



Episode 13 - 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, I am so excited for us to chat today. Now, whether you are listening to this as soon as it dropped at midnight, 'heyyy' or you're listening to this in the car on the way to work or while you're traveling or flying or wherever you are... I just want to say again, I am so excited that we spend this time together every single week. Why? Because one, you're important to me. I care about what you're going through. I care about your feedback. I care about everything that is happening in your world because, frankly, I have been there and I know that life's not easy and sometimes it's nice to just know that someone's in it with you and it's easier to do it together. So thank you for coming back week after week to spend this time together. And um, more than anything, thank you so much for all the feedback. I mean between the comments and the reviews that you guys leave on the podcast page, which I read every single one of them or the dms that you send me on Instagram or the tweets. I mean, I literally see every single one and for as long as I can and as long as I'm able to, I will spend my time seeing every single message and responding to as many of them as I can. So thank you. Thank you. Thank you, friend, for not just being one of those friends that's a lovely lurkers, kind of listening in - but always being engaged and interacting and commenting and coming back. It fills my heart. I don't want this to be a one sided conversation because I know that I am here sharing my truth, but I'm hoping it's helping you find yours. So, thank you so much for listening and being here.

Today's chat. If you remember last week, we talked a little bit about hustle shaming, right? We talked about how hustling is part of the business in different seasons and stages, but we always want to keep our family first and we always want to make sure that we're doing our dangest to try to hit that balance stride. But we also want to grant ourselves some grace because balance

is difficult and it's challenging. And more than anything, we want to make sure that we are never in a position to be hustle shamed. We don't ever want to feel like we have to feel bad when we're in those seasons of working hard because honestly, those are important so that we can have the other side of it, which is the joy with our family and our friends. And I go into detail about that, my own experiences with it and what you need to look out for to make sure that's not happening to you and that you can push through. You can listen to all of that in last week's episode. So definitely make sure that you aren't missing a single chat because they do matter and we're covering a lot of ground. I feel like we've made so much progress. So, uh, keep sticking with it.

Now, today, and I'm gonna be honest with you, I don't know if maybe you can hear a little bit of the nerves in my voice or I feel like I'm kind of nervously and rambly in a way. And the reason why is because this chat to me really is personal. I mean, I've talked about my babies on here, the most personal thing in the world. I've shared the hubbin and with you in like an ask us anything Q and A and we've had those types of chats before. But something about this is like, you know that inside personal stuff where it's like this is something that you only talk about kind of in your quiet moments? You know by yourself or diary and journal entries. And I want to get candid with you here because I think it's really important to be vulnerable and to be open with you and to be transparent and to allow you to hear the things that people tend not to talk about because let's just face it, real isn't pretty. Real life is messy, right? Like, so we look on Instagram and we see, you know, people who take pictures of things and they are showing like their purse toppled over and all these things that seem to have fallen in perfect spacing and perfect order and, 'hey is there a rose in my purse? because that looks beautiful in this picture too.' You know? It's like, oh did someone toss glitter on there? Like, listen, these Instagram photos aren't real. Like if you were to topple over my purse, there'd probably be some goldfish crackers and maybe a stick of gum, a hairbrush, a tampon... I mean like real life, you know what I mean? It's just not that pretty. And when it comes time to talk about entrepreneurship or motherhood or even intropreneurship, if you never heard that term, intropreneurship is when you are still exercising your entrepreneurial desires but doing it internally, whether it's in your home as a mom or working in someone else's business, you know like you still kind of have those desires which are applying those skills differently. And you know whether you're an entrepreneur, an intropreneur or you are a mom just trying to make it happen. We all have things that we are faced with or that we confront that are little bit more ick than we want to share and this is one of those things for me.

I mentioned at the end of our last chat that this might make some of you say, you know what 'Nicole, you have pushed me to my comfort limit and I am good.' You know or 'Nicole, this topic is not something I'm ready to chat about and so I am good.' Or you might say, 'Nicole, honestly, I love you. Thank you for deep diving into this place. Thank you for going there because not enough people talk about it. Not enough people dive in.' I am hoping, no, I'm praying that that is exactly where this conversation goes, that at the end of all of this, the vast majority of you are like, 'Nicole. Thank you.' And what you may be hearing, my voice, the quivering of the nerves, the fear of the shakeys the armpit stains is, I don't know how it's going to end up, but I do know

that we have to have this chat. So lean in, turn up the volume a little bit and we're going to do this.

So, in this chat, what I want to talk about is standing in your truth, your beliefs and your values. What I'm going to talk about in this chat, oh gosh, I can feel the emotion. What I'm going to talk about in this chat is I'm going to talk about God. Now, wait, wait, wait, wait. I know that some of you are like, turning it off. Please. Just all I ask is that you give me five minutes... we've had a long relationship here. You know that you can trust me. It's going to be good stuff and it's going to apply to you. If you're not a God girl. If you're someone who's always said to yourself, religions not my thing or I don't want to be preached at, I promise you that's not what this is. This is a simple fact based, actionable, strategic chat about where your values, beliefs and truths lie in your business and in your decision making in life. And I'm only speaking from the context of my personal experience, which happens to be God based because that's my personal belief system, but I am going to make sure it relates to you. So I just asked that you just lean in and stick with me, have faith, cause I'm going to get you through to the end.

Now when I say I'm a God girl, this is what this means to me. It means that I am a follower of Christ. It means that I believe in Jesus and it means that I'm a Christian - practicing. Now that's what it means in the sort of textbook definition of it, right? And you probably know people who call themselves this, as well. And whether or not they fit your definition... cause here's the thing about Christianity in particular and religion in general. When you kind of call up that word, people get a million different definitions in their head. You may be thinking of the uncle who basically threw his Bible at you, you may be thinking of something super oppressive and negative and awful. You may be thinking of warmth, love, positivity and guidance and it's all about what your experience with whatever that religion is. It's just like horseback riding. Some people are thinking, oh my gosh, that's lovely and amazing. Other people are like, that thing is huge. Why would I want that beast up underneath me? You know what I mean? Different perspectives, right? So for me, what this means is as a follower of Jesus, I believe in being kind to others, showing his love and doing the best I can to be the best I can, according to the code, rules and guidance and values laid out in the Bible. Now, all of that is up for discussion, negotiation. That's about as far as I'm going to go in that part, right? Because there is a whole world of perspective around that. But what it means to you and in my business and to everyone else is that you get to know where I stand. Basically, you get to know that when I build my business and when I make my decisions in my business in relation to you as my friend, that I answer to a higher calling. You ever seen those Hebrew national commercials, right, about the kosher hot dogs and they're like, oh, we answered to a higher authority, right? In those commercials, the thing that they're trying to play on in their marketing is that they're saying, look, our hot dogs are not just generic Oscar Meyer clean. Our hot dogs answer to a kosher, clean standard of living. You know? That's what they're talking about and that's what I mean when I say I'm a God girl. I'm saying that I answer to something more than the dollar; that at the end of the day I'm more scared of not aligning with my value system in terms of how I treat you in business, in teaching and interactions than I am about whether or not I make a good buck.

Making a dollar is easy... pleasing my Lord, not so much, right? Like I got bigger things and bigger like work that I have to do there. I have to dig deep and be my best self.

So that said, what I'm saying and how this applies here is this conversation. Now that you know kind of who I am and where I stand with that, right? In case you weren't aware, just making it super clear, this chat is actually about being vulnerable to judgment. Now, what does that mean? We all have values. We all have things we believe. Some of us are like die hard vegans or we have a vitamin regimen or we just really aligned behind our MLM and we believe that shakes are a way of life. We cannot imagine anything else. Essential oils do it for us. We all have something that we believe in with a passion that it is integrated into our lives. And understand that when building a business and leading your life, if you are vocal about this thing, you are opening yourself up to judgment to others and that can be so, so frightening. As a matter of fact, I'm sitting here right now and I'm thinking about what I've said so far and I'm saying to myself, you know what? I could edit that out or you know what, am I still gonna release this? Like I have all of those nerves because I'm very aware that whenever you say that there's something you believe in and that you could live your life by a certain code, you're kind of putting a flag in the ground. You're saying, 'Hey, this is my turf and this is where I stand and you know you're not going to shake me from it because this is something that is the backbone of what I believe.' Just like how if someone's a vegan, right? That's the backbone of what they believe. They're not shaking on that. If someone believes in fitness as a way of life, that's the backbone. You're not going to get them to shake on that. And it can be scary because it is polarizing. It means that you're not going to get all of the people. And we talked about that in previous chats about how you don't need everyone in your business, but it doesn't mean that it doesn't feel bad when you don't get everyone. Or even worse, when people judge you or when you get negative feedback. It's really uncomfortable. And the reason why it's uncomfortable is because when you're operating in clarity and you're operating in conviction, not everyone should like you. I know that sounds crazy. I'm going to say it one more time. When you're operating in clarity and you're operating in conviction, not everyone should like you. Now, why is that? It's because frankly, not everyone's going to be on your level. Not everyone's going where you're going. Not everyone has the vision of what you want to see and not everyone is going to be inspired by the value system that you follow. So for instance, I have a value system that is really inspired by doing good, making an impact, being kind, being gracious, showing grace and being generous. And because that is my value system, guess who's not going to like it? People who are not like that, am I right? People who are greedy are going to have something to say about the way I live my life. People who are out there who don't really want to serve and they just want fame, they're not going to like my life. People who are out there that aren't gracious and instead just want to be hard on people and judgmental, they're not going to like my life. And you know what? That's a good thing. It means I'm operating in clarity and conviction about who I am, where I stand, and that I'm being vocal enough about it that the people who don't align are not interested. And the same thing applies with you.

Now I do recognize, and this is the part of it that's really, really hard and I think that especially if you're not a God girl and you're listening to this... or you're not a religious person, it feels

awkward. It feels awkward because I don't think, and you can, you know, obviously tweet me if I'm wrong, but I don't think that the way that I talk about my relationship with Jesus or the way that I talk about being a God girl is like, particularly awkward. Like, I try not to be preachy, I try not trying to slam around versus, you know, partly because I'm just not that good at that type of stuff. Like the Bible is a huge book. That book is so big, I don't know all this stuff. Right? But I do recognize that it is off putting because of people's previous experiences and it is super nerve wracking for me to be open about where I stand with it because I know that it's off putting and not just for the reasons that I want to repel certain people who aren't into my values of being good. It's not just that, It's that I don't want to repel people who are still curious about my values and just are icked out by previous experiences with faith, right? So that's one side of it that always makes this conversation super hard because I'm not looking to be preachy at all. I'm just looking to be honest with you. And then the other of it, and I think this is something that a lot of us can align with, no matter where you stand on faith. If you get out there and you say, 'look, I'm a fitness guru' or 'I'm Vegan' or 'I love crossfit' or 'I'm Keto' or 'I'm starting to work out' or I'm 'Marie Kondoing my life and I'm tidying everything up and I don't like clutter anymore.' All of a sudden you feel like you are now going to be judged by everything. Am I right? Like, have you not felt that way before that the minute that you say, 'yes, I am giving up all white sugar and I'm not doing dairy anymore and you know, I'm just doing it all like a whole cleanse' that everybody is looking around your corner for that minute that you take a bite of ice cream, right? Or like the minute that you say to you, 'oh yeah, I'm just gonna cheat a little bit or I'm going to have a moment' that somebody is going to be like, 'ooh, that's not Keto!' You know, someone is just looking for you to fail and it's super hard when you have a business or any sort of public platform or you're just trying to get out there with your message. Because when you say out loud, I'm a Christian, you recognize that there are so many different definitions to that and that above all else I'm Christian, but I'm also imperfect and I'm Christian, but I'm also flawed and I'm Christian, but I'm also figuring it out and I'm Christian. But it's also just a part of my journey and it's so hard because I recognize that as I trip and I fall and I learn and I grow, that there's judgment that comes along with it. And I say that it in my lense, but in your lense, whether or not you're God girl, as an entrepreneur, you have to understand that you can't be afraid to get out there as a mom. You can't be afraid to be out there because the reality is you're a mom and you're imperfect, and you're a mom and you're flawed and you're a mom and you're figuring it all out and you're a mom and that's just part of your journey. And you're an entrepreneur and you're imperfect, and you're an entrepreneur and you're flawed and you're an entrepreneur and you're figuring it out and you're an entrepreneur and it's part of your journey. And you have to grant yourself some grace in all of that while still living your truth and being vocal and big about it. Because there's something to be said to letting people see that you are still being yourself while learning yourself. Because it gives people the freedom to do the same and if we're able to do that for each other, honestly, well, we build a world where we don't have to be as perfect as Instagram says.

Then there's the other side of it, right? People need to hear your story. I mean, the number one feedback I get when I go to conferences and events is that I'll have people come up to me and they say, no matter what faith they believe, you know, and I think some of you guys right now

listening that stuck with me and thank you for sticking with me if you're not a God girl, because I know it can be really uncomfortable to listen to things that may not align easily with your belief system. But I appreciate you listening and getting the value out of it. I know that for those of you who listened to it, it's like I'm just here for the value. You know, and I've had people come up to me that are Buddhist or LGBTQIA or that are Jewish or Muslim or from so many different faiths and in my community - within like the onekoneday academy and my member group and you know, all of my rich friends literally reflect all walks of life. And what happens is we all get into one space from all of our different backgrounds and the number one thing we all say is, you know what? We just like the fact that we're clear about where Nicole stands cause it tells us where we can stand. It just lets us know that there's space for us also. And I can't emphasize to you enough, if you are sitting there waiting to start whatever it is drives your soul or if you're sitting there saying to yourself, I feel like I can't be all of me out in the world because I'm not sure if all of me is accepted or I'm worried about that judgment. I can't tell you enough, friend today that you need to live and be your truth because honestly people are looking for that. There is a lack of it right now in this space and there's a huge opportunity for you there to connect with people, to let other people see your story and feel like it's safe. It's safe for them to be them to. They need you. And above all else, right, for you in particular, it's just too hard to be someone else. I don't know about you, but this is how I talk, right? No editing, no moderating. It would be too hard for me to suddenly be like, oh yeah, I don't, you know, I did it all myself. It's like, I don't even know what like God did, like it's, I can't even talk like that because it's just not true. It'd be weird. Or if someone said to me like, whatever you do, no mention of God, faith Jesus. Like you know, prayer. Like don't say any of those things as part of your business strategy. Don't say any of those things as part of your story of how you got your girls. Don't say any of those things as part of how you met your husband or how you wake up every day or how you keep going. Frankly, I could not tell my story without that and I want you to reflect on that as well in your own life as a mom. If you're passionate about what breastfeeding did for you, could you tell your story without including that part? Or as a mom, if you really believe in feeding your child all natural foods, could you tell your story without that being part of it? Or as a person who recently lost weight and Keto was the way, could you tell your story without talking about Keto or crossfit or whatever. You have to, you have to get it out there cause it's your truth, right? It's who you are. Be unapologetic about it cause it's just too hard to not be.

One of the things I always promise is to share all of my tips, all of my strategies, how I built my business and how I get ahead. And the truth of the matter is, God is one of those tips. Prayer is part of my business strategy. Jesus is my CEO and I'm not honest if I don't share that with you. Now, it's going to feel weird in the beginning, the middle and the end. Right now, it feels weird. Frankly in this space, I almost feel like it's easy to quote God, and it's a lot harder to live him. Just like it's easy to buy yoga pants and wear yoga pants, but it's a lot harder to do yoga. But where are you can't, God can. Where you're weak, he is strong and when you don't see a way forward, God's already got it mapped out - on good days and bad. Don't lean on your own understanding. Trust in the one who holds the master plan. Live your truth because that's enough for you, for Him and for all of us.

Now, being enough is hard, especially if you're somebody who is so invested in bringing your best every single day. I know what that feels like, worrying about whether or not you're enough and I know that it can paralyze you. I know that it can stop you from looking forward. I know that sharing vulnerably, honestly, truthfully can be a really frightening notion. And I want to give you the step by step strategy that I use every single day; this is actionable. This is going to be a chat where you're going to want to have a pen and paper because I'm going to tell you what I do to keep moving forward when I'm not sure if I have clarity around exactly where to go next. It's a good one and I can't wait for us to spend time together. So, I'll see you next week and our chat where I tell you everything. Thanks so much for listening, friend and thanks for sticking with me. 'Til next time. Have a great day.

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 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.