



Episode 27 - 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 we had a great chat last week. We were talking about things that I know aren't easy to hear, but honestly if you grab little snippets, just one little gem from every single one of our chats, they add up to a lot. A lot of change, a lot of growth and exactly what you need to be your best self, your best mom, your best business owner, your best friend. I mean it's all good stuff and if anything, I get really excited because it's me bearing all, even the ugly bits and I know that in sharing that you might get a chuckle, but more than anything it absolutely helps. That's all I ever look for and frankly it's all that you should be worried about too when building your legacy. And that's what I want to chat about today. But I want to start with something that I know for a fact.

01:40 I know that you've been cheating on me. That's right. I am not the only person that you chat with and listen to on Apple podcasts. Be Honest. There are others, haha, and that's good. I like that you have a lot of different voices in your ear, but I also want to be honest about something else, something that I know to be a fact. Your favorite unbothered podcast or your favorite social media star, your favorite Internet Business Guru, that mompreneur blogger that you follow. All these people out there who seem to have perfect lives and all the wisdom that can do no wrong and have people screaming, yes, queen, get it, girl. Listen, they may be playing unbothered and unworried, but the reality is they're insecure and feel fear just like you. We gonna tell the truth today, so lean in. Now, the reality is it's so easy for us to get sucked in on watching the social media stars every single day, posting perfect pictures with coiffed hair and luxurious locales.

02:50 But the reality is they're scared, they're insecure, and they're worried that you're not going to show up. They're counting and paying attention to the gossip blogs. They want to know what people are saying. And they really take a lot of pride in their ability to help have a place in the world. And the way that I know this is cause I'm one of them. I get to come in front of you guys every day. It's not lost on me the power of having a platform. To whom much is given, much is expected. And I've been blessed by God's specifically to have a platform where I'm able to reach a lot of people. And what I decide to do with it, well, I can be a scary thing. I mean I could use my platform, my podcast and Instagram and Facebook and all the places where I am to belittle people or to spout wisdom as if I'm better than the next person.

03:48 Or I could use it to be real, to relate, to say, hey look, these are the things that I've learned, but guess what? Here are the places that I've messed up and here's where I am right now and trying to grow. And what I found is in sharing that way, I've been able to help a lot more people. Sometimes we just need to know we're not in it by ourselves. Right? It's nice to know that the person who seems to have it all together or at least is making progress on getting some of the things that you want in life. It looks a little bit like you stubs their toe and says a curse word, messes up and release your kid at the bus stop, drops their wig in the toilet (maybe that's just me, haha.) The truth is we're supposed to use our platforms to share our stories.

04:38 Everything that's ever happened to you, anything you've ever gone through, that difficult pregnancy, that bad, break up that awful best friend fight and that challenging childhood was specifically so that you could use that story to change the lives of others. Understand that there are generations behind us, kids coming up, they're blank slates. There's nothing imprinted on them and they will run into struggles and challenges. The greatest gift that we can give to the generations behind us is to not take our story with us and oftentimes the thing that keeps us from sharing that story is the fear of judgment and the misconception that we are the only ones carrying that pain, but that is not the truth. The pain of being scared to get on stage that's shared not just by you, but by me too. The fear of starting a business and launching to crickets, that's not just shared by you, it's shared by me too.

05:40 The fear that if I don't get things in balance when I go to work and I travel and I spend time at home with my husband and my kids, that it's going to cost me everything. That fears not just shared by you, it's shared by me too. Understand that being open and honest with each other as we decide to build our businesses and get out there and make new friendships and launch new things, is exactly what's necessary to make this world a better place because we actually connect on a lot more than we are different and taking the path of being holier than thou and fancier than most on Instagram and other places isn't the way to bring people together. It might put money in your pocket and get likes on your page, but at the end of the day, is it really what's going to help create change in people's lives, lasting change?

06:32 Is it the legacy that you want to leave? What I found is that the ugly bits, the scary awkward moments that I've shared through motherhood and business building are exactly what people have used to create change in their lives. It's been the thing that's unlocked freedoms for

them, freeing them from the misconception that they have to be perfect in order to just start. Guess what you don't. Or the misconception that while it happens, it gets easier somewhere. Guess what? It doesn't, or the thought that every time that you step out and do something, people are gonna make fun of you. Or that the trolls are going to come knocking or that you're going to be alone and no one's going to be there to support you. And guess what? That's not true. I want to let you know that I get scared to share my stories too.

07:24 You might not realize this, but a lot of times, most times when I'm sharing my stories, it's not from a stage where I can see a face, I'm sharing it live online to my own face and I only see you guys in the comments after the fact. Or I'm sharing it like this, a chat where I know it's going to reach your ears and I hope it reaches your heart, but ultimately I don't know what the impacts going to be. I'm putting it all out there, hoping, praying that it makes a difference and I'm scared while I do it, but I do it because it's important to me because every single day that goes by where I don't share my story and I hold onto these answers, someone remains in the suffering that God has delivered me from. And I'm more scared of leaving this earth with my answers than being judged for them while I'm still here.

08:25 And I would hope that when you think of the fear of being put out there, the fear of not being received the way that your heart intended, that you measure that fear against what would happen if you left this world without leaving your legacy and even more that that inspires you to start living your legacy **today** because that is what truly matters. Yes. It's nice to be able to use money as a tool to build a bigger platform and they get out there more. And yes, it's nice when you're able to get a nice like when you have a skinny picture who doesn't want that, but the truth is more than anything, all the things you've been through have kept you here. You are a survivor and now it's time to be a thriver. You are still here today. You wake up every morning because someone still needs your story.

09:24 Not a day should go by without you trying to impact someone and get that to them. Ultimately, no matter what your specific purpose is, your niche purpose, your business and mommy purpose may be. Your obvious clear, overarching purpose is to take everything that has happened to you and the lessons that come from it and leave them with someone else who can use it and build upon it to continue to make this world a better place. We're all obligated to do that. That is the one thing I can say without a doubt I know when I wake up every morning it is my job to do. And so that's what I wanted to share with you. That fear that you have, that judgment that you have, that thing that it doesn't seem like anyone you follow on the internet or watch on TV seems to have, these confident folk. Well guess what? It's one thing that we all share. It's common ground. The only thing that's different between them and you is that they're getting out there and they're sharing their story. I want to challenge you to do the same. The world needs you. I need you. So let's make it happen. I'm so glad we have this time together and I'm so proud of you for deciding to step out of your fear and use your pain for good.

10:40 I can't wait to chat 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.