



Episode 22 - 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 I wanna take you back to move you forward. It's so easy for people to push you to be like, oh my gosh, you want to start a business? You want to be a mom? You want to get out there? We'll just start, just do it. And the reality is that is some of it, right? We have to push ourselves, get out of our comfort zone and make it happen, but I want to take you back to my second year of business now. At this point, I'd had my girls full time, I was kind of getting into the swing of parenting as much as I can. I'm definitely always a hot mess, but I'd had a good bit of success. I was generating revenue. I quit my job as you guys heard about back in episode three and I was committed full time. I didn't quite have a team yet. I was doing a lot of the different jobs and I was doing them by myself, including the job of creating content, marketing, getting people in, getting them buying and getting them served.

Now that's the part that always seems to get people really hung up. They aren't quite sure how to make that happen because that's really where you're getting your stuff out there and this is the part that I really want to focus on today. I want to talk to my creatives, the ones who are like, I don't know anything about business or I'm just figuring out or I've tried some stuff, but I haven't quite had success. But you do love creating. You love setting up that Instagram, taking the photos for the shoots, making the music, creating the songs, creating things that are beautiful for Etsy, for ebay, for farmer's markets. Your heart is in the creation.

I want to tell you that in business there is a space for you. You are the lifeblood. There's nothing out there if we don't have our beautiful creators making things every single day. But I also want to have that hard chat with you because I relate, I'm a creator too! I know for some of you, that's

where you actually feel like you're accomplished. When you sit down to start making that quilt and you've lined everything up and you finish making the blanket and you finally looked at your finished product. That feels really, really good. Or when you're a mom and you've managed to get the kids out of the door and you put them on the bus and they're gone for the day. It really feels good because you know that you've created something impactful, you've done it! But I want to push you just to step further because there's something that I'm seeing with a lot of my friends, including you. We're all guilty of it. I see it in myself sometimes, where we're creating just to create.

We are creating with the intent to impact and that's the shift, that's the challenge that I want to put in front of you today. It's a challenge that I put in front of myself every day. We can't just make things for the sake of making them. We have to make sure that we're making it with the intent to serve, the intent to help others. The intent to get results. Now I want to take you behind the scenes. I'm going to have a little truth moment with you. I'm not very tech savvy. I think that's something that a lot of you guys know, but I don't know if you know the depth of it all. I'm so un-tech savvy that I built my entire business from my cell phone. That's right, and I'm not embarrassed to say it.

When I first started in this space, I started off with a little blog. It was a blog about hair and I was so scared to invest in my business that I started from my phone. I wrote every single blog post of 500 blog posts from my phone. I took every single photo for my hair and beauty blog from my phone. I didn't have a ring light. I use God's ring light, the sun. I went outside, found a window and took a picture. I did everything on a budget. I launched on a budget. I created on a budget, but I was still invested in results and nothing's really changed. Even now when I feel the desire to create, when I feel the desire to put something new out there and help others, I still kind of do it on a budget, but I make sure to invest in the results and the impact I'm going to make.

The quality of the content is never "just because." I'm never creating just to create. I'm just going to tell it like it is here and it's going to be a little uncomfortable for some people. I know there's going to be some squirminess and I know some of you guys are going to be like, YAS Nicole, but the reality is there are entrepreneurs out there now that are so into the fame of entrepreneurship. Sometimes I hear them or see their social media content and they're cranking it out there, to the point where some of us may feel a little challenged like, gosh, am I putting out enough content because this person has a new video every three minutes about something. There are people who are talking constantly, but I wonder whether or not they're actually doing anything. Are they actually helping people? Are they using that content to direct people to solutions that will leave a lasting legacy in this world?

And that is something that I think we're getting very confused about when we say what success looks like. Success doesn't look like just the act of creation. Success looks like the people taking that knowledge, that tool, that product you've created, applying it to their lives and finding improvement. So that's what this is all about. The biggest thing, the biggest challenge that creatives always have is that we forget the why behind what we're doing. Don't do it just to see if

you can. If you're creating content, just to see if you can, it's honestly one of the most selfish things you can do. You're just putting stuff out there just to challenge yourself for something new. What a waste of your gift. People out there need you. Does that mean you're just going to get bored and move on to the next thing when you're done seeing if you can do it?

Or are you creating things that you know have to get into someone's hands? That's the drive and the fire that fuels you endlessly so you never stopped showing up. It's also the drive that feeds other people because your passion is creating a shift in their life. So what does that mean? What does that mean in real life in action? It means that you don't launch something without an intent to serve. You're not just putting it out there just to do it. It means don't just talk to hear your own voice. So often I'm asked Nicole, how do you come up with your podcast ideas? Your live streams are so good. Your series, your challenges are such fire. People look at my Facebook page and they get lost for hours watching my videos, but I got to tell you all that stuff isn't planned. It's not some curated experience. I'm not following some strict content calendar.

Now, it doesn't mean that I don't have intent behind what I want to deliver and when I want to deliver it, but it does mean that I only speak when I have something to say. I don't want to just hear my own voice. I want to hang out with you. I want my voice to mean something in your world. I don't take for granted that when you spend this time with me, but you could be someplace else or listening to someone else and the reality is we're spending this time together because you trust that I'm going to use that time well. It's because you know that I create with the intent to impact. Too often we think that our legacy begins with wealth or with success. We can't actually put our things out there until you have some success with them.

So you might create those quilts, but you end up stacking them up in the closet. You may come up with an amazing formula for a new shea butter body whip that you know everyone's going to love, but you don't actually start selling it because well, you haven't already made a ton of money with it. I got to tell you, that's really, really backwards. Anyone who's building a business knows that you have to get it out there in order to see results, but you also get it out there with intention. It's not okay to just put out a song and hope people will download and listen to it. Because you should be asking yourself, this is what every good business owner asks, what's next? After they listened to my music, what comes next? What journey of transformation am I taking them on? If you say that you want to be a professional speaker, that you want to get on stage and inspire masses, well guess what else? With that, you have an obligation to create a business that will serve those people after they get off the stage.

That means a place they can go to continue to find solutions, change because whenever you are starting that podcast or posting on Instagram, creating that music or getting on stage, all you're doing is delivering stories and promise. You're not delivering the actual solution. You're introducing people to a lifestyle. You're showing them what is possible. You're showcasing the success, but if you're really invested in building a legacy that changes other people's lives, you've got to provide a back-end solution. You've got to give them a way to actually engage with

change. It's why I built 1K1day Academy. I didn't want people just listening to my live broadcast and saying, man, that is good Nicole. I wanted them saying, Nicole, that's really good and I'm inspired what's next and I wanted to have a what's next, where they could go and find a step by step solution to build a business the right way, leveraging corporate strategies, focusing on profitability and sustainability.

It's also why I built Fierce Clarity. When I was in one came one day and working with my students and they said to me, Nicole, I love everything that's here, but I want to know more about the best business idea. I'm running into places where I feel stuck, where I'm feeling like I'm not good enough. Where imposter syndrome is having me frozen in my tracks. I said, you know what? I want to make sure that doesn't stop you. I'm going to take the time out to create content that's going to support you in that journey and that's where Fierce Clarity came from. If you go to MyFierceClarity.com you can learn more about it, but that is the experience that I've created for anyone who is saying to themselves, I don't know where to start, I'm stuck in my own head, I don't know how to start building, I don't even know if I've got a business idea that's worth anything.

That's where my Fierce Clarity came from. I didn't create it just to create it. I didn't create it because I said, hey, you know what would make a great black Friday sale? This course, I created it because the intent of it was to impact. It's not good enough to say, I just want to see if I can, because there's a lot of "just sees" sitting on your desktop. There's a lot of "just sees" that our dreams and ideas that are journaled. In your notebook, you got stacks of notebooks with ideas. There's a lot of "just sees" that you spend time sitting on the couch talking to your husband about, I'm calling you out, girl. It's true. But understand that a dream without a plan is just a wish and the only wish I have for you is wild and crazy success and not just because you deserve it, but because we all do.

I'm so glad we had the time to chat today and I want you to also understand that I know what it's like to be stuck in a dry spell. When you say to yourself, Gosh, I just, I want to keep going, but I've been away for awhile. I don't know how to get back in the game. Whether it's after the kids are started going back to school, starting with an empty nest or jumping out of college and wanting to branch to something new. Oh, I know that feeling and there is an answer to get back in there and get back in a big way. It's step-by-step, it's easy to do, and I can't wait to share it with you in our next chat. Bye friends.

Thanks so much for listening. If you enjoyed this podcast, head over to Nicolewalters.com. I'd love for us to stay in touch, so make sure you drop your email address. I can send you inspiration, business details, and the occasional funny story and because I'm so generous, there might even be a selfie in the mix. Thanks again. Make sure you subscribe and come back soon.