



Episode 26 - Transcript

00:00 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.

00:50 Hey friend, so I am so glad that we get to have this time every single week. There's so much that happens in just seven days. We are crazy busy people, moms, business owners, wives, friends. I mean there's so many things always going on and it's nice that we get to come back together every single Tuesday and just connect. Now for this chat, it's a little bit different than the one we had last week because in that chat I had the BigTiny, my eldest daughter who's 20 years old and learning a lot about life. And in that chat we dove deep. We talked about adulting and how challenging that is. We talked about the mistakes that I've made as a parent and places that I could improve and it wasn't easy, but it was the truth. And as you know, the time that we spend here every single week is my attempt to share my awkward, ugly, powerful, sometimes positive truth in hopes that it helps you live in your own.

01:49 Because at the end of the day, what really matters is that everyday we're living our legacies. We're not just out here trying to do things and fly by night and hope for the best. We want to make sure that we're contributing to ourselves, our families, and our communities. Now that said, last week we talked a lot about adulting. You know it's hard to do. All of a sudden you go from being a kid where people took care of you to a place where everybody expects the world of you and it can be challenging. Sometimes you don't even know what's around the corner, what to expect and life hits you smack in the face, but there is one lesson that I had to learn the hard way that I really wish I'd learned sooner. And it's something that I find that my clients and my friends struggle with on a regular basis because it's not something that ever goes away.

02:36 It's constantly changing and that's what we're going to chat about today. We're going to talk about the myth of being able to do whatever you want and get whatever you want. Now, friend, you know those two things don't go together, right? Well, you may know it, but are you acting it? Here's what I mean. I have this great client. I absolutely love her. She's so smart and so dedicated to her business. She is always trying to make sure she shows up for her customers and that she over delivers on what she promises, which is terrific. But the reason that we started working together was because she wasn't really seeing the monetary results that she felt she deserved in her business. She was showing up everyday and she had a great product, but it just wasn't translating to cash. And at the end of the day, if you're not making cash, you have a hobby and not a business, okay?!

03:28 And that's what I specialize in, I help people build their businesses and make them profitable, just like corporations that I built for years. But this situation, it was odd because she did have customers and she found that people loved her products. They raved about them, they told other people about it, and her things went viral. But the issue was that she felt like she was showing up every single day, but the results weren't quite matching the effort she was putting out. Now the place I started with her was some back end research. I decided to audit her business. And what that means is I just spent time with her side by side. I watched everything she was doing, on social media, in her store, with her clients, via email. I was just her shadow. I wanted to see where things were going wrong in her formula of making money.

04:18 And you'll never believe what I found out. She was spending all of her time on social media responding to comments, interacting and things of that sort. And I asked her, why is this? Why does it seem like you're so lopsided? You're not spending any time talking to your customers in your inbox and you're not spending any time interacting with your consumers and following up on how they liked the product and what was their favorite part of it and how you can improve. Why are you spending all of your time sending tweets and resharing memes and twiddling with your logo and updating your profile picture? Why is that so important to you? And she said to me, "Well, it's what I love and that is why I started a business, so that I could do what I wanted to do." Yikes. That's not quite how it works.

05:12 I'm going to tell you what I told that client and what I told my daughters when they had to go out into the world and they realized the world was not going to shine so nicely on them if they thought they could just do whatever they want. I told her, hey, you can't do whatever you want and think you're going to get whatever you want. The two things don't go together. So what does that mean exactly? How do you dive in on that? Well, I'll use myself as an example. I managed after quitting my job, live online in front of 10,000 people to build a million business just 12 months thereafter. But the reality is that came with a lot of growth, a lot of challenging moments, and a lot of change. Once I hit that million dollar mark, I was thrilled. I couldn't believe it happened and I couldn't believe how quickly it happened.

06:03 But guess what? What got you here isn't going to get you there, and if I wanted to uplevel, that meant I would have to change some things. Well, let me tell you where I was at

that million dollar mark. Mentally, I wanted to do what I wanted to do. I was tired. I was burnt out. I'd gone about things kind of figuring it out as I go while still working a plan from corporate that I knew was tested and true and entrepreneurship smack me in the face a lot. I had difficult moments. I had challenging launches. I had places where I felt like I definitely could have made more and done less, and there were learning points there that I knew I could've done things differently. But more than anything, I didn't feel like myself, in my body. I was often really tired and sluggish when I would get on stage to do my keynote speeches at massive events next to the likes of Chalene Johnson and Seth Goden, Pat Flynn and Brendon Burchard.

06:58 I was getting on stages with the greats and I was out of breath. I was struggling, even though I was in my brightest moment. And here's what I realized, sometimes if you want to get to the next level, the thing that you need to change, isn't your staff, it isn't your social media and it isn't your product. The thing you need to change is you. You have to get uncomfortable if you're really going to see change and if you're really gonna see new wins. And that was my truth. The biggest transition I made when I hit that million dollar mark, was I dug deep and I looked inside and I changed me. The thing I had to work on was losing weight. And I'm going to tell you right now, I'm having a little bit of a pit stain moment. It's awkward and difficult to say that out loud.

07:50 It's embarrassing. It's something that I put on the back burner. I thought that I could eat whatever I wanted. I thought that I could exercise whenever I wanted or never. I thought that I could literally live my backend physical life any way I wanted and still get the results in my business that I wanted. And like I said before and I'm going to keep repeating to you, those two things don't go together. If I want it to be a top notch keynote speaker, if I wanted to get on bigger stages in front of bigger crowds and spread the word of how God was doing amazing things in my business and how I was able to transform things for entrepreneurs every single day and build legacies, I would need the energy and the stamina to keep up with it. And in order for me to have that, I would have to do the work.

08:43 I would have to get uncomfortable, I would have to accept that I needed to do things that I hadn't done before. No matter how much I did not want to do them. So I went to a doctor, I got my numbers, I got a list of recommendations and I applied them all. And sure enough I started seeing the pounds drop off and I was able to stick with it cause I was doing it the right way. No fad diets, nothing weird, just good old fashioned diet, exercise and listening to my doctor. And here's what happened next. As those pound dropped off, the joy and my business went up, the money went up, the peace of mind went up and my ability to accomplish more while doing less went up. The reality was I had to get uncomfortable to really realize the results that I deserved.

09:35 And last week, BigTiny talked a little bit about getting uncomfortable. She was talking about how when she went to college, she went in there with the mindset that these are the things that I can do. I've done it before and I can do them again and even though I'm in a new circumstance, what got me here will keep me here. And she found out that wasn't really the

case, that she had to do things differently. That she got involuntarily uncomfortable in ways that she didn't want to experience and that if she really wanted to get the things she wanted success, a great job, great grades. She would have to do things differently and it was a change for her, but it changed everything. She saw more growth and I got to tell you guys that change is going to look different for you. It might be that you have to cut off those friends that are so busy focused on sharing memes and that focused on sharing wins.

10:27 It may mean that you're going to have to step back from those family members that aren't really supportive of your parenting style, even though you know for a fact that it's what your kids need. It may mean that you're going to have to sit down with your husband and have that conversation, that's a little challenging, but you know it's the thing that's going to lead to unlocking the woundings that are holding back your marriage. You aren't going to be able to just continue moving forward the same old way and get a different life. You can't keep doing what you want and thinking that you're going to get what you want. Listen, I'm going to get super real right now. I've been putting off doing this podcast for some time. Actually, all of today, it's like eight o'clock, I'm at an event and I'm sitting in the closet in my hotel room because I just couldn't get this thing knocked out. And truth is I was really busy.

11:20 I was managing the kids, filling the fridge, unloading instacarts, doing a thousand different things, but I could have made the time, I could have sat down. These talks are important to me. I like spending time with you and the reality is I just didn't make the time because I didn't want to. But I miss out. I got messages from you guys in the DMs on Instagram saying, Nicole, we're supposed to meet and chat. I miss you. What's going on? I felt bad about it because what I want is for us to have a good, strong relationship where you know I'm going to be here for you week after week, ready to the truths that are going to help unlock your future and propel you forward because we're in this together. So I did what I didn't want to do. I moved a bunch of clothes out of this hotel closet.

12:04 I threw a pillow on the floor. I grabbed my phone and I grabbed my mic and I sat down and I made the time for us to have this chat because you're important to me and your future is important to me. So I made the space for it. And ultimately sometimes you'll find that if you do what you need to do, even if it's uncomfortable, you'll actually get what you wanted the whole time. I'm so glad that we come together and have this time every single week and I'm really excited whenever I hear from you on Instagram and Facebook that something about our chat really stuck for you, that it created change, that it was something you could share with your kids or your friend and that you knew that it was the thing you just needed to hear this week. That really, really, really makes me excited. So make sure to tweet or write a review right here and click five stars and let me know that you loved listening to this chat.

13:01 And of course if you really, really enjoy it, come back next week because we're going to be chatting about something else. We're going to be chatting about something that I notice in every single one of my clients, my friends and myself. We're going to be talking about fear, judgment, and how it keeps us from living in our purpose. Usually I don't give you a sneak

peek as to what's coming next week, but I know this chats going to be a hard one, but I also know that the solution I provide for this is real and for a lot of you it's going to be a light bulb switch that's going to change everything.

13:38 I can't wait until we chat next week. Thanks for spending this time again. Thanks so much for listening, friend. 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.