



Podcast Episode 230  
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## “What’s So Great About Having a Coach”

**David Loy:** Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. Andy we have a fun topic to cover today. First of all how are you?

**Andy Andrews:** I’m good. Ok, I’m really good, how are you?

**David:** I’m terrific.

**Andy:** And David, I’m curious, what do you look like?

**David:** Well I’m a voice to those that are listening.

**Andy:** I know, that’s why I asked that because it’s funny, people will ask me sometimes, they’ll say, so like, David, you know, I listen to *In the Loop* and like, what does he look like?

**David:** Probably slightly shorter than you’re envisioning.

**Andy:** Don’t say anything because I always say to people, I say, what do you think he looks like, tell me, and it is hilarious. I mean, what people say.

**David:** Oh that’s good, I don’t want to ruin anything.

**Andy:** Yeah, so Matt, hi Matthew, monitor some emails, you guys listening to this, I would love, in fact on a future episode I will read the two or three best descriptions of David that you send in.

**David:** Now the caveat out here is that you can't cheat, you can't go Google because there might be an image or two that would pop up.

**Andy:** Really?

**David:** Well like LinkedIn, that kind of thing might show up.

**Andy:** Yeah, that's right. Ok, don't cheat.

**David:** I quit Facebook several months ago but that's still out there I guess, so I don't know. That would be interesting though.

**Andy:** That would be great. I would like to find out what you people think David looks like.

**David:** That'll be funny. I wanted to update, well not really update but I wanted to bring back something we talked about several months ago. I did this really short snippet basically saying some of the things that you had done in the last six weeks. Now I think that we did this back in, I want to say this was August or September of 2015, you don't frequently talk about all that you do in between our podcast episodes. Obviously people know that you speak and you write and you're a husband and a father. But you don't frequently get into the other things that you do so I ran off, like very short list of some of the things that you've done. Which included talking to, at that time, several top 25 coaches, college football coaches, it included talking to either CEOs or top level leaders at, I believe it was five billion or multi-billion dollar companies. And there was a Grammy Award winner in there that you were working with. And it included a few other things but the feedback that we got from that, people occasionally are asking, hey, so what's Andy's last six weeks been looking like? What's he doing recently? I think the

common denominator in a lot of those things is, that there is a coaching element to what you do. So I actually had a person ask me, why do people come to Andy as a coach and then this person followed up with saying, does Andy seek out a coach or advice from other people? So I thought that might be something fun to discuss with you. First of all, why do you think it is, I guess, why do people looking for a coach in the first place?

**Andy:** I think there's an innate desire that most cool people have to get better, right. And I say cool people because good grief, people who don't care drive me crazy. I mean, it just makes my brain fry. Because I've talked to people that have literally told me to my face, I just don't want to think that hard. And I'm like, really? Ok, well. And you know what I really want to say, here's what I really want to say when somebody say, I just don't want to think that hard, I wanna say, hmm, really, well if you've ever wondered about your purpose in life, I think I might know what it is. If trees and plants are here on Earth to give of oxygen so that we can all breath, and if God loves the sparrows and he loves the trees and the plants and he loves the people. And knowing that people also give of carbon dioxide so that plants can live, you might be here just for the plants. I mean, that's what I wanna say. Because it does drive me crazy but cool people want to get better, they want to learn more, they want to increase their effectiveness. They want to be worth more. They want to, they're ambitious, they want to make more money for their families so that there's less stress so that they have more that they can give so that they can give to the things that they believe are important. They want to have influence so that they can make their community or their state or their nation.

**David:** And I wanna make a quick clarification point so that everybody's on the same page. Although you do work with and talk to a lot of coaches, athletic coaches. We're talking about coaching in the much broader sense.

**Andy:** Yeah, personal coaching, life coaching or whatever.

**David:** Exactly.

**Andy:** And I really said, Dave Ramsey called me a life whisperer one time. And I thought, that is odd. But I thought about that and I came to know, I guess to understand what he was talking about. And you know, for a long time people have said, called here and said, I'd like to get Andy to coach me. And we just can't, I just ain't got the time for individual. And so I got to the point where I started doing that for groups, like a corporation or a group of college football coaches or that kind of thing. And I began to understand before I ever even agree to do it, the very first time, I really had to come to an understanding in myself that I did know some things and was able to convey them in a way that I could help people increase their results, their life results. Because it's one thing, I didn't want to be guilty, I don't like and maybe I shouldn't say this but I don't like the kind of speakers, I've sat through so much and I know you guys have too, but I don't like the kind of speakers that are all, you can do it, you can be more than you want. I mean, that is kind of obvious, I mean, ok and hey if you have a great attitude. Well ok, that's kind of obvious. I wanna know more than that. You know, I do want you to be fired up when we get through talking, when we spend time together. But I don't want you to be fired up because of some emotional thing that I put in you or put on you. I want it to be real and the only reason you would be fired up for real, is if you learn something that made a ton of sense to you and you after just a moments of reflection, you thought, I can use that to make more money, I can change this and I can da da daaa. And because you knew that you could make more money, that you could relate to your children better, that your life was fixing to be more peaceful at home. That you were about to, well I mean, you were excited but it wasn't anything that anybody put on you that was fake. And so I wanted to know, I wanted to know that some of the things that I was learning,

would apply and could be conveyed and that I could do it again. I didn't want to go panning for gold and just hope that I hit a nugget. You know, I don't write that way and I never wanted to coach anybody that way. When I say I don't write panning for gold, I don't mean to sound holier than thou when I say this, but I'm not a money grabber. I don't want to take some publishing companies money and just put a book out there and get a great advance and then ride off into the sunset because I know it's the same stuff I wrote last time but you know, they offered me a big advance and so I said, sure. I don't want to do that. If I'm not going to have something worth somebody spending their time and their money for, I'm not going to put it out.

**David:** We actually have had, we get people reaching out on a regular basis saying, well hey when's Andy's next book, why haven't we had another book in the last six months or whatever? And that's the reason, it's not that you are not capable of writing a book, of course you could throw something together on a quick turnaround if you wanted to. But I know your mission and your heart is to share things of value and it takes time sometimes to create that stuff.

**Andy:** Yeah, I got to learn it, I got to spend time with my family, got to spend time by myself. I've got to talk to the people who coach me, that was the question you asked earlier. And I do, I have specific people in my life that I set time with, that I talk to.

**David:** And this is slightly, I think, I guess is the question, is this slightly different then the board of directors that you've talked about before? The people that may or may not know that they're kind of your influencers, but you're here, talking about a slightly different group of people, is that right?

**Andy:** Yeah, I am. And I've got one that I just made my appointment with yesterday. We got to sit down, I need to ask you some stuff, you know. And so it is, see here's the odd thing David. The odd thing that I found, it's like, people need coaching, I used to do an experiment and I would do it in an audience, I would do it in front of everybody. And this always blew everybody away, it always blew me away too, as many times as I saw it. And I guess I have a lot more perspective on this now because I see so many people and work with so many people who are leaders of certain things. And because they're the leaders, they're always involved in teaching what they know, talking about what they know and being in front of the press and being in front of the people that are following them. And because nobody is bigger than they are, nobody's richer than they are, nobody's past where they are, they're always looking down, they're always looking out, they're looking down and out. And they're always looking to teach somebody but they're never looking up. And in their minds there's no reason to look up because they've already done, not only the best that they know off, they've done the best anybody else has ever done too. And so I would do this thing in an audience, just some person up there, up there on the stage with me and I would say, I'm trying to do this really quickly but I would say to them, I want you to hold your breath as long as you can. And I'd had my watch and said, ready? Go. And so I would time them and at some point they would stop, they would let the breath out. And I would say, ok, and then I would tell them a little story and da da daaa. And then I'd say, we're gonna do this again but we're going to change some things, this time I'm going to coach you, this time I'm going to give you some points, I'm gonna tell you where you are along the journey. I've already told you what we're shooting for now. And it always blew me away because I always saw people, and I'm telling you David, 99 times out of a 100, the people would hold their breath for between 30 to 40 seconds, the first time, 99 times out of 100. And you know why they did it 99 times out of 100? Is because at 30 seconds, I mean, I'm keeping it totally

quiet, they have no coaching, there's nothing, just do the best you can. And so the audience is quiet, everybody's quiet and after 30 seconds, I'm looking at my watch and I go, wow, man, you're doing great. Well they'll give it 5 or 6 more seconds and they let it out. Every time, every time.

So then I tell them a story and talk to them about this, and I tell them what an Olympic swimmers do bla bla bla. And I never, on the second attempt, with coaching, with expectations, with goals, with me marking the highway along the way as they're doing it, telling them where they are, I never had anybody do less than 90 seconds. And I've had a couple of people go past 2 minutes. And I had one guy, I stopped him because I was afraid I was gonna have to call paramedics, ok. But the point is, number one, they all stopped when I said, wow you're doing great. So I specifically said, hold your breath as long as you can, do the best you can. Well did they? Well obviously not, ok. Obviously what they did, they did as much as they thought they had to, to satisfy me and the audience and I told them they had done great and they gave it 5 or 6 more seconds and that was it. But had they done the best they could, did they hold their breath as long as they could? No, they didn't. But with coaching, it doubled, it doubled their production. And they had already been totally willing to go on record with that's the best I can do. I mean, they had totally been willing to right in front of everybody, virtually sign off on that's the best I can do.

**David:** And that was the best conclusion they could reach on their own, without an outside voice, that was on their behalf. That really had a way to help them improve. So this is something that not only you offer to other people, very select group of people and companies but also that you're seeking out yourself, on a regular basis.

**Andy:** Yeah I am. I mean, you know David, at my core, I don't know what people think about me that read the books or that listen to this but at my core, I maintain the mentality at my core. I feel like a math teacher teaching fifth grade math and I'm in my first year of teaching, and I am trying my best to stay a chapter ahead of the kids. I'm learning as hard and fast as I can. And in every way that I can because I want to be, I mean, my mission in life is to help other people live the lives that they would live if they only knew how, ok. Well to fulfill that mission, I have to be valuable to you, and just telling you come on you can do it or telling you, hey look at what I've done or saying hey, look at the Olympics and boy if you could do stuff like the Olympic. I mean, that has very little value.

**David:** That's right. Well this is, coaching is an important part of what I have learned from you because this is not just something that, well again, it's not just something I've asked you about on the podcast or that you talk about on stage, behind the scene's I know this is something that is very important to you, it's a continuing journey. And I think a part of that, what we talked about of you writing a book, is not only the time spent learning something but then the time spent figuring out how to convey it to others. There's a process there too.

**Andy:** Yeah, that's the thing. Because there are things that I can get my head around and then maybe I can start to apply them myself. But when I start trying to put them out of my mouth or off my pen or the keyboard, I really, really stumble. And so that's why, I really appreciate, I mean, obviously Polly and Robert and increasingly Austin and Adam. You know, I told Austin the other day, anyway I'm thinking 20 different things, but that's why I appreciate people. You know, they're very close to me like you, that will be patient with me, as I try to think through that. I told Austin the other day in the car, I said, he asked me a question and I said, buddy that is a great question. And I said, now I so appreciate you being patient with me as I think through some things and this is something



that I'm kind of on the cusp of and so, you're going to have to kind of be patient while I think through this out loud with you. But you're right, ultimately, you know, there's no saying that to know and not to do is not to know. And so in the same way I have kind of taken it too hard. If my mission is to help other people to live the lives they would if they only knew how, then I can be coached and I can learn. But to understand and not be able to plainly explain is not to understand.

**David:** That's right. And I know that because this is so important to you and part of your mission that you're excited about a lot of the things that you're working on now, not only are you writing a new book but we are on the verge of announcing some exciting things that you're gonna be offering very soon, that you believe are going to provide exactly that. We've come across so many like-minded people, people that listen to In the Loop, I feel like, we kind of all think the same way, and I feel like the people that read your blog posts and read your books on a regular basis, they're kind of thinking along these same lines. So we're on a verge of announcing a couple of things that Andy's been working on for a long time, that are really gonna provide great value along these lines.

**Andy:** Well, that announcement I think is the long-term answer to a problem that I have been trying to solve for a long time. And the long term salve on an agony that I have had for a long time. I'll tell you, I have an awesome life, I love what I do but the only, and it has been, you know, it has been really hard, especially through the past few years, really hard to have to turn down things where I could go talk to a group of people or I could go work with a group of people, I had to turn them down because I ain't got time or the things doesn't work for other reasons and it's agony knowing that I have responsibility with my family. And so, you know, finances are a part of it. I know that there's a mom and pop business and they'd like me to come speak there too, but I can't. They can

afford the plane tickets, but their family is just important to them as my family is to me. And so it's agony for me to not be able to. And so we're fixing that.

**David:** I think so. We've come up with the creative solution that I think a lot of people would be very interested in. If you want to make sure that you're aware of all of those announcements as they become available, ensure that you're watching those emails. And if you're not on Andy's email list, go to [andyandrews.com](http://andyandrews.com) and just sign up right there, enter your name and your email address. And that will add you to the email list. Andy typically sends out one blog post per week and then obviously we send out the notification about a new episode of In the loop, each Saturday. But once we make these announcements we will do it via emails so make sure that you're on the email list.

**Andy:** And we won't bother you and will never sell your email.

**David:** No, never, at all. And almost always we're sending out something that you're extremely excited about. And the only time where it's really not you that's communicating is when Matt sends the podcast email. Matt is notifying everybody about the podcast but otherwise you're hearing straight from Andy. So make sure you're on the email list, go to [andyandrews.com](http://andyandrews.com). And also don't forget to let us know if you have questions that you like Andy to discuss on future episodes, [intheloop@andyandrews.com](mailto:intheloop@andyandrews.com) is the email, 1800 726 2639 is the phone number. And he loves hearing from everybody and we enjoy answering those questions as we get to sit here and chat on In the Loop. Alright Andy thanks for your time and we will talk to you next week.

**Andy:** Awesome, looking forward to it.

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**Would you like to run something by Andy? Contact us and your question might be featured on the show!**

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