



## Episode 8 - 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.

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 had 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, kooky dancing hubbin. And 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 have 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.

Hey guys, I'm super excited about this chat. And the reason why is because you get me. We're friends. This isn't a fan situation. If you've ever met me before, you know, what you see online is what you get in person. I'm awkward. I'm a little kooky. I'm high energy. I'm a lot, but I'm the real deal. This is me. And what's interesting is because I came into this digital entrepreneur space, hanging out with some of the top in the industry, but still being myself. Well, a lot of people didn't get it. They didn't understand that I enjoyed just talking to people and being real, being awkward and showing my hot mess. Frankly, they didn't understand that I was just being me and that that was what I was doing to help build my business. That people appreciated a fresh look at someone not trying to pretend to be all fancy pants and razzle dazzle. And what's interesting, above all else, was that they didn't understand that I took so much pride in interacting with all the people in my community.

I liked having little meetups where I'd say, hey guys, I don't know what you're up to but I'll be in San Diego Tuesday. Let's get together and have a pizza. Or that after my 1K1DAY launch that I took some time out and emailed people and picked up the phone and called them. And speaking of 1K1DAY, we're actually in the middle of a launch right now. So if you're interested in working with me directly and if you've been saying to yourself, I could use a side hustle, I could use more breathing room, my family could use some extra cash. Well guess what? I'd love to show you how. The right way, the corporate way, a way that's scalable and profitable. And I teach you all of that and more in 1K1DAY Academy. So head over to [1k1day.com](http://1k1day.com) and join now.

Now that said, people really didn't get it. I mean I'm telling you the industry experts were looking at me, the ones who'd done it successfully and they said, Nicole, I just don't get it. I mean this isn't scalable. There is no way that you're going to be a real person and interact with people and give hugs and be kind and be nice and personable. You're, you're just going to get overwhelmed. You're not gonna be able to, you're going to burn out. And your business is not going to survive. And that's when I look them in the face and I said, you know what? I know it doesn't make sense to you, but compassion is scalable. And I believe in automating systems and not relationships. So what does that mean? It means that now, whether or not you're a business owner or a mom, we're living in an age of automation, everything is about instant, faster, quicker.

We're keeping up with our family over Facebook instead of setting up a meeting to get together. We're starting group chats with our friends instead of meeting up at the coffee shop. And in our businesses, well, everything's automatic. Emails, instant copy, figuring out how to convert on a Webinar. And frankly you can have a whole business relationship with someone for years and never even really know their name. It's the weirdest thing. I dunno call me old school, but I got into this whole thing cause I like people and I care about them. I care about their families and I want to know their kids names. And honestly, if I had my way, I'd probably know what they had for dinner and I'd pop in there and hang out. I mean, isn't that what we're doing right? Aren't we trying to build families and better lives? That's actually why I got out of corporate. In corporate, everything was just so cold and it just lacked feeling. It lacked connection. So while I know that it's cool to automate everything and get your email sequences set and figure out a way to have everything automatically scheduled and the kids have this figured out and blah, blah, blah. Like at the end of the day, gosh, it's just nice to talk to a real person. I mean, frankly, that's why I like doing this. This is why I like chatting with you like this because it's just nice to kind of sit and connect like regular people. I know you're nodding your head at me right now because you're like, it is just nice. It's not fancy. It's not extra. We're not dressed, you know, like we're, we're hanging out in yoga pants and we're not doing the most, we're just spending time together like normal people.

And I dunno, in the age of Instagram with people being models and being fancy and, and everything's all about how you look and what you do. It's just nice to know that they're normal people out there doing things a normal way and making themselves available and just like a regular person. And that's the number one thing that I do in my business that I think makes me

stand out. I'm myself. I mean remember stores sell things, but you go back because you have a relationship. So how many of you guys have, have that store in your neighborhood that you know is closer. It's more convenient. It has what you need, but you never go there. Right? Because the service is bad or it's always dirty or it's a mess. I'm going to be honest with you. I do love a good Walmart, but Walmart's kind of my store, right? It's kind of like that where I'm like, if there is a Target nearby, I will pay the extra dollar per item to buy my stuff from someone in a red polo and some tan khakis because I just cannot deal with like stuff being a mess or all over the place. Like it's just too frustrating. Or if you're kind of old school, like I remember I used to shop at, um, and I still do, I'm not going to lie because they have really good deals on like socks and stuff, but like Ross and Marshall's. You know how like you'd rather go into like a Marshall's or like a Home Goods because every time we go into Ross, everything's just a mess. Or like Burlington Coat Factory and everything's all over the place. You know what I'm talking about girl. And it's like I just do not have the time. Like it's why Nordstrom looks like Nordstrom's and JC Penney's looks like JC Penney.

It's like who's cleaning out the dressing rooms? You get it, girl. It's that relationship. It's knowing that when you go in there, things just aren't a hot mess because they actually care about you. It's because it's easy to find someone who's willing to support you and you know they're going to check in and say, how are you doing? How's it going? You know, and it's even better if you know that you don't have to pay extra for that because it's just how you deserve to be treated. But if you do have to pay extra, sometimes you're willing to do it because it's just nice to be treated well and that's how I run my business. That's actually how 1K1DAY Academy is different. When I first got started, in my first, when I was just by myself and my class sizes were a lot smaller, I answered every email. I remember in cycle two of 1K1DAY, many years ago, I picked up the phone and called every student and I welcome them personally. In cycle three, I made little mini videos for them. I mean it's important to me. And I made a point to, even now, I fill out intake forms for every single student where I ask questions about them, their family, their goals. So if you're in 1K1DAY now or if you're thinking about joining, that's how I get to know you. I spend my time that first full week I am living, eating and breathing everything that my students have going on. Because I need to know that this is a good fit for them and I also need to know who I'm helping. It puts a face on the work that we do. It's how we're different.

The message I want you to get from all this is when someone's telling you that you want to build your business differently or raise your kids a little differently. And they're telling you, oh no, you're going to spoil them or you're not going to be able to keep that up. And oh my gosh, you want to use cloth diapers and you want to puree your own baby food? Well guess what? You are allowed to care and you're allowed to do it the way you want to. There's nothing wrong with the fact that you are invested in what you're doing in the work that you're doing. Now, granted, I don't want you to get so caught up in being fancy that you aren't functional. You still have work to do, but you're allowed to focus on automating just the systems, the processes, the technology, but you're allowed to have that relationship.

If there's nothing else you learn from this chat that we've had right now, I want you to understand that you can never substitute empathy with efficiency. There will never be a replacement for a genuine connection. You want to be present, you want to be interested and you want to serve others intentionally. Because when you do your people, your friends, your family, they'll know it's real. And that's going to be your main differentiator. That's how you're going to win and that's how you're going to stand out. Now, that all sounds easier said than done, but the reality is sometimes standing out isn't enough. Sometimes even in standing out, things go wrong and you meet people that just don't seem to fit. That even though you're trying to build the relationship, even though you're trying to extend compassion, it's not working out. What do you do then? What do you do when you have to cut someone off? Yeah, it happens in your business, in your life, everywhere. It's happened to me and it's probably happened to you. And I'm going to tell you what I did to handle it next time we chat. Thanks for hanging out with me.

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](http://1k1day.com) and joining the community. I cannot wait to work with you. Let's get started.