



Episode 29 - 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 know that every single week we chat about something different, whether it's the kids or the business or figuring ourselves out or knowing right from wrong and all the different things. And this week I had something else planned that was really insightful, but the reason why this particular chat is coming when it is is because there's something that's been happening in my social media. You guys have been sliding into my dms, which is the cool way for the kid saying, sending me messages in my inbox and I wanted to talk about it. I wanted to talk about what you guys have been saying, the same message over and over and over again. I wanted to talk to you about it directly because what you're expressing to me is something that you may not even realize you're doing, but it's in doing this very action that you're keeping away everything that you actually deserve.

01:48 It's slowing down your progress. It's keeping you away from success, and it's something that you may even be passing onto your kids. So while I had something else planned, I know that this chat is right on time, so lean in. So friend if you've been following on social media, you'll see that I like to keep up with my day, right? Especially on Instagram. I love instastories. I've never really been a snapchat girl and only because it's pretty cool and I'm an old one so I can't really figure it out the way I want to. But when it comes to instastories, I will spend so much time there because I love hanging out with you. It's, it's my way of us being able to basically text. I'm sending you photos through the day, sending you messages. We're staying up to speed on things. Occasionally I'll put in some business tips and take you with me on all my many travels.

02:38 So if you're not following me on Instagram, it's @NicoleWalters and you gotta head over there because that's where we hang out. But let's, let's dive in. So here's the deal on instastories. In the past couple of weeks, I'd been sharing some of my client meetings in my client events. Now I love to help everyday entrepreneurs build their businesses using corporate strategies, but the deeper meaning behind the work that I do is I really care about people living their legacy. Now, I talked about that a little bit in our last chat. I don't believe that legacies are just for leaving. I absolutely believe that they're for living, making changes and being an example in your community, your family and yourself. And part of that is through business. I get to help people take whatever God has put on their heart, their purpose, their passion, their mission and apply proper strategy and tools to it so they can profit so they can reach more people so they can do it right and leave something for their kids and their families.

03:37 And one of the ways I get to do that is I get to invite people on trips with me because honestly this digital world is great but nothing beats meeting people in person and face to face. I love to laugh and I love to have a good time and I love to give you a kick in the pants to get the work done. And that's what I do on these trips. I take my clients, whether it's from my 1K1Day Academy or it's from my Open Access Program where I'm working with higher level business owners to get the tools they need and we travel. Sometimes we get together in international locations beach side, or if you are watching on instastories this past week, I invited everyone to Atlanta, Georgia where I am and I hosted something called an immersion day. Now, this immersion day essentially was just that, I got us all together so that we could immerse ourselves in nothing but business.

04:31 I broke down the details of businesses, just like I did in corporate, showed them the ins and outs of how it works and how they can apply those same billion dollar corporate strategies to their own business. And we did it live in person. Everybody left the room transformed. But something else happened. People who are watching what was happening during immersion day from home, well, they were transformed too, but not in a good way. And here's the thing that I'm hoping you take away from this. I get lots of messages, you might've even sent me one friend, and in these messages, they all saved this one thing. Nicole, one day, I'm going to be there. One day I'm going to be able to work with you. One day I'm going to start building my legacy. Ouch. You may not even realize it, but just saying one day is like taking the dream, the purpose, the thing that you have to put out in the world and saying that you're going to put it on a shelf, saying that it is a worthy of your time. That right now isn't good enough.

05:45 Can you imagine what you're saying to yourself and you say, one day I'm going to be worthy to be in that room? Well, I want to tell you right now, friend, your time is today. It's so easy to send that message saying one day and feel like vatal loan is enough. I mean, isn't that what positive affirmation speaking is? I can do this. I am capable, one day, if possible. Yes! You spent a lot of time saying and not a lot of time doing and that's what I want to challenge you to do differently. I want to tell you that one day is not good enough. I want to tell you that you're worthy of more than just one day. I want to let you know that today is the time and I don't want to just motivate you, inspire you, and kick you in the pants about it.

06:40 Listen, we all have said one day I'ma fit into them jeans. Okay, one day I'm not going to need these spunks, all right! But the real question is, did you go and sign up for that gym membership? Did you actually take action and get rid of that ice cream in your freezer? What did you really do to take steps towards making sure that one day was a whole lot closer? And that's what I want to challenge you to do for every moment that you find yourself saying, one day, one day I will own a Tesla. One day I will put my kids into private school. One day I will be able to tithe the 20% to my church. One day I will open up that nonprofit and change the world. For every time you find yourself saying, one day I want you to go and find one way that you can start today. Do research because research is the first step to unlocking the answers, the solutions for you to make it actually happen.

07:39 It's a simple process to follow. If you find yourself saying one day, then say, okay, well what is actually the process to make this happen? If you want to work with Nicole, heck, I've got a whole website. Go to NicoleWalters.com and start finding out how that can happen. If you're saying that you want me to come into your business and get all up in it and give you the processes to make profitable, we'll start saving today cause I don't do free haha! And the same thing applies for everything that you love. Everything that you want to accomplish, every legacy that you want to live now. Start doing the research. Google is free. We live in the information age. There's no excuse to leave your dream at one day. It's easy enough for you to access those resources to start the process of actually accomplishing and seeing your dreams come to fruition.

08:33 It's not enough to just send me a message saying that you hope it could happen. I want you to start finding a way to make it happen. Call me selfish, but I love our podcast friendship, let's make this thing real. Step up, sign up, do the research, take action. Your legacy is worth it. I'm so glad that every single week we get to take this time. That you lean in, let me yell at you a little bit, but let me love on you a lot. You're worth it. Your dream is worth it. Your why is worth it. Your family, your purpose, your legacy is all worth it. And it's not lost on me that you trust me to spend this time with you, to speak life into you and to push you into making it happen. Now I know we covered a lot here and there's some takeaways and you've got work to do and next week is going to be a tougher chat. It's been a rough summer around here and you know, social media doesn't tell the full story. I'm going to be diving deep and talking about some of my most challenging moments, but that's all coming next week.

09:44 Until then, friend, do the work. 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.