

S1 E9:

00:00:23 Hello and welcome to Just Winging It in Business, Life and Health, a podcast for entrepreneurs with anxiety and big freaking dreams. I'm Jess. I'm a launch, copywriter and email strategist for coaches that run group coaching programs. I'm also a business coach for service providers and the creator of the one client method. Basically, if you run an online business, I can help you make more money through copy or coaching, and I can vouch for that.

00:00:52 I'm Taylor, also known as the anxiety nutritionist. I'm a gut and hormonal health expert and probably the most important thing for all you entrepreneurs listening, a health coach for female entrepreneurs. Basically, I help you optimize your health so that you can chase your dreams and build your wealth without burning out. Because here's the thing. Being an entrepreneur is stressful.

00:01:16 This career choice comes with so much pressure, and when you have digestive imbalances, hormonal imbalances, nervous system dysregulation, et cetera, you are putting a cap on your business potential. You cannot perform at the level you need to perform at if you aren't taking care of your physical and mental health. Okay, now, before we dive into the episode, time to do the weekly card. Jess, what subject do you think I thrived in at school? Did I fail anything?

00:01:49 Okay, my immediate thought was that you thrived at English, and I don't know why. It's just the first thing that popped into my mind, and actually, I do know why, now that I think about it for 1 second, it's because you remind me of the girls who I knew in high school who were good at English. That's so funny. Is there a type? Kind of yeah, you just look very polite and studious, and those girls always did good at English.

00:02:22 So that's what my guess is. And I would guess if you failed at anything, I don't think you failed anything, but I think your worst or least favorite subject would be music. Oh, my gosh. Okay. Yes.

00:02:38 I was really good. I loved English, and I was good at English. I also loved history and was good at history. And I never took music. I took drama, and I actually did really well in drama.

00:02:50 That probably doesn't shock you. No, it doesn't. And I didn't fail at anything. You're right. But I almost failed Math.

00:03:00 And not just like regular math, like data math, like logic math, like word problem math. I think I got a 55 and I had a tutor. It was bad. Whoa. Okay.

00:03:14 I would not have guessed that, obviously. Okay, so my initial I'm just going to go with my gut here, and it's kind of based on conversations that we had when you were helping me with my copy, when we did our energy exchange, our service exchange, and you were helping me with my copy. So I'm going to guess that you were good at science. And the reason I'm guessing you were good at science is because I remember when you had me submit the things for my sales page or something, you were like, this is so sciencey, and we need to make this not so sciency. And the only reason I understand is because I actually did well in science.

00:03:57 Or maybe I'm making this up in my head. So that's what I think that you were good at. And I also don't think you failed anything because you're just like, super type A. But you know what, you were going through a really hard time in high school, so maybe that did impact your studies and maybe you didn't do so well. But what subject do you think I would have failed?

00:04:24 That's the thing I can't really see. You or, like, did the worst at, because yeah, you already said you don't think that I failed anything. So what do you think? English? Because you're a copywriter now, but English was about reading, right?

00:04:38 And it was more talking about the books, which I love, and we both love to read now, but that doesn't mean that we were good at English. What subject did you do the worst in? Gym.

00:04:52 I'm just kidding. Oh my gosh, that's so funny. I could just see you being like, not into gym, not because you're not athletic, but just because you were a popular girl. And I feel like they were like, I don't do gym. That's so funny.

00:05:10 Your school was definitely different from mine. You were popular if you were, like, doing sports. That was actually mine, too. You were really popular if you did the sports. Yeah.

00:05:20 So no, I loved gym. Played every single sport that I could get my hands on. Almost failed science. Oh my gosh, that's hilarious. Yeah.

00:05:32 The only reason I knew science when we worked together was because I had to take it in massage school. And by that point, I was actually focused on school and was like, yeah, I want to do well here. Whereas in high school, I didn't really care. So I remember my grade eleven. I think you had to take science through till grade eleven.

00:05:58 My grade eleven science teacher, he passed me with a 55 and made me promise that I would not go through and do something science based. I was just so bad

and I really didn't like history. I just thought I was just like I didn't care. I was like, Nah. So I actually took applied history.

00:06:27 That was the only applied class I took through all of high school because, yeah, I was just, like, super smart, got great grades. I was super smart. Yeah, except for science. Yeah, I didn't do well in chemistry or physics, but I stopped taking those and I did well in biology, which is very much what I do today.

00:06:53 There is a little bit like, I took biochem when I studied nutrition, but same thing. I was much older and I actually cared about what I was learning. Yeah, that's the thing. And I think I got like a 98 in biochem in nutrition school. Right.

00:07:10 Very different times. Different times. Yeah. Okay. Well, today I'm actually so excited to have this conversation because we kind of talked about it, but we didn't talk about it, which is kind of the theme with all of our episodes, which is just the best.

00:07:24 But today we're going to talk about holding the energy. Like, how do you hold the energy as an entrepreneur? And I'm going to tell you what I think of when we say hold the energy. And then I want to know what you think of. And then we'll kind of see where the conversation takes us.

00:07:41 But cool. When I think of holding the energy, I think of launching, and no one is buying, having dips in general, like a really low income month. I also think about navigating client complaints because I know for me, that hits me hard and that can really impact my energy. But really, when I think of holding the energy, I think of sTayloring committed no matter what, even when it feels like it's not working. And how the heck do you do that?

00:08:18 Yeah, absolutely. I totally agree. And for me, I don't just like to explain it as like, holding the energy, but it's like holding the faith. Yes. Right.

00:08:30 So it's like, how do you have that on those days where you don't have energy to give or to spare? And especially if you're listening to this and you have anxiety and you have depression or any other sort of mental health issue, or if you're just an entrepreneur, like you're going to have your low days, right, where you're super exhausted. Maybe you had to run around and clean up a bunch, like, put out a bunch of fires the day before. And you're like, oh my God, I have no energy today. These are things that you're going to experience and how do you just keep on keeping on?

00:09:15 Yeah, you said two things that made me think of two things, seven things, but you said faith. And I love that because you almost have to be fearless, not almost. You have to be fearless in the pursuit of what you want. And at the same time, you have to have almost blind faith that it's going to work out sometimes. Oh, yeah.

00:09:43 You have to be irrational about your dreams and the fact that you're like, oh yeah, they're coming true, just not today. And you have to be in it for the long run. And this is like a whole other conversation about comparing yourself to other people online. But I find myself in this trap where I'll look at other people and my mentor, for example, because I've been with her for two years, so I actually know it's not like I'm just looking at her and I don't actually know what happened and how she got there. I very much know how she got there, and she kind of got to where I want to be in three years, and I'm in year three and I'm not there.

00:10:27 So it's easy to kind of compare yourself, but it might take me five years, it might take me ten years, it might take me 15 years. And am I going to hold the faith? Do I want it bad enough? It's kind of what I think about like, what are you in this for? Are you in this for the short term or are you in this for the long game?

00:10:45 Oh, yeah, absolutely. And I think you bring up a good point with the comparison that's like the easiest way to kill the faith, honestly, like falling into the doom, scrolling and watching what everybody else is doing and yeah, just like comparing yourself to people who A, are ahead of you and B, started ten steps ahead of where you are and have less obstacles in their way. For sure. It's the easiest way to lose the faith. Oh my gosh.

00:11:21 And most of the time, unless you're working intimately with that person, like I am, I know your struggles and your story, and so same with my mentor. But a lot of the time when I'm just looking at people online, I have no freaking clue how they got to where they got. I have no idea what their reality was and how it's different from my reality. And so most of the time, we find ourselves comparing and I've gotten much better at this, but I still do it. And it happens when I'm in those low energy moments where I'm shook and I'm questioning the faith and I'm thinking of burning it all down, and then I just kind of go into this little like, why isn't it working for me? This person did it.

00:12:06 Yeah. Oh my gosh. I actually had like a little bit of a day like that yesterday. So it's very timely that we are having this conversation now.

00:12:22 It definitely happens more often than anyone in the online space talks about because most of the time you're just and that's why I love podcasting and just listening

to other people's podcasts because I feel like you get a peek behind the curtain and it's not just like what people are sharing on Instagram. And I try to be super transparent on Instagram, but a lot of the time I don't have the energy for it. If we talk about energy, sometimes it feels really heavy to share something on Instagram, whereas it's really easy for me to just say it on a podcast. Yeah. And I think the thing with Instagram too, and this is not to say to people who are listening to don't engage with my stories and stuff, but some days it's like I would show up and share this, but I don't have the energy for all the conversations that this is going to open up in my DMs.

00:13:18 And I love having conversations in my DMs. I love when people reply to my stories, and that's why I post them, because I'm like, yeah, I want to shoot the shit with the people who follow me. This is my favorite thing. And on those days, I'm like, oh, I don't want to share something because it's going to open up all these conversations. And then what I'm going to feel is, oh, my gosh, well, I'm going to have to ignore them today because I don't have the capacity.

00:13:48 But then over the next two days, I'm going to feel like I'm trying to catch up in having all these finishing out all these conversations. Right. So it is kind of, like, a bit difficult. I find it easier to share after the fact. Yeah, always.

00:14:05 I've heard this multiple times in multiple different places. But don't share from an open wound, share from a scar. Right. Or share when you feel you've moved through it and you just put into words what I didn't even know was you just put into words why I don't share things on stories, and I didn't realize that's why I was doing it. But you're so right, because we get a lot of engagement when you share stories like that, which is amazing.

00:14:35 That's the point. The point is connecting on a human level and being like, you're not alone. I see you. I've either been through this or I'm going through this right now. But when that opens up, like Pandora's box for all these conversations and you're still in it.

00:14:50 I was just listening to a podcast today, and she was going through a divorce, and she was saying she realized that she kept having to tell the story to friends, and every time she'd see another friend, she'd tell the story. And she got to the point where she was like, I don't want to tell the story anymore. It feels so heavy. And that's kind of what's happening in the DMs. If you're still in that low energy, like, you're going through it and you share about it, which I see people share about it, and I think, like, wow, that's super brave and awesome of them.

00:15:18 But for me to then have to engage in a bunch of conversations about it, it would just almost delay me moving through it, I think. Yeah, absolutely. And so when you get into those days where you're feeling low energy, how do you keep moving forward and keep that faith? So something that I try to commit to no matter what, is just being consistent. Being committed and being consistent in my business, in my health.

00:15:54 And the way I kind of like to look at that is I like to be consistent in showing up, like, online on Instagram, for example. That's not to say that I'm there every single day, because I also think it's really important to take breaks for your mental health, and I will take the weekend off and things like that. But I have this little. This is more of a strategy answer, but I have this folder, Google Drive folder of a bunch of stories I've shared in the past. Like, I'll save all my stories if I'm typing out text or if I'm taking a picture of my food and it's a meal that I eat quite often, things like that. I will save those for my low energy days where I'm just like, I cannot bring myself to show up, but I want to show up.

00:16:40 I want to continue to provide value, but I can't in the moment come up with something right now, and I'll just reshare those. And that's something that I've been doing for about like six, seven, eight months. And it's really helpful because I do find that, well, I'm navigating burnout right now. So I do go into these low energy days, and that's 100%, like, hormonal. And I don't really have control over that.

00:17:06 Right. It's part of the healing journey. It's going to be very up, down, up, down, up, down. And so I've really had to find ways to support myself when I work multiple jobs. And so some days I'm just going to be freaking tired.

00:17:19 Like, it might not even be like a mental low energy because you could be low energy from a mental perspective. You can be low energy from a physical perspective. So I've really had to try to get super creative and it's just like another way of repurposing, I guess. I feel like the theme of my life last year was like, how do I repurpose as much as possible, right? So that's like, when I'm in a low energy day, I will go into that folder and I'll just click, click and I'll pull a few stories.

00:17:48 And a lot of the time that kind of energizes me because I'm going back to a story I shared a few months ago and I was like and I'm like, oh, that was such a good point. I could elaborate. Mark yeah, I can elaborate on this. And then sometimes not always, but sometimes just going through that folder and picking a few stories to share throughout the day actually brings my energy up. Okay.

00:18:15 And so love that. I actually think that's so smart. And I was just talking to my operations manager about saving content to repurpose. And if anybody here who's

listening follows me, you'll notice I'm literally the most inconsistent person on Instagram, probably on the planet. I've been on Instagram for years and I have like 67 posts or something.

00:18:40 It is bananas. So I'm not much in a repurpose kind of place.

00:18:49 So I guess my question is, what drives you on those low energy days to still want to show up and be consistent? What is that driving force? Yeah. From a kind of emotion really, what I have to ask myself on those days is, what are you in this for?

00:19:20 You hear what's your why. But I really have to ask myself, am I placing my worth and my validation on launches or people reaching out to me because they're interested in my program or like a monthly sales target? Did I start this business to launch things so that people buy and then people are going to buy and I feel good, like, no. I was having this conversation with another girlfriend who's in the online space and I was telling her, I was like, I think I was very naive when I got into this. I was kind of looking around at a couple of other coaches and being like, oh, wow, this looks like super fun and super easy.

00:20:05 All I have to do is show up and share something I'm passionate about and build a website and all these clients are going to come to me. And I was telling her, I was like, I was thinking the other day, if I really had understood how hard it is and how much work goes into it and what I would really have to do to build a sustainable business that could actually support me and be my only income, would I have done it? Would I have done it? And I would like to say yes, and I think I would because I think my passion for what I share is so much bigger than the struggles. But I think my innocence and naivety was really good in that situation because I don't know if I would have just jumped in guns ablazing if I had really understood.

00:21:05 And now I'm like, in it and I see the bigger picture and I've worked with so many women now that I'm like, this works. It worked on me. It worked on my ten guinea pig clients and now it's working on hundreds of it's. Like, this works. This is amazing.

00:21:22 I need to spread this message. And so I always kind of come back to that, like, why did you start this? At the end of the day, why did you start this? I didn't start this to have these crazy lunches and I didn't even know what any of that stuff was when I started this. Yeah, I didn't know anything that I know now.

00:21:41 So I just always bring myself back to that tailor, like that version three years ago. Why did she start this? So that's part one. I have to remind myself of that. Part two is really, this is like an inner game.

00:22:03 Like entrepreneurship is an inner game. And if you do not work on your happiness outside of work, then you're never going to be happy. Your business is not going to make you happy. And again, I heard this the other day and someone said, and I thought it was brilliant, they said, money doesn't solve non money problems. And I was like, that's deep because sure, you can pay your bills and that's going to solve some problems, but if you're not happy, money is not going to fix that.

00:22:35 If you're not satisfied in your relationship, money is not going to fix that. If you're not happy with your physical body, sure, you can buy supplements and you can do all these things, but there's inner work to do there as well. So I think sometimes as entrepreneurs, we can just get so caught up in the numbers and I have to constantly remind myself, this isn't what's going to make me happy. Yeah. So it's really kind of just coming back to my business doesn't validate me and it doesn't mean anything about me if a launch isn't going according to plan or if I don't make any sales that month or like, insert here, right.

00:23:17 That means nothing about me.

00:23:23 And I've had conversations with a lot of entrepreneurs, and I know some people who are very successful and they're not happy and they're almost using their business to fill this void. And I don't want that to be me, but sometimes I see how I could just see how intoxicating it is and how it's a real slippery slope. We start this because we have this bigger motivation, and then somewhere along the lines, sometimes it just gets sticky and it just always becomes about the big shiny objects and it's not about that. And that's what I have to do. I have to have these conversations with myself where I'm like, this isn't why you are doing this.

00:24:08 Oh, yeah. And I have seen recently quite a few very large online business space creators, influencers, whatever you want to call them, people who started out exactly like you and I. And then they grew their business and they're making hundreds and thousands of dollars a month, and then all of a sudden they're like, I dropped my whole team, I'm out. And I'm like, it's so naive of anyone to think that we're immune to that future if we're not really careful and really aware of the decisions that we're making and the reasons why we're making these decisions in our business. Oh, my gosh, yes.

00:24:57 And I see this a lot from a physical mental health perspective with Burnout, right? I see entrepreneurs, and it's because I'm on ten Zillion email lists, because we all do this when we first start. We sign up for all the freebies. And I'm still on a lot of these lists because I'm just curious about these entrepreneurs and I kind of follow them and my Instagram algorithm never seems to show me the people I actually want to see. I'm probably just not on it enough.

00:25:26 So Taylor's on these emails and I kid you not, every few months there's another email that pops in my inbox that's like, you're probably wondering where I've been. I was in Burnout and they're explaining the story and I've seen it time and time and time and time again, and this is what's happening.

00:25:49 And I burnt myself out because I love this so much. I didn't start this business because I'm like, I want to make a gazillion dollars, obviously. Yes, you need to make money. You need to make money to survive. And I want to make enough money that I'm comfortable, and I want to make enough money that I can actually make a difference.

00:26:09 If good people make good money, then they're actually going to put that money to good use. But at the end of the day, I started this because it changed my life and I couldn't not spread this message. And I do this because I love it. And I've literally burnt myself out because I love it so much. And so I totally get where a lot of entrepreneurs are coming from.

00:26:30 And it's like, you're either burning yourself out because you're in this very bro, marketing, kind of masculine way of doing things, and it just becomes all about that and all about the money, and you burn yourself out that way, or maybe you're not taking care of your physical health and you burn yourself out that way. And then you just realize, like, I'm so unhappy. Why am I doing this? And I don't ever want to get there. But I have those moments where I'm like, I have to check in with myself and be like, do I still want to do this?

00:27:02 Is this still worth it? Yeah. And I think in those moments, it's not that you don't have faith, but it really is one of those, like, hey, we need to have a real check in with ourselves and make sure that we're still on the right track, which I think is healthy and important. Like, those conversations with yourself definitely need to happen. What do you do when you have these low energy slumps?

00:27:34 I always call them like, funks or slumps. Yeah, I think my thing and I definitely had one of these days yesterday, because I just woke up at 315 and could not fall back asleep to save my life. And when I don't sleep, I get very like, oh, I'm just not a happy

person. And so I'm in a really good place right now in my business where I'm very busy. I have a ton of requests for work.

00:28:10 My client roster is basically full. Like, I'm booked out really far. But it's also what's happening is that I'm taking on extra work as well, like, on top of what my normal capacity is. And so yesterday I had that low energy because I obviously didn't get enough sleep. And what I remind myself is like, this is one day of thousands, right?

00:28:41 So what I do today isn't going to make or break my business, right? So if I decide to take the whole day off, I can do that. It's not going to make or break my business. But I'm also not going to push through the way that I'm feeling because that's also not going to make or break my business. It's definitely not going to make my business.

00:29:06 And so the way that yesterday when I was like, oh, should I just burn it all down? And why am I taking on all this extra work? Like, what am I trying to prove? And all this stuff? And I basically, in those days, have decided and I even said this to Franco, is I don't get to make any decision today that has any ramifications further than the end of my day.

00:29:38 No big decisions are made. So I'm not creating a new offer. I'm not closing anything down. I'm not firing any clients. Right.

00:29:48 I'm not doing any of that. All I know is, like, I just have to get through today, cross off the things that have to be crossed off. And I know that I'm just going to be back at my desk tomorrow. And that's kind of always been my thing, is like, I have faith in myself that A, I can figure anything out, and B, I'm going to show up tomorrow, and I'm going to show up the day after. I'm going to show up the day after, and I'm going to show up next week, and I'm going to show up the week after that.

00:30:25 Right. And in there, there will be low days, and that's fine, and we'll do this all over again, and that's fine, right. But that's kind of how I navigate those things, I just know I'm not allowed to make any big decision that is going to move, like, past that day. Yeah, you bring up so many good points. The first one I kind of wanted to touch on is you said you recognize that your lack of sleep is going to impact your energy and your mood.

00:30:57 And I think that's a really important thing to point out because we're not trained to really make those connections. And so if we're having these low energy days or even these days where we want to burn it all to the ground, I would ask yourself, like, how did

you sleep? Are you pooping? Are you drinking enough water? What part of your cycle are you in?

00:31:15 This is all going to influence your capacity to do what you need to do and to feel like you can or cannot do those things. And we did like, a whole podcast episode on cycle syncing energy and some strategies for business. I don't even remember which number it was at this point. So, yeah, we'll find it and put it in the show notes. We're like a little all over the place, just winging it.

00:31:41 But that's a really important point as well. And are you in burnout? Because if you are and you said something like, you know that you're just going to be back at your desk tomorrow, and it's quite I don't want. To say, easy to reset, but if you have a bad night's sleep and you're doing the things and your body is relatively, like, imbalanced, the next day, it is kind of like a reset and you wake up and you're just like, okay, good, let's go. But if you find you're not resetting and you're maybe feeling this slump for a week or two weeks, then I would still be like, Are you in burnout?

00:32:18 Is there something deeper in the body going on? Because it's not always about the business, it just feels like it's about the business, right? Oh, absolutely. Or like, is there something going on in your personal life? Like, I remember there was stuff going on with my mum, like, a year ago and that I was in a slump in my business for like, two weeks because I just didn't have the capacity to think about what was going on with her and also think about showing up on Instagram.

00:32:46 I did the bare minimum. I showed up for my clients and that was it. Yeah.

00:32:53 When my nephew went into the hospital, for anybody who doesn't have the context, when my nephew was about four and a half, he went into the hospital with cancer. And it was like the worst time of my whole life while that was happening. And so I can't even call that a slump that was full blown, the lowest low, and I did what I had to do to keep my business surviving. And I want to say that there were moments where I was like, oh, I'm doing this because whatever. Because of my why, or I thought about why I started and it was really nothing more than I was very aware of the fact that me being able to run this business means that I can physically be with my family when they need me.

00:33:59 So we were sTayloring in a house near the hospital and taking care of my niece because my brother and my sister in law were, like, in cancer treatments and swapping back and forth and doing 24 hour shifts, and it was horrible. And I was like I literally remember just being like, that's why I run my business. I don't care what it is that

I'm doing it because I want to be able to show up for my family. And thankfully, at that time, I was charging enough that I could do two projects and it would sustain me for a while. So that was really great.

00:34:43 And there were days where I was like, I'm ghosting everything. Like my instagram, my inbox. I was literally in a, like, I don't care phase. And for me, because I just had faith the whole time that he was going to be okay, there was no wavering for that in my body. So I was like, I know there's an endpoint to this, which is different when you're in a depressive episode and you're like, I don't know when this is going to end, for sure.

00:35:23 For some people, that is their why. Their why is I need to be able to show up for my family when they need me and I need the freedom and the flexibility, which you do not get when you have a nine to five. Right. Everyone's why is going to be different. My why, because I work in anxiety is based on the fact that I had anxiety and panic and I released it.

00:35:47 And I'm just so passionate about sharing. Like, hey, you guys can do this too, but it's going to be different for everyone. I feel like I know so many entrepreneurs. A lot of them are moms. And that's their driving force is they're like, I want to pick my kids up from school.

00:36:02 I want to go to all of the events at school. I want to do all the things. And that's their big driving force. It's like family, right? Yeah, absolutely.

00:36:13 And oh, my gosh, I literally don't know how moms also run businesses. They're superheroes. Absolutely unreal. I have one bad night of sleep and I'm like, I'm going to burn my business down. And they haven't slept in decades.

00:36:31 Literally, they get used to not sleeping. Yeah.

00:36:37 If that is you listening to this. Mad respect. Bow down, bitches. Like, Taylor and I are both like, we need so much sleep and so much self care and time alone and breath work. Maybe this is a podcast episode that we could do about choosing not to have kids and choosing to have kids.

00:37:03 Right? But oh, man, I actually think about that often that I'm like the women that I work with who have kids. I'm always like, wow, and I could see that having that big why of having your family and having kids and wanting to be able to be there for them and having that flexibility to do that, I could see that being huge. And then also causing

that anxiety when you feel like, hey, what if I can't do this anymore? Or what if my business fails?

00:37:41 And that's always a possibility, right?

00:37:47 I'm very spiritual and I'm very like, it's all going to work out. Everything happens for a reason. And on the flip side, I'm also very pragmatic. And I will tell myself this sometimes, too. I'm like, if it all fails and first of all, what is failure?

00:38:05 What does failure even mean? Let's say, for example, not even in the entrepreneur context, you want to be a lawyer and you cannot pass your LSATs, and you keep taking them, taking them, taking them, and you can't pass them. Is that failure or is that redirection to something else, to a career that might fulfill you even more? And as a business owner, if your launch flops, is that failure? Or just like, you extract so many lessons from that and then you take that into your next launch.

00:38:33 Right? To me, I'm like, I actually and maybe you can think of something and I'm on the spot here and I'm putting you on the spot, but in my mind, I can't think of something that would actually be defined as failure. And I think it also could be a mindset thing because I just don't believe in failure. I believe in feedback and lessons and redirection and I just like, what is failure? What is failure?

00:38:59 And if at the end of the day, let's say this business, quote unquote, didn't work, which I just don't believe is possible because I think there's a million and one ways to make it work. You just have to find a way that is sustainable for you and that you actually enjoy doing and you might change your strategy a million times over the course of 30, 40, 50 years. Right. Let's say it didn't work out for whatever reason, and I couldn't pick myself back up. Is that failure?

00:39:25 I can't wrap my head around it. I just don't know what failure is. Yeah, I think, like what you said, that's your mindset, right? If you go into something, setting parameters and saying, if I don't meet this goal, that failure and that's how you define it, then sure, you can define things however you want. Right.

00:39:54 But yeah, like you said, it's feedback, it's lessons, it's data. But I think it's also I 100% understand when your launch isn't going the way that you want it to. Right. It's not going to plan and the people aren't signing up and the emails aren't getting opened or they're not being clicked through and people are on your page, but they're not checking out and they're not signing up. Right.

00:40:23 Because we pour our heart and souls into these things and so it can feel it is personal. Right? Feels like rejection. Yeah, like our businesses are so personal. And so to say if you feel that way when you're going through a launch and it's not going right and you are feeling things, I don't want to invalidate that because I've launched my program twice and both times I was a mess because I was so nervous.

00:40:58 Even though this is what I do for a living, I help people launch. I coach them through their launch. I have them on Boxer, I'm telling them all the mindset stuff. And I'm sitting there being like, keep the face, keep the face. So I remember even when I was launching, I was like, I am a fucking hypocrite because I'm sitting here tripping.

00:41:19 But it's literally like you're putting your heart out there. And for me, even though when my second launch didn't go the way that I wanted it to, I was really proud that I didn't think that it was a failure. And I was like, oh, what does this mean? What do I have to do differently next time? And how was I showing up in ways that I didn't love showing up or what did I agree to do in my launch plan that I didn't actually want to do?

00:41:54 Right? Like, things like that. And so what is hard in those moments, though, it is hard to keep the faith. And I think one of the biggest things is allowing yourself to feel how you feel, but also having somebody that you can offload your feelings onto and talk to and just dump onto who will give you that. Space and not be like, oh, it's.

00:42:23 Going to be fine. And oh, your business isn't going to burn down and you're still going to pay your bills. Right. You need that person who's going to listen to you and be like, oh, my God, yeah, this really sucks, so that your feelings can also be validated. You took the words out of my mouth.

00:42:42 I'm thinking of my launch that flopped. And you were with me through that, and I was with you through the one that you're talking about. And as you were talking, I just kept thinking, like, thank God I had somebody who understood and wasn't like Steve, my partner, or, like, my parents or my sisters or my friends, because we love them and they support us, but they do not get it because they are not entrepreneurs. They don't get it. Steve's reaction to things is like, just don't worry about it.

00:43:16 I'm like, are you kidding? Oh, I know. Don't tell me that. And to add a layer to that, this is why I really value paying for support, because you were my launch strategist through one launch. And, I mean, I wasn't technically paying you, but well, I did pay you a little bit, but we did like it.

00:43:38 Yeah, I did pay you, but we also did an energy exchange. And so the point I'm trying to get at here is it's great to have entrepreneurial friends and other people in the online space who get it and can support you, but they're doing their own thing. They're running their own business, having somebody like a coach or a launch strategist or a mentor that you're actually paying, whose job is to be there for you. They will answer you within 24 hours, Monday to Friday, whatever their thing is. And when you were with me through that really successful launch I had as my strategist, you were checking in on me and being like, hey, how's it going?

00:44:19 You were kind of watching not in a micromanaging way, but you were watching me and my Instagram and my stories, because we'd flushed out the plan together. And when I was having those days, which always happens, you have crickets for days and days and days, and you're getting to the last two days, and you're like, oh, my gosh, I'm not going to do it. I'm not going to hit it. And you were the one kind of coaching me through that. And even now with my mentor, now when I'm having those low days.

00:44:47 I go into my Mastermind. I go into the WhatsApp group, and I just say, this is how I'm feeling. And what helps me the most is conversations like this, where people aren't trying to fix it for me. They're literally just being like, I know exactly how you feel. And that really helps because then I don't feel like I'm the only one feeling this way.

00:45:13 And even like, I'm in a Mastermind with, like, 20 other women, and online, they all look insanely successful. I look super successful online. I am successful. Success is different. Like, you define it in different ways, but how you look on Instagram is not necessarily like, what's going on behind the scenes.

00:45:32 And that's not to say, like, Instagram is fake. But our job, my job is to look busy on Instagram. I'm posting, I'm sharing, I'm doing all the things. And so people can take from that what they want, right? But then when I have all these women that I see on social media and then behind the scenes, they're like, Yo, that was me yesterday.

00:45:54 And I'm like, oh, my gosh. I'm not alone. I feel like conversations like this, listening to podcasts, talking to people, hiring support, I honestly think that is one of the biggest things that helps me hold the energy. Because when I think it's not working, when I want to burn it all to the ground, when I'm like, why the hell am I doing this? I reach out to you and you might answer me that day.

00:46:20 You might answer me a few days later because we're busy and that's our relationship. We answer each other when we answer each other. That's how I am with

all of my friends now. It's not my friend's job to cater to me and to be there when I need them. It's my friend's job to answer me when they have capacity.

00:46:37 And that's what I want. And that's what I do too. I will look at texts and just be like, not today. Like, my sister yesterday. Fucking lover, she was blowing up my phone about something, and I literally just had to be like, I love you so much, but I cannot today.

00:46:55 Maybe after five. Like, I'll let you know how I feel after 05:00. It's not my job to drop everything and be there for her. It wasn't an emergency. And so I really value paid support because I see it as like an insurance policy where it's like, I might not need it all the time, but when I'm having a really bad day, I know that my mentor is going to answer me unless it's the weekend, because I'm paying her.

00:47:23 Yeah, absolutely. And I think what you were saying about Instagram is you're like, it's not fake, but Instagram is curated. It's curated. It's supposed to be pretty. It's supposed to be, like, happy and pretty and cheerful.

00:47:40 Yeah. And you have to think about, too, especially as I know that Taylorlor, you run a group program, and yes, you have one on one clients, but I think it's a completely different ballgame when you are a service provider who is providing a high touch, one on one done for you service for someone. Right. So if I show up on Instagram in real time, being like, oh, I had such a low day and I'm having a low week, blah, blah, blah, and then I pass off my clients copy who saw my story that week, I don't want that to color their view of my work because I know my worst day. Like, on my worst day, I could still write an entire full ass sales page.

00:48:34 And it's going to be amazing and it's going to make sales because I've done it. Right. But my clients don't know that, and I don't need them to know that. That's not something that I feel the need to share. That's just the reality of my life.

00:48:47 And so I honestly have to keep the faith and just know that there's nothing that I've ever shared where nobody has been able to relate with it. Right. I've never shared something and had literally zero people be like, oh, no, never. Right. There's nothing that I've done or anything that I've experienced in this world that I am the only one who's ever done it.

00:49:17 So I have to know the same is true about the things that are happening to me in my low times. It happens to the most respected copywriters, the ones that are making millions of dollars a year. They go through the exact same things that I'm going through.

Yeah. I have never talked to another entrepreneur, and I've been in a Mastermind for two years now.

00:49:45 So people cycle in and cycle out. I've probably talked to 80 at this point, maybe more. And then not to mention the people who are my friends and other people I connect with on the online space. I've never, ever had somebody be like, oh, that doesn't happen to me. Never.

00:50:02 It happens to all of us. It's literally just part of the game. Like, you want to be an entrepreneur? There's going to be buckle up. Buckle up.

00:50:11 Buttercup. Put on your seatbelt. Make sure the lap belt is fastened. The chest thing is against your chest because you're boarding a roller coaster. Yeah.

00:50:23 And you're going to be flung upside down. Shit's going to fall out of your pocket. Brain is going to be scrambled. It's a fuck fest out here. Yeah.

00:50:35 It's like the most fun, beautiful, wild ride, but it is a fuck fest. And ultimately, this is our choice. We are choosing this. And you could choose not to do it. And that is beautiful and perfect and fine, and a lot of people do choose to shut it down.

00:50:53 And that's amazing, right? But that's another thing I like, to remind myself too if it's like, I'm choosing this. I'm putting myself in this position so I can't really sTaylor in a little pity party for too long because I did this to me. And I also know that I'm fucking strong and I'm a badass bitch. And I'll figure it out.

00:51:15 I'll move through it, and I don't see it ever getting to the point where I'm like, I can't, I mean, never say never. But to your point where you said, oh, my God, it was in my head and I lost it, maybe I'll remember it. Okay, you had said something, and I was in my head. I need to write things down because you're just like, you're dropping gold. But you had said something.

00:51:40 I know. Anyway, it's a choice. We're choosing it. You can always choose differently if you need to, but ultimately, at the end of the day, oh, you had said that you just have so much faith in yourself, and, you know, you'll figure it out. And I think that is probably the most important piece is do you believe in you?

00:52:01 Because you have to believe in yourself more than anybody else believes in you. You have to believe in yourself. Like, it's the most that I've ever had to believe in myself, ever. And I know that, yeah, my parents, they 100% believe in me. Their faith doesn't waver in that.

00:52:21 But the only person's faith who matters is my own. It's all you at the end of the day. And I think sometimes, yeah, we forget how badass we are.

00:52:40 It's kind of incredible. So when your energy is low, listen to this podcast. We just went through all the motions. We just went through everything from feeling low to being like, Yo, we're badass. And that's literally what goes on in my head.

00:52:56 And it might take a couple of days, but when I'm going through the emotions of like, fuck this, burn it all down. This is the worst, like, blah, blah, blah, for whatever reason. And then it's like, no, I'm choosing this. I believe in myself. Why am I doing this?

00:53:09 Whatever your why is, and your why can shift and change. My why when I started was like, I just need to run to the top of the highest mountain and just scream this message, and the highest mountain is the Internet. Right. That was like, my why. And now it has evolved because I see the potential in this space.

00:53:28 I had no idea what I was getting into. I was just like, this is fun. I'm going to work for myself. No one's going to tell me what to do. And now I'm like, I can make how much what the heck can I do with that?

00:53:41 So it's shifting to my family as well. I don't think I've mentioned this on the podcast. I don't know. Do you know this? Do you know that my aunt's paralyzed?

00:53:51 Like, completely paralyzed? No. Yeah, she was in a car accident in her early 20s. So she's been that way since I was born. She can't walk, she can't talk.

00:54:00 She actually got hit by a car again when she was out in her wheelchair. So she's been in, like, two car accidents. And she's just like completely like, my dad is her legal guardian, and then I'm also her legal guardian since my grandma passed. And so, God forbid, if anything were to happen to my dad and I would be the next in line, I'd be taking care of her. And so that is something I think about all the time, too, where it's like, if I'm working my nine to five at the government, she lives an hour and a half away.

00:54:36 The house is completely outfitted to support her. It's going to be incredibly hard to move her here. That might not be an option. So, like, God forbid, anything were to happen, it would be me. And I can't work my nine to five and also support her because I would need to spend a lot of time at her place.

00:54:56 There's people who work there. It's like a full business. There's people who work there and come and support her and all that stuff. So my why has morphed. I have

multiple whys now, because now I'm like, oh, I can work from anywhere and support my family if that's what I need to do, because I physically need to be somewhere else.

00:55:19 And there's expenses that come with her situation, and a lot of it is covered for all these things, and it's just a big, long, complicated story. But your why shifts and changes, and so when you were going through that situation with your nephew, that was your thing. You were just like, I'm going to do the bare minimum because this allows me the freedom to be here completely with my family. And so when I have those moments, too, of super low energy, sometimes the why of spreading a message and helping other people isn't powerful enough in that low moment. Sometimes that's just too surface level.

00:56:05 And I'm just like, this is too hard. And so then my why becomes something like, well, what if I need to be there for my aunt and that becomes more powerful, or something's going on with my mom and I need to support her. There's very specific family situations that have happened where they could very much happen again. And it's like, I want to be in a situation that I can provide and I can support, and I have the complete flexibility to drop everything and go there. And you don't have that with a nine to five.

00:56:38 Yeah, I totally agree. This is such a good conversation. I'm so glad we talked about this. I know, me too. Me too.

00:56:47 I have one small thing to add, too. This is just something that I tell all entrepreneurs. I tell them that they should do this, but keep a folder full of screenshots of clients praising you. Keep that on your phone and don't just screenshot it. And then be like, oh, I'm going to have a screenshots folder.

00:57:10 Because you have screenshots of recipes. And when you see the time is 444, right, you put all this stuff in there, or at least I do, and make a point of putting together a client's folder or like a Wins folder or something, and every time you take a screenshot from your client, you put it in there. And I think at this point, I have like 80 or something screenshots from my clients. And my whole thing is that I think about it because a lot of people when I talk about this and they're like, yeah, but I think my clients are lying, or I just don't believe it. And so that's obviously like a larger conversation.

00:57:57 And a lot of these people have been like, I'm in therapy for it, so I get that. However, I think about the fact that these people have paid me and they paid me money to give them a service. There is nothing more that they have to do. After I give them their

copy, they don't have to do anything. It is in our contract that they have to provide me with their results.

00:58:20 And I can check in and get the data and the money numbers and all that stuff. However, they don't need to send me messages like, oh my God, this is so amazing, and I'm crying. I've never felt so heard or validated or like, I can't believe this is my program. You made it sound like this is what it is. But I've never been able to make it sound so amazing.

00:58:43 And they don't need to tell me that stuff. And these are clients who are successful enough that they can pay me my fees, right? At some point, you need to trust that your feelings about your clients are true, right? If you're like, oh my God, that person's so cool, or like, I can't believe that client hired me. They're cool.

00:59:06 I must be cool, right? And just believing what all these screenshots say and holding that faith there too. On the days when you can't find it, like, if you go a day or two days or three or ten, however much, and you're like, I can't find it for myself. Let other people find it for you. I'm so glad you brought that up because I do do that.

00:59:37 And you might have been the one to tell me this years ago, I don't even know. But in that same Google Drive folder that I save, stories that I know are good for repurposing, I have a screenshot. I call it. Client wins. And anytime I get an email, a DM, anything, I screenshot it.

00:59:58 And once or twice a week, I'll just AirDrop everything, like all the screenshots, and just put them in these little folders in google Drive. And I sometimes forget to do that in those moments of low energy, that is when I remember it's one of the most uplifting things to do. Because you're so right. You just forget. You forget about all the ways that you have helped people in that moment.

01:00:24 It's all you can think about is like, the negative and what's not working, and you forget about everything that was working. And so just going through that client win is so heartwarming, and it reminds you that you're doing a good job. Yeah.

01:00:44 That's not to say gaslight yourself out of your feelings. If you wipe and feel low, you're not immediately rushing to this screenshot folder to try and get rid of that feeling. But if you're at a point where you're like, I'm going to burn it down on that day, maybe just pop into that folder and see a bunch of reasons why you shouldn't. Because all those people would not have felt that way or had their dreams actualized and put into words or put on the page, or you wouldn't have helped them through what they're

dealing with. They wouldn't have gotten through that or had that copy or that design or that website without you.

01:01:31 And that's huge. That is literally huge. And now they get to help more people. It's the ripple effect. Like, if you take you and I, for example, I was definitely sending you those kinds of messages because what you did for me was insane.

01:01:46 I was literally just like, this is the best thing ever. And then that became a page that helped women who have anxiety and panic and depression understand that there are other solutions for them. And some of them took the leap to work with me. And so that's a ripple effect. And then they're telling their friends and family and helping their friends and family.

01:02:10 So your writing copy actually helped like 50 people or more know who are feeling so stuck in conventional medicine and hopeless maybe, and that they're going to be stuck with an anxiety disorder forever. You helped 50 plus people through your copy understand that there's another way. And that's the thing, I think another thing about this entrepreneurship is like the ripple effect. You don't even know. I have people out, send me DMs.

01:02:43 They've never talked to them before. I've never seen them. They've never engaged with any of my stuff. And they'll be like, I've been following you for six months and implementing the stuff you talk about, and it's changed my life. And I'm like, what?

01:02:55 This is amazing. I don't even know. You don't give up because you're helping so many people. I know.

01:03:08 It really is like the ripple effect. And I don't think I've ever talked to an entrepreneur who isn't just literally mind blown at the ripple effect that their work has, or just like, I even have people come and talk to me, and they're like, you inspire. Me so much. And I can't believe that you can just literally make a business and build a business and change the direction of your life and all that kind of stuff. And I'm like, man, the world literally needs entrepreneurs.

01:03:46 It really does. Because otherwise it's just like, people go to work and they just do regular things. Like, no, we need to represent.

01:04:00 We're so innovative and creative, and there ain't nothing wrong with working a nine to five if that's what you want to do and that's what you love. But for all of those oddballs out there like us who are like, I need something else, the world needs our innovation and our creativity.

01:04:26 Okay, we could sit here and talk for hours and hours and hours, but we won't. Yes. Remember when we thought these episodes were going to be half an hour? Oh, my God. Yeah, that was kind of our game plan.

01:04:40 We're like 45 minutes max. There's no chance. No. If you're listening to this episode, after the previous two episodes, we recorded it all in one shot because we just couldn't stop talking. And we were like, this is going to have to be two.

01:04:59 Yeah, and we actually have an editor now. So I was relistening to episode one, and we were like, no, remember, it was going to be Franco. And now it's not. And I'm messaging our editor, being like, okay, you need to chop this up into two episodes. And so, you know what?

01:05:15 So much has happened since that very first episode. It's going to be interesting. Maybe like season two, episode one, we can do, like, a little recap and talk about all the things that have changed and evolved. Because things move quickly. Things change quickly.

01:05:29 I literally have an entirely new business plan on my paper right beside me. Let's do an episode on how many times we've changed our business plan. You know what? Can I just be honest? I've never actually had a business plan.

01:05:44 I don't think this is technically a business plan much as it is just like scribbles, but scribbles. I have changed my strategy many times, and not in a way where I'm like, this didn't work for one week. Let's change it in a way that I'm following the pings and I'm following my intuition, and I'm, like, fiercely committed to making this work in a way that works for me and feels good. Yeah, I love that. Okay, wrap it up.

01:06:12 Okay. Yeah. So let's wrap it up on today's episode. Thank you so much for listening, as always, if we are coming through your earbuds right now, if you're listening to us and this podcast, I'm still not chill. I'm never going to be chill.

01:06:29 No, it's going to be like season 40. We're going to be old, not chilling at home. And we're going to be like, this is crazy, right? Like, no chill. Okay, so thank you so much for listening.

01:06:41 Send either of us or both of us a DM especially if you want to talk about these low periods. If you have nobody else to talk about those kinds of things with, it can be really lonely. And I totally get that. So shoot us a DM we'll talk about the good, the bad, the ugly, and we will be back in your earbuds next time. Oh, my gosh. Dorks. Bye.