

# 1-17-20

Sun, 7/19 8:59AM 12:22

## SUMMARY KEYWORDS

mirror, belief, year, gut, person, regularly, doubting, january, new year's resolutions, check, resolutions, talk, leaders, people, entrepreneurs, commit, capable, advertising, calendar, today



00:00

Hey, everyone, welcome to another podcast. Hope you're having a great day, sitting here thinking about the time of year, and it's still, you know, it's middle of January right now. And so I think at this point, we've gotten through most of the people, wishing you a happy new year, talking about New Year's resolutions, and really seeing if those resolutions are gonna stick. And I think, for me this year has been a little bit different. Not me personally, but just my observations, probably a better way to say it. I think because it's the year 2020. I've seen a lot of play off of, you know, 2020 2020 vision, seeing clear having a clear view of what your life should be. I think probably a lot of us have seen that or maybe even heard it from our friends. And so I find it really interesting that, you know, number one, a lot of people look at the beginning of the year to say, Oh, it's the new year to new Start I'm going to do something different. Because I'm first I'm the type of person that if you just wake up today and say I've decided to be something different and be someone different you can you can write. So there's no flip of the calendar that gives you permission to do that. It's really simply you giving yourself permission to commit to being a different person. So, you know, when it comes to the first of the year, I'm always sort of like, you know, hey, whatever gets you going, if that's what it takes, go for it, love it, but for me, right, I try to regularly look at myself and say, am I am I being the best me? Am I doing all the things that I should be doing? Am I capable of being more and doing more, and doing that regular look in the mirror or that gut check and challenging myself? So you know, that's one of the things that's been on my mind is looking around and seeing people really fired up about the first year especially again, 2020 and all the the content And advertising around, you know, the year itself. And then the other thing that I keep thinking about is, you know, everybody's buying into the hype. So even if they're not a person that typically does a new year's resolution, because of all the hype about war, this is your year, people really starting to get into that. And, and so then they start to have this belief, this belief

that I've got to do this, I got to be, you know, something greater, something more. And I love those beliefs. I think those beliefs are exactly what people need to be. So if it takes advertising and excitement around the year 2020, you know, greater clarity and vision and who you should be. If that works. Love it, I think is great. I think that if it builds bigger beliefs, then that's what we're looking for. So I'm supportive of whatever it takes to help people get there. But at the same time, what I worry about is if we're so easy to believe In the year 2020, and that this is our year, what happens after we get through 2020?



03:09

What happens in year 2021?



03:12

You know what, what happens in year 2022? Are we still going to believe that are we only going to be able to believe that we're capable of more in 2020



03:22

we can't let



03:24

our success be tied to a number or an advertisement, or, you know, a belief that we've built into ourselves because of a set situation. We have to trust ourselves and trust our gut. And I think our gut says, and our mind that look in the mirror tells us that we are always capable of something more.



03:46

We are regularly and consistently capable of something more.



03:50

And it's only our fear that holds us back



03:53

and tells us that we can't and so that's why I think the the advertising on 2020 is so big and it's so powerful. It's getting a lot of people to, to buy into it at least to buy those gym memberships or, you know, buy those new, you know, food processors and you know, all the vitamins and the weight loss supplements and all the different things that people typically buy into in my past life. You know, one of the things that I did in addition to being involved in the healthcare space where it was also retail, and so we would also we would get very focused into the new year's resolutions. And so there would be a lot of sales in the beginning of January because of that. And I would, I would expect that this year, we've had a lot of significant sales throughout the US around resolutions more so because again, the belief in Oh, it's 2020. I do have clear vision about who I am, I am going to commit to that. But what I want us to take a second and think about and it's what I keep thinking about is



04:51

trust your gut.



04:53

Know that you don't have to be in the year 2020 on January 1, to be who you want to be. You know, right now, as I record this Today is January 17. And I can start a brand new me today, I can be a completely different person today because I can sit down and say, okay, no more of this thing that I don't want in my life, no more of being the person that doesn't speak up. No more of not pursuing the passion that I have being being the entrepreneur that I want to be. I'm not gonna accept that anymore. And so if you didn't set that resolution, or he did and you stopped, or, you know, you sort of had the gut check, but you haven't really fully committed to it. You haven't truly stood in front of your mirror and looked at yourself and said, I'm capable of more than do that.



05:50

Look in the mirror and be something more.



05:53

your gut is always right.



05:56

your gut is who you truly are at your core.



06:00

Okay, now, let me take it a step further, not only should we commit every single day to being the person we want to be, and we don't have to wait for 2020. You know, we don't need to worry about the belief that someone has convinced us that it has to only happen this year. On January 1, we can change any point any day of the year, we simply have to believe in ourselves. Okay, which is a true belief, not a false belief is a true belief and move us forward. And, and then the other thing you know, that has to happen after the gut check whenever we look in the mirror is that we have to not listen to the negative thoughts. Because goodness, those gut checks, I'm talking right now about those positive beliefs that we should believe in. When we look in the mirror the other thing that happens to us is that we start to lose confidence if we're not careful. Because that mirror is pretty dangerous. Not only does it allow us to see all the amazing positive things that that exists within us, but we allow it, okay. And it's really important that we acknowledge we allow the mirror to show us the things that we doubt about ourselves. And so then whenever we look in the mirror, we say things like, Oh, please, you know, let people see, you know that I'm afraid. Please do not let people see that I'm not sure of the next move I need to make in my business. Please do not let people see the fact that I do not know how to lead this team. Okay, so I'm going to challenge you want a couple of pieces a lot as I think through this, I'm just sharing right now to sharing with you everything that's coming to my mind everything that's been weighing on my heart lately about belief and a gut check.



07:50

You can be a new person today.



07:54

You can look in the mirror and you can say Hey, no negative belief. I am a better person. Find a better leader than that.



08:01

I can do this. Now,



08:04

one of the things that I would say that we all have to do, and I have to do this from time to time, I do it regularly, actually, I will do the gut check, I will look in the mirror and I can say I can be a better leader, I can be a better business owner, I can be a better coach. I couldn't be better. I challenged myself on those things regularly. But when I look in the mirror, and those false beliefs come up, I go and talk to you know, a couple of people that are really close to me, and I will share those fears. Hey, I'm having a hard day. I'm really doubting that I can take legend to the next level. I'm really doubting that people are going to identify with on message. And I'm really doubting how to have the conversation of this podcast, right? Anything. And I have these amazing people around me that build me up and say, Come on, Katrina. You've done this before. You've done that before. Remember when you did these things, remember how awesome it went, or Hey, remember when you did this, it didn't turn out so well. But you learn these other things, right? Just try these other pieces.



09:10

So who's that for you?



09:13

Who's your person? Who are your people?



09:18

Think about that. Go find the person go for go find your people. I'm happy to be one of those people who do whatever it takes. Right? I think we're all here for each other. I think that's critically important as entrepreneurs as owners, leaders, we all need to be here for each other. So, in a nutshell, me Thomas went up. I know you're busy, you know you have 1000 other things. Thank you for listening to me today. Let me say this doesn't have to be New Year's resolution to go ahead and change yourself and do something different. If you miss January 1, if you've stopped moving forward on the goal, go ahead and look in the mirror and get started again. Don't Wait until next January to believe that you can be someone different. Put regular, purposeful time on your calendar. Okay, if you don't already put purposeful time on your calendar to reflect, think about how you're doing, grade yourself on how you're doing. Be honest with yourself, do it regularly. Don't believe that all the advertising around 2020 is the belief that you can only be the person that you want to be this year, and you've missed that window. You can be that person anytime you

choose to be. Okay? So make that choice. That's the key thing. The key is to make the choice and then regularly and consistently. Go back and check on yourself.



10:48

Give yourself a report card. How are you doing?



10:52

And keep pushing don't stop. A little bit of effort is better than no effort. Okay, a little bit of effort is better. no effort. So celebrate a little bit of effort. Don't focus on just a little bit. Oh man, I didn't do all that I want to do. No, you did something. Okay, so, start anytime this year. continue forward, regular gut checks, report cards for yourself. Celebrate the small wins, any win is a win, celebrate them. Find the people around you find your person. Find your people. When you start to look in the mirror and have the negative voice come out and say I'm not good enough. Or you know people are gonna find me out or whatever it is all the negative. Go to your people and talk to them. Don't hide that. Let people around you help you find someone to help you feel have that. Get in a group that can help you. Unless you team before we have to sit together as leaders and owners and entrepreneurs. We have to do this together. Especially female we leaders and entrepreneurs. We have to do this together. We are stronger together. We are amazing at building each other up and being honest with each other when we can improve, go find your group.



12:12

You haven't missed your window.



12:14

Keep looking in the mirror. You have gotten this.



12:18

All right everybody.



12:20

Have a great day.