



EPISODE 102: How to Overcome Self-Doubt and Start Your Business

TRANSCRIPT

- Hello, hello, hey there, hey there, and welcome into my house. It's Josh Ellis, and I've got Amy Anderson with me. Hey, Amy.

- Hi, how are you, Josh?

- I'm doing good. It's a, we're back for Episode 2 here, and this is starting to become a little bit more normal. I'm feeling like Mr. Rogers welcoming all the neighbors to my house. I definitely think you should be changing your shoes and sweater each time we do this. I think everybody would really love that.

- Yeah, I got a nice comfy cardigan around here somewhere I'm sure. So we had Episode 1 where we talked to people about what is a side hustle, why should you consider a side hustle, what might be a good side hustle for you, and now it's time to get into the nitty gritty, right?

- Absolutely, and I am psyched about this one because I think that this is such a huge topic. We're gonna be talking about mindset and attitude and really getting your perspective right and how to figure out what you should be doing, and really there's so much we're gonna cover in this episode that's so helpful and really foundational whether you're just starting a side hustle or you've been in it awhile and you're ready to ramp it up.

- Yeah, mindset is really the all-encompassing way to put it, but we're talking about self-limiting beliefs, the thing that's holding you back from going solo if you've been thinking about taking the plunge. It could be impostor syndrome, it could be the idea that you might not be able to stay motivated or that you don't know what side hustle is for you, what your talents and skills are. And so we've got a great guest to talk to us about that. You've worked with Jeanine Blackwell, right Amy?

- I have, I have. She's a friend, she's been a mentor of mine. I helped her to write her book, and she's a fabulous resource for this. Her community of online business owners really have a lot of experience in this area and she's a great leader to look to.



- Yeah, Jeanine is an expert among other things on how to launch an online course. In fact, there is a feature written by her in the May/June issue of SUCCESS magazine, the one with Jay Shetty on the cover. It's available everywhere right now. Jeanine's company helps people take their ideas and passions and turn them into profitable businesses. She worked with Fortune 500 companies, entrepreneurs of all levels, and we're gonna learn how we can get her firsthand experience and unique perspectives to help solopreneurs and side hustlers overcome any challenge. She's the author of The Expert Called You. She's been featured in Inc., Fast Company and, as I said, SUCCESS magazine. Jeanine, welcome.
- Hello, how are you guys doing? I'm excited to be here. Thank you for having me.
- Doing great, it's nice to welcome Jeanine from her home in Louisiana. How's it going down there?
- It is going great. And actually, I'm in my office. I feel like I'm on vacation because I escaped the house, came to the office and I'm here by myself, which is a little weird. It's kinda quiet. But yeah, it's really nice. Everybody's in an alternate reality right now, so this is an alternate reality for me right now.
- When your side hustle is really advanced, you move from the home office to the actual office, very nice.
- That's right, that's right.
- It's great to have you here.
- Thanks for having me, I'm excited to be here. I really am. It's a really timely conversation that it's crazy what we're all in right now because there's so many shifts and the shifts are acting like a, I keep calling it, a pressure cooker, but not in a bad way. It's like when you put something in the pressure cooker or the Instant Pot and it accelerates and cooks up faster, that's what I think is happening with all the shifts right now. We're seeing everything's accelerating and this whole movement to online and people wanting to pursue a dream, do the things that they've always imagined doing, all of that is being amplified right now. So it's exciting to be here and I'm excited to be here with everybody listening because like Josh, I assume if you're listening, you've been on the fence about this or you're in the trenches and you wanna go faster, too. So it's a perfect timing and a great topic.
- Jeanine, I wanted to quickly just really kick us off with something that I've heard you speak about so many times and I've talked to other people who've worked with you and they just really feel like you get this in a way that a lot of people don't. So when people are stuck, why are they stuck? What is it that really keeps us from moving forward with something? Like you said, whether you're already in the trenches and maybe you feel like you've plateaued or maybe you're just trying to get something off the ground, what is it that keeps us stuck?



- Well, I think we all, we're asking ourselves that all the time because it doesn't matter where you are, which is what you just hit on, it shows up. And I get to watch a lot of people in this journey going from I have a desire to I'm looking for an idea to oh, I found an idea, now I gotta make the idea happen, and that whole journey, all along the way, that stuckness can show up. I think the number one thing that shows up as a source of getting stuck in that movement from I wanna do it to wow, I'm in it and I'm creating it is that we have this tendency to want to have proof that the thing is going to manifest just the way we imagine. We wanna have proof that this is gonna be successful before we go do the thing. And if you think about that logically, if we all sit here and we think about that, we think, OK, that makes no sense. It would be like if all of us here as entrepreneurs or on the journey to be an entrepreneur, if we were all filmmakers, it would be the equivalent of saying, OK, I have this I think great idea for a movie and I'm just gonna wait. And the minute that Oscar nomination comes in the mailbox, I'm gonna get started filming. And when you look at that, you think that doesn't work that way. My favorite commercial is, that's not how this works, that's not how any of this works. And it's true in what we're all wanting to do, too, is that the proof that it's going to work comes in the doing. So it's a little paradoxical because sometimes we get stuck in the doing because we're waiting for the proof to show up. And the people that are really successful, like when we all watch them and we think, wow, she's doing what I wanna do or wow, he just launched something I'd love to have launched, they have the same doubts. I mean, I think that's the thing we all have to realize is everybody has that, but the answers come in the doing. And I wanna get a little tactical 'cause I think talking about sometimes when we talk about shifts, it's hard to think OK, I get the mindset shift, but what does that look like if I'm gonna get into the doing? Getting into the doing, it looks like if you have that idea to say what is one thing I could do to get into action around that idea? And getting into action in it means, we have to rub the idea up against somebody else. A lot of us as solopreneurs, side hustlers, we're working by ourselves, we're at our kitchen table, we're at Starbucks and we're with our idea by ourselves. When you can get the idea and connect it with somebody else, like potentially somebody who could help with that idea, that's how you start gaining the competence. And it might be that you get the idea out and somebody says, oh, I don't know. What I really need is this, and there's huge value in that, too, because it's when you put it out and you serve the first person with your idea or the first 10 people with your idea, they're gonna help you make the idea better. And that's where the confidence comes from. It comes in the doing.
- We've over the years as we talk to solopreneurs and really on the subject of side hustling, we encourage them to if you have a full-time gig, keep that, really do this on the side and gather some of that proof, get some of that experience, gain some of those mentors as you go. And so your use of the word shift, there will come a time probably when you're making more from your side hustle than your day job, if not sooner, when it's really just obvious that it's time to go for it. Is that... I'll ask Amy the question, too? Is that the way that both of you experienced this?
- Well, I'll give it to Jeanine first. I'd love to hear her feedback on that.



- Yeah, well, I think it's funny 'cause Amy you said there's always risks. And I think there's perceived risk, there's real risk, and one thing that I think about when it comes to starting a business is that I'm a big fan of what they call bootstrapping. So if you haven't heard that term, bootstrapping, it just means pulling it up by your bootstraps. I'm just gonna go out there and I'm gonna start this business and you're doing it with the least amount of outlay of cash that you can and you're doing it in a way where you are minimizing your risk as much as possible. So I agree with you 100%, Josh, being able, if you've got income coming in and then saying wow, how can I go out and start to test this, that is a great way to do that. I've had the experience where when I moved out of the role that I was in, I was in corporate and I worked in a great company, and I was able to continue to work with that company and they became a client. So sometimes that transition, you can look around and say maybe I've been thinking like this is an either/or conversation, but maybe it's not. Maybe it's an and, I could do this and that. Or it's not that I either have to stay at this company or leave this company, maybe there's a way that you can transition into another role. So I think there's a lot of ways to make these decisions in a way that you're gaining that confidence, because taking small steps can help us gain the confidence and it's not that all or nothing weight on you. 'Cause you know the all or nothing puts us in this, it's scary. It could be a scary thing, which can really freeze up our creativity. So Amy, I'm curious what your initial thought was when Josh threw that out. Well, I love what you just said actually, that fear can freeze up your creativity. I deal with that a lot in working both with myself as a writer and with my clients who are trying to write books. And I know that for me transitioning out of full time was, I've done it twice. And so back in 2005 when I first went out freelance, I had saved some money, but I didn't have any clients. I did not do it in a really great way, not a way I would recommend, OK. But I managed to stay freelance for a few years and then I had the privilege to start working at SUCCESS. And in the four years I worked full time at SUCCESS Partners with SUCCESS magazine as a senior editor and working with all the experts and amazing people there, I learned so much about running a business and personal development. There were a lot of pieces missing for me that I didn't know were missing. And I think that's one of the reasons we say hang onto your job at first, because when you first start that side hustle, I know you've heard this a million times, but you don't know what you don't know. There are things that you don't know yet that you're not even aware you need to know until you're out there in it. Like, I thought a freelance writer, you just need a laptop and somebody to pay you checks. How hard can that be? OK, it's a lot harder than that. So the truth is that once I relaunched my business in 2012, I had a completely different vision and I had an actual business plan and I had clients lined up and SUCCESS Partners did become one of my clients as well. So really that transition although it may have to be sudden. For some of you right now, you're suddenly in the position where you need to start something. But if you can hang on to another source of income, yes, I highly recommend doing that for as long as possible. And I even saved as much of my income as possible, too, just to have that nice cushion when I went out on my own. And I think that even though it was scary, there's a point where you know, OK, it's, I'm either gonna do this now or I'm going to regret it later. And that voice inside you, too, I think is credible, and you've really gotta try to listen to that as well.



- Amy, I know that you've talked about in your Side Hustler column that it's totally doable to bundle a few different side hustles. And so let's say that there's someone listening who wants to be a solopreneur graphic designer, but they've been laid off from their company and they don't have that client base built up, you can do something like delivering for Uber Eats while you build out that client base. There are in what we used to call the YouEconomy, there are gigs out there where you can get some sort of straight job-esque income coming in while you're slowly growing your side hustle.
- Absolutely, and especially if you're, well anybody really right now, there are still those gig jobs available. Although things have changed because people may not want you to come to their home, the delivery stuff still works, the driving, people are still getting out some when needed. But I think the main thing is rethinking how what you're doing can be placed online. And that is where I think a lot of people come up against obstacles. I've talked to people in my local business networking group and they're saying things to me like, yes, I've had this successful yoga studio, but I can't take this online 'cause I'm just not a tech person. Or my clients won't wanna come online for this. And I think the world is changing. And so maybe those ideas that you thought were obstacles before, now really may not be as big of an obstacle as you think. And I think Jeanine is a great person to speak to this.
- That's a great point. I think, well there's a lot going on here, and I think, I actually, perfect timing. Universe delivers, Eckhart Tolle. I know a lot of you guys follow Eckhart's work, but Eckhart, I saw a little video clip of his and the essence of it was this, there's this... In what we're all going through, there's the situation, the reality and then there's the story you tell yourself about the situation. And it was perfect. That was one of the first things I saw, I'm drinking my coffee in the morning and I went, OK, this is the equivalent of my meditation for the day. I'm gonna meditate on this. And it's true because, Amy just hit on that. There's the situation that is and then there's the story that you tell yourself about what's going on. So if you tell yourself as the yoga studio that, oh, my people won't do that or oh, I don't know how to do that, then there is truth in that because the story you're telling yourself is what's going to limit what you see as opportunities. And just as you said that, I'm thinking, OK, in our community, and I mainly work with people who wanna create online expressions of their work. So they're an expert in something and it could be parenting, it could be cooking, it could be yoga, it could be leadership, it could be horse training, whatever. And they're an expert in that thing and what they're doing is saying, hey, I wanna create an online course to teach people something. I wanna teach online live, I wanna coach people over the phone. And I can tell you right now, I'm seeing yoga studios who have successfully transitioned from having the physical to quickly creating a way to coach online, doing classes online, doing a membership so they can translate that money they had coming in in the studio, to wow, can we translate this over to a membership and we're gonna do live streams?



- My favorite restaurant, I love this restaurant. It's a local restaurant. Amy, you've been to that restaurant with me, but right across the street from the hotel we stayed at, and they've had to close. So they're transitioning. I just saw them, today they're doing live cooking classes and bringing that out into the community. There's always a way. So I think the thing we have to ask ourselves is... OK, one question I get a lot is I'm not really sure what that thing is that I could put out. And I think sometimes we make this more challenging, more of an obstacle, and I think the reason we do it is because, it's another dimension of the mindset that we've been talking about here, is that we tend to discount the things that we bring to the table. And here's why. There's a reason for it. And this isn't just a self-esteem or confidence thing. It's that when you're really good at something, you get to this place where you move from, if you look at the competent spectrum, you can not even know what you don't know, like what Amy just said about building a business. I don't even know what I don't know. You get in it and you go, oh wait, now I know what I don't know. Now you're consciously incompetent in something. And then you start to get better at it and you're like, I can do this as long as I think about it with a little focus, and you're consciously competent. But when you're good at something, and all of us are good at something, we tend to be unconsciously competent at it. We don't know even know how much we know and we know so much about it that we think that it's common sense for other people to know that thing. That's the place that is usually your opportunity to help other people. It's the thing that you're really good at. And it's also the place that we tend to discount because you're good at that thing, whether it's reading people, maybe you're a really good listener, maybe you're somebody that can pull a great storyline from somebody, maybe you're somebody who can go in somebody's backyard and have a vision for how this could become an oasis. Maybe you're somebody who's really good at training your dog and you're like the dog whisperer. That talent you have and that innate ability you have and that thing that you've just honed this ability in through life or whatever, it could be training, it's something that somebody else wishes that they had. And I think that's the thing that when we look at what's going on, we can say, oh, the story is this is a terrible time. Or we can say the story is this is a great time. We can say, wow, the story is I don't know this thing that I have, this isn't really a big thing. Would anybody want to engage with me to help them on that? Or we can say, wow, there are people that are looking for this. I just need to find those people. So I think tactically, I think one of the things I would really, for everybody here, is I'd spend some time thinking. Get out your journal and say I'm gonna unpack for a minute all the things that I have skill in. And it's not just skill, it's like maybe there's things that you've done, you worked retail. My early years in college, I got through college, paid my way through college working retail. So I worked at The Limited and folded a lot of sweaters, my friends, back in the day when everything was the sweaters.
- The fancy way?



- Another big topic that we're gonna definitely cover is productivity, getting a lot done. We're gonna be busy. If you're side hustling, you're gonna have a day job, and you're gonna have your side hustle, plus you're gonna have your family. Maybe one day, you'll even have a social life again, once the COVID-19 pandemic passes, and we'll be talking to Emily Ley about that. She's the creator and CEO of Simplified. Their cornerstone product is the Simplified Planner. She's designed exclusive collections of productivity tools for Target, Office Depot and Staples. She's just done a lot of really impressive stuff and can help us get the most out of our limited time that we all have.

- She will, and what I love about Emily, too, is, well, first of all, if you're a planner fan, you're gonna love to hear from her and the evolution of her business. But I love that she really took something that for her was a passion, you know, and it's a great example of, I mean, who would have thought you could make a whole business around a planner, right? We're all kinda used to that now, but ask me a decade ago, and I don't think that I would have said that that sounds like a viable business. So, it's amazing what you can do when you really take your passion and then learn from others. She's got some wonderful tips about balancing, as we were talking about just a minute ago, balancing that family and work life. So, we're excited to talk with her, too.

- Yeah, just like you and me, she's also a parent. She does all of this from home, in addition to being a best-selling author. So she's gonna join us and share some of the lessons that she learned kind of on her journey to success, and also some of the best time management and productivity practices that she uses to balance it all for herself. Who else, Amy?

- Well, Brandon White, and this one I think is gonna be really great for those of you who like the tactical approach, as well. We're gonna be talking to Brandon. He's a serial entrepreneur. Now, he really has mastered the passive income game. So if you are interested in creating something that has that kind of evergreen nature to it, in other words, it stays up online, it helps you earn some money, maybe at first it's a little bit, and then over time as you build it, it grows into a significant passive income. I mean, talk about freedom generator right there, not just an income generator. If you've got that passive income coming in, you have the freedom to spend that time with your family, go on those trips, and learn those new skills, and maybe even start a whole other side hustle. So Brandon's gonna come in and talk to us about his background. Now, he has a background both in business and psychology. So like I said, he's got some good tactical, I think, approaches to, what do you need to pay attention to, and how do you build something that really attracts the right clients and the right customers?

- Yeah, passive income, for so many people, is really the dream of entrepreneurship. Mailbox money, right, not having to lift a finger, "money for nothing and chicks for free," as the song once said. Thirty, 35 years ago or something now.

- Right.



- Yes, it's a certain way with the clipboard. We had the whole thing we had to do. And I never thought in a million years that would ever be anything that I frankly wanted to go back to doing or would ever have any value. But fast forward many years later and I'm doing coaching and consulting, and those years folding sweaters gave me just enough information about how retail works for me to take my coaching and my skills and go target big retailers. That's how we landed some of our big retail clients, is being able to talk that language. And so while I would have never mentioned that before and I never thought it was something, it was a footnote on how I got through school, it actually became something that helped me see, wow, who could I really help and how could I get more specific with what I do? So what I would do, take out your journal. I mean, most of us have a little extra time right now, find a little quiet spot, get out your journal and say, hey, let me think about all the different jobs I've had. Let me think about all the quirky things that I'm really passionate about and I love to do. Let me think about the skills, things that my friends would say, oh, Amy, you're so good at this. I'm gonna ask you this 'cause you're so good at that, or gee, Josh is a natural at that. Let me ask him what he thinks about it. Those things when you put them all out, and I like to do it visually, like just sit there and draw it out, map it out, write it out, but when you start to see it, you're seeing this whole picture. It's like a snapshot of all the things you bring to the table. And that's how you can start to look at this and say, gee, where could I add value, 'cause at the end of the day when you're thinking about creating a business, a lot of people focus on what could I create, what's the product, what's the course gonna be about, what kind of coaching could I do? It's all about what, what, what. And the right question is to say, hmm, who has a problem that I could help them solve? And if you think about who has a problem that I could help them solve and you look at your map in front of you, you can start to see probably lots of ideas of people that you could help. I could help somebody organize their closets. I could teach somebody how to have a better relationship with their teen. When you look at that, suddenly it's not this really big, big product you're looking for as the idea. You're just looking for an answer about how you can help. And here's the story I think we all need to tell ourselves right now that serves all of us and it's gonna serve the world is that there needs to be people showing up with their gifts to help right now. So if you've been on the fence like is this the right time to market something or is this the right time to really do this thing I'm really excited about, I think there's never been a better time. We need everybody showing up to help. And you said Mr. Rogers when we kicked this off and I thought I've been thinking about Mr. Rogers for the last couple weeks. And I saw this quote, maybe some of you guys have seen it on Facebook or Instagram floating around, but it's a quote from Mr. Rogers talking about his mom saying that in times of shifts like this, look for the helpers 'cause there's always gonna be helpers. I've been thinking about that constantly. And if we can all shift the story that we're gonna go create this thing we've been wanting to do because we're gonna show up and be a helper and this is the thing I can help around, what a great story. It's a great story to tell yourself to push through the self-doubt because it's your way of getting into action and contributing. So that's something I'm just constantly humming in my head. It's like let's show up and help, show up and help. And I think that can help us all keep moving.

- I love that.



- Yeah, you're talking about finding purpose in a way, understanding what you're good at. And I think a lot of people identify with what you were saying about being, the things that you're good at, in what you're good at, you're subconscious of. You've already, you don't even realize that other people aren't good at it. We're working on an upcoming issue of the magazine where we're dealing a lot with the subject of vision. And I think this is vision. I mean, people think of the word vision and they assume it's a leader of a company of 30,000 people and they have big plans for the next 10 years. But vision can be really introspective of who I am and what I'm going to do with the gifts that I have. So I love the way you put that, Jeanine.

- I love what you just said. I wanna add to that because I 1,000% agree with you. When we think about vision and especially when you've been dreaming of creating something on the side and maybe you dream even bigger that this ultimately is the thing that you want to do full time, and I think sometimes we make that so big that that's part of what shrinks our capacity to go do it, because this thing that I'm seeing, it feels really big and I don't know how to do that thing. But what you just said, Josh, I think is the thing we can all really zone in on is just unpack for a minute. Get that journal out again. You can tell I'm a big journaler. But get your journal out, get whatever, notebook whatever, and just spend some time and bring it back in for a minute. Bring that idea back into you and say, OK, what do I really want to create? And let's not make it about the business yet and let's not make it about what I'm gonna offer and all that stuff. Just come back in a little bit and say, hey, what do I want? And that's a hard question sometimes for us to answer. I know and Amy, you mentioned this earlier when we started my story, but I landed in building an online business that helps people build courses and do things online, I landed there because I started my business doing something else entirely. And I left my role and I went out to start my consulting business. I was a chief learning officer. So my background was in learning and development. And so I went out and I did what I saw other coaches and consultants doing. And I just started coaching and consulting. I was selling my time and I'm flying to different companies and every week I'm traveling. And I woke up and that was not what I wanted at all. What I wanted is probably what most of you guys want when you think about creating something as a business, is I wanted freedom, I wanted to do great work, I wanted to have impact, I wanted all of that. And what I didn't ask myself is what does that look like for you, Jeanine? If I had done that, I would have never started my business and designed it the way I did where I'd be traveling all the time 'cause I had three young daughters at home. Freedom to me looked like I wanna be in the car at car line and make the loop and pick them up and then go home and they go do their homework and I'm doing my work. If I had taken the time to figure out that that's what success looked like for me, I would've went a whole different path sooner in my business. It wasn't until I got into crisis mode that I realized I had to shift and stop doing that and start doing something else because I didn't realize that the thing that I was doing was just emulating what I was seeing other people do. So what we can do, in that journal, I would take that journal out and I'd say, OK, what do I want? Back it up and think, what does it look like for me? If I launch this product, if I create my first course, if I do whatever, what will have happened in my life? So what am I gonna get up and do every day? Where am I working, who am I with, what type of clients am I connecting with, what are we talking about all day? That kind of clarity in what you want puts a whole other layer around the why you're doing it....



...And here's the bonus, is that if you've been stuck in this place where you don't know what to offer, you don't know what's the right business to start, once you're clear on what your life will look like, what kind of impact you wanna create, what kind of people you wanna serve, when you're clear on that, you can use that as your filter for every idea coming your way. And you can say, gee, alright, I know what I want. Do I wanna get on planes and fly around to companies? I would've said, no. I would've said no from the beginning, but I wasn't that clear and that's why. I was a slow learner. It took me awhile to get to the point where I realized what I had created was a mess for me personally, but you don't have to do that. Everybody here can say, OK, what do I want, and that can help you decide what's right for you, what do you say yes to and what do you say no to.

- Absolutely, and I think the most difficult part of that sometimes for people is that maybe they're feeling a sense of urgency and so sometimes we rush into something because we're worried about money or we're worried about getting out there ahead of other people or whatever it is and really taking that time like you're saying to ask yourself what's important to me and what will really work for me personally and what can I sustain long term? Those are such important questions. And in the meantime, if you need the money, there's other ways that you can be getting the money. Like Josh mentioned earlier, there are other gigs you can take. You can take surveys online, you can tutor on Skype. I mean, my gosh, this has to be the boom time for online tutors I can say as someone trying to home school her child suddenly.

- There are so many needs out there still that can be fulfilled online and there are apps and so many opportunities. I know that it can feel, especially if you've come from maybe a well-paying job, it can sometimes feel like a step down. Let's be realistic about that, OK. When I first started freelancing, it was the early days of what is now Upwork and used to be Elance, and I took writing gigs on there for literally three cents a word. And I'm gonna quote like a super model now and say I'd never get out of bed for that these days.

- I did that because for one thing I needed to pay my bills. And every little bit counts. So if you can combine a few different little gigs while you're doing this evaluation of what's next for me and what's right for me, that's cool. And a lot of us have done that. I've been a donut store clerk and a Christmas ornament engraver. I have done all kinds of crazy stuff just to pay the bills while I'm working on what my passion is. So I think a lot of us have been in that boat. So if you're in that boat now, there's no shame in that and this is a great time to find gigs that you can do, whether it's IT help or running errands or whatever that might be.



- Yes, 100%, and if your vision is you want to like you said there's all these little components that you can assemble. I always think of it like Lego blocks. So if I'm thinking about what you wanna do in your business and you can take different things and you can snap them together. Let's say a lot of people we work with are coaches, they might be a life coach or a relationship coach or maybe they're an author. When they think about the different things they do, a lot of times, people wanna do those things but they don't wanna do those things all the time. Amy, as a writer, you have a dedicated amount of time I'm sure that you're working on your personal projects. There's things your own books and things you're doing and then you've got client projects and you've got your community and your courses. So when you think about how you set your time up, that's part of that vision of what everybody wants in life. What do you want to get up and do, but let's say your vision is I wanna have an online course or I want to create workshops when everybody can travel again. Getting one client, instead of it making this thing that it's so big that I've gotta go land a ton of people in something I'm creating, getting one client, like right now if you're somebody that you're a storyteller and you wanna go help people do better storytelling so they do better marketing, for example, going to get one small business in your backyard right now that you're watching and you think this person needs help, I'm gonna go reach out and say, hey, I'd like to help. And you could help that person, yes, if you land them as a client, that's a great way to get that first flow of revenue flowing coming in from that, but also it can be a great thing to go help somebody for free right now, to go pick a business or a client that you could go help for free right now, because it's gonna get you into the doing that we started this whole conversation with, how you build the confidence is to get in the doing. And what a great time to say I'm gonna get in the doing around this and I'm gonna go help one person with this right now. And here's the thing I would say is while you're doing it, document it. So notice how you're helping, start to pay attention to your steps and if your intention is that you want to start sharing this online, I would document it as far as recording what you're doing, posting about it, set up a little Facebook Business page, Instagram profile. Start to tell the story about how you're helping somebody or business with what you know, because that's how you get started. You just get started by going out. And I think what you're saying, Amy, is so right on because if we make this so big and we make it that it's all or nothing, we're pretty much setting ourselves up that we're never gonna make that leap into the thing that obviously everybody here is really wanting to do or we wouldn't be sitting here talking about it.

- So I think that we've definitely covered some of the ways that people can get unstuck. And Jeanine, you've done a great job in giving people some strategies for overcoming that self-doubt and finding their personal vision, what they can bring to the marketplace. Let's talk about something that a lot of people probably have a fear of is once they do make that leap that it's gonna get hard and they're going to, without the structure of a day job to report to, they're gonna have trouble staying motivated or balancing their priorities. How do you look at those motivation killers, I guess, and how do you overcome them?



- Yeah, well, I know a lot of people here are familiar with Simon Sinek's work around the why, and I'm a really big believer in getting clear why you're doing what you're doing. And I think at the beginning, it's easy. We have this catalyst and we wanna, usually it's interesting 'cause I do a lot of work in online marketing and we test a lot of things in online marketing and I'm also somebody who comes from the background of brain-based learning. So here's something interesting about all of us as humans. All of us as humans, we are more likely to move into action to avoid something that we don't want to happen than we are to move toward something we do want to happen. Which is, let me say that again, 'cause I had a hard time getting my head wrapped around this, but it's like we do things because we don't want the bad thing to happen, the thing we wanna avoid. That's the biggest battery for us to keep into action or get into action, versus, oh, I will move towards this wonderful thing I want and that's gonna motivate me. So I think when we're thinking about the motivation killers, or if we flip it and we say what are the things that could really keep me motivated, I think we have to ask ourselves what drives us. So if you are somebody who is driven by the idea of what you wanna create and you know that motivates you, then that's something you've gotta tap into daily. You gotta tap into it daily and you have to have rituals around how you do that. So I'll give you one of mine. My ritual is I start every morning, I sit in the same chair, same coffee cup, same kind of coffee, and I drink my coffee and I pull up my journal. And I'm not a traditional journaler. I'm not writing dear diary like that. It's actually my daughter, she looked at the journal one day and she's like, "What is this is?" She goes, "What is this?" She says, "You've got business stuff, you've got drawing." She like, "If anybody finds this later, like, what is this?"

- You don't write about boys?

- I know, right, exactly there's nothing really super--

- Juicy.



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- But what I do, I think of it like, it's like my creativity source. So in that journal for me I've got things I'm reading and that inspire me, I map things that I wanna create, I write notes about things. I map out my year. I, every month, I write down all the things that I want to accomplish that month that link to what I said I was gonna do at the beginning of the year, and I have a ritual that I look at it every single day. And that helps me in the moving towards. I have a built-in, personally, I'm very personally wired in around security, which might shock some of you guys 'cause as an entrepreneur, you think that's the path for the risk-taker. I'm not a risk-taker, and I know it's wired into me because growing up, my mom got sick when I was young, my brother and I were young, and all that stuff that happens when you have major medical stuff happen, and we were like went from being secure, middle class solid secure, to it felt like overnight everything financially shifted and our whole life shifted. So somewhere in my DNA is that thing that is baked in that at any moment something could happen and everything will shift. Despite that, which could show up really as fear and paralyzing fear and the type of fear that would keep you from ever taking a risk. I harness that fear and I say, OK, I notice it. Here it is coming up, and believe me, my friends, everything that's going on in the economy, everything that's going on with this pandemic, it is a trigger for everything that I carry around with me. So when I see that, I go, OK, there it is.



.... That's, OK great, I'm concerned about that thing, that outcome that could be a possibility, this bad thing that could happen. And I look at it and I say, what do I have control over around this and what can I do? And the coping mechanism for me is that I look at the thing I can control, the thing that I can do. And when I do that, that's part of what you're really hitting on here, Josh, is that when I think motivation, motivation is manifested through action. So you're not motivated if you're not doing something. So that's one distinction I've made for myself. I can't be motivated and be still. I have to be motivated and if I'm motivating, I'm moving into action. Motive, action, those two words coming together. So when I think about that, I think, OK, how can I harness the things that I'm concerned about as a fear and use that to move me into action, and then what's a ritual I could do right now that would tap me into the possibility I want and move me into action? And you guys all have something different, I'm sure, that you do to do that. You just gotta find the thing that's the right thing for you and the key is to do it consistently. To pick that ritual and say I'm gonna stick with that thing. And I'm curious to what you guys, I'm sure you guys have some rituals that you do as well to give some more ideas.

- Josh, how about you?

- Yeah, I mean, I'm very much a creature of habit. From the days when we were working in the office, the same size coffee cup, same kind of coffee. I have benchmarks throughout the day of things that I'm doing at this time. And right now when we're working at home just keeping that normalcy. And that's always been my experience as a creature of habit and routine. I'm just somebody that needs the structure. I would've done really well in the military, I think.

- Or prison. Or prison.

- Prison or the military. Well that's, wow. I'm the opposite, I'm a very woo-woo, go with the flow type person and I resist structure. So for me actually it is very important for me to add structure and have that daily ritual, Jeanine, like what you were talking about. I always spend time in the morning with myself getting centered, really refocusing on what's important and getting my mindset right. I think for me that's the biggest one is I have to start the day fighting the what-ifs and if-onlys that I wake up with. And so that's what that quiet meditation, prayer, journaling, whatever it looks like for me that day, that's what that looks like for me. And I think that if you can nail that for yourself, and it doesn't have to be long. I mean, some days, I'm a single parent and right now, there's, we're all alone. So there's no real alone time for Mommy right now, but it's 10 minutes. And if it's an hour, that's a luxury, but if you can grab 10 minutes and get that mindset right and remind yourself of why you're doing this and what's important to you, I think that really is huge. I know for me it's a game changer.



- I love that, yeah. I love that. I think, too, the thing you're hitting on is really important that where we are right now and everybody's in a different place but then we're all in the same place, there's a lot going on and we all have the shared thing of reality's different. The thing when you asked about the motivation and staying in action, the one really tactical thing I'll say and this is one of the things that I put in my journals is that it's about the movement from the big thing that you want to what am I gonna do today? That's the gap for most of us. We have this big thing we want and then what we're doing today. The big thing, oh, I'm gonna run a marathon. I'm gonna be so fit and I'm gonna run a marathon. And then what am I doing today? I'm eating some Lay's potato chips on the couch. It's like, and there's a whole story there. We discovered Instacart, I gotta tell you. This is the story really quickly, but we discovered Instacart and my daughter ordered Lay's potato chips on the Instacart. She said, "How much is an 8-ounce bag of potato chips?" She says, "That's the mini ones, right?" And I'm like, probably. So let's just say she ordered so many Lay's potato chips, we have a lifetime supply of Lay's potato chips in our house right now, which like most things, you think you have a lifetime supply but in this current situation will be gone in a week. So you look at the big thing, I wanna run a marathon, but today I'm eating the chips. So if I think about that, in your journal, think of the big thing you want, but then break it down into bite-size steps you could take that you can do in increments of time that you actually have. So if you have 30 minutes a day to work on your side hustle, then look at the idea and break it down into 30-minute things you could do. Because if you make it so big, you're never gonna have the time to work on it because when you sit down and you only have 30 minutes, you're gonna like, oh, I don't really have time to do that. And that's a really practical thing that's helped me a lot, 'cause I can look at my list for the day and I know that's one thing I can move forward. I can move that forward in the next hour, and it feels good and that's part of what keeps us all moving is feeling good about the progress we're making.

- I think that there's just some obvious connections to physics, science, in what we're talking about here and motivation, objects in motion tend to stay in motion. Objects at rest tend to stay at rest. And so you've gotta just get moving on when you are in those slow times, you gotta just get moving and that will propel you along. Jeanine, thank you so much for joining us today. Your experience and ideas are so great. I know you've got an amazing resource to help the listeners take what they've learned today to the next level. So why don't you tell us about where we can go to find out more.

- Yes, I'd love to stay connected with you guys. So if you're in a place where you're thinking about trying to figure out what my idea is, I wanna do something. I'm not quite sure who I could help or I'm not sure what the idea could be, what problem I could help solve. What I'd like to invite you guys to experience is a free webinar training. In this webinar training, what we're gonna do, we're gonna be walking through the steps that you move through to create and launch an online course. And it doesn't matter. If you're not thinking about an online course, you're not sure that's the thing you wanna do, what's gonna be relevant as we go through this is I'm gonna walk you through how to think backwards from the things that you know into figuring out who you might help and how to identify results you could help somebody get. And then you'll see some examples of other people like you have come up with that idea and how they structured it into something that they can offer.



...So you can join me in that. You can go to jeanineblackwell.com/success. So we have a page for all of us here. You can go there, register, pick a time that works for you, and yeah, and then let's see what shows up for you as far as ideas around maybe things you've been missing around what you're really good at and how you can be that helper right now and showing up to help people solve problems that they wanna solve.

- Jeanine gets the Josh and Amy seal of approval. And like we said, we both worked with her and we can vouch for her.
- I appreciate that. Fun working with both of you guys. Yeah, and I gotta tell I'm sitting here, as I said, I escaped my stay at homeness to come to our empty office. And I have this, I wish I could show you. I have a cork board up in my, so talking about this idea what you wanna create in your life, I have been a fan of SUCCESS since day one. I consume it all, my friends, just so you guys know. And part of my thing when I sat down and I said what do I wanna create, what do I want this to feel like, what do I want this to be, if you could see it right now, there is a very early in the day slice off the top of one of the magazine covers for SUCCESS that has the SUCCESS part cut out and it's up on that cork board. And so it's really amazing to be sitting here. We're all having this conversation and to be collaborating with you guys is amazing. And I share that because I gotta tell everybody here who's listening, the things we're talking about, it's we all feel that thing. And I can tell you even back in the day when I was trying to figure out what this business would look like, when I cut that thing up there and stuck that little cover up there, I didn't know how I would do any of that. So it's just about what you wanna do and get clear the type of people you really wanna collaborate with and what excites you. And once you're clear on that, you can find your path step by step. So that's what we're gonna be exploring and please stay connected. Thank you guys for having me. This has been fun chatting today.
- And definitely check out Jeanine's book, too, if you get the chance, *The Expert Called You*. I had the privilege of working with her on that and it's full of really specific examples of people and it sounds like you're gonna get even more than that in her video training, but specific examples of people who have taken their idea and really brought it to life and you'll get to see how that plays out in there as well. So check that out, too.
- Yes, thank you, thank you. Thank you, guys, everybody. Be well and make the most of our time together, our time with ourselves and those that are really close to us.
- Well, thank you, Jeanine.
- Thanks so much, Jeanine.
- Thank you, bye guys.
- And thank all of you out there for listening. We'll be back with Episode 3 next week. Until then, keep hustling. We will see you.