**How to Have a Limitless Mindset with JV Crum III**

**Natalie Benamou:** Hello and welcome. This is your host, Natalie Benamou. I am also the CEO of HerPower2 Lead, where we create products to help empower and advance women speaking products. Our lead product that we have is our platform called HerCsuite™ where we bring together rising leaders, executive women, and we formed an alliance of women organizations that all come together in one place.

So that we can change the way we are doing business. In fact, we are all about change and transformation, including helping our members create their own entourage of women that are supporting them and lifting them up. Speaking of being lifted up today's guest is JV Crum the III, he has a limitless mindset.

He's a strategy expert. He grows high profit businesses that change the world. He coaches six to eight figure, highly driven entrepreneurs. He has multiple podcasts is Inc magazine's top 13 business podcasts. Best-selling author, speaker, and futurist. He's the number one podcast with 12 million listeners in 190 countries called conscious millionaire.

It's my honor. And pleasure to bring you JV today, he is giving so much including. He listened to the end access to his book, conscious millionaire. I read the book. It is phenomenal. And he even gives out his cell phone number for you to text him with a question. How amazing is that with that? I want to invite you to take a walk with JV and me now.

JV, I'm so excited to welcome you to Hersey radio today. I'm thrilled to have you on the show.

**JV Crum III:** Well, Natalie, it's my honor. And listen to everybody who's listening in. I know there's no accidents in life. This is the episode, just close to here, and I'm going to deliver all the value I can, because I want you to grow your business.

I want you to grow as a human being. I want you to make a bigger impact, and I want you to put more money in the bank account.

**Natalie Benamou:** Well, what an amazing intro that you just said, thank you so much. And I have to give a shout out to our mutual friend, Judy Robinett, who is the reason that we're speaking today, because it's just the evidence of the power of connections and shared connections.

That's on your show and your new show limitless with Pat Hedley and Vanessa Liu. Who's also been on my show. So we share a lot of commonalities, which is so amazing to do. And so thank you for being here and for all the things that we have shared so far in the short time that we know each other.

**JV Crum III:** That’s true, many of these people are, they're all friends of mine and Judy and I have known each other for years. So, you know, it's all about relationships are at the core of every business that grows.

**Natalie Benamou:** Yes. And speaking of success, you knew from a very young age that you wanted to have this limitless mindset and how it has transformed you at a young age, even in your early twenties.

Can you talk a little bit about that, how you knew and then how, what it did for you in your early?

**JV Crum III:** Yeah, sure. Absolutely. Well, you know, it, in my case, I grew up out in this little country town with two or 300 people on a big lake, four by five by lake. So I was fishing with a cane pole because we couldn't afford a rotten rail.

Never had a real, um, we didn't have any money and I'm going well, mom and dad are smart, but we're broke all the time. And by the age of five, I had to train. When I went to the grocery store with my mom, don't ask for a candy bar, cause she didn't want to be embarrassed and couldn't afford it. So I have learned not to ask her.

And then one day I said, something's wrong with this picture? Literally I'm five years old. And I said, oh, I know. I become a millionaire, which I rented a house. I told my parents, my mom should have figured it was just don't you tell anybody? So I told everyone because that's what a five year old does. And from that moment forward, I never doubted it.

I started shifting my mindset about what was possible. I wasn't clear how it was going to happen, but I was certain it would and by 25, I had become the millionaire in a four story, new home with a Mercedes on the water. I had all the trappings and, um, and it was. I simply became committed. And that's the first step of becoming one of us is you become committed.

And like right now I'm building a new company that'll launch next year, a VC backed company. And I want it to be a billion dollar company and I'm telling everybody, so part of becoming limitless is changing your identity. It's not just a belief systems. It's much deeper than that. You have to go. Well, this is who I am today.

And folks, if you don't know who you are right now, look at the results you're getting in every area of your life, your health, your relationships, your money, your business, your friendships, that's who you are, that's your identity because that's what you're hanging out with and that's what you're producing.

So then the next step is to say, well, who do I need to be in order to become this person who creates result X. So I find that it's really helpful. If you have an idea of what you want to achieve in any book. Oh, there is a gap, but the gap isn't just in a marketing plan. The big gap is inside with who you think you are and your personal reality.

What do you think is possible for you. Now, personal reality is, is a different subset than cold reality. For instance, you might go home. What you are Musk can go to Mars, right? He can shoot a rocket and go to Mars, but I could never do that. So then you're pushing my audience. It's not possible for me. And that identity and personality have to share.

You literally have to die to the old self and awaken it's like the Phoenix coming up from the ashes you go, I want to achieve this. Listen, folks, whatever big result you have right now, or you think of in the next 24 hours, I don't want you to ever let go of it. I want you to simply ask the question, who do I need to be?

What do I need to do? How do I need to show up differently than I am today? Because that's the real issue right there, because all of us as human beings can, for the most part achieve really big results, much bigger than any of us right now, are achieving. We can make a bigger impact, put more money in the bank.

We can have a more loving relationship, all of that's possible, but you do have to first decide what. But I did it five. I want to be a millionaire. I did everything I was thinking about. Oh, I'm going to be a millionaire when I grew up. I never doubted it. I didn't know how, but that's not the important part, the most important parts of what you want.

And you start changing your identity so that you become that person that achieves it.

**Natalie Benamou:** You know a lot of our listeners that are listening, have this thing called the imposter syndrome that I just was speaking to Coupa Empower this morning, which was a group of people in a, in a message. Program. And there was describing to me this thing about the negative voice and what you're describing is no negative words and negative words push forward.

What do you say to someone that just, they ha that's when that self-doubt happens, right? The big idea, and then there, then something in their heads says, but wait a second. No, that's not, that's not gonna happen because you don't even consciously know why.

**JV Crum III:** Right. So here's the thing, and I'm glad you're doing it.

It's not really so important. What are you doing? And then you decide, well, I want to achieve X. I want to make a million dollars a year. Let's say that because for a lot of people, that's a big goal, right? Then you just start saying, well, how do I need to show up? Who do I need to be in order to do that?

And then decide, and this is the big decision, and I'm going to just get in your face if you're listening, because that's the way I coach I'm going to say, you decide, do you want to keep wallowing in that old self and not achieve what you, that million dollars a year? Or are you committed to achieving that million dollars a year and it's time to stop that, right?

And that's the decision you to make. What is it I want to accomplish and who do I need to be? And then say, I don't even have time. Like right now I've been meeting with people this week and I've said, you know, I’m in a unique position that I don't think many people ever experienced and I'm experiencing profoundly.

On the one hand I am living in just this divine flow birth synchronously is happening left and right. I literally, every moment I feel like I'm in the right place at the right time and pull back the curtain. I am completely dissatisfied with every area of my life. Now that, to me, it's not a depressing moment.

That's, that's a motivating moment when I'm going. Right. And what am I, why am I, why am I satisfied? Because the work I do is transforming people who already identified on a high-performance, whatever that means to you. And I wanted to kind of limit was before I want to have limitless milestones of how much money I make or the impact I make them life and the life that I'm living.

And I literally am living exactly what I come to people in. And this is the logical conclusion of seeing so much more potential. Believing absolutely it's possible for me and Greg. Oh my God. Hi, I'm settling so bad. Now other people might look up and say, oh my God, I wish I could accomplish what you can. Well, the fact is you can, and the fact is becoming limitless is constantly going through new levels and new levels of new levels.

You know, the person I use as the example, I have a five stage model and the top of the model is being limitless in your money and in life. And I go, Elon Musk is my model for that. And here's the truth. Elon has no idea. What new things should be creating 10 years from now because they haven't entered his consciousness yet they will.

And that's what being limitless is about. It's not a destination, it's a limitless set of milestones that can. And so as you begin to enter that journey, it's true. You are going to be dissatisfied with your current level of performance as you go. Well, even if I'm a high performer, there's something far beyond this and you start seeing that possibility start imagining that possibility, right?

And now you're going, well, wait a minute. I'm dissatisfied with where I'm at, which I think is a good thing. I think everybody should be dissatisfied with where they are, because if you're not, you're never going to take the next step.

**Natalie Benamou:** You know, I think about people that kind of close the windows, we get messages.

Right.

**JV Crum III:** Absolutely. I got another day to add, I have open-ended wants, sends me the messages and I listen,

**Natalie Benamou:** but a lot of people, I think part of that with the mindset you're talking about limitless people are you have the message must wash over you. And a lot of people will just say like, there's just no, And so it just washes back out.

What we're talking about today is your messages are coming to you. You have to receive them and then take action on it. You can't just let that go.

**JV Crum III:** One of the big internal things that I had discovered, and I had to do work on my shelf and I do it with almost every client, no matter how successful they are, because there's a piece that they are living at this current level, because there's a piece that they don't believe they deserve or worthy.

It's different. People have one of those words they resonate with, but they're not at the deserve worthy level. Say they're making a million a year, but they're not at the deserve worthy level to make them. Right. If they're making 10, they're not at the deserve where the level. And that I believe is the, is the core of what is our own, what we call boss sealants is that we have not yet accepted the love because love is the healing force of everything.

You know, I work with my clients, high end clients, and I talked to him about, you've got to love yourself, and you've got to open yourself to receive love, because love is what's going to heal that, that you deserve, that you're worthy of another level. Of course we do exercises, but I think the core of that is learning to love ourselves.

It is divine state at a higher level. And I don't, I think that's very concrete to me. Yeah,

**Natalie Benamou:** For sure. And be open to those messages that are coming to us in that state. Because if you are in that state of love, then you are open to possibilities and you're not closing the doors and saying, I can't, it’s I can, but it's what is possible, not impossible.

Right?

**JV Crum III:** That'seven think Natalie of love is a state, right. That I'm in this state of love. And that produce a lot of times when the synchronicity happens, but it's when the higher messages come because they're coming all the time. That's my belief. Now the question is, are you. Are you open to see them? Are you open to feel them however they come to you?

Right? Everybody gets domestic. Just give them to them because I believe we are on this planet to evolve consciousness. I think we have two purposes for being here. One is all of us are here to evolve consciousness that can have a Leafly explanation. Let's just take it on its face right now. And then we all have a, an external purpose, a purpose of the impact that we're here to make on other people and organizations on the planet or animals, but it's always external to us.

So we're here evolving. And that's your journey if you're an entrepreneur? Cause that's the group I work with. I believe that we were almost. In some ways it was a choice in other ways, I think it's our soul, right? I think it's just who we are. And so we're taking this entrepreneurial journey so that we can grow as a person spiritually, consciously, because they get to our next levels.

It's all a journey of growth. And this is just the journey that we chose so that we can grow. And as we grow, we evolve consciousness for ourselves and the rest of the world because we're shifting the consciousness, people to experience with us that expect shifts others. I believe we're here to elevate the consciousness and success of our customers.

That's what I do, but also humanity. But how do we do that by changing people? You know, if we provide products and services that take people to a higher level of enjoying life, of experiencing life, consciously of, of living at that higher level for themselves, every person they come in contact with, they're going to influence that person at a higher level.

That's how we shift humanity. I think that's the core of what it means to have a purpose driven or a conscious business, which is the world I live in. And I know the world.

**Natalie Benamou:** So true. And I think your book, which I read, which I love, so I will have, you have a lot of it, but the one that I read was Conscious Millionaire, but I will have the links in the show notes about all the things that we talked about today.

And I can talk to you forever. It's so enjoyable, but I know that on your shows, you offer a 24 hour challenge and you like to encourage people. So in, in honor, of what you do on your shows, what would you, what challenge would you offer our audience who might be stuck and not open to all the things that we've just been talking about?

Getting to that high level?

**JV Crum III:** Well, I'm going to offer a two step one. I'm going to tell you. This might just scare the bejesus out of you and that's okay. That's all right. All right. So the first thing is I want you to clearly define what you want to achieve in some area. Typically do it, people with me do it in their business, but financially you could do it in a relationship or whatever you want 12 months from now, and get really solidly clear and write that out in one or two sentences.

I like brevity. So it's specific. It's measurable, you know, when you're going to get there, when you get there, you're gonna know if he did it or didn't do it and then sit all that. And then. What would that look like if it were 10 times that now I know what's going to happen. Cause I do this. My clients are very accustomed to me asking these kinds of questions.

Like how can you tenfold your revenue in 12 months? Well, that's a solvable problem because everything is solvable. So the first thing is who do you need to become? How does that need to shift literally, who would be the person who would do something like that? That's a very bold, audacious outcome. The second part you got to need to change is what is, what is my personal reality?

What do I believe is possible? And you go, what am I going to need to believe is possible in order to achieve that? And then the third thing that most people never look at is every element of your business is producing the exact result that you're making in terms of money in the bank and impact today.

So by definition, you're gonna have to change that. So you need to look at what are the assumptions in my business model. Right because you to have a business model that says, oh, I'm going to be able to do X times, whatever you get a quarter billion this year. But that business models are only designed to make a quarter of a million.

It may or may not scale to two and a half million, 10 times that. Right. So you have to ask yourself and just take a serious look. What has to change about my business? Maybe my model isn't designed to be a two and a half, a million dollar business. Who do I need on my team? What is going to be the fastest way for me to put money in the bank.

So I have the money to pay the people I need to bring on my team. So that should be your first step. What's my big moneymaker. And what's, what's a short term goal that I can put a lot of money in the bid, and then you can start implementing the other stages. So that's, I know that's a big challenge. If you will take that challenge because this will be different in 24 hours.

**Natalie Benamou:** I am taking the challenge and I will encourage all of our listeners to take this challenge, but I'll let you know, because we haven't seen. Next week. So I'm gonna take your challenge and I'm honored to have a chance to talk to you again, it's a wonderful that I get to do that.

**JV Crum III:** I want to do something special because Michelle Patterson who's big in the women's and he's like, she's been on my show more than any other woman.

And she was my first guest. So it was a good way to start. So I am a strong supporter of the women's movement. I am a guy you don't even have to convince me it's harder for women. You like that plate wife or partner or nurture the kids, you know, and, and you've been programmed differently. That's just the truth.

Women were programmed differently then guys. And so you've got to overcome more things. So I am a strong supporter of the women's movement. So I want to do something. I haven't done this as a guest for a long time. I want to give everybody my book so you can just hit it, get it for free. You can get a download of it and here's how to get it. It's easy to remember. It's consciousmillionaire.com/freebook. That's my website slash okay.

**Natalie Benamou:** I think I play listening is going to, and I read it before the last time we talked because it is a fast read I can attest to it is a fast read and so helpful with so many things that anyone, whether you're an entrepreneur in business.

If you're a professional person, you should read your book because you could get a lot out of it. And it's a fantastic read.

**JV Crum III:** So the 14 chapters and it has to be there is 320 pages. So I want you to start well with chapters two, three, and seven. Okay.

**Natalie Benamou:** All right. I did read that. I did read it, but I heard it everywhere.

**JV Crum III:** The conscious, uh, formula, uh, conscious focused action for achieving any level of success. Chapter three is all my priority. Work on wind by becoming conscious and on page 65 is my favorite section of the book. It's a new wealth consciousness. Obviously we need to read that. And chapter seven is what I love to train everybody on.

It's the millionaire inner Sellman house. Specifically, you can get into flow anytime, anywhere you want and start creating synchronous experiences for you. White magic, which you can do it in just a few moments is I have the whole formula there.

**Natalie Benamou:** It’s wonderful. And we're going to ask people to send us messages about it.

I want to hear from our listeners JB, I could talk to you forever because you're so interesting and wonderful. And you give so much to listeners. When you talk in and speaks, I know that our listeners are gonna get so much out of it. If people want to know more about you. And I know we talked about your book might not about limitless your new podcast and all the things.

**JV Crum III:** The consciousmillionaireshow.com or just conscious nooner.com and click on the podcast.

And you know, if you have a question about your business, again, I haven't done this in a long time, but I'm going to give out myself. And what I asked you to do is instead of calling text me, and you can text anytime, because I know I have my phone set up. So it goes off at 10 at which back up at six to wake me up between now and then it's quiet.

I don't hear anything. So here's the cell phone? It's (303) 641-0401. I'm in the Denver area. So I'm in Colorado in the mountains and it's 3 0 3 6 4 1. 0 4 0 1. And you're what would put that on the show notes for people to contact me. I love to hear about what entrepreneurs are doing and where you are in building your business, because I believe 80% of the change is going to happen in the next decade.

The one we're in there's going to come from entrepreneurs and especially entrepreneurs who want to uplift people's consciousness. They want to elevate people. They want them to be more central. But in a way that is beneficial to everybody.

**Natalie Benamou:** Amazing, that to all kinds of generosity today, as always, I'm blown away by what you've just offered.

And I can't wait for our listeners to reach out to you and share their journey journey. And also that they did the three things that you challenged them with. So that's the big thing you want people to take. Action. Thank you so much for being on the show today was so amazing.

**JV Crum III:** And I just appreciate you asking me.

I think you now know you were supposed to be here. I always believe you don't do six episodes a week and I go, whatever one you listened to, or all six of them, you belong on those and just listening and feel where do I belong and, and follow the path.

**Natalie Benamou:** Amazing. Thank you JV so much for being on the show.

Thank you. Thank you so much for listening to this episode with JV Crum the III, I got so much out of it. And I know you did too. I hope that you take advantage of the tools that he gave you the free book, which I have read, and I can't say enough great things about it. And he even offered his personal cell phone for you to text a question to amazing.

If you have any questions at all about this episode or anything, you hear go to HerCsuite.com/contact. And if you want to take advantage of our free 30 day trial, Aaptiv our health and wellness app sponsors. This show go to HerCsuite.com/podcast. If I ever could be of help to you, please let me know I'm here.

And if you join HerCsuite™ as a special bonus, put in the word limitless, and you can have a free one-on-one consultation with me. Remember, keep walking and share this episode out with someone you think can benefit.