



**RT:** If you're a regular listener to TubbTalk, then over the past few months you'll have become familiar with a new voice on the show - a gentleman who introduces my interviews to you as the listener. That voice belongs to Geoff Nicholson, who is joining me today.

Now, many of you know that I've recently got married, upped sticks from my home in Birmingham and moved to Newcastle upon Tyne in the northeast of the UK. The business community here has been absolutely incredible in welcoming me and I made a lot of new friends, none more so than Geoff, who has been an amazing source of strength and inspiration to me

Geoff is a performance coach who specialises in the field of high performance, resilience and stress management. Geoff works with high-performing individuals and organisations, supporting them to get the maximum performance and productivity with the benefit of creating a better harmony between work and life. Geoff Nicholson, the voice of TubbTalk - welcome to the show!

Let's start out by talking about what performance coaching is. I know you're certified in life and success coaching, clinical hypnotherapy - that's a tool I've actually used myself on a weekly basis for a number of years now - as well as neurolinguistic programming. But for the uninitiated, what on earth does all of that actually mean?

**GN:** Removing all of the labels. Ultimately, for me, performance coaching is about getting that individual, if we take it right down to the core, that individual to work at their most peak level, but also to live at the highest level as well.

For me it's all very well them working on the work side, but actually life has got a big element to it as well. So, making sure that they are implementing strategies and that they're being resourceful for what skillsets they already have, and then utilising them to output the maximum beneficial results for them.

**RT:** How did you get into this? We've talked about neurolinguistic programming, we've talked about clinical hypnotherapy, life coaching. What you do is essentially, I'm going to say, an amalgamation of all these things and helping people to do things better. How did you get into that?

**GN:** My background initially was always going to be working for a family business, which was confectionary, of all things. And then from that I actually was a printer and I went through a life-changing crucible moment where I got meningitis twice within a 12-month period.

That resulted in me being off work for about six years. I was bedbound for 12 months, sleeping 20 hours a day. Stuck in the house for four, needing a wheelchair and walking stick. I went through clinical depression, had hyper anxiety, and it really all came to a point where ultimately, in January 2006, I remember going through things. And I remember looking at my wife and the kids growing, I cannot put them through it anymore, so I actually left the house with every intention to commit suicide.

I knew where I was going to do it, I knew that could get to 90 miles an hour. I knew with the seatbelt off, that would be it. And as I was driving towards the oak tree at the bottom of the road, I guess there was, you're going through that moment of temporary insanity, is how I'd describe it.

Then there was a moment of clarity where I heard my five-year-old son at the time, Will, my eldest's voice saying, 'Not now, Daddy'. And he just kept shouting and shouting it in my head, and there was just a moment where I slammed on the brakes, pulled to the side of the road and all the emotions going as well.

But there was this driven determination to go, 'Right. One, I'm going to get my life on track, two, I need to find out what is a mission, I guess, on my life. What is it that moves people from this moment of desperation to how can they live an inspired life? And through that, it was firstly very selfishly, 'What do I need?'

The hypnotherapy came in, not because I wanted to turn anyone into thinking they can see chickens or anything like that, but it was really about language. How are we talking? NLP as well – 'How do we talk to ourselves and how does that affect the outcome of that.' And also, the power of language is amazing thing. And then with the life coaching, because I know it gets a mixed bag about what they think it is, it's woo-woo and all of that sort of stuff.

Ultimately, life coaching and success coaching, for me, is all about how can you be the best version of yourself and live the best version of your life you can. I think the biggest challenges like me during the time I was settling for mediocrity, and I refuse to allow myself or any of the clients I work with, or any of my family to go, 'This is all I am capable of.'

I think there is so much more potential to us. We just don't really know. So that's really how I got involved in that. And it's been a mission ever since.

**RT:** First of all, thank you for sharing that story. That's incredible. I think it's going to resonate with a lot of people listening today; it certainly resonates with me. Let's talk a little bit about mindset and performance and how it relates to that.

I consider myself a high performer, you know, if I say so myself. I'm very focused, very driven. I know many of the listeners to the show will consider themselves high performers as well, but at the end of the day, we're only human. I'm only human. I'm not a machine.

If I want to maintain that high performing nature, you need to look after yourself. Otherwise you can end up in a situation as you've shared, I've had something very similar myself and I know many of the listeners to the show have as well. If you want to maintain that high performing nature, what do you need to do to look after yourself mentally as well as physically?

**GN:** I think there's two things I think is quite often we are wrapped up in. We've all heard this word 'hustle' banging around all over the place and you this misconception that what it means to be successful is to work, 50, 100 hours a week in order to get the results that you want.

li my personal experience, I haven't found that. In fact, the majority of the people that I've spoken to, worked with or interviewed, they've needed to reduce that attitude in order to produce the results that they're wanting to.

There are two elements to it. There's one, if you are doing something that you enjoy or you look at your career, that's a big part of your life. But there's the other element as well. We talked at the beginning about harmony. If we're wanting to achieve that level of happiness, fulfilment, which I believe that all of us are looking for, we have to understand that it's about the energy that you put into it.

If you're putting all of your energy and everything in your performance, I guess, towards your career, then actually what you're doing is you're neglecting another really key part of what's going on in your life. I've worked with plenty of people who have got home and realised that their wife or partner has just gone, 'Actually, you know what, this isn't working,' and they're gobsmacked of how this has happened.

It's simply because of taking their eye off the ball and just been focusing their attention onto something else. The other thing is, from a man's point of view, is men can't talk about their emotions. Men can't stand up there and go, I'm really struggling.

I think that we have to snap out of that attitude because we're human beings, and whether we like it or not, all human beings need to have that care and attention for themselves. We need to listen more to what is going on with ourselves, because if we're not listening to it...

I didn't pay any attention to myself and I just let myself... Stuff was going on, I wasn't happy, I didn't talk about what was going on. What that really meant was my performance completely dived. Statistically what they say is the more stressed you get, you can lose your effectiveness by about 45%.

If you're thinking by hustling and just work, work, work, that you're actually being more effective, you're actually lying to yourself because that's not true. What you need to do is take a very sensible step back sometimes and go, 'OK, what is it that I need to do to maintain my optimum level of performance?' because we need to succeed in business.

I'm a business owner. You're a business owner. We need to do that. But a very big part of my life is also my family and what I've learned from my illnesses is also myself, and I call this being positively selfish. What you have to do sometimes is, is we're told not to think about ourselves too often.

Actually, what we have to do is, if we're in a right place, then the people around us are going to massively benefit from that. It was a simple lesson I learned by watching the strategy when they're in aeroplanes and they'll say, 'Look, when oxygen comes out, you have to put the oxygen on you before your kids'.

Now that's a completely alien thing for me to do because I would take my last breath in order to make sure that was on, but it wouldn't work. I've learned over the last 10 years that I've actually got to maintain *my* optimal performance in order to be the best help and support for, my family, for my friends, and introducing for my career.

**RT:** Makes a lot of sense. I'm going to jump in. I want to share something specific and personal to me, and this happened purely by chance, just 24 hours before we recorded this. You were a big part of it as well.

I've been nailing it in my business lately. I've really been in the flow. My income is exceeding targets, businesswise doing just great. Then a couple of weeks ago, things started to feel a bit like a slog, I really had to grind the results out. The results kept coming, but I've had to work harder than I feel I really should have to get them there. In short, it's not been a lot of fun.

Now you and I are part of a mastermind group here in the northeast that I get great value and we both get great value from. I actually took some of your advice and I shared how I was feeling with the group. And the truth came out that all of us in the group were actually feeling that way at the time.

I'm going to hand it across to you at this point because, you know, I think this is sort of serendipity that this happened just before we recorded this. It wasn't planned, but I think this is a great example of somebody like me, a high performer focusing too much on the business, too much on the results of the business and not listening to the signals I was

giving out. Tell me the advice that you gave not only to me but to the rest of our masterminds group.

**GN:** For me, the core thing is, is when you are focusing, such as the blinkers we talked about before, and you are putting all of your energy and efforts into your work, you've also got to understand the personality you are.

You're a very sociable person. You like being around other people. And I work at home like you, and sometimes we can get stuck in that 'work at home mode' and we don't stop and pay attention to what we are really feeling.

Do we need to jump out and go and get our social fix or whatever it is? What's really important is that we learn to manage that, because the key thing is our mental, emotional and physical energy needs to be respected. That's the first thing. And when you respect it, you learn to manage it effectively as well.

We talked about emotional and energy management, and what happens is, when you know that that was going on, there are going to be tell-tale signs. The difference is the person who thinks that that is to be ignored is going to sink faster and deeper.

The person that can be: "I'm man enough, human enough, woman enough to go, 'OK, hands up, I'm not in a good place'", and takes a step back, is actually going to recuperate that energy and physical, emotional drain that's going on a heck of a lot faster than someone who was ignoring that and entering the brick walls zone.

I think for a lot of it, the conversation with the mastermind was, 'OK, we need to respect our energy levels and if we're not in a good place, take a step back and ask yourself why? You will know the reason why. That's the one thing, we go, 'Well, I don't know, I don't know,' but actually we do, we just sometimes don't want to admit that, 'I've overdone it with X or I'm not getting enough of Y.'

I think by being and becoming more self-aware, which ultimately is the philosophy of mindfulness really, once you become self-aware of what's going on, you actually make those decisions quicker, which then means that you're not taking yourself down that negative or destructive path for too long.

**RT:** I'm a systems guy. You know that - you're a good friend of mine. Everything gets put into systems - it's my programmer's background. One of the systems that you shared with me was, 'Hey, don't wait until you get these red flags. Don't wait until it's a grind. Put systems in place to keep those energy levels topped up.'

As you've already said, I'm very gregarious, very social. I enjoy spending time with people. What I've had a tendency to do is get my head down and work on the business until I hit that brick wall when it becomes a grind and then say, 'Oh, I'll pick up the phone and I'll maybe go out for a beer with a friend, or organise a lunch with a business friend or whatever.'

The advice you gave me was, put a system in place, and just make sure that you're regularly doing those things. Absolute common sense, except I overlook those things because I think

like most people, men especially, I don't give enough importance to the level of importance that keeping yourself mentally tip-top and keeping your energy levels topped up actually means.

**GN:** You use the calendar as a great example. For many people who run their business, they live by their calendar: phone calls, emails that need to get done, projects that they've been working on will all go in. Many will say, if it's not in the diary it'll not get done.' One of the things I suggest with my clients is, because I generally plan my month ahead, so I look at my month and I go, 'OK, this is what is going to get done, but the first thing that goes in my diary is the personal stuff. It's not the business stuff.

The first thing will go in is, when am I going to have family days, family periods, and that might be in the evening because I'll do a lot of coaching calls during the evening. Or when is it that I'm going to take some time out to go for a walk or whatever it is.

All of that goes in because now, I respect myself as much as I respect my clients. This is about being positively selfish. I'm not anal about it, but there may be an evening where I'll go, 'Do you know what? I'm just going to crash out, I'm just going to go on the Xbox and I'm just going to have a blast for an hour, and then I'll go back and do some work because it's freed some stuff up.

If going to the gym is important to you, some people will put going into the gym. You also need to put other stuff. I have meditation, I have journaling time, I have all of those sorts of things that go into my calendar, so I know exactly what I am doing and I am respecting the downtime as much as I am the work time.

**RT:** Makes absolute sense. I want to address something here, because you already mentioned the word earlier on, and I think it is worth addressing this. It's almost the elephants in the room here, and that's the idea that all of this sounds great, but it feels a little bit 'woowoo'.

I know myself, years ago, when I first came across the idea of hypnotherapy, which led to meditation and journaling and all of these great things, I know this stuff works.

It's a system like any other system, it works to keep, but for the uninitiated, I know why it was certainly this way when I first came across the idea of a hypnotherapy. I thought, 'This sounds a little bit hippy, this sounds a little bit woowoo'.

There's something else I want to address just before I ask you your thoughts on that, and the listeners to this podcast are going to be the owners of businesses in the most part, and that means for the most part, they're also going to be men.

We had Melissa Saar from IT Glue on our previous episode - she was talking about the challenges of being a woman, one of the rare women working in IT. That's something we as an industry have got to fix, but the fact remains that most listeners to this show are going to be male owners of IT businesses. And I'm going to take a punt here - they're going to think of this all as very woowoo and dismissive.

What is the mental block here? What is the roadblock for men actually getting a grip of this stuff and saying, 'This isn't woowoo, this is looking after yourself in the same way that going to the gym would be'. And it's not something crazy, it's real.

**GN:** I love this question. First of all, I was no different. I'm a six foot four, fairly big Geordie. From the sake of someone coming up to me and going, 'You need to go and do some meditation, or you need to go and write in a book your issues or whatever it is', prior to me being ill, I would have told them to jump off a short pier.

However, what I have learned is two things. Number one is, I think the big one for me, is get over yourself, because a lot of it is down to pride and dare I say weakness, in not trying something that's a little bit different.

I've got mates that will look at the stuff that I do and go, 'Nah, not for me'. I really don't give a damn what they think. I think part of it is pride, and in some cases ignorance, in thinking because, there is not something physical, it's not a widget that you're lifting and you can feel the strength change, that there is that woowoo thing.

Don't get me wrong, I have my limits on entering, woowoo land! There are some points where I cannot delve because it's even too far fetched for me. But, I respect the people who do that and believe it, because if you believe it and you do it and it works, that's all that really matters.

I think there's a really key thing: number one, never knock something until you've tried it. There's so many people that will go... I had a guy who said something on one of my posts a couple of months ago and said, 'You know, your strategies are so easy and obvious, it's crazy.'

And I went, 'Yeah, I agree. They're easy. But that doesn't mean they're simple to implement. You know when you're overweight, and simply 'eat less, move more' is how you get less, but that doesn't mean everyone does it. It's a multi-billion pound industry.

Easy doesn't mean it's easy to implement. When we start delving with the mind, the mind is the biggest challenge of all. You go to the gym and you do the reps and everything and you see that change, but it's when you are going to the gym and working on it for that small period of time, you see the change.

When you were working with your head, your head will throw so many sabotaging things to you that deliberately is diverting you off-track. And you have to be resolute to go, 'No, this is what I'm actually doing.'

To do things like hypnotherapy, meditation, mindfulness. I've interviewed over 100 people for my show, and most of them are thought leaders, business leaders. We've had yourself on. There's not one that I've spoken to, that doesn't implement something like that.

You look at the traditional business people, Tony Robbins - how much is he worth? How successful is he? I worked personally with Jack Canfield, was mentored by him, he swears

by it as well. There's a reason why these people do it. It's not just, 'Let's follow the track and everyone's doing it'. These people wouldn't do it if it didn't work.

I once thought journaling was just something my 14-year-old sister did, and my mission was to find that and use it to emotionally blackmail her, to get one up on her. That was my mission! There's an awful time when you see people walking around with the notepads and they're documenting everything, and that's really important.

I think a big thing is get over yourself, try it. If you don't like it, no problem, but don't diss it until you've actually tried it. When I'm working with my clients, I don't take excuses full stop. When I say that they won't do it because it looks stupid, it's not good enough for me. Do it.

It feels stupid, then don't do it anymore. Or if you're not getting the results, fine, but just because someone says meditate, it does not mean you have to shave your head, wear that orange robe and wear Crocs. What it means is, for once in your life, you are taking some time to focus on you.

There's evidence of how it helps blood pressure, of how it helps concentration, creativity, and generally how your body works. That's because how much time do you actually take just to sit down for 10 minutes and focus on nothing but your breath rather than going, 'Well, I need to do this email, I need to do that'.

It's the hardest thing in the world when we first get started. The big one is, if you want to create the exceptional, which is what I'm all about, you've got to try these things. If you just want to carry on doing mediocrity, whatever that version is in your life, then keep saying that you're not going to do something because it looks stupid.

I just don't see the benefit. Do something. If it's rubbish, it doesn't work, fine, move on to the next thing, but don't sit there on a pedestal saying that it's rubbish when you haven't tried it. Don't see the point.

**RT:** I could not agree more. Personally, for me, it's meditation, I use the Headspace APP, which is absolutely fantastic. 15 minutes a day, we'll include that in the show notes – a link to the Headspace app. If you're thinking meditation is all woowoo and 'OM' and all those other things, just try, because as Geoff said, every single person that I've interviewed for my podcast, all of the highly successful people in the IT industry, have got some sort of mindfulness or meditation practice in there.

Let's talk specifically about journaling. I recently did a shoutout for a guest interview I did with Chris Ducker on his Youpreneur podcast. We talked about my journaling practice, which to many people feels it's like a teenage diary or whatever. It's so much more than that.

Ducker told me the other day that he had phenomenal feedback to that episode where I talked about journaling. The Youpreneur community is some of the most successful business owners in the world. Again, this is not a woowoo thing, this is a real thing. What does business journaling mean to you, Geoff, and what benefits does it bring?

**GN:** I used to keep two separate journals. I used to keep a personal journal and then I used to keep something called a business playbook and that was everything that I was doing, experimenting with and everything would go down in a book. Every tweak and everything would be recorded so I could go back and for me it was easy to replicate.

What I ended up realising is that actually they shouldn't, for me personally, they be separate. There's a couple of different things. Number one is you have to find your journaling style. For you, it may be free writing, which means grab a Moleskine, put a date on top or a reference and just dump your thoughts.

The other thing is sometimes people need more structure, so there's things like the five-minute journal, which you can actually get as an app or you can get the physical book. There are other apps like Day One or Journey.

I use Journey for my free writing things, but the one that I found was really great and well-structured for me personally was something called the Best Self Journal. For me, it had some very key structures into it, something that I teach all my clients, but I found it in this one book.

We've talked about gratitude just before. For me there is a reason why you have to focus on the gratitude. If we take it from my point of view, when I was housebound, wheelchair bound, didn't want to be around my kids, sleeping 20 hours a day, I was grateful for just being able to walk from the front door to the front gate. Or to be able to actually sit with my children for 10 minutes to watch Scooby Doo.

That was something really important. Gratitude makes you get centred on what's important. I think sometimes we don't really look at that and go, 'OK, we're busy, this hasn't been done or this hasn't been done. The wheelie bin hasn't been put out, oh my God, I've missed the wheelie bin.' We stress over the stupid things.

To have gratitude and actually focus on the simple things and choose three different things every single day, the Best Self does morning and night. It gets you into your emotional state better. You start the day better because you're going, 'Yeah, these are important things in my life. Night-time, these are the important things', and it might help you sleep a bit better.

The other really important thing for me is, when you're journaling is recording your successes. We spoke about this yesterday in our mastermind conversation. Not enough people record their successes. We are so caught up in the momentum of doing, that we are not actually stopping for a second and going, 'What did I actually do well here?'

Some of it is because we are educated at a very young age that we shouldn't be bragging, or we shouldn't be standing up and going, 'Hey, I've done this today'. What I've learned through my experience and what I do now is that's utter BS.

What you need to do is to start recording more of your successes, and I don't care how small they are, but what you've at least got to do is record two or three things every day. The reason for that is we talked about how we can get in that bad place and we just don't want to get out. Your brain will edit your world to fit you.

How you are feeling if you're really down, if something isn't going right, what it will do as a part of your brain it will go, 'If you want to know how rubbish your day is, I am going to present you all the information that you need to know, to prove to you that your day is worthless'.

What you need to do is then purposefully take action by having something written down that you can relate to, refer and go back to and go, 'Actually, it's not that bad. Yesterday I made a sale of 5K or today I've just won this contract. It's not actually true what I'm saying to myself'. Recording your successes is critical, and I can go back about three years on my recording of what my successes are.

Whenever I'm feeling bad, and I go through moments of depression, that's just something I do, I'm not ashamed to admit it or anything. I will go back and review those things. It might not be words, it might be pictures, it might be poems, it might be something that has just inspired me in some way that I can go back and go, 'OK, I'm feeling in a lot better place'.

I really think that recording your successes is critical to moving forward. And the other one is reflection points, writing down what you have learned today. We all learn from mistakes. We may not like making mistakes, but the only way that we are going to learn and move forward is by making mistakes.

There's a great saying, 'Keep on doing what they've always done and expecting a different result.' The only way you are going to change that direction is by acknowledging that you have made a mistake, identifying what it was, what you've learnt, and then changing that tactic.

The only way you can do that is by recording it so you know. Making sure that when you are going through this journal process, and try to keep it as positive as possible, but acknowledge that sometimes we're having a bad day and we just need to brain dump our thoughts.

The other benefit with brain dump in your thoughts and your direction, whether it's business challenges or life challenges or however you want to use that journal, is you are actually taking it out of your head and putting it onto something solid. The way I looked at is you're emptying that emotional drain in your brain and you putting it down on paper to declare it. 'That was it, now let's move on.'

They're the really important things, but again, it's a habit. You've got to dedicate time. It's not always easy to do when you're feeling rubbish, but by doing those things, once you found how you want to journal, then all of a sudden you are able to get that habit in.

Again, this is something successful people do all over the place. In NLP we talk about modelling. If people are doing it and they believe in it and they are being successful, then we have to adopt some of those strategies, because they obviously work for them. The only way we're going to find out if they work for us by doing them.

Not by sitting on that pedestal again saying, 'It's stupid. It's only for 14-year-olds.' If you don't want to journal, fine, but if it's something that may help you, you'll never know because you're just not settling for it.

**RT:** You've referred to something that I want to pick up on, and that's the fact of actually physically writing it down. Now you're a big tech fan. You love the use of technology in the same way that I do for making life easier and more efficient.

Yet you write, and listeners can't see this at the moment, but you're holding your journal off in front of me. I've sat next to you at conferences, during meetings, and like me, you've been using a pen and paper to write your thoughts down and to write your notes down.

Unlike me, which basically looks as though a spider's fallen in a bowl of ink and crawled across the page, your notes are an absolute work of art. I just want to demonstrate this to the listeners. Can we get a screenshot, a photograph of a couple of pages of original notes?

**GN:** I'm sure I can sort something out.

**RT:** We'll include those in the show notes. But what is it for you, Geoff, about the physical act of writing instead of the quicker idea of typing things down?

**GN:** To me, this goes even deeper than writing. I'm dyslexic and I really hate writing. Evernote is my go-to place normally. But what I find is two things. Number one, I take a long, long time to find the journal because to me this is my success in the cover. That's how I look at it - volume 59 or whatever it is now.

I want to get a book that emanates that. I used to use just Moleskines, but I felt that that didn't cut it. I got these ones, which are leather bound. It looks like an adventurer's journal. I remember speaking to my kids when we got it. I was like, 'This is like Indiana Jones's little book! because I liked the films.'

For me, when you are typing you can edit. What's important is to catch *exactly* what I'm thinking at that moment in time. I'm a perfectionist at heart. If something doesn't match what I'm writing on the text on the computer, I will go back and remove it and I'll put it exactly what it was meant to be.

There is a tactile, I am committing this to paper, it is decreed in the history of me. This is what is going on. The thing that you can't do on technology, although the iPad Pro with the pencil and the stylist kind of tech, that does help, but it allows me just to have that free flow and creativity. I like to doodle. I like to draw mock-ups or mind map.

By having that dedication to that, it has regular things. I might have my budget in here, I've got poems in here, I've got quotes that I love. It's that thing where you go to it and go, 'OK, I need to get into my space,' and it's something that I love to sit in a coffee shop with a nice latte and just sit down and dedicate some time to work on that.

A strategy that now I adopt after knowing you is, I then take a photograph of it and I stick it in Evernote with the hashtags. When I'm writing stuff about my family, it's '#family', When I'm

writing stuff about businesses it's '#business.' It's easy for me to be able to locate it on Evernote.

That's really the importance for me and it's just about I deserve it, so therefore I'm going to put the time into doing it. The neatness actually is a perfectionist thing, so I don't know whether it's a good thing or a bad thing.

**RT:** It's a beautiful thing and the listeners will agree when they see. I mean these are works of art.

**GN:** It's interesting - journaling is one of those things that a lot of people ask about. It's my most successful video on YouTube. when I was reviewing a journal. I think it's about just giving yourself some time and getting into that. It's being able to look back and go, 'Oh, this was this business idea I had ages ago. I need either reinitiate it or bin it and it's the recording of history.

**RT:** I love it. Let's go from low tech to high tech. We've already alluded to the fact that like me, you are let's call it what it is. You're a fellow geek here. What are some of the apps that you're using at the moment that you just couldn't live without. Apps, tools, website.

**GN:** The apps that I use on a day to day business: Trello for my projects, because I like the, I think it's called Cabana, whatever it is for the columns. But for my day to day tasks, I use Asana because I liked the list.

**RT:** Kanban, isn't it?

**GN:** Yeah, Kanban, sorry. I was thinking of coming back from holidays! For my day to day tasks I just want a list, I don't want the Kanban thing. So Trello and Asana, Evernote without a shadow of a doubt. I'm always using Evernote.

The other thing that I've really got into is the AppSumo Briefcase. It's a website that I absolutely love because it's a low-cost subscription, but the platforms and applications that you get, you never pay any more money for it, it's that subscription. Then there's been some amazing tech. I know we often talk about the tech.

**RT:** Let's talk about that for a minute. Many people will be familiar with AppSumo. If you're not, then it's a great website to check out. AppSumo regularly do fantastic offers - lifetime access to some really cool and innovative tools for say \$25 or \$50 as opposed to hundreds of dollars a year.

Last year they released something called Briefcase and what Briefcase is a flat fee of \$50 a month, I think we pay.

**GN:** I got early adopter so I'm not paying that!

**RT:** Let's call it around \$50 a month, and for that you get access to all of these tools and they keep adding more and more. Video chat tools, project management tools, invoicing.

There's just a wealth of stuff there. AppSumo Briefcase is fantastic, isn't it? What are you using within Briefcase at the moment?

**GN:** I think actually the question Richard possibly is, what am I not using? I use the SEO report tool. It basically analyses my site, tells me what's good and bad and what I need to change. That's, going all the time.

The other one I'm experimenting with at the minute is Content Studio, which is the one that fits into my WordPress site and I can manage all of my social media, my content for my blogs and stuff that. I'm really interested in that because that's going to save a huge amount of time to do that. There're loads.

**RT:** It's overwhelming. I mean the bottom line is, it's \$50 a month or there or thereabouts for this smorgasbord of tools. Not to make this into an advert for Briefcase!

**GN:** I think it's also important to know that if you leave you lose everything. Once they've got you, they have got you! To give you an example, as soon as I signed up for this, I saved about £400 a month on my costs solely by going to these guys, so I highly recommend them.

There are some downsides, don't get me wrong, but they've proved to be really good. And the other platform is called 'Setup' which is only for Mac users, but what they do is they give you for \$7.99 a month all of these apps for this membership and that's been really cost effective.

The other ones are Audible or Scribd. They're the big ones for my own sort of self-development or even fiction fix. That's a big one as well.

**RT:** Thanks for sharing. We'll include links to all of those in the show notes because there were quite a few tools to get through. Something I've, I've been aware of in high performers, people are very successful, is they look for these apps, they use technology to serve them and to make life easier for them.

While we're on the subject of technology, as well as the voice of TubbTalk, as we can now refer to you, you've got your own podcast and you've interviewed dozens, hundreds of people now. Tell us a little bit more about who you've interviewed on your podcast that you found really interesting or unusual lately.

**GN:** It's called 'The Success IQ Podcast'. It's helping you create and live an exceptional life. That's the promo. The big ones that really got me thinking and have been great guests are: Stu McLaren, who talks about creating tribes and memberships and communities. He used to be one of the owners of WishList, I believe, at one point.

Chris Ducker has been on. That was a great interview because Chris had made a massive impact on my life and was going through changes from his first boo and he's written another book which is cool.

We've had Mike Morrison who talked about memberships. He was brilliant and he's a local as well, which is really cool. You don't get many local podcasters! There's been a list and we're nearly up to our 100th episode and then we've got a few in the reserves as well.

It's been really good fun. I think that the important thing is there are key things for everyone, whether it's SEO or leadership or whatever it is, it's just about helping people get their fix for what they need to do.

**RT:** For anybody listening to this, go and check out Geoff's podcast – Success IQ. You mentioned Mike Morrison and you mentioned membership sites – Mike's just up the road from you and I here in Newcastle Upon Tyne. You've recently launched your own membership site. Tell me a little bit more about that and what was the thinking behind launching a membership site?

**GN:** Yea, Success IQ Alliances. At the present moment in time it's in its pilot stage. Ultimately the reason behind it is twofold. Number one, I have a big mission to help people, and obviously, as a coach, which is a time for money thing, I can't help enough people.

The idea behind the Alliance programme is literally about giving people a cost-effective way to get the resources, strategies, tools and techniques to help them build that mindset, that then can help them go and create the life, the business and the relationships that they really want to do.

It's been a big personal battle for me to do that because with dyslexia and my belief of my own intelligence, that I've struggled with since I was a kid, it was really a hard thing to put out. But thanks to the masterminds and all of that stuff, it was a way to go, 'Actually, this is the way that I can help more people around the world and fulfil my legacy if you will.' And that's what it is. It's in pilot stage at the minute. It's going really well.

**RT:** If people want to find out more about that, and I'm pretty sure there's going to be a lot of listeners listening to the advice and the value you've given here and think 'This is somebody I want on my team,' how do they find out more about that?

**GN:** I've also got a very special a page for all of your listeners, which will have some content on also how they can get a hold of me. Makes life a lot quicker: [www.geoffnicholson.uk/tubbtalk](http://www.geoffnicholson.uk/tubbtalk) and that will give them all the information that they need.

To connect with me onto social media, you can go: Instagram is geoffnicholsonuk, Facebook is Geoffnicholsonuk, so is LinkedIn, everything has made it dead easy. And the URL as well for the website is [www.geoffnicholson.uk](http://www.geoffnicholson.uk), where you can find all the information about me on there.

**RT:** Fabulous. I encourage listeners to the show, to reach out to you. You're one of the best kept secrets, definitely the northeast, if not the UK, I know the people that you work with and I'm very grateful for all the help that you've given me as well.

Geoff, thanks so much for joining us on the podcast today. Any parting words of wisdom for us as you go? The words of wisdom from the voice of TubbTalk!

**GN:** Ultimately, don't fall into the trap of not trying something because your ego stops you. If you're wanting to make the change in your life, whatever it is, improving relationships, taking your business to the next level, you've got to put that ego aside and go, 'OK, I'm going to learn some new skills.' You only grow when you implement new skills. You'll always stay exactly as you are if you don't. And there's my words of wisdom.

**RT:** Thank you. You're a great friend. You are a fantastic performance coach. I really appreciate all the advice you've given to me and to my clients as well. Thank you for joining us today.