Hey there, I'm Natalie Fisher. I'm a six-figure business builder, a mom of a two-year-old, the recoverer of a ten-year narcissistic relationship, and now in a super healthy one. And most of all, I'm a human who's figuring this out with you. This podcast is about how to use your mind to thrive in your career and create the subconscious breakthroughs that you need to get there. The subconscious blocks that you don't even know you have to achieving your highest levels of earning and your best zone of genius. moments and days in the flow. That is my goal for you. Let's dive into the episode. And before we dive into today's episode, I want to remind you that I'm the coach who is always going to point you back in the direction of your own wisdom. And so before we get started, I want to remind you, listen to your own wisdom first. This means listen to yourself first and me second and anyone else for that matter. Take what resonates and throw away what doesn't unapologetically. I won't be mad, I won't be offended, in fact I will be proud of you for doing so. Because I know from a lot of personal experience that anything is only as effective as the amount of resonance that it has within your uniquely built brain. And something is only going to work if it feels right to you and if you believe in it. Or if you want to do the work to believe in it. And that's what I'm here to help you do. Your inner wisdom is infinitely more valuable than mine when it comes to getting your outcomes and for what you are here to do on this planet. So I'm here to help you steer that wisdom in the most powerful way possible. I'm so happy you're here. I'm so glad you're here part of this. I'm so glad we're here on the planet at the same time. Let's dive into today's episode. Hello and welcome to the Get a Six Figure Job You Love and Thrive podcast. I'm gonna talk to you today, this is inspired by a coaching client I just had and explaining this in a new way because it's something I've been preaching for a very, very long time and now it's just becoming the only way. So how to land a great job without submitting hundreds of resumes. So the problem that we face has always been that we believe the answer is more volume. And as I talk to my one-on-one clients, as I coach people, and I have been for 12 years, it's always been the same default thought that they have is, I must not be doing enough, I need to be submitting more resumes. So my client that I just coached, she had submitted 50 resumes, and she'd spent about 25 hours, know, tailoring those resumes and applying online and submitting these applications. And... Then I asked her, okay, how many meaningful conversations have you had? And she said about three. And I said, okay, great, tell me more about that. And she said she reached out to 20 people and she got three people that were willing to get on a call with her and have a chat. And so that was a start. We could already see that because from the 50 applications, she got nothing. And from the 20 people she reached out to, which we discovered she didn't even reach out to them very thoughtfully, she got three responses and she had three meaningful discussions. Now she's saying, well, it hasn't gotten me anywhere. Nothing has gotten me anywhere. Like none of this is working yet. And yes, that's okay. But success leaves clues, right? So if we look at this, and I can't tell you how many times I've had this conversation with people, it's the same thing. Their reach outs are already yielding more return. than their applications. But for some reason, the brain just always defaults to I need to do more applications. I think it's because that's just the way that we're so ingrained to believing that's the way that it has to be done. Follow the rules mentality kind of thing. Like in school, they teach you, know, study for the test and then do the test. And basically the test is in job searching, people think the test is who can submit the most applications. But the problem with that is, AI can submit 500 applications at the one click of a button now. And if everybody's doing that, everyone's submitting 500 applications at the click of

a button. It's moving so fast, the speed is so big, the volume is so big, you're never gonna be able to out volume an AI software that can submit 500 applications for people at once with the click of one button. You're never gonna be able to do that. And even if you are very intentional, about how you submit them and how you tailor them and what you say and the keywords and everything. Even if you are being very intentional and spending a lot of time on that, you just won't be able to compete with the volume. It'll be very difficult. It's like increasingly more and more difficult to compete with this volume. And so in my business and the way that I've always kind of run my life, and I realized that took me a long time to... to get this and that this is why things were working for me is because I wasn't, I'm not built for volume. I'm, as much as I try to grow, like I try to grow my audience, I try to, like I'm like, I tell myself what would be great to have like thousands and thousands of people in my audience, which I do, I have, but I'm always like, yeah, it would be great to have more. The truth is, it's nice when more people join, but the depth. of the real people who are really meant to be helped by me, are really meant to come in and go deep with me, they're the ones who I do this for. I'm not doing it for the masses or the millions of the people. I'm doing it for a few very specific people. Maybe you listening to the podcast, right? And this kind of gets confirmed with me all the time. I just had a one-on-one client who signed up to work with me and she was saying that she got through some of her some of her toughest times listening to my podcast and that now we're working together and that's great. And she's like, cause I asked her, I'm like, okay, so when you were doing this, when you were, cause I was using as an example of something hard she had done accomplished in the past. And I said, trying to walk her through her mental success blueprint as to how she did that. And she's like, I said, did you have a coach when you were moving through this? And she's like, yeah, it was you. She's like, I was listening to your podcast when I was going through this. And so My podcast does not have a ton of downloads. It doesn't have millions of downloads. I don't even know if it has thousands. I don't really check the numbers a ton these days. And what I do know though is that for the people who are here to listen to it, it has had a dramatic impact. And sometimes I'll get to work with those people and sometimes I won't. And maybe like a lot of them I probably haven't met yet. Maybe you listening. And that is... the whole point of this for me. And when you do a job hunt, the whole point of it for you is the same. It is going deep and understanding the problems and the values and the desires of one meaningful company to you, of one meaningful person that you might wanna work for, of one meaningful team doing amazing things, right? That is the point. When we get distracted from that and we get swept into that game of depth of like, or game of volume rather, where we have to put out more, more, more, more, that is where we are going to get exhausted and burnt out and lost and feel like we're not being useful, feel like we're not really making any progress. Even though you've maybe submitted 100, 200 applications, that is gonna feel empty inside versus five really well-written messages to people that could not be cut and pasted and sent to somebody else and make sense, right? Like it's so specific to that person that only that person could read it and it would make sense for them. And so volume versus depth is you get to choose which game you wanna play. Do you wanna play in the volume arena, which is getting harder and harder and harder to win that, if not impossible, or do you wanna play the game of depth? Now, in my opinion, it is the only way to play this game now, is the game of depth. It is the only way to do it. I've tried the game of volume many, many, many, many times and it has always failed. It's either gotten me very, very lackluster results or it's had opposing results from what I wanted.

um It's just tiring and exhausting and it's not something that you can ever keep up with, especially now in AI. So what is the flex now? It is going to be going deep, being more authentic, not getting distracted by believing you have to go and apply for more jobs because more, more, more is not the answer. It never. was. But we grew up, we adopted these beliefs, where we started to believe that and it became so ingrained in us that we did not even pay attention to the fact that it wasn't working, to the fact that it wasn't serving us, to the fact that it didn't actually yield the result we wanted. And yet, all we are left with is the next step being more, even more of the same that doesn't work. So the game of depth is nuanced, okay? So there's a lot people don't know about the game of depth if they haven't been playing it before, right? So I've been playing the game of depth for many years. Now I have gotten distracted and tried to play the game of volume. And from my experiences, it has never been as fun, it has never been as successful, and it has never been as powerful. And so from what I've learned from the game of depth, and the ways that I've been successful with this is truly considering the other person, putting some real thoughtfulness into how I'm approaching whatever it is that I'm doing. So whether it be the post that I'm writing, this podcast that I'm recording, the content that I put out, the emails that I send, is being very intentional with what I wanna communicate and who I want to speak to and what I want them to take away from it. And so I've had some really good recent successes with the game of depth, which inspired me to share this, but also kind of brings me back to the foundations and the fundamentals of what makes a successful career, a successful business long-term. And that is being able to focus on who you're speaking to and how you're feeling about what you're saying. how you feel when you write it is how they're likely to feel when they receive it. So if you're spamming everybody and you're just writing 100 messages that are copy paste and they're the exact same, they're likely to receive it like that, right? They're likely to receive it as wallpaper, as something that wasn't meant for them, right? Versus if it's intentional, And it's, like I said, so specific that the details in it could only apply to that one person. And it's offering them something, it's valuable to them, many ways to make it valuable to them, by the way. it's gonna land differently. Now, again, no guarantees that they're gonna respond. The things that we do, we do with no guarantees. But the things we do, we can definitely learn from our past mistakes and increase the chances of people responding and having a favorable response to what we've done. And so my recent wins were I sat down one morning and I wrote... five very intentional pitches to previous clients that I wanted to work with again. And I had had calls with them and I recently knew something I could help them with now. And so I wrote these intentional pitches to them with a very specific offer for them for where I thought they might be right now. And no guarantee that I was going to get any response from that, right? No guarantee that any of them were going to say yes, or that they were even going to respond. And not everybody did. but two of them did. And then I had two new clients who had signed on three days later after I sent these pitches. And the success comes from knowing how to write them, knowing how to think when I write them, and also not being attached to the outcome, not needing them to respond, not needing them to say yes. And then just moving on, being like, okay, I put my all into that. I've let that work, I've put that into motion. Great if they respond, but if they don't, totally fine, because I'm onto something else already. That's my opportunity stacking principle in action. It's like now I've created that opportunity for myself and now that's open and now I'm moving on to the next thing. And when I got the registrations come in, because I gave them a deadline, I'd forgotten completely that I'd

sent the messages off. And I was like, oh, great. now they get to come in and we get to set this up. How exciting. But I didn't actually, I wasn't even in that energy of like, oh, I need to check my email every couple minutes to see if they're responding. Like so many of you are with your job hunt, right? You're like, oh, I need to see if they've written back to me. need to see if they're, you know, refresh, refresh, refresh. And it's like, you don't want to be that way. You want to be moved. You want to have moved on already to the next things that you're calling in, the next things that you're excited about. because that is the type of energy that actually attracts things is that when you don't need it, and you might like the thing with people is they'll be like, well, I do need it, I need it, right? But it's like, if you're needing something from one person, that energy is murky, it's not attractive, right? Think of it like dating, it's like, I need this person to approve of me, to say yes to me. That's gonna repel that person, right? Versus if you're, I've given my all, I've given my best. I'm happy with what I gave them. I'm happy with how I showed up for them. And if they wanna come back and circle around and have another date, great. If they don't, that's okay too. Think of the difference in the energy, right? So the steps are, the steps to the game of depth are get very specific with who you're talking to. who you wanna reach out to, who you wanna connect with, who you wanna give your time and energy to, even when there's no guarantees of it working. And here's the thing, people are like, oh, well, how do I know that's gonna work? It's like, you know what, you don't, but you also don't know that 100 more applications is gonna work either. And if you're listening to me in this podcast, you'll see the case as to why that is actually a worse use of your time. And then step two is you get really intentional with how you want to approach how you communicate. what you say, how you say it, the way, the energetic signature that it carries. Like, I did not use AI to write any of the pitches. I didn't use AI to do the work for me. I did maybe use AI to give me some suggestions. I said, I wanna say this, but I don't really wanna say it like this. Can you give me some ideas for how I could say it? But every word was intentionally written by me. And I didn't get AI to do the whole thing. It was just like little bits that I used and inserted AI because AI just gives it, it just was giving it a feel, an AI feel that we can feel, right? And so I wanted the energetic signature of the words to come from me. And that made a difference. And so I sent off the pitches, forgot about it, got detached completely, moved on to the next things that I had that I was gonna be doing. And that is, you know, creating content, adding value to my group clients, strategizing for the next level, doing the kind of stuff that I'm going to be doing in my business as I move forward and forgot about the pitches that I'd sent. And then they circled back around and two of them had said yes, and it was fantastic. And that is the formula. I realized after that had happened, I was like, that is the formula for depth and getting what you want. and making sure that you are continuously working towards what you want, even when not everything has to work. It's like, ah how did my mentor had put it in a way? She's like, it's taking the next step. It's just like taking the next step without demanding that it be the last step. And I think this is what many people do and what I used to do, right? It's like, you have to take the next step and then you're like attached to that step working. And it's like, we never have a guarantee and that's okay, we don't need it. And the ability to tolerate uncertainty, the ability to keep taking the steps, the ability to stay in it, the ability to not lose focus, to not give up, although I know people don't really give up, they just kind of change what they said they wanted. They're like, ah, this isn't working, so I'm gonna go back to school, right, and do something different. Or, oh, this isn't working, so I'm gonna go get the certification. Or, oh, And to me that

is kind of giving up, but people don't like to label it that way. They just like to say, oh, no, no, no, I'm not giving up. I'm still applying. But they don't have the certainty behind it happening anymore. And now they've just kind of gotten distracted. And that is very normal. That actually happens a lot of with a lot of people that I see. Like they just they'll be like, oh, yeah, I've been interviewing for this and it didn't work. So I'm going I'm back to school now for like a two year degree. And I'm just like, OK. I'm like, when you get out, though, you might. have the same things that you need to deal with, right? Like the interview, going deeper on the interview and why you didn't get the job and why your value wasn't strong enoughly presented. You might have those same things come up. And spoiler alert, you probably will. Because if you didn't solve it then, you're gonna come across it again. And distracting and going to go do something else. And yeah, getting a degree for a lot of people is easier. because they're familiar with how the school system works and they can feel like they're winning, right? You can study for a test, you can pass the test and you can feel like you won. When you're submitting for a job or you're talking to a person or you're doing something new and that doesn't work, it's ambiguous. You don't know how to think about it. You don't know how to do it better. You don't get the feedback. And so that's harder. And your brain's like, no, no, no, let's just go back and get a degree. That'll be easier. And then it'll be easier to get the job. And it's not. The studies will show you. that it's not. It's actually gonna be harder because now you don't have the experience, right? Now you have this degree and then they're gonna find something else. It will be the experience or it'll be, like, I see it all the time with my one-on-one clients, they'll be like, oh, but I have so much experience, I'm so senior, but it's not the right type of experience. So now I don't have this and I don't have this, or I'm too qualified, or it's like, it's always gonna be a thing and it's never about that thing. Right? Because you've had the experience where you feel incredibly inspired by somebody's commitment and somebody's passion and you're just like swept away by that and you do not care about their experience. That's not what you're thinking of. Like nobody has ever asked me about my certification. Like they're not like, well, do you have a life coaching certification? I don't know if I can hire you unless you do. Right. Nobody has ever said that to me. And it's not relevant. It's like people think it's relevant because it's listed on a job description. But when we get into the real world and we start having real conversations and we have a lot of those real conversations, we realize how irrelevant that actually is. And when you know how decisions are actually made, how psychology actually works, how people actually make those decisions, there's lots of data to back that up, right? And I've talked about this in the past. I've presented several studies on the fact that it's not about your experience or your qualifications. that actually gets you hired, it's actually an emotional decision and it's actually how value is presented. And there's a lot of different ways and strategies to present value and to emotionally move people. Those are the things that I teach in depth inside my community and I work with with my one-on-ones. And those are the kind of things that we don't spend our time learning. And when we don't learn those things, then we don't really stand a chance. And when we're just going on the same... kind of loop the whole way, thinking that, you know, if you just keep going, it'll work. And just keeping going without brand new insight, without knowing exactly why it didn't work before, without making your best better and better and better, especially as competition rises, as more people are vying for the same jobs, you need to get better. You need to go deeper, not wider. And that concludes today's episode. Thank you so much for listening. I'm looking forward to being back on the podcast and just being able to talk

normally. I will be continuing doing my YouTube videos, but they're gonna be a little bit more structured for YouTube because creating content for YouTube is very different than creating content for the podcast. And I find that for the podcast, I can just kind of just riff and speak a little bit off the cuff and connect with you in a bit of a different way than I would in a YouTube video. where people are coming specifically to look for the specific advice on a specific topic versus here, I can just kind of share my thoughts a bit more freely with experiences that I'm having, growth experiences that my clients are having, and so on and so forth. So I hope you enjoyed that. I look forward to connecting with you. If you'd like to go deeper, you can go ahead and click the links in the show notes where you can get signed up for either my program, my community, or apply to work with me one-on-one if I have space at the time of you listening to this. and I will talk to you next week. Wow, you made it to the end. That's awesome. I'm glad you're here. Sometimes listening to a podcast is enough. And sometimes you have that nudge to go deeper. Sometimes you have questions about your specific situation, you still feel unclear, and you'd like to get some clarity around what your next steps are. If that feels like you, and this podcast has resonated with you, I invite you to sign up. for a one-on-one call with me. This is a free call where we will map out exactly what is going on with you, where you are now, where you would like to be, and what is getting in the way. We can decide from there what the next best steps are. Worst case scenario, you leave with further clarity. Best case scenario, you leave with a full plan and how to implement with my support. I look forward to meeting you.