



## Episode 12 - Transcript

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.

Hey friend! Super excited to chat with you today. This particular chat that we're having is one that I am so excited about. I am certain that this chat that we're going to have is going to give a lot of you permission. It's going to make you feel like, 'wow, I always felt kind of weird about this' or 'I knew it felt off to me' or 'I've definitely experienced this and it's just good to know I'm not alone.' The reason why we're having this chat is because remember when we talked about my trip to Cartagena and I was explaining to you guys that you know, friendships were important and I had really bad food poisoning and all that good stuff. I remember when we talked about that and if you don't make sure you go back to episode 10 and listen because that one is super important.

Well, I got back home from Cartagena and guess what? Still sick. Well, I go to the hospital, they're like dehydration. Then I come back, I'm cooking... I mean I'm all over the place and I only have a couple of days, I think maybe seven before I had to Las Vegas. And if you've been following along on social media or if you've seen any of this good stuff you've seen that I was just in Las Vegas with a bunch of rich friends, rich friends like you and we were doing business learning, business building and I mean it was amazing. We had dinners, activities. It was just beyond.

So if you follow me on Instagram or follow me on Facebook, I have like a little recap video that you definitely want to check out. And if you say to yourself while watching this 'FOMO! Nicole is my internet best friend and I want to hang out with her' cause that's how I feel... I'm like I literally talk to you every single week. Why haven't we met in real life? Let's just, like, why haven't we

though? But like for real? And if you're feeling that like I'm feeling it. Just to let you know, I'm going to take a quick moment to let you know I am going to be hanging out with a bunch of you in Atlanta. Atlanta this March. I think the dates are March 22nd through the 24th check the show notes just to be sure, but head over to [1k1daylive.com](http://1k1daylive.com) and grab your ticket so we can hang out in person. Now that said, I'm busy. I am booked and busy and I think y'all really get this too. The core of what I want to chat about is this sort of busy-ness thing and I want to chat about it from a different perspective. I don't know about you but I've seen it everywhere where they're talking about, you know self care and make more money doing less and you know, being busy isn't any good and you know, blah blah blah blah blah blah blah.

Right? And I do want to say as a caveat, first and foremost that as moms, wives, entrepreneurs, business owners, mentors, sisters, friends, all those good things... we 100% do not take enough care of ourselves. I filled that out as a caveat. Burnout is not cute. It is not cute for us to run ourselves ragged. Your eyebrows start to suffer. I mean priorities, let's have them straight. Right? So under no circumstances am I saying that it is appropriate for you to run yourself into the ground. You absolutely deserve self care. That said, what is cute is work ethic. Work ethic and discipline. And I can't tell you enough how tired I am of people telling me to slow down! It is not cute to hustle shame. You know what I'm talking about? Hustle shaming, right? When you see your friend out there doing it right, making it happen... You know, flying cross country, booking those gigs, doing all the things and even managing to put their family first. Because for me, you guys know, God first, family first. In that order. Okay, but that said, I am a woman on the go and I am a woman with a calling. I am on a mission. And guess what? I like it. I like me. I like being busy and I think that we're getting to a point in society where it's almost like it's socially appropriate to hustle shame. And here's what hustle shaming is - hustle shaming is a thing that you see being celebrated in men and in wealthy entrepreneurs, but not being celebrated in everyday people who are trying to do the climb, right? It's this thing where people who have ascended to a certain place are looking back saying, slow down, do it differently, don't work so hard... all this stuff when they know that working hard was an essential piece to getting where they are.

Listen, I'm going to tell you something right now that you only get paid for doing work. That is the reality of it. So many of us say, I want to be an entrepreneur and I want to take on business building and I want to have, you know, this amazing life that pays me millions of dollars and covers all my bills and all that stuff, but I only want to work 20 hours a week. I'm sorry, I don't know where that math adds up. I have never in my life met an entrepreneur that makes more money and works less hours. Now, here's the deal. You do get to work hours where you want them. You do get to work to the point where you get a team that can take on some of those additional hours. You do get flexibility and freedom and joy to be where you want to be more. But make no mistake, whoever is telling you that you can get your dream, that you can make it happen without doing the work is lying to you. As a matter of fact, it's such an unfair lie that so many of my students and my clients, when they start doing the real work and they're putting in these late night hours and they are grinding and hustling and really dedicated to their dream, they're feeling weird about it. I don't know if you felt that, right? Just like parenting, right? When

you bring your baby home and you're up all night and you're wondering, 'is something wrong with the way I'm parenting? Is something wrong with my baby? Why isn't my baby sleeping fast enough?' It's just weird feeling and that you feel guilty as if you're doing something wrong because everybody isn't telling the truth. Everyone out there is saying, oh yeah, laptop lifestyle. Look at me on a beach somewhere. Look at me, you know, um, my baby's sleeping, these cute pictures. Gosh, if I see one more picture on Instagram of a baby falling asleep on a chest, perfectly swaddled while the mother's got her lashes on and perfect highlights, that is not real life. Okay? That is not real life. It is ugly. It is messy, it is difficult and you get tired. And that is part of it. But the other side of hustle shaming is that we look at these guys and we're like, man, he hustles; man, he works hard, right? We look at the Gary Vees and the Grant Cardones and we celebrate and lift them up and say, 'Oh man, yeah, they got to work hard. You got to push.' But then when we look at the Nicole Walters, right? And we look at the yous, you know, that are saying, yeah, I'm just trying to balance it all. And I'm tired. We're like, 'well girl, you need to slow down.' I don't want to slow down. I don't need or have a desire to slow down. I do believe that it's important for me to rest and recharge, but I'm only resting and recharging so I can resume. I have no desire to slow down because I have a mission. I have a God given calling. I have a place that I want to be in, things that I want to do, and so I want to tell you that as a woman, as a business owner, as an entrepreneur, there is nothing wrong with you using every moment, every breath, every desire, every piece of you to push towards your dream and if it feels good to you, keep going. Don't stop. There's nothing wrong with you enjoying the fact that you have finally found your purpose; that you are pushing closer to your calling and that you want to keep going. Do not feel bad about that. Your work ethic is what's going to distinguish and define you and differentiate you from the person next to you. Keep hustling until you get it. That fire inside of you does not need to get put out and there's nothing wrong with it. There's also nothing wrong with taking a break to make sure that your fire doesn't burn out. But no matter what, when people tell you to slow down, you are allowed to look at them and say, 'no, I will not slow down. I am sprinting towards my mission. I deserve it. The world deserves it and I'm going to keep going.'

Listen, on your journey to becoming your best you, you are allowed to work hard. You're allowed to stay up late. I mean, think about this. The mother who stays up late working on the Halloween costume or making the cupcakes is so celebrated like, man, you were Supermom. You're amazing. Why is the mother that stays up late to send the emails and close the sale not celebrated? Both should be celebrated. You are hustling for your family and you are hustling for your purpose and both of those are worth it. Heck, mama, If you're out there doing both of those things, you deserve double celebration. You're amazing. Do not let anyone hustle shame you. I want to tell you that this week has been a tough one for me. I came back from Las Vegas thinking to myself, 'oh, this is great. I'm just going to rest a little bit and I'll be ready to kick it off and I'll be good,' but that wasn't true. I crashed. I ended up needing a IV bag of vitamins and fluids and all that. I realized I've got to put a wellness plan into place - and what's a wellness plan? The wellness plan is looking at your calendar, anticipating times where you know that you're going to be tired after things that are coming up and going ahead and setting things into motion to make sure you have space to recover. That's a wellness plan. My dear friend Adia,

she called me out on that and I got to tell you that having a wellness plan in place is specifically so I can keep hustling, not because I have to stop or slow down. So, after I took some time to sort of put my wellness plan into place and rest, I realized that my mind was clearer and I'm going to be honest. Everyone was telling me to slow down.

Yes, I had tons of messages from friends just like you saying, 'Nicole, take care of yourself,' 'Nicole, be careful.' But I had even more from people saying, 'slow down. It's okay to stop, take a break.' Listen, I'll balance better, but I'm not slowing down and I think that you can relate to this. Friend, I know you can relate to this. If you have this drive, this ambition, this God given calling inside of you, people won't get it. They don't understand us, right? Because we're not slowing down. It won't leave us alone. I don't know what people are talking about when they say that you can build a business without working hard. I mean, the truth is you can actually set up a pretty well paying side hustle and that's totally fine, but I have my sights set on something more. The truth is my business is thriving. We are on track to significantly cross eight figures this year. My business is totally debt free. We have no investors, no loans, no shareholders, no any of that. We are a hundred percent woman owned, minority owned. Our margins would make a venture capitalists squeal. Our overhead is low. What's overhead? It's what you spend to make the money. And I say all these things, not to be a braggy pants but because money isn't the focus. But I do say this to let you know that businesses are measured against each other by revenue. How are you doing? Is counted by how many coins you getting and we're crushing it. But we're doing all of this while serving the heck out of people. My company gets real results for entrepreneurs and we don't charge astronomical rates to do it. It's game changing, revolutionizing the industry, and even better to give you an idea of that bigger mission... Do you know what I could do philanthropically with these numbers? Impact I could make charity wise, real world change today and not tomorrow? I want to live like no one else so I can give like no one else. And I say all of this to you because getting a glimpse of the greater mission, I'll let you know why hustle the way I do. And I'm sure that your mission, whether it's raising amazing children or getting out there with your product to serve the world, has this same fire behind it. Yes, it's important to, as my girlfriends say, 'protect the asset - you', you're the most important thing in your business.

So I slowed down to recover, but it's also important to feel good about your hustle, not be guilt tripped about it and be excited to do even more this year. Family first, and God first always. But after that, keep on sprinting. Everyone has their own level of hustle and you haven't even seen mine yet. Listen, I hope that this gives you some freedom to know that you are allowed to be you and that you're worthy and deserving of everything that you work for. And I talk about a lot of these sorts of things, these personal things pretty candidly here. I think one of the things I'm known for is being pretty transparent. I keep it real, but there is one thing for me that is probably the most personal, maybe a little uncomfortable. It makes me feel vulnerable to talk about it every single time, but I do it often. I share this but I tell you anytime it comes up, I feel a little twinge and I get pit stains. I'm getting them right now. It's going to make some of you, when I talk about this and our next chat, maybe stop listening. It's going to draw some of you even closer, but I'm okay sharing why I talk about this, why I'm so open about it and how I'm never

going to change it because you know what? It's my truth. So come to our next chat. This one is going to change everything.

Thanks so much for listening, friend. If you enjoyed this podcast, head over to [NicoleWalters.com](http://NicoleWalters.com). I'd love for us to stay in touch, so make sure you drop your email address so I can send 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.