



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success Through Failure Podcast

Action Plan Episode #433

Jodie Cook

My guest for this [episode](#) is not just an amazing entrepreneur but a testament to the extraordinary possibilities when innovation, resilience, and a touch of rebellious thinking come together.

Meet Jodie Cook, an entrepreneur, athlete, author, and the innovative mind behind Coachvox AI— a cutting-edge AI tool that *“enables influential entrepreneurs, coaches, and thought leaders to clone themselves using artificial intelligence.”*

In Jodie's book, *“Ten Year Career,”* we get a peek into her decade-long expedition of building and selling a thriving social media agency.

As an athlete, Jodie has competed internationally in powerlifting for about six years now.

Being in the world of both business and sport, Jodie possesses a unique skill of navigating the intersections of success and failure, using practical strategies and mindset that propel her to extraordinary success in all areas of her life.

In this [#STFpod episode](#), Jodie shares her journey as an entrepreneur and powerlifter, and how self-awareness and an intentional mindset can help you break free of self-imposed limits and reach your full potential. Don't miss her story!

Top Quotes From This Episode

“It's easy to mistake different with wrong, but it's often just different.”

“Entrepreneurship is a giant game of reframing all the time.”

“Things happen and you can decide how you handle them and you just let them be.”

“Go all in and be all in. And if gray areas try to creep in, don't let them, because that's going to compromise your performance.”

“It's very easy to tell a good story of a bounce back, less easy when you are mid-bounce.”

Show Notes

This episode touches on the following key topics and ideas:

- **Share this episode! (02:34)**: Share the podcast on social media by tagging me and using the hashtag #STFpod:
 - a. Facebook: [@jimharshawjr](#)
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 - d. LinkedIn: [Jim Harshaw, Jr.](#)
- **Ten Year Career (02:47)**: The story behind Jodie's book, "[Ten Year Career](#)," which gives a peek at her 10-year career of running a social media agency.
- **The four-step framework (04:09)**: The action plan for a successful career: (1) Execute, (2) systemize, (3) scrutinize, and (4) exit.
- **Powerlifting to entrepreneurship (11:05)**: Not putting a limit on your potential is a mindset applicable both to being a competitor and an entrepreneur.
- **Lessons learned from failure (15:52)**: Jodie shares three lessons learned from failures throughout her journey as both an athlete and business owner.
 - **(22:42)** Everything has to matter.
 - **(23:48)** Be intentional.
 - **(25:01)** Check in before it spirals.
- **Coachvox (29:08)**: Coachvox is a tool to engage with creators' and thought leaders' vision, ethos, and guidance without the friction of cost or schedule.

What's an action item the listener can take in the next 24-48 hours? (32:18):

- Be intentional in your calendar usage:
 - Have blank spaces on your calendar. Try not to be busy with calls and meetings. Try not to have people dependent on you. Try and get them empowered so that you don't have to spend time answering questions.
 - Do time tracking. Have more awareness of which tasks fill or drain your energy— and take action from there.

List of Resources Mentioned in the Episode

["The Ten Year Career: Reimagine Business, Design Your Life, Fast Track Your Freedom"](#) by Jodie Cook

["The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich" by Tim Ferriss](#)

["How to Run: From Fun Runs to Marathons and Everything in Between" by Paula Radcliffe](#)

[Jim Harshaw, Jr. AI \(CoachVox\)](#)

Want to talk to a personal performance coach?

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: JimHarshawJr.com/APPLY

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Guest Website and Social

Jodie Cook

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