



Episode 6 - 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.

So in our last episode, you heard me talk about the power of no and how important it is for us to guard our greatness. That conversation was interesting, dynamic, and I cannot believe the way you guys responded. So thank you so much for listening, but most of all thank you for understanding. And if you missed it, definitely go back and download because it's a good one. Now before I hop into today's topic, which I told you about in the last episode, is a necessary conversation that'll transform everything, I want to let you guys know something. Something special just because we're good friends and I want to clue you in early. But I'll be opening up 1K1DAY Academy, which is my premiere course where I teach business building skills, the way that you're supposed to do them, corporate style in a simple online digital academy. It opens January 28th. I can't wait to work with you directly, me and you, in this group learning experience. We have limited seating and limited capacity, so if you're interested, if you know that you're ready to step into your greatness and pursue the thing that's been calling you the right way, head over to 1k1day.com and add your name to my list.

Then I'm able to reach back out to you and we can get started. I can't wait to work with you. Now let's talk about this episode. So I know that I mentioned before and we've talked about a lot of different things. We've talked about the power of no and guarding your greatness. We've talked about how important it is that you do that work, but I also want you to know this. The truth is we're not in this alone. Anything that we're doing, building our businesses, becoming moms, trying to learn and become better versions of ourselves, growing in our faith or trying to figure out how to get girlfriends and stick with them and try to have that dream girlfriend girls' night trip thing. Yeah, like all of that stuff requires us to grow and to change and here's the deal. When we

start to change, when we start desiring more, and when we say to ourselves, we're going to be more, we start seeing an impact in ourselves, but we're often surprised we start seeing that impact in others.

Sometimes it's hard to see. Sometimes they don't respond well, am I right? You start saying, I don't want to go out as much, or I've started saving money or I'm building this thing that I, I can't quite articulate yet, but I'm really invested in. Or I've decided to raise my kids this way, or I'm going Vegan, or whatever it is that you say, and then all of a sudden the people around you have opinions. Opinions they've never expressed before. Sometimes not so positive and it hurts. It confuses you. It makes you wonder if what you're doing is the right thing. Well, I want to tell you something and I also want to share a story today that'll let you know that, you know what? You're going to run into this, but the truth is this. You don't need everyone. We're often told that we need to have a million followers before we can make money on the internet. Or we need to have a ton of people who are interested in what we're doing before it's really worth saying or if we are building a business or starting a mommy group or whatever we're doing, it doesn't really count if we don't have the validation of a bunch of people who give me a resounding yes.

I need you to be prepared to understand that you can do anything in this world with the right tools and the right resources. And thanks to the information age, that stuff is all around you. You can do it. But you need to work on your mindset because if you aren't prepared for how people will respond to you when you start to change, when you step into your God given calling, when you decide that you are worthy of more and you decide to be more. Well, you're constantly going to be running in circles and never actually accomplishing what's meant for you. Because here's the truth, when you start to change, when you start leaning into what your calling is, when you start desiring and wanting for more and making the steps towards it, you will run into people around you who will have a problem with it.

Now, what does that problem manifest as? Well, it can manifest as just negativity. It can manifest as what looks like support, but really they're tearing you down everywhere you go. It can manifest as being unavailable and not being positive. It can manifest as tearing down your ideas even though you know they're rock solid. To quote the famed DJ Khaled, and for those you guys who aren't familiar, he is both a rapper and a brilliant philosopher. He says, they don't want to see you win, they don't want to see you grow. And the truth is some people don't want to see you win and they don't want to see you grow and it tears you up inside. You know that you're meant for good in this world and you know that the thing you want to do is really just about impact and change. It's not about the money.

Entrepreneurship is hard. Being a mom is hard. Being a good wife is hard to do. It requires you to change and be more than yourself. To step out of yourself, to be selfless, to sacrifice. It is hard. You're only doing it because you desire to see change in the world. So why on earth would someone tear that down? Well, here's the reason why. When you change and you change successfully, it challenges their truth. It forces them to acknowledge that you have

managed to take what you have in front of you, the tools, the resources, the experience, the impact, and decide to be more. And then they have to look at themselves. And that is so uncomfortable. They have to say to themselves, if you can do it, then I can too. And I don't have any excuses. And I don't know about you, but when you start forcing people to unpack their excuses, to examine themselves, to say to themselves, well, I've been doing things this way and it hasn't been working for me.

Why is that? What do I need to change? Well, some people step into that. Some people like us, like our friendship, we challenge each other, we inspire each other. We force each other to grow and be more. But we all know that person in our midst who is not that person who instead of stepping up to the challenge around them, instead pushes back and says, this can't be real. Because if I can unpack your success, if I can say that your success is due to other circumstances unrelated to mine. Oh, she's always been pretty. Oh, she's always been smart. Oh, she got this deal. Oh, she had this promotion. Oh, she had this money. If I can unpack her success with excuses then I am not forced to grow and be better within myself. And you know what? It's a shame for them, but it does not have to derail you.

Let me tell you a story. So when I first started deciding that I wanted to pivot a way from the world of corporate and into the world that I knew God had for me, and I knew that I had something more to offer this world. Well, I was blessed to be in a community of amazing bloggers. That's right. That's where I started. I started off as a blogger. I decided that I wanted to document shaving all my hair off and growing it back, all natural without chemicals, Vegan and positive. And I started documenting that online and it was great. I built this amazing blogger community. I saw support and guess what? I was making money doing it because you know I don't do free. So brands were working with me. They loved my content and it was really working. I was going to events and seeing a lot of success.

Well my fellow blogger peers, they were rallying around me. I had amazing support. These were some of my very first clients. And these bloggers were so amazed by the fact that I was able to generate real income while working my nine to five job and living out, at the time, my passion and my story. And so many of my blogger friends came to me saying, Nicole, how are you making money doing this? And I was able to share with them like, look, I worked in corporate. If I can do it for a corporation, I can do it for myself. And I certainly can do it for you as well. And I was sharing all this information with them and they were watching my stories and of course those who listen and those who apply the information were seeing results of their own. And it was just amazing to have the support of this community, this space,

as I was going along the journey. It's, it's great to have people who are lifting you, but it's never everyone. On a spring day, not long after my quit day, I had announced that I'd, you know, really seen a lot of success and that I had this super huge launch and I couldn't believe how well everything was working. I remember that I was at home and I was kind of riding that high, the wave. The I just quit my job and everything's coming together. I can't believe I'm really making money. And so many of my blogger friends have now turned into clients and they're seeing

results. This is amazing. I was feeling really good about myself. And overall I'd been getting text messages that were cheers, but then I came across this post online. And it was from someone that I thought was a dear friend of mine, someone that not long before had asked me and said, Hey Nicole, can you help support me?

Someone that I'd sat down with and spent time with, helping them unpack their business and support them, and this person came up who had posted online. Oh yeah. I don't really know about her numbers. I mean I have more followers than her and I'm not making that type of money. It can't be the real deal. I was gobsmacked. I couldn't believe it. I was shocked. One, by the fact that someone would say something that was clearly an untruth and two, by somebody that I thought supported me. That someone that I thought was universally pretty positive. It was shocking to me that someone close to me would look at the growth that I made, the changes I made, see the impact and know my heart and still take to the Internet to say something so unkind. It just didn't make much sense to me.

Plus, on a side note, from a maturity level, hey, you could've come to me. We could have talked about this. Right? But that's not the path she took and I understood it. And I understood it now. Whenever you see change happening and you don't understand why, and it makes you confront your own truth, well, you act out in certain ways. Well, here's what happened next. I picked up my phone and I called her because that's what I'd always learned, right? If you have a problem with someone or someone hurts you, you give them the benefit of the doubt and you pick up the phone to find out more. You let them know you've been hurt and then you find out what their intent was. Well, let's just say that call didn't go as I expected. I actually had to step out into the front portion just to get some air.

I remember when they answered, they were like, oh hi. It was almost as if nothing had ever happened. I thought that was a little weird. But then I said, hey, so I saw this thing online and I don't quite understand why it happened because you know me. You know our business, you know what I've done and heck you even asked me to work with you to help you build yours. Why would you say something like this? To which she responded, listen, I don't really know what you're doing or what you're not doing. But all I know is that you talking about money and how much you're making, this business you're building, well, it makes me really uncomfortable. And I know that I've been doing this for a while and I'm not seeing numbers like you're seeing and if I'm not seeing it, I don't know if I believe you. And if you keep up like this, and guys, this was maybe three years ago. If you keep up like this, you'll never make it.

It'll all catch up with you and it'll all come crashing down. And I just want to let you know that now's a good time to turn it around before people start really talking about you. I was completely silent. All I remember is the wind whipping across my face as hot tears rolled down and met at my chin. I was so heartbroken. And the reality was less by the words that she was saying, but more by the fact that someone close to me could see that I was changing and growing and seeing positive results in my life and not being supportive of it. I couldn't believe it, but here's the deal. I chose to take the high road. I said to her, I appreciate what you've said. Thank you so

much for your feedback. That's not my truth. I work hard at what I do and I am honest and working with integrity.

However, I wish you the best. And I got off the phone and I went back inside and I collapsed into my husband's arms in tears. She'd actually hit on a point for me. My imposter syndrome. Imposter Syndrome tells you that you aren't deserving of the things that you've worked for. And she kind of tapped a nerve there and sometimes that's how the enemy works, right? God, girls, you hear me on this? Sometimes people come for the thing that you know is your Achilles heal, the thing that's going to hurt you most, especially when what you're doing is leaning you towards God and drawing you closer to glorifying Him. And for me that was a sore spot. I remember leaning into my husband and saying, why would someone say this about me? You know how hard I work, you know the results I'm getting. Why would they say this and this person?

I mean I just don't understand it. And my husband looked at me in the face and he said, Nicole, do you like who you are? Do you like who you've become? Do you like how you are showing up in this world? And I paused and I just thought about it for a second. I said, yeah, I really do. I couldn't be happier. And then he said to me, well, if you like it, I love it and if it ain't broke, don't fix it. Remember, you don't need everyone. If there's nothing else you take from our time together, just remember that you don't need to waste your time trying to sell everyone on your idea. Some people will never want what you have, no matter how hard you work to change their mind. Just focus on helping those who need you most, your family, your friends, the people that love you and show up for you. And serve them better than anyone else.

And you have to understand external attacks are going to happen, but you can absolutely make it. You can make it through those tough days and you can make it towards your calling and serve better than ever before. But what if you finally started seeing results? You're finally getting a hang of this mom thing and work is finding it's flow. Your entrepreneurship gig is kicking off and you're feeling really good about it. You're finally making it. It's all coming together and then this thing happens. This thing that happens to everyone at some point in time. For me, it knocked me off my feet. I remember, when I logged in, saw this on my screen and I couldn't believe that someone was stooped this low, especially after all my hard work. And they only left me with one choice. But once I'd made that choice, I knew exactly how to move forward. And I'm gonna tell you exactly what that is, that path and how to avoid it in our next episode. Thanks for spending time with me, 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 in 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.