

10-25-20 How Do I Know What I Want to Pursue?

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Hey, everyone, welcome to another episode of legendary leaders. This is the last question I want to answer for a while I think I've hit the big ones, I promise I'll come back, I'll keep doing episodes on moving from corporate to confident entrepreneur, I promise. I mean, that's the core of what we do here at legend leaders, but I'm gonna answer this one, and then we're gonna move on to some other topics. And, you know, we'll see what we get right. But this last question today is really focusing on the idea or the concept, the thought of how I finalize the passion I want to pursue, can I really take my idea and converted into a business? What does that look like Katrina? It's really a good question to, you know, ultimately, what you're doing is you're asking, How do you feel really good about what you want to sell? And and I get that, you know, I shared with you the fact of when people ask me, Why did I stop being a pharmacist and practicing pharmacy to go and do legend. And it's because I knew I loved helping my peers and my peers have just changed over time for pharmacists, to fellow corporate leaders to fellow entrepreneurs, right. But I knew I knew I love teaching and empowering and helping people improve their businesses. And I just needed to figure out who I wanted to help. So what I would tell you is you have to look at what fulfills you. And that's a fundamental answer that I'm going to give and you're like, well, that's a loaded crap, Katrina. I mean, that just sounds like fluffy, nothing. How do I figure out what fulfills me? I get it. Trust me, because I used to hear the same thing. And much. That's not helpful. I mean, again, I'm direct. And I just want the direct answer. Just tell me someone tell me what I'm supposed to do? Well, I will tell you at legend leaders, if we do help you with that, it's not just all fluff. But here's what I want you to do, I want you to start getting really good at listening to yourself, most of the time, we avoid listening to ourselves. Again, it goes back to the idea of I don't want to

acknowledge that I'm in love with someone because when I have to admit it, now I have to be honest with myself about all these feelings that I've been having. Now I'm going to be responsible for acting upon them. Right? Same thing, your theory with your business, Oh, my gosh, now I'm realizing that I have this passion for something else. And I'm going to be more fulfilled by following it and staying in my corporate job. So what am I what in the heck am I going to do? How am I going to make this happen? We got so good at ignoring that, that we we continue to ignore some of our gut. So the first thing I want to tell you is each morning, I want you to wake up, and I want you to think if I woke up this morning, what would I be excited about doing? When I wake up every morning, what would get me excited about waking up about knowing that I'm living this life that I'm supposed to have? and living a life that you're supposed to? You're supposed to have is twofold, right? It's the freedom and the flexibility in actual living, and then going and creating a business and doing something that doesn't even feel like work. It's also it's also living, right? So I want you to stop ignoring your gut. I want you to think about what would you wake up excited to do every single day? What is that? That's where you want to land? And that's why I can't tell you exactly what your answer is. But I can tell you to stop ignoring your gut. I want you to spend some time, you know, each day I want you journaling. And I know some people hate to journal, I get that too. I had to start journaling because I just had to do brain dumps just get it out. All this jumbled, cluttered mess that was in my head, I had to get it out. So it can I can make some semblance of just sense, right. You need to find your happy place. You need to find what fulfills you. And part of that will be waking up every morning happy that you're alive. I know we're all grateful to be alive but happy that you actually are alive and get to do what you are passionate about. So ask yourself that question. The other part that goes hand in hand with that is not only what fulfills you, but what do you do really well? Or what do people ask you to help them with? Or what are you known for? Right? If you don't know, ask people. And I'm telling you, you know, you're just not used to listening to yourself. So let me just call that out right now. You know what you're good at. Don't be one of those women that downplay what you're good at. Come on. You're in the corporate world so you know what you're good at. You know, you're smart and capable and have good judgment and communicate very well and you're a leader. Those are the things you're good at. But what are some other things that you're good at?



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Think about it. What will make you happy or fulfill you? What are you good at? Do you throw great parties? Maybe you're an event planner? Do you give great advice on a specific topic or you've lived through An event that others would benefit from learning from you. Maybe you're going to be a coach Do you like to write, maybe you could be a copywriter. I mean, there are a ton of things that you could do. You could teach painting,

music, gardening, organizing prayer, sleep training for infants dealing with divorce, death, marriage, bookkeeping, beekeeping, I mean, the list goes on and on and on. You can also do things like a food business, a bakery, home catering, right and online, cooking something, creating your own cooking products, whatever it is, the sky is the limit. Sit down and make a list of all the things you believe you're good at.



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list everything that you would enjoy doing, okay?



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list all the feedback that you've gotten from other people that tell you what you're good at. And then just look at the list. I know it sounds super simple, the hard part of sitting down and doing the gut check. You can sit down and actually take the action of making the list, the rest of it becomes reasonably easy. Look at what makes you happy. see yourself doing that? What can you do that gives back to other people. This solves the problem. It doesn't have to be a you know, a life altering problem. It could just be that you're making amazing desserts that make people happy that people can come around the dinner table enjoy together and have a family conversation. Right? Maybe it's dessert, maybe it's a meal. Pick something pick one thing you can pursue more later. But I'm telling you pick one thing. And this is your idea. It's your passion project. That's your legend zone. And that's what you need to go after. That is ultimately at a high level, how you finalize what you want to pursue, then happen overnight, takes a lot of thoughtful thinking. But if you're really in tune to what, what you do, well, you're going to come across it pretty easy. You know what you're going to go, oh my gosh, that's it, you're going to smile, you're going to do a dance, you're going to pump your fist, you're going to scream, you're going to let out all of this excitement because you can't hold it back because you finally figured it out. And I talked to you earlier about that moment when you acknowledge that you're meant for something more. And that smile comes across your face because you finally let yourself realize that you are bigger and better than what you're doing today. But the other moment that you're going to remember forever for the rest of your life is when you finally realize exactly what you're meant to do. Right? You're finally going to realize what you're meant to do, you will remember that moment forever. And so I want you to celebrate it when you come across it. Take the time, don't rush that. Don't rush it. Take the time you've got time you've got a job right now, you've got income coming in. Here's the thing, you've already acknowledged that you want to step out and do something different. Now take the time to figure out exactly what that different things going to be. So that you create something that's going to fulfill you and drive you and

motivate you and make the world better. figure that out. Take the time to do it. That's part of a stepping stone. That's part of your pathway. Alright, so like I said, these have been the most common questions. Think I'm gonna switch gears and talk about a few other things over the next few episodes. I get some more questions on the same topic. I'll jump back to this. Okay, I always spend time on these episodes, listening to your feedback, understanding what's weighing on you. And I come here to try to answer those questions. So thank you as always for listening. Go and be legendary.