

THE EXTRA POINT

BY JERRY ROBERTS



414 Rachel Hollis: Success is How High You Bounce

Today, a little of the backstory for a name you might not be familiar with, Rachel Hollis. She's one of five exceptional speakers at the 2019 Live2Lead Guam conference, coming soon. I'm Jerry Roberts and there's a good reason she has rocketed to the top of media across the country. That's next, on The Extra Point.

Before 8 a.m. each day, Rachel Hollis, the best-selling author and speaker at the 2019 Live2Lead Guam conference, works out, feeds her four children and writes in her gratitude journal. Then, she jumps on a live broadcast on Instagram and Facebook for her nearly three million followers.

In all, there's two podcasts, books, speaking engagements, running her media business, and then producing personal development conferences across the U.S. She has a big message to share.

She calls it preaching. "In the church I grew up in, or honestly in any church I've gone to, the pastor always is using stories from their real life to illustrate a point to you. So that's what I do." Nobody gave Hollis a free ride and she's built her multi-million dollar company with a ton of sweat, plus the help of her husband, a former entertainment industry executive.

Hollis is the daughter of a Pentecostal preacher, and she has some of her own fire when she gets on stage. Her book, "Girl, Wash Your Face," is a self-help manifesto that interrogates the "lies" she feels every woman tells herself.

The advice is not what you'd call cutting edge. She encourages her followers to do things they probably already know they should do, but it's her style and incredible energy that has endeared her to millions of people — men and women — across the country. You want to get an idea of her pulling power? In January she spoke to a sold-out crowd of 4,000 at a Fargo,

North Dakota chamber of commerce event. That's small town, below zero in January, Fargo. Her message is powerful.

She said: "I left a crappy childhood, got three jobs and worked really hard. And I'm not saying everybody has the same opportunities. I'm not saying everybody has the same resources. Of course, they don't. But you, buying into the idea that it can't happen for you because of what your life looks like right now, doesn't serve you."

She also has words for corporate executives and established business owners. "The second you get set in your ways is the second a newer, fresher, more innovative company is going to come in and take your market share."

In that way, Hollis would agree with the idea that when things are going well, it makes sense to go right back to the grind and, essentially, do it all over again and compete with your own success. Doing that can raise the bar for your current and future competition.

You might like this quote. "Success isn't about how high you fly. Success is about how high you bounce." I can relate to that, and maybe you can, too. We only fail when we fall flat on our face and then give up. Bounce, stand up, get back in the game and get moving. Words from Rachel Hollis, one of the speakers at the 2019 Live2Lead Guam Conference. Get the details at guamtraining.com

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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