it's not like a one-size-fits-all. Right?

Richard T.: [33:01](#) Right.

Noah St. John: [33:02](#) You might have head trash in different areas, so this is what we encourage you to look at. That's your Inner Game. Then the Outer Game, as I mentioned, all of the things that you can see, your sales funnels, your sales pages and so forth, but it's also the habits that you do every day. What are you actually doing with those beliefs?

Noah St. John: [33:20](#) Just to tell you a real quick story. I was speaking for an entrepreneur conference, about 1,000 entrepreneurs. I was walking off the stage. I just finished speaking, and a guy runs up to me out of the audience, and he says, "Hey, Noah, I want you to be my coach. You're the coach I've been looking for." I said, "Okay." I didn't know this man from Adam. Ironically, his name was Adam. I said, "Okay, well, what's going on?" I didn't know anything about him. I said, "Well, tell me what's happening." He goes, "Noah, I'm totally stuck. I'm only making \$4 million a year." Okay. I literally laughed. I said, "Well, a lot of people would like to be 'stuck,'" with air quotes, right, "at four million a year. It sounds kind of silly, doesn't it?"

Noah St. John: [33:56](#) He goes, "No, no, no. You don't understand. I own a software company, and we got to \$4 million in revenues really fast. We grew so fast, but we have been stuck at \$4 million in revenues

for the past four years." He said, "Four years, we've been stuck at four million." He says, "I've thrown everything I could at it. I spent tens of thousands of dollars. I've hired every marketing guru." He named all the names, "This guy, that guy." He said, "We're still stuck." He said, "As soon as I heard you speak about Inner Game, and Outer Game, and head trash, and foot on the brake, and everything you just said," he goes, "I know you're the coach I've been looking for." I said, "Okay."

- Noah St. John: [34:25](#) Long story short, I ended up coaching him. I coached him for about a year, a year and a half. In that year, his company went from being stuck at four million for the previous four years to over \$16 million in sales.
- Richard T.: [34:37](#) Cool.
- Noah St. John: [34:38](#) Now, you go, "Wow. That sounds amazing," and yes, it's amazing. You can watch his video on our wall of fame. He's sharing it right there, but my point is that this. There's two points. Number one is, you might say, "Well, Noah, that's great. I don't have \$4 million. I'm not even making seven figures," but the point is, I've had people at my events come up to me and say, "Noah, I'm totally stuck. I'm only making \$40,000 a year." I've had other people say, "Noah, I'm totally stuck. I'm only making 400,000 a year," and I've had other people say, "Noah, I'm totally stuck. I'm only making four million a year." It doesn't matter. You know when you're stuck. You know when you're having your foot on the break. That's point number one.
- Noah St. John: [35:07](#) Number two is, do you know that in that year where I helped him literally increase his business by over five times, his, what we did was 90% work on his Inner Game? Inner Game. That's the problem. That's why, he'd thrown everything he could at it in the Outer Game. Not saying that I'm smarter or better than those guys. I'm just saying, listen, it wasn't an Outer Game problem. It was all Inner Game, and so if you look at, for the folks listening, just look at, "Wait a minute. Do I have an Inner Game problem? Do I have an Outer Game problem? Maybe I've got both." Most people, it's a little bit of both, so it's just another way to look at, "Oh, my gosh. This is how I can start to get my foot off the break."
- Richard T.: [35:47](#) Then the last question I have is, like we were, I was asking you what you're most passionate about now, and you had this concept called not-enoughness. That really intrigued me, and it seems like this is something that I think a lot of people get caught up in, and even that person that was at four million or

that entrepreneur has 100 million, they're looking at the billionaire. It's like we have this comparison thing, but it seems like a lot of people are caught in not-enoughness. Could you explain what that concept is to you and kind of how you help people understand that and get beyond that?

Noah St. John: [36:23](#)

Yes, absolutely. Thank you for asking that question, Richard. I am very passionate about this. When you go to our website, you'll see that our stated mission is to help 10,000 business owners double their business without doubling their workload, so if I were to say to you, "Hey, I can show you to double your business. All you got to do is work twice as hard and twice as long. Sound good?" It's like, "No. Not really." Right. I mean, so nobody would want that, of course.

Noah St. John: [36:46](#)

The point is to double your business, and of course, we've helped people double, triple, quadruple and more, but the point is, without doubling your workload. In fact, literally working less, like some of the stories that I share. That's our stated mission, and that's awesome, and that guides us every day, but my real mission, my underlying mission, even that underpins everything, my real why-to, is to eliminate not-enoughness from the earth. I've had the opportunity and the privilege to travel this amazing planet that we are on, this fragile little planet, and speak to hundreds of thousands of people in amazing countries, and just awesome, awesome people and meet some fantastic people.

Noah St. John: [37:26](#)

I've asked every one of my audiences this question. I said, "There is a default human belief, and we humans just seem to have this belief by default, and that belief is, 'I'm not enough.'" I say to my audiences all the time, "Do you agree with that?" Universally, everybody goes, "Yeah." It's like, "Yeah." Again, this isn't a conscious thought, of course, for most of us walking around, but yet if you look at that default human belief, "I'm not good enough," that's pretty much it, and that leads to, of course, the head trash that I've been talking about, which is, "Well, I can't do it, because I'm not enough." Do you see-

Richard T.: [38:06](#)

Right.

Noah St. John: [38:09](#)

That's when I realize that my real job on this earth, the reason that my life was spared, was to eliminate not-enoughness from the earth. Now, of course, I'll never succeed. I'll never get it done, but that's okay. It's knowing that that's my mission and that's what drives me every single day. Even if I can help one or two or three or four people who are listening to this program

right now, that's why I get so excited of teaching this, because I know that maybe something I said here today can say, "Wow. Wait a minute. Maybe I don't have to listen to that voice in my head that says, 'I am not enough. I am not smart enough. I'm not rich enough. I'm not talented enough. I'm not good.' " Whatever. You can say, "Wait a minute. Why don't we stop listening to that voice," and listen to the voice that I call your authentic self, which says, of course, "I am enough."

Noah St. John: [38:56](#)

Now, coming from that place of enough, it doesn't mean that, "Oh, now I'm satisfied, and I don't want anything anymore." No. Of course, we still want to help more people, have a greater impact, make more money, be able to have all those nice things that we as hardworking entrepreneurs want, why we're working so hard, but the point is, I want ... I mean, my desire would be for people to come from a place of enough and doing all those great things rather than trying to come from a place of not enough and trying to have things to fix it, because that usually doesn't work. That's why I do get very passionate about my mission to rid the world of not-enoughness.

Richard T.: [39:53](#)

Thanks, Noah, for being on the show today. I really appreciate it. Thanks for giving so much value. Everybody can get this episode, you can listen to it and get the links, on [consciousmarketer.com](http://consciousmarketer.com). You can just click the button that says, "Show our podcast." Again, if you want to get Noah's free book, I downloaded it and read it. I think it's 115 pages, so you can, there's tons of great information in there. There's all kinds of ways to work with Noah. He's got all kinds of great books you can buy. He's got coaching programs and masterminds. He'll speak on your stage, so if you can, support Noah and his outreach. Again, the link is [SendMeABookNoah.com](http://SendMeABookNoah.com). You can go there, and you can also go onto [NoahStJohn.com](http://NoahStJohn.com). Those are his two links. If you have a chance, head on over to iTunes and like our podcast, give it a five-star review as well that helps us get our message out in the world. Thanks again, Noah, for being on the podcast. It's been really special.

Noah St. John: [40:49](#)

It's my pleasure. Thank you very much.

Richard T.: [40:51](#)

Yeah. Thanks, everybody who's listening today, and we'll see you on the next show. This is Richard Taubinger, conscious marketer, and see you next time. Thanks, Noah, again. Thanks for listening to The Soul of Business Show. Find out more and subscribe at [www.consciousmarketer.com](http://www.consciousmarketer.com).