



Episode 20 - 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, so in this chat I want to take us back to move us forward. Now, I'm not quite sure how we met and I'd love to hear it. So if you want to drop me a note on Instagram, it's @NicoleWalters. Just pop into my DMs and tell us how we first met, because I'm always interested in a good story, but I'm guessing that we may have met through the power of the Internet and it may have been on one of my viral videos. You know the one I'm talking about, it was either me ranting about the tennis moms in my neighborhood, or it was me popping up on my big tiny daughter on her third day of college.

Now if you didn't catch this video, let me catch you up. So my big tiny had just turned 18 and we had had one heck of a summer. Yeah, it was that tug, that pull, that shove and a whole lot of mommy and daddy feels about our biggest one going off for school. Now, it's worth noting. We'd only been parents for four years and we got the big tiny when she was just 14 so we hadn't had her for very long and we could not believe that she was already headed out the door. And while adulthood beckoned, it was still difficult for us to let her go. She was our baby, but we needed to get her ready and it was the time in college it was calling. We did prepare her with all the tools and the supplies, the stock of toilet paper and all the things she needed to succeed. We also prepared her with the lectures and it always started with make sure to call and check in. We knew that even though she was only 25 minutes away from us, we still wanted to make sure she knew that out of sight for our family doesn't mean out of mind.

And with her background growing up in a different home where attention wasn't frequent, neglect was the norm and she spent a lot of time raising herself and her sisters. We wanted to

let her know that even though she was putting her toe into the water of adulthood, at the end of the day, she was always going to be our sweet baby and we were always going to be concerned with her well being. So we dropped her off her school with a hug and a few tears, unpacked her, but told her, please check in, just touch base and let us know how it's going. Well, that first day we didn't hear from her and we said, okay, well she's having fun. She's diving in. We're sure everything's fine. But day two rolled around and still no touch base. You know, I started to get nervous. Mamas, you're listening right now like where is this all going? Day three, still nothing. The hubbin woke me up saying, hey, I still haven't heard from big tiny, I'm getting a little worried. What are we going to do? And I said to him, well look, if we're going to do this, let's go and check on our, but let's bring it a little lighthearted. Let's have some fun with this.

So we decided we'd play a bit of a prank just in case she was okay so that she knew we were serious, but that this wasn't a game, that as long as mommy and daddy were cutting the check for this school and our tax filing said dependent, then you better believe that we want to make sure that we know where you are and that you're okay. We drove down with a game plan. I was going to let her know that one, if she has a hard time keeping in touch, well I can recruit the entire campus to help. I can put up flyers that say, hey, if you see this girl, reach out to me. Just tweet me. I'm all over social. You can snapchat her mama haha! And if you do I'll throw you a pizza. Listen, college kids will do anything for a pizza.

I also told her that this isn't a game. We want to know what's going on with you and disappearing for three day, "ghosting us" is not going to cut it. She got the hit. We got regular checkups and texts and phone calls all the way through her first year. Now, the point of this is not just how we may have met, but I also want to let you know that what she experienced is something that doesn't necessarily go away, whether you're a first time entrepreneur or a new mom, newly married, or just breaking out into the world on your own. It's not uncommon that when we jump into new situations, depending on how we react to them, we sometimes feel like running away. I felt this too. I can't tell you how many times in entrepreneurship when I crossed the multi-six figure mark, then the multi-seven and approached the eight figure mark that I've wanted to run away.

There's some days where it's just too hard. Whether it's figuring out new content. Gosh, I really, really hope that this chat that I have with my friends is of value that they like it, that they enjoy it. Or in the middle of a launch where I'm bringing people options, like my wildly successful 1K1Day Academy, every single time I launch, I'm always scared. Yeah, it's true. Is this going to be the one that doesn't change the world? Is this going to be the one that nobody shows up for? Is this going to be the one that I'm just not going to be good enough?

It doesn't matter how much money you get in the bank or how many people show up, these sorts of thoughts can always creep in and the response can often be, let me turn the other way and go back to what's comfortable, but if there's only one thing that we can learn from that is that if these problems don't go with you, then they're definitely going to be there when you get back. You can't "ghost" adulthood. You can't ghost growing up whether you like it or not.

Even if you take a break and call it self care or take a break and call it, don't care. You're still going to have to grow up and face the music. Now facing the music always has this perspective of dealing with something negative, but guess what I want to tell you that it sometimes has to do with dealing with something positive, like your purpose, like your calling, like that inner mission, your God-given gifts, that thing inside you that's been bugging you to get out.

You've been running from it and it's still calling. You can't ghost it. You can't disappear. You can't get so busy that it doesn't matter anymore because it'll keep popping up and a lot of us have been sort of bred by society to think running is okay or at least had a background or experiences that make running seem like the safest option. Like look at my Big Tiny when she goes to us, it had nothing to do with us. It had everything to do with the fact that she was entering a new environment and trying to figure it all out. I mean, this was a girl who had no chance at a childhood. She spent all of her time being an adult too soon and now she was out there in a carefree world where all of her needs were met. And all she really had to do was worry about herself and what it herself want to do, what any other 18 year old wanted to do, watch Netflix and hang with her friends.

But the reality is, adulthood was still there. It was coming to catch up with her. She still had tests, she still had classes. She still had things that she had to do as responsibilities, you can't outrace reality. I think about my students sometimes, some of them will come into the 1K1Day experience or work with me personally through some of my programs and they'll start seeing results and then they'll start to get scared. They've built something beautiful, a course, a product, an amazing event or some awesome experience that they know is going to change the world and finally answer their purpose. And you'd think after building it that that would be the place that wouldn't be a problem but something will happen and frankly this is why I'm there to push them through it, but they'll say to themselves, I'm too scared to launch, or I'm too scared to put it out there, or I don't know if it's good enough and we all have that feeling, but then they'll run the other way.

They'll start saying to themselves, maybe I need to go back to corporate, or maybe this product is too much of a switch from what I'm used to. I should go back to the other thing. Even though they know that that thing did make their heart sing, even though they know that that thing is not where they want to be in five, 10, 15 years. One of the biggest things about being an adult, about growing up and rising to your purpose is not just thinking about the here and now, but thinking about five years from now, 10 years from now. Are you making decisions today that are going to position you for where you want to be tomorrow? We all have infinite time to realize our purpose. Don't let anyone tell you that you're too old or too young to start or that you should have started five years ago or you can't start for 10 years.

The reality is, as long as you are taking a breath and you can start today, it is not too late. Well, what we do have finite time on where there is a running clock is acquiring the skills, the tool, the support and the community to make it happen. As a mom, I definitely am trying to figure it out

every single day. My kids, oh my gosh, bless their heart. They're changing and I'm constantly having to evolve to keep up with them. The reality is I'm grateful because hopefully I'll have my whole lifetime in order to get this mom thing right, but I only have today to reach out to the resources much like you, my internet, aunties and uncles, and to get the answers that I need to help me be my best in the moment, to evolve to excellence. And the same thing applies with anything that matters to us. Anything where we say that we want to be our best.

We can't sit back and wait and say, you know what? I'm just going to ignore it. I'm going to put it behind me. I'm going to pretend it's not there. I'm going to stick my head in the sand. You can't ghost it. You can't disappear on it because it's right there waiting for you. So I asked you this friend, what exactly are you running from? Are you afraid that it's not going to work? Are you afraid that it is going to work or is it just that you don't know where to start? Because today is the day to start gathering the skills to acquire your purpose and change the world.

I know I need you. I talk all the time about how the fact that I've got amazing Internet, aunties and Internet besties that are out there that are carrying and impactful, that are invested in wanting to leave the world a better place. It encourages me to be a better mom because I recognize that we're all collectively in it to create a great world for our kids. I think about my babies and I realize that you guys are part of their legacy and they don't even know it yet. It's because of these chats and the actions that you take after them that I'm able to turn to my babies and honestly say, look, I didn't turn away from my purpose and the reason I didn't do that is because you are so valuable, so worthy and so necessary to this world that I wanted to make sure as many people as possible were making decisions to push the world in a better place because you deserve it and your kids deserve it. And I'm so excited to say that every day when I woke up, I showed up and I didn't run from a single thing.

So I want to know, is today the day that you decide to grow up and show up for your purpose? If so, drop me a note. I'd love to hear from you. I'm on Instagram @Nicole Walters and next week I want to talk about a couple of the different ways that you showed up. I'm going to call out a couple of rich friends that are making it happen and I want to let you know that you're not in this alone, rich friends or real friends. We are rich in purpose, rich in our mission and we are going to show up so we can get rich in our bank accounts, who's here for it? Drop me a line and we'll chat again next time. Thanks for listening.

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