



Episode 4 - Transcript

Hey friend, you're listening to The Nicole Walters Podcast. I'm a former six-figure corporate executive who woke up every morning feeling stuck in the life that I built for myself but using my corporate skills I took to the Internet and built a multi-seven-figure business, showing others how they can build a life they love. Now on this podcast, I share stories of being an entrepreneur, a mom to my three amazing girls and a wife to my crazy, cooky dancing hubbin. I've had a couple of viral videos too. So you know there's going to be a lot of laughs here. So whether you've seen me on my viral vids or on the Today Show or read about me in Forbes, this is the place where we can meet, share stories, share laughs, and share fun. I'm your best friend in your head. So sit back, listen close, and let's get started.

In our last episode, I explained how important it was for you to understand that you are not Kim Kardashian. You're not. You can't just show up and think that you're going to get paid for looking good. We're not booking club gigs. We're out here trying to change the world. But it's really easy for me to get on your case about the importance of showing up and being excellent, and that's kind of unfair. It's not just about that. And I learned that pretty quickly in this entrepreneurial journey. In this journey to becoming a really great mom. I learned that there's a lot more at play than just showing up. And the number one thing I'm asked about outside of business and how I got my girls is balance. Nicole, how do you do all of it? If you guys don't know, I'm kind of a big deal. I am officially a Delta Diamond Medallion member.

Oh yes. I know you guys know I have great eyebrows. You guys know that I have flawless skin, but did you know that I was Delta Diamond Medallion? I don't even know if it's even a badge of honor. I mean, the reality is, it means that I had 250,000 miles flown in a single year and yeah, I'm on the road. I'm doing press, media, I'm meeting with my clients and I'm getting out there doing speaking engagements. I love what I do. I love it, but the reality is I'm also a mom, I'm also a wife and I'm also a friend and I love those things about my life and I know that you guys are all of that too. With or without all the travel. You guys have obligations and you want to be 100% great at all of those things. If you're anything like me, which you likely are because you're listening to this podcast, you care a lot about showing up great in the places that you're in. And you know what? I want to take this time that we're spending today to address that. To address the feelings that go along with it being inadequate. We feeling like we're not good enough to show up in all these places our best or as often as we need to.

So you've probably heard lots of experts talking about how if you just set your goals better, right? If you just go ahead and get organized. If you just prioritize and care more, live more, set better new year's resolutions, get organized, get structured, you need this whiteboard, you need this folder, you need all these things to help you get organized and then oh, then you will miraculously be worthy of that Superhero Cape that your kids tie around your shoulder every day. I want to tell you right now, I really want to just sit here with you friend, and I want to tell you right now, balance is bogus! In this moment, I want to tell you that I am recently baptized. Yes, I have been recently baptized. I don't know if the water has absorbed all the way. I dunno if it's soaked in all the way because I really want to cuss. God's still working on me y'all. I really want to cuss here, but I am gonna say balance is bogus instead of balance is BS because this is a family show. But the reality is it is. That is how passionate I am about this. Come on you guys. We have got to stop being so hard on ourselves and so hard on each other. You cannot be all the things to all the people all of the time. And we've got to stop sitting out here telling ourselves if we just prioritize better, if we just had a better a journal or planning kit or if we just used our alarm settings better to remind us like, listen.

You are going to forget stuff. If you're listening to this podcast right now while making dinner, you probably forgot an ingredient you meant to add. If you are listening to this podcast while driving to work, guess what? This is your reminder that you left your lunch on the kitchen island. You know if you're listening to this podcast after picking up the kids from school, guess what? This is a reminder that they probably left their coat, their gloves, their shoes or something back at school. Here's the deal. You can't be all the things when you care about all the people. When you have a huge heart, when you have a desire to be there for people to make an impact, you will never ever, ever feel like you are enough. But you are. You are. Understand that I have had my moments too and they're never going to go away. So whether or not you add more things onto your plate or take them off, shuffle them around or move them into different corners, label them differently or put them on special shelves, you will never feel like you have enough because you have so much to give.

So let me tell you what happened to me one day when I came back from one of these trips, I'd just gotten back and I traveled for a while and we have a couple rules in our house just to make sure that everyone sees mommy's face enough. Just to make sure that mommy's heart is full. And I don't get too caught up in this world of travel. I tend not to travel without coming home for, for more than a couple of weeks in between. So usually I'm not on the road for more than four days. That's like the max before coming back and checking with the family, making sure there's food in the fridge and making sure everything's happening, you know, all the mom stuff. And on this particular trip, I came back and my sweet little girl looks at me and she says, mom, I'm so glad you're home and I'm looking at her beaming face and I tell you, she can just melt my heart. This girl can get anything from me. And I pick her up and I sit her up on the kitchen island and she's looking at me and I, and I tell her right away because we have a house where we tell each other the truth, that is a very big part of our house. And I looked at her and I say, so puffin, I know I just got home, but I want to let you know that in a couple of days I'm going to have to get

on a plane again. And she looks at me and she shrugs her shoulders. She says, aw man. And I'm like, yeah, I know, I know that you don't love it, but I have to go also talk to my rich friends because when I hang out with my friends and people in this community and all the people who help us be great and I help them be great, well it helps us have Christmas. Helps us help people. It makes Mommy happy and it also makes me a better mommy. And she understands that and she looks at me, she's like, I know mom. I know and, and she loves it and she's like, you know, sometimes I wish I could get on stage with you too. Cause she thinks here's this, she thinks that all I do is tell jokes. That's what she thinks I do. She's like, she tells jokes for a living. I was like, no, I look great for a living. That's what I do.

So she looks at me and she says, and guys, get ready for this moms, you're going to fill this one right in the kisser, right? Get ready for this one. She says, but mom, can't you tell your friends that I need you too. Ouch! I feel it now. I feel it now. Okay. It was hard and I just looked at her and I mean I felt that love comes to my throat and I swallowed it down and I said to her, cutie pie, I love you more than life. You are the most important thing to me in this entire world. However, if mommy doesn't go and talk to these friends and get onstage, then we're not going to be able to have birthday parties and we're not going to be able to have sandwiches and we're not going to be able to go places and Mommy's going to be really sad because mommy loves helping people. Don't you love helping people? And she looks at me and she was like, yeah, that's so important. And I'm like, it is. And what that's called is purpose and mommy's got to live in our purpose. It's a huge part of who she is. And she looks back at me and she's like, I get it. Can I have some ice cream? And I'm like, sure. Because always just a tip for any kids who are listening to this. Always ask for something when Mommy's feeling bad, I gave her a popsicle. She runs off and that's that.

But understand that that moment wasn't lost on me. I realize that especially with your kids, especially if you have little ones, they're always going to want more. And that conversation we had right after I'd finished traveling, well, guess what? We've had that conversation after I've spent entire weekends, 24 hours a day watching movies, doing nails, hanging out, making pancakes. It still isn't enough because when your family loves you, they want you all the time. But get this, you've got to go easy on yourself. Judge me if you will, but I've got to put food on the table. I've got to be obedient to what God's called over my life. I'm a wife too, my husband needs me and he needs solo time with me. Am I right? And I'm a mom to multiple girls. They each need me in their own way. What my 16-year-old needs is different from what my seven-year-old needs and anyone who's a mom out there knows it can be different, just a five year old, and a three-year-old, worlds of difference in what they need and they all wish they had you. Just mom because only mom is different from dad who is different from sister. They want you all the time and above all else and this is something that people don't say often.

You need you, you need time to just be with yourself, to hear your own thoughts, to listen to your friend's podcast, right? To just hang out and process. It's why we sit in the driveway after work, before going into the house to take on the family. It's why when we get out of Target, we sit in the car for a couple minutes before starting to drive back home. It's why we take that time

because we do need time for ourselves and knowing that we need to be in all those places. It's so important that we start being easy on ourselves about balancing everything, that we start going easy on each other about the importance of being where you're supposed to be with your family all the time. You're so much more, you're well rounded, you're complex, your family is important, and they come first. But you're more than just a mom. You have so many gifts to offer, and while your family may be your most important job, you have a lot to offer. The world needs you. I need you. We need your story.

So here's how I started to approach this. As I've been doing business. I realize that what's actually important is being present in the moment. It means phones down. It means eye contact. It means mommy daughter days and mommy daughter days aren't huge. That's the other thing I want to free you from. Instead of saying to yourself, well, I'm not going to be around much, so when a birthday comes, we're going to make it huge. Or when I am around, we're going to do ice cream parties or manicures. Listen, real talk between me and you. That stuff's exhausting. It's exhausting and it's expensive. If every time I came back I felt like I had to throw a flipping party just so that my kids would forgive me for being gone. I wouldn't even want to come home. I said it, judge me if you want to. The reality is I learned that that stuff isn't even necessary. They just want time. So what it looks like is when I'm home, I might take just one of my daughters and say, hey, mom's got to run an errand to the, to the post office. Why don't you come with me? Or I might take my little one and say, Hey, I've got to grab some groceries. Why don't we just go and do that together? And that's solo time while doing an errand and taking care of other mommy things with just one is huge. Just having that time with just the two of us talking to each other, it counts. And that can be enough.

And we also have this thing that we do and I want to share this with you in case it's helpful, but we have this thing called one to ones. And I stole them from corporate. You guys know I'm a business girl and I'm still figuring out this mommy thing, but in corporate we do this thing called one to ones where you sit down with your boss and you have one to one meetings and it's kind of like a temperature check to see how you're liking the job. Well, I do it with my kids and this one to one thing is this. If at any point in time, no matter where you are, no matter where I am, you need me text me, call me, tap me on the shoulder and say, mom, I need a one to one and here's what a one to one looks like. I drop everything. I don't care if I am on stage at the world's biggest event, if I am told I need a one-to-one, y'all gone wait. Y'all gone wait because my babies come first. And they know not to raise the flag just because they can't find their shoe. And they know not to raise the flag just because they can't find the remote, but they do know that when they raise the flag, Mama's coming running.

And here's what our one-to-one times look like. It just means mom, I need you in my space. We take that time and we sit down and we don't have to say anything to each other. Sometimes we just sit and then when they're ready to talk, they'll talk and they know that I'm there to listen and I'm there to listen without judgment. They know that my job is to just be present because that's what matters most. I say all of this to let you know that at least for my family that's what's most important. When I'm here, the time counts. It's quality. And what's most important for me, for you

and for all of us and if there's nothing else that you take from our time here together is that we grant ourselves some grace. We all have limited time and energy to juggle work, family, and self-care. And most days you're going to drop the ball on at least one of those things. And that's okay. Forgive yourself for the long nights and the missed moments. Take time when you need it. And above all, embrace the imbalance as part of the journey.

Now it's easy enough for me to talk about balance and it's easy for me to talk about doing the work and knowing who you are and being excellent. But the reality is those are the things that you're working on inside. But in my next episode, I want to talk to you about some of the things that happen from the outside. There are things that are going to get in your way and this thing, in particular, is tremendous. If you don't start taking measures today to guard yourself, your mind, your home, and your business from this specific thing, you'll never make it. And I'll talk about that in our next episode. Thanks for listening friend.

Thanks so much for listening. And of course I would love to work with you. I believe that a side hustle is something that everyone needs a little extra cash can change your life, and it's my joy to work with everyday entrepreneurs and my signature program, 1k1Day Academy. You can start now by heading over to 1k1day.com and joining the community. I cannot wait to work with you. Let's get started.