

# THOW Episode 36 Transcript

**Tracy Litt** 00:02

Welcome to The Long Game series conversations with highly successful women leaders on what it means to build a legacy and play the long game. We're talking failure, fear, faith, trust, wisdom, and everything in between. Let's get started.

**Tracy Litt** 00:17

Good morning. Good morning. Welcome back to another episode of you guessed it, The Long Game Series, aka the best decision that I ever made, aka an absolute total boundless gift for you, your meaningful work your legacy. So, drum roll. I'm drum rolling on my thighs. As I introduce to you the fabulous Keri Murphy. Keri and I met in the trust meeting in Phoenix, Arizona last year and had an instantaneous like, I see you, you see me, this is going to happen. We went diving right in, like, immediately into what is raw and real in the land of entrepreneurship. What it feels like to be on the edge of joy and exhaustion in the midst of a launch. Stretching yourself and your team in hiring and expansion and decisions before your mind agrees that you're ready. This is a big one. We touched on the truth of acknowledging the parenting is really fucking hard. Motherhood, tantrums. Keri shared something out loud with me and all of us that she had only prior said to her husband. We talked about emotional alignment for legacy success. Deep traumatic failures and the impact and wisdom that has given her. What it means to be your own security. How saying yes, opens massive portals of possibility. I could go on and on but you get the episode to listen to and the amazing opportunity to hang with me and Keri at her brilliant event in California in September. I am coming in as a guest speaker and I will be there the whole time. Her event is going to be absolutely incredible. And I would love for you to join us and be in the room. The link to say yes is in the show notes. Enjoy the ride.

**Tracy Litt** 02:19

Welcome back to what I know is going to be a kick ass conversation with my friend. My friend the amazing the incredible the brilliant, the bright, the phenomenal. Carrie Murphy, come on down, Keri.

**Keri Murphy** 02:33

Hello sisters. So happy to be here.

**Tracy Litt** 02:36

You are the next contestant. Tell us what's raw and real in the land of playing the long game and entrepreneurship. I'm so glad you're here. Thank you.

**Keri Murphy** 02:45

Thank you. Thank you for having me.

**Tracy Litt 02:47**

So we are talking on a Friday afternoon. It's 4:30pm Eastern time. On this day, like what's real in your entrepreneurial life? Like how did you feel when you woke up this morning? What is on your plate? Let's just go there?

**Keri Murphy 03:02**

Well, I will tell you, we're in the middle of a challenge, which means we're in the middle of launch, which is both exciting and exhausting, because you're holding space for transformation for people. And I don't hold back like I give 1,010% My whole team. So there's a level of excitement and exhaustion at the same time. And we're like in the middle of it. So that's going on. I just hired a COO. So we're onboarding her again, like scary stretch. And then we're looking to hire more team. Like, what am I doing? Am I ready? Can I afford more team and then we're getting ready for our brilliant event, which is in September. So girl let me tell you there's a whole lot there's a whole lot cooking over here.

**Tracy Litt 03:47**

Yeah, yeah. Okay, good. Thank you for that. So let's talk about how scary all that feels. Because that's what's fucking real, right? We know, is so different, especially for those people who might not be aware of you until now, which they're very lucky that they're becoming aware of you. You serve people into living their highest most inspired lives ultimately. And your medium for that is predominantly like video brilliance, shining presence omni presence. So in a world where people see one thing right in video, so to speak, or presence. There's a lot of different things going on internally for us. So let's talk about how scary all that she feels.

**Keri Murphy 04:30**

Yeah, it's really scary. And it's funny that you bring that up because some of the feedback I've been teaching this for over a decade I've been on camera for three decades. And the feedback I'm getting is I'm not Keri. I don't have all my shit together. I don't look like her. And first of all, I always say comparison is the thief of joy. Like please, we don't need another Keri on the planet do you like do you? But at the same time that the sense of responsibility to show up a certain way but Tracy one of the things I love about you so much that inspires me is that you show up as your most authentic version of yourself. And even though I do that what I don't do as often, which is why I'm so glad we're having this conversation is that I don't share the scary stuff. I have two small children. And I have to tell you right now, parenting is really hard. I don't enjoy it. I can't believe I just said that out loud. Like, I love my kids more than anything. But they're not at a phase right now that I particularly am enjoying. So not only am I doing all the business stuff, but the minute I close my computer for the day, and I step outside, I have a three and an eight year old that are bickering. Can't share and save their life, throwing complete tantrums and meltdowns. Like yeah.

**Tracy Litt 05:40**

Calgon take me away.

**Keri Murphy 05:41**

Calgon, please. If I took baths. I think you know, and so I'm actually going to start sharing that more, we're going to relaunch my podcast and relaunch IL TV, where I can be more vulnerable about kind of

like what happens behind the scenes of maintaining a multi seven figure business with goals to grow, and running a family and trying to maintain sanity and be a wife. It's like, yeah, yeah.

**Keri Murphy 06:05**

yYah, yeah, no, I love it. So let me just say, I gotta stay here with you. Because I need to love and validate the shit out of you and every woman who is like raising her hand to go glory, hallelujah. If you're a mother, this is my philosophies on motherhood, if you are a mother, and you don't have moments where you're like, I want to duct tape my kids to the wall. I want to drown them in a bath. They are completely fucking unemployable right now. Joe, if you've if that is not a truth that you're experiencing, you're fucking lying. Now, I foundationally know that to be true. So I just want you to know you're not alone. It makes so much sense. And it can feel like it's so much to hold, right? We're mothers, we're entrepreneurs, we're partners, we're friends, where there's all these things that we are called to serve and caregiver for in the world. Yeah, so I just want to validate that.

**Keri Murphy 06:56**

Thank you. I really appreciate that. I literally have not said that out loud, except to my husband. And it is. You want to be the best mom you possibly can. And I want to be a happy, loving person. But there are moments where the triggers are real, the impatience is honest. And just like in my business, I always seek outside support. And I'm doing the same thing in parenting. I only know what I know. And that level of competence of understanding, there's a lot that I don't, and it's okay. And I just appreciate that validation, Tracy. And I think for all of us, we're just doing the best that we can each day. And even though it's funny, knowing my human design, I have to emotionally be connected to my decisions. Not that we all don't. But there's a specific term for my human design. But if I'm not, the fear will paralyze me for a minute, until I'm emotionally aligned, like hiring this new COO. I had been talking to her since the beginning of the year. And I wasn't fully bought in and I wasn't emotionally aligned with it yet. And then one day, it was like, Okay, I'm in. This feels right. Like it feels right. And so since then, I'm like, best decision ever. So that's how I process kind of my decisions is I- It's so scary at the moment, and then I won't make it. I won't make it until I'm in like complete. I guess harmony is kind of the word I would use. And I'm emotionally bought in to my decision.

**Keri Murphy 07:02**

Yeah. So did you do something to get yourself aligned? Or was it a function of patience and space? Like what happened there?

**Keri Murphy 08:33**

That's a good question, it was both like I pray I meditate. Like show me the sign like manifesting generator. But then I actually have to give myself space and time, I can't force an outcome. Because if I don't feel aligned with it, even if it is the best thing ever, for me, I won't trust it. I won't trust myself. Like, there's just that unease. And that's kind of how I feel too about bringing on another team member is like, the fear will always be there, Tracy, but it's like, when does the fear feel like, okay, I'm aligned with the decision, though. And if I'm aligned with the decision, I feel the fear and do it anyway.

**Keri Murphy 09:04**

Exactly. And that's, that's really important. And that's super valuable for everyone who is hanging out with us right now. The fear doesn't go away. The fear is biological. You then to your point, right, you become emotionally aligned. That's like part of your personal process. Once you decide game on, right, the decision comes, it's almost like the decision is now you can exhale and that's okay,

**Keri Murphy** 09:27

Yes, totally.

**Tracy Litt** 09:28

Now all roads lead to supporting that decision that I just said.

**Keri Murphy** 09:32

Yeah. I love that. I love that. So before we go forward, let's go backwards.

**Keri Murphy** 09:32

Exactly right. And I will tell you every single time I make a decision, before I get to that place, there's an ease there's a stress, there's a scarcity. There's that panic, and I've just learned that you know, some decisions. I'm a quickstart. Some decisions are instant. And I think as entrepreneurs we do we have to make quick decisions, but decisions about, for example, like the rebranding of the podcast and ILTV or hiring a new person or investing in a new group of consultants like I really have to make sure that I'm completely aligned with it and that my instinct says, Okay, now, now's the right time for that.

**Keri Murphy** 09:39

Okay.

**Tracy Litt** 09:39

What were you like as a little girl like age six, six ish, six ish. And what did you want to be when you grew up?

**Keri Murphy** 09:56

Oh, girl, you're gonna laugh. You're gonna laugh. So I'm the middle of three.

**Tracy Litt** 10:26

Hold on. I'm interrupting. We've never known this before. I'm the middle of three girls, too.

**Keri Murphy** 10:32

I did not know that. Okay, of course that's why like we're BFFs right? So I've always been the peacemaker in my family, always. And I will say, as you know, being the middle child, what I did love about it is if I wanted to play with Barbies, I had my little sister if I wanted to play big girl, I had my older sister. And even though every once in a while, not often the two of them would gang up on me. It was very rare was usually like me and big sister or me and little sister. So I've always been like, if there's a problem, go to Keri, Keri will fix it. I don't think I was that way at six. But I wouldn't be surprised. I don't remember my childhood that much. Like I remember a few things. I was going through some trauma in my childhood. And so I feel like so much of it. Like there are really vivid moments. And then there's our

years Tracy, I honestly cannot remember. But I will say I was really sensitive. My mom said she never remember the spoon. She never had to speak me. She just had to raise her voice. So I was always a very sensitive soul. I would write letters to my mom. I was always the person growing up Tracy that if I saw someone underserved, or I saw someone in my first husband, I met him in middle school and he was the shy guy in the classroom with his head down and I was just committed to changing that for him. You know, and so, my whole life, probably codependent, I grew up with an alcoholic father, like, I wanted to help people. I wanted to fix the music. I wanted to fix people and and now as an adult, I have learned I don't want to fix people. I want to support people and moving into their brilliance and they can pay me for it. Instead of me being convention and tried to get the views of you they don't want to do. But I would say from as from as young as I can remember, I was a cheerleader. I was always supporting people always encouraging people. I was quiet in a way but confident and others. My mom would always say Keri you got to choose something as I think about when I was getting older. I was involved in so many things. Probably that overachiever wanting to prove middle child like see me, see me. And man you couldn't not see me I was president of this Homecoming Queen, Rose Festival Princess, pageant girl like whatever leadership person, whatever role like your take on and I cannot tell you Tracy how many conversations my mom like, Keri, you have to stop doing something. And to this day, I'm still that person. I'm still like doing all these things. But I've learned to simplify a little bit more but growing up to answer your question. I grew up in the 80s. Right. In fact, I watched the wham documentary the other day. And I was like, Oh my gosh, this is taking me back. But I wanted to be a supermodel or Mary Hart on Entertainment Tonight. I very vividly it was those two things. My grandmother looked like Marilyn Monroe. I grew up around beauty and grew up in the entertainment industry started modeling and acting when I was 11. And I was an awkward 11. So I say modeling with a little tongue in cheek. But beyond it's what I wanted to be, you know, grew grew up with Cindy Crawford and Paulina Porizkova and Christy Turlington and Naomi. I mean, Campbell, like those are my idols growing up and so I wanted to be tall and skinny. That's what I wanted to be or I wanted to be very hard on Entertainment Tonight.

**Tracy Litt 13:31**

Oh my God I love it so much. So we've had a conversation with Eleanor Beaton earlier. We're talking about we're talking about supermodels also because we're all from the same generation, you know, so-Right. So, and I love how it is so easy. The thread is so easy for me to see. You're a little girl, and who I know now as the beautiful grown woman that I get to see and talk to right. And it's a combination. It's all things it's a little Mary Hart right and you're inspired living TV. It's a little supermodel and it's the caregiver. It's this you said cheerleader, like the way that you hold your clients the way that you believe in them. And yeah, you'll hold you see as possible until they can see it like, yes, receive this the way you are. It's beautiful because we must bring our little girls along for this ride. We must bring them with us so that we could become the fullest capacity of who you are. So to hear. And I feel like I can like go there with you a little girl like yes, like I can see that version of you. It's so present and who you are and I just love that. I just love that.

**Keri Murphy 14:39**

You know, no one's asked me that before and I've done a lot of interviews. And to hear me talk about her and I like I'm gonna get emotional and yet to like also, of course she's a part of me. Of course she's a part of all of us. And that little girl still I always tell people when I was little. I cannot tell you Tracy how

many times I was told to lose weight. How many times when I started doing auditions. I was told, if you lost 10 pounds, you would be successful. I really feel like that was kind of like the mantra of my, the young adult teen years, especially, I would fluctuate with my weight. I felt this pressure, being in pageants and being the cheerleader and being the homecoming queen like to look a certain way, even though I love it, don't get me wrong, like, I love me some glam. So I'm not throwing shade on anything like this is also my decision. But there was that pressure and still in my adult years, even though Carrie now can see herself from a director point of view and a producer point of view, and am I authentic? Am I really being my honest, true self. That little girl is still there that says, if you lost 10 pounds, you'd be successful. And yet I can say to her, honey, you still got the 10 pounds and you're successful, you're doing okay, you know, but for anyone I will say people look at me and they say I can't be Keri or I can't be whoever they see in their head. And yet we all have that little girl, we always have that thing that someone said to us that just stuck. And that's why too with my with my eight year old, I'm so mindful of what I say. Because I remember something my grandfather said when I was maybe nine or 10. That was models don't eat like that. I mean, we remember like yesterday sitting at his dining room table. And we have to be so mindful of our words, especially when we have children because they do stick.

**Keri Murphy 16:17**

Yeah, of our words. And also, you know, which is one of my many arguments about coming in working on herself like committing yours, being committed to potentially evolving until you leave this physical body? Because it's our words that it's our modeling, right? What are our children? What am I seeing in us do who are we being and how that's affecting them. And, you know, I also want to say, for anyone who's listening, like, don't go crazy now and try to think that there's a world where you can be just so and not fuck your kids up, you're gonna fuck your kids up.

**Keri Murphy 16:58**

At least you can be aware of it, at least you can try to minimize it by understanding your actions and add too we've all gone through tough stuff. And I will say, I mean, instead of, you know, I hate the word victim. But how can we learn from it? How can we empower different choices. I remember something that Glennon Doyle said when I went to Super Soul Sunday, years and years ago, and it stuck to me so much, Tracy, she said, It is not your job to protect your children from experiencing pain, like you don't want them to, they are going to. They are going to experience and yet you hold such regard for where you want them to go in the world and who you want them to be. And she said, But what if it was the pain, as we all know, it is through the pain and trauma and hardships that I have that I get to be who I am today. And that we all have to experience those things to evolve, as you said into who we are meant to be. But she also said as a parent, it's your job to be there for them. When they experience that. You can't, you can't safeguard them. You can't keep them in a bubble. But it's your job to be there for them when they go through the pain. And I just isn't even before I had children. And I just remember that going, Wow, that makes such sense to me. You know, we want to protect our kids from experiencing any pain, but they have to, right? They have to, and then we get to be there for them. When they do.

**Keri Murphy 18:15**

Absolutely. Yeah, I mean, the pain is essentially the discomfort, right? And many of us need the discomfort in order to grow. It's like it's like when we're having a baby, you've got a contract in order to birth, you have to be in a place of pain in order for the growth to occur. Yeah, it's just and I find that to



be the same in marriage, parenting, and entrepreneurship. Like I want to say entrepreneurship. Yeah, so let's talk about that a little bit. So go anywhere you want to go along the lines of something that you feel was like a real failure, but gave you something amazing at the end, right? Like, like a real wisdom or a big lesson, or something about entrepreneurship that you like, wish someone would have told you before you said yes. Like go into that.

**Keri Murphy 18:59**

Oh, I have so many. So many but what always comes up for me, and probably the most traumatic failure I've had is when I was 27, I bought the talent agency I went through as a little girl with my mom. So at that time, I had my own interior design decorating company. I started that at 23. And I had it for five years, right am I doing math. And I got bored. And so we bought this talent agency. And then I took it, I took it and I ran with it. And Tracy it was so amazing. So I'm like oh my god, I get to develop talent like that, really, at the end of the day is what I love, right seeing potential in people helping them bring their potential to life. And so I'm building up these models and actors and helping them live their dream. And yet I'm behind a desk for 12 to 14 hours a day. Not expressing my gifts or my talents. But I loved it. If you asked me I was like this is what I meant to do. And I did that for five years. Now while I did that I was still doing some on camera work. I was a spokesperson for a golf tee time website and I was doing some fashion segments for the news and stuff. But I certainly was not in my zone of genius nor my zone of excellence, but I really loved what I did. So fast forward five years, you know, the 2008 drop hit. And at this point, I'm 32. And I had no mentors, I built the business on passion, it was getting close to a million dollar business. And I just felt like the whole bottom fell out. Like, I felt like one day I woke up, and everything that I loved, everything that I had worked for, I was like, shit, like, I'm out of money. Now, I hadn't paid myself for over a year. And to be really honest, I was like, kind of robbing Peter to pay Paul, because I'm like, I have rent to make, and I have talent to pay and looking back so many mistakes. And then I ended up having to close the agency. It felt like overnight, but it was like a year in the making. I was a disaster. I mean, I have to say, losing that agency. My business was me. Keri Murphy was Murphy talent group. And I was a big fish in a small pond. And I was running stash in Portland Fashion Week. And I just felt like, I am the biggest effing loser on the planet. And what do I do now? Because this is- I was that. And I have learned two amazing lessons from that. One is when you build a business, the business is not you, like what you do infuses the business. So even though inspired living is who I am, it is not my identity, like Keri is her person. And the inspired living company is my outlet that I get to express who I am. It is not me. If I lost it tomorrow, heaven forbid, I know that I am hold it perfect and complete the way that I am. And I could go out and start something else because of who I am. That was tough, because it took me a good two to three years to pick myself back up again and be like, you can do something else. And people are just horrible people can be very mean, it was a really trying time. I mean, people were saying horrible things about me. And I'm like, take my money. Please don't question my character. Like I made some mistakes. But I did everything. I thought I knew how. Like hello, I'm in my early 30s running a business by myself without any help. I mean, yeah, I'm going to make mistakes. So that and then the second greatest gift was one of my mentors at that time, said to me, you know, Carrie, I know you loved the agency, but you were not working at your best and highest use. And God bless Ferris for saying that it sticks to me, every single day. I constantly say that out loud, best and highest use. And I and it's also like Gay Hendricks zone of genius, right? It's like when you are doing what you are naturally gifted at. You're not working. I don't feel like I work. I love, love, love what I do now are there days, I want to go hide my head in the sand for sure. But I wake up

every day excited. It is like inspired living is the best expression of all my gifts and my learnings. And so to that being said, it was like losing it all. It was such a blessing because I was able to recreate something that is truly my zone of genius. And it's such more inspiring work. And not that I don't love models and actors but helping people make a difference to their businesses and helping them generate wealth and do good be good. Like that to me. I'm so grateful. And I also Mike growing up my room was palm trees, dolphins and ocean scape. I lived in Portland, Oregon. I now live in San Diego, where it is ocean, palm trees and dolphins. So you know, I mean you're manifesting every day.

**Tracy Litt 23:27**

Right. Exactly. I love that I have to just really hold you again on recognizing like, I say this, but there's probably more but if there's one core lesson that every entrepreneur must learn and it could be learned without what's the conversation like this and choosing it or you're gonna get you know, some some shits gonna go down, it'll be a gift. To not conflate your value, as Keri, as Tracy rightness, insert your name here. With the value of provide right with the value of your company. It's so essential because if you conflate those two things, you're never going to reach the capacity that you're capable of reaching because you're inserting yourself and your ego and your worth shit and whatever else is coming along for the ride. So just want to say like, I am so happy for your soul that you got that. And relatively you got it at a very early early window, right? Yeah, yeah. And you're a genius and you're showing up and you're doing all the things that are truly truly in alignment and it's another moment where you say everything happens for your highest good. Yes, right but it also highest good also can feel like shit. And that's really important too.

**Keri Murphy 24:43**

No doubt about it. No doubt about it. And I love the quote you can't connect the dots in front of you. You can really connect them behind you and Tracy when I look at my life, everything that I've been through. All the lessons, all the hardships, all the relationships and I look at where I am now. I'm like, if there is not a God, or if there's not some spiritually if there's not another energy source, I couldn't have done that myself. Like, those dots are so perfectly aligned. And with it, yes I'm feeling like shit, feeling unworthy, feeling overwhelmed, feeling inadequate, feeling all the things, and to be where I am today, looking back. It couldn't be more perfect. And so that's why when I wake up, and I say I really, as cheesy as it sounds, I'm so stinking grateful. I'm so grateful for the life. I mean, I moved down to LA with nothing but a car full of stuff. I had to file bankruptcy because when you sign on leases, and you get your name, or your personally responsible for everything, and so I literally had to rebuild from nothing. And what it taught me is, gosh, when you just trust your gifts, and you trust, like the next thing that shows up, because we don't know, Tracy, I think that's it, too. I think people expect this divine plan with all the right stuff that's gonna show up. And it's like, hell no. I mean, as an entrepreneur, the best advice I can give anyone is to trust your instinct, and just take the next right step, whatever that is for you. It could be hiring a VA, it could be, you know, raising your prices. It could be I don't know, it could be anything, but it's just that step. And I talked this week in my challenge about, you know, courage, and how important it is, as an entrepreneur, as the visionary to have that courage. And like Indiana Jones, he takes the leap before he can see the bridge, and I feel like that's my life. Every single day, I am leaping before I see what's in front of me. And then the bridge shows up. I'm like, Well, look at that. The bridge showed up-



**Tracy Litt 26:44**

You know, you're supported and your health and your guidance. Like you can't fuck this up. If you tried, like, you just lie, guys, you can't mess it up. And that's really, for everyone who is listening to us, right? It's just really, really important. Because the only way to get to the bigness, the greatness is to lean into that risk, like you're saying, right to really just realize, listen, at the end of the day, we're all gonna die. So let's just get after it.

**Keri Murphy 27:08**

Yeah, we have fun too. I mean, stopped being too seriously, I think I can definitely get too serious about things. Sometimes. I feel like there's too. I am such a Gemini, but the Gemini is one minute, I'm the most gregarious positive, and then I'm like, oh my god, it's all gonna crash, like what's gonna happen, or I just love to be by myself and not talk to anyone for a while, which with two small children, I don't get very often. But I would say that's the polarity, I think of my being is that I love being out and big and helping people. And then I love being by myself. And I will like one minute and like, everything is perfect. And the next minute, it's like, I'm going to lose everything. But I think that's because of my agency. And that trauma. I've done so much work around it. But that little part of me that's like, am I going to lose it again? You know, am I am I going to eff it up again? Am I going to make a wrong? That is there it is right?

**Tracy Litt 28:00**

But also I'm gonna reflect back to you because you know that you are whole and you learn that valuable lesson. Even if it did, it doesn't matter. Because you are the security. Yeah, not the company. Not the money, not the external you as Keri Murphy, you're the security. And we can let this shit go. And then we could build something new. Like it just like that. Because you right? Yes, yeah. Great. So before I go into like the last question, want to ask, I want to talk about Brilliance for a little bit, because I'm really so. Okay, so first of all, if you want to come hang out with me and Keri together, which is a very, very, very so come on, why would you not okay, like, I come on, I just want to say I am so honored that I am coming to serve your incredible community at this magnificent, magnificent event. So will you tell us a little bit about Brilliance?

**Keri Murphy 28:52**

I will absolutely. So the Brilliant event came to be about seven years ago and Tracy I was sitting I will say my girlfriend's like you are the bomb.com like they're all and I was get you know, your vibes, your tribe, you are the sum of the five people. I don't think people really understand that until they up level their tribe, you know, and it's why we invest in community and we invest in being in the right rooms, because to me, that is such a huge part of making it through entrepreneurship for so yes, yes. But also like we need that camaraderie in that community. So I was in the kitchen of my girlfriend. Her name is Dana Decker. She invented the woodwick. And we were having conversation about her business and how she was in the middle of a lawsuit. And that she because people were stealing her woodwick without she had a patent on it. And then she was telling me about an employee, one of her really close employees that was stealing from her. Anyway, we're having this really heartfelt conversation in her kitchen. And at that moment, I had this ding ding ding ding ding. What we've seen online Tracy is how amazing people's life is. Just implement this one thing and you're going to create million dollars build a funnel launch membership. If you see it all the time, it is this. If you do this one thing, like the doors of

heaven will open and all the millions. And then as you start building a business and you start making money, there are things that you have to talk about, like team and protecting your IP, and licensing and all the things. So anyway, it was at that moment, I thought to myself, no one's having these conversations. Who's talking about team and what is not working as much as what is working like what have been the lessons that have got you to seven or eight figures. And even before I was in a place where I was a multi seven figure business, I was so passionate about helping women understand this conversation. And now that I am a multi seven figure business owner like you, it really honestly pisses me off that more women are in our circle, that when I'm looking at joining a group here of million plus businesses in San Diego, only 10 of them and a group of 210 are women. I really in my heart believe if the world's going to change we need more women generating wealth, like I believe it like I'm saying it, like I'm breathing it like I just how I want the people that are making the decisions for us in the world are white men with money. So can we please have more diversity and more women at the table. And we do that by growing our small business by building teams by making a bigger difference with our message. And that's why even though like you said, the video is the vehicle, but our mission is so much greater than that. And Brilliant to me is a place where you come and you have real, honest, life changing conversations in a small room, it's 100 women in the most gorgeous space. It's an oceanfront, in the Huntington Beach, that you walk in the hotel, and you feel like you've just landed on like the best resort oasis. And we're gonna have real conversations about what we've tried. That hasn't worked. What is working, we're talking about AI, we're going to talk about metrics. We're going to talk about limiting beliefs. We're going to talk about vision. And I all I know is this Tracy in the life that we live today. It's Go Go, go, go, go, go go. And we're honestly like in these little portals in our business in these silos, where we have to get out of them. And first of all, get plugged into the right community, and have conversations that are going to really, honestly move the needle for us. It's not a free webinar. It's not a do this one thing and everything you want will come it's Hey, these are all the opportunities this this is what's working for me. This is what's working for Tracy, this is also working for Claudia, this is what's working for Darnielle. And then what mistakes have we made? And how can you learn from us? And then how do you walk away with a plan? First of all, is your vision big enough? I always love that question. Because most of us play small, like we don't realize what we don't know. And then how do you bring it to life, so they leave brilliant after two and a half days, with a plan. This is my focus, this is what I'm going to do next. I really do feel like at this time it is simplify to amplify, like, I'm such a bright, shiny object and manifesting generator, I have more ideas that I know what to do with. But what I've learned is when it comes to scaling a business, it is actually simplifying the model that allows you to grow and then once you get it to a place, then you can expand. So anyway, that is Brilliant. It is high touch, lots of hugs, but real life conversations about building a seven, eight and nine figure company, what does that look like? And how do you do it? You don't have to have one to come. But you have to be a big thinker to be in the room.

### **Keri Murphy 33:26**

I love that piece. You don't have to have income, but you have to be a big thinker, because it's about potential, right 1,000% It's about potential and everyone has the same potential. The question is, are you willing to bet on yourself? Are you willing to acknowledge how powerful you really really are right? And how much the world like your bigness is required, your uniqueness is required. And you are selling the world short by not showing up and everything you have to offer a brilliant, a brilliant place to go and do that. And I want to just say something in general about brilliant and about retreating away from your

day to day, your mind is going to be like Oh, but the kids and Oh but the launch and oh, what are we gonna do with this and I just you know, to remind you, your mind is untrustworthy. And if you keep listening to the thoughts that are telling you and you keep attaching to those thoughts, you are going to Groundhog's Day yourself through entrepreneurship. You have to go through life through life. Correct. You have to leave your physical environment retreating away the perspective emotional, physical, mental, spiritual perspective that you gain when you leave your home office, right and you go to a beautiful space and the location where the event is being like or location like that teaches you how to receive by virtue of just being in the environment, which is another

**Keri Murphy 34:50**

I love that. Yes.

**Tracy Litt 34:52**

It's really really important very important because you also need to make high levels of wealth very familiar in your body. So environment mentally, that's like just an added bonus.

**Keri Murphy 35:02**

Ooh, I love that.

**Tracy Litt 35:03**

Yes. And you get to hang out with both of us. So I'm going to make sure that that's in the show notes. I am just I cannot wait. And it's going to be absolutely magical. And thank you again, for just-

**Keri Murphy 35:12**

You're welcome. It is really, you know, I've been to so many events, I've hosted many events. Brilliant, it's special, it's really hard to put into words, the breakthroughs, the transformation, the new friendships. And just like, it's almost like you come and your glasses get clear, you know, like, you kind of live in a haze. And you walk away from brilliant with such clarity of who you are, what you want, and how you're going to achieve it. And for me, that is priceless. You can't put a price on that. Because what kills me and this is that middle child that wants to save the world, is how many people live in their zone of competence, and, and they just, everything's mediocre, from their marriages to where they live to their life experience. And I'm like God, but you have a different choice. You know, you can write the next chapter. And whether it's a friend of mine, or whoever, it just, it kills me that so many people will never live out their dreams because they're not courageous enough to take action on it.

**Tracy Litt 36:15**

Yeah, I mean, listen, you and I are preaching to the choir. That's the kind of stuff that makes you let a walk up to every person in the world and grab their shoulders and shake. No, you have a fucking choice. Don't you realize that you're generating your lived experience? Don't you know that you're already whole and you can stop fucking around with this? I'm not enough shit that's keep Yeah, like, literally, like, come on, right, which is so why we are who we are in the world. And we're showing up and to number one, be the example because we have to be able to expand and show other women what is possible, especially as we're on this mission to bring more women like the fact that there's such a small

percentage of women that cross over right, I mean, seven figures, but I mean, even six figures, which is like a whole nother conversation.

**Keri Murphy 36:58**

That's a whole another statistic. Yeah. I mean, the average women owned business generates less than 50 grand a year. Right?

**Tracy Litt 37:04**

That's unacceptable. That's-

**Keri Murphy 37:07**

That is bananas. That is, yeah.

**Tracy Litt 37:10**

That's unacceptable. And that's why one of the motives for this series was to your point, like online, we're fed so much like flip this one switch, and then the money will flow like and it's like, no, no, I'm going to bring you conversations, where you're like, oh, shit, okay, that's what it takes. There's nothing wrong with me. And I'm not broken. And look, she failed too and she had bankruptcy and she had to leave a marriage. And look, dude, I'm saying it's like,

**Keri Murphy 37:33**

Absolutely, and I'll tell you, you can go do all of those things. But unless you know who you are, your unique differentiator in the marketplace, your mess. I feel like we try all these things, without knowing who we're being in it. And so it's like, Hey, I'm just gonna go try to be like Russell Brunson, or Reef Forleo or whoever, but you don't know who you are. So it's like you're you're trying to fit yourself into a strategy that either isn't right for you is not aligned. Right? All of those things that I feel like brilliant, even though the motto is be seen, be known, be paid for your brilliance. And each day we build upon those things. I think that's the beauty of being where we are in life right now. But you got to do the inner work to do the outer work. Like you really have to know why you what you bring, what's your unique proposition, and then stop giving a flying fig newton when anyone else does or what they I just think there's too much comparison. You know?

**Keri Murphy 37:49**

Okay, Keri, here is our last and final question of this epic conversation. This whole series is all about the long game. So what does playing the long game mean to you?

**Keri Murphy 38:41**

This is such a good question. To me, the long game is about continuing to refine our services, and be the best in the world at what we do, to get inspired living to be a team lead company. So it doesn't rely on me to produce content, or service delivery, which we're getting there. And then for me, personally, the long game is about continuing to love what I do to be inspired by the work that we do, which I will say 12 years in, I am so in love with what we do, how we transform lives, and how we illuminate female voices and brands all around the world. So to me, the long game is about continuing to refine what we do to get my company to a place where it can grow and expand without me having to be in the middle

of it. And to do the work. That is my genius in the world. And to continue to just do what I love and help other people do the same.

#### **Tracy Litt 39:41**

Hello beauties. At the end of my conversation with Keri. We had some really random tech issues and we had to shut down the conversation. So here I am re recording the closing. And it's even better because now I get to make you an incredible offer. Here it is. You heard Keri I talking all about the Brilliant event that she and her company inspired living are hosting in Huntington Beach, California in September, and I am there as a speaker. Someone who is listening to this podcast is going to win. Get this- a free seat in the room to Brilliant. What? Yes, that is correct. You heard that correctly. Someone who is listening right now is going to receive the three day absolutely magical event for women leaders and entrepreneurs. All because you listen to this podcast, and you did two things to win the free three day Brilliant event ticket, here's what you need to do. You need to follow How of Within podcast and leave us a review. Then all you need to do is take a picture of that review and email it directly to me. I'm giving you my email Tracy t-r-a-c-y at thelittfactor.com. And once we have all of the different entries, I will pick a winner September 1. And then you will be hanging out with all of us in person at this magical event taking yourself, your business, your wealth and your impact to the next level. The Brilliant event is happening September 17 to 19th in Huntington Beach, California at the gorgeous Paseo Hotel. So enter to win by following How of Within. Leaving us a review. Simply take a picture of that review. Shoot it over into my email Tracy@thelittfactor.com and we will announce the winner on September 1. Oh yes, it's happening. Oh and let me just up the ante. Whoever wins this VIP ticket to Brilliant is also going to win a seat in the room at The Consciousness Revolution Gala. What is happening. That's right, by following and leaving a review for How of Within and then screenshotting it and an email to me at Tracy@thelittfactor.com You are entering yourself to win seats in the room at two events that are going to unquestionably change your existence. Until next time, treat yourself well. And remember, there's always more love.

#### **Tracy Litt 42:34**

Imagine a night under the full moon surrounded by like minded leaders. An atmosphere charged with conscious connection and meaningful dialogues. You are invited to the first and only event of its kind, The Consciousness Revolution Gala. That's right a gala for consciousness. Come experience a transformative journey that will unquestionably go down in human and spiritual development history. You'll experience a revolutionary keynote by the spiritual luminary, Marianne Williamson, allowing her wisdom to elevate your understanding of life's greater purpose and inspire you towards greater consciousness. Yours truly will be delivering an incredible, incredible consciousness workshop and quantum meditation session where you are going to transcend yourself, engage your senses and awaken to your highest potential. And the gala is not simply about growth and learning. It's a celebration, a celebration of consciousness, love, connection and possibility. We're going to indulge in a luxurious party, complete with a delicious dinner, cocktails, dancing and togetherness. And the best part? By saying yes and joining us you're not simply investing in only your growth, ascension and connections. You are actively contributing to the larger scientific community. A portion of your ticket sale goes to Inner Science Research fund. We are a global catalyst partner and the scientific research that they are doing to show the physiological and biological effects of meditation on human potential will blow your mind. The tickets are selling out fast and the in the room spots are limited. This is not a

massive Gala. This is 100 beings in a room. Don't think, say yes. And grab your ticket right now. We are all just walking each other home. Rom das. See you at the gala.