



Episode 14 - 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, so this podcast is sorely needed and long overdue. I'm going to give you a bit of a warning now. I am going to kick your rump. Why? Because we're going to tackle the very thing that I know is coming up in your life has either been here or is coming on its way and is rearing its ugly head and keeping you in a place of inaction. Now, if this is our first time sitting down and having a chat, I'm so excited that we have this opportunity, but I do want to let you know, just because I'm new to you, doesn't mean that I didn't exist and that applies for most of us, right? Whenever we're working towards a goal or we have a passion, even if we finally have that breakthrough moment where we get a little bit more visibility or we make more friends, chances are we've been working at this thing for some time. And I say this because even though you are coming to this particular podcast now, I actually have had my own consulting firm for about four years and prior to that I was blogging for five years and I've been in the corporate world for, gosh, a whole decade before I even started anything.

The reason why I tell you this is because this particular chat is all about getting started. So, you've heard tons of different chats about, 'well, you want to do this and get a planner and you know, here's how to stay motivated. Here's how to get supplies'. I mean, there's tons of stuff like that, but what I want to do is tackle a different truth. I want to talk about something that's happening in the industry, in the work world, amongst your friends that has got to be addressed because if you can see this, you will actually get started faster and you'll stick with it longer. And the thing I'm talking about is the overselling of high ticket tools and high ticket image. You know what I'm talking about. It's whenever you say to yourself, you want to start a business or

whenever you had that little thing in the back of your head as you're scrolling through Instagram at people that you admire and you're saying to yourself, I wonder if my idea is good enough. That thing that you're seeing on their Instagram and their Facebook pages or listening to in their podcast or getting caught on a video on Youtube. You know what I'm talking about? Glitter toss, laptop lifestyle buying all the things from HomeGoods and the perfect pretty gold frames and the mirror desk and the wonderful ring light, the perfect hair and makeup and above all else, the pressure, pressure, pressure. Whew, it's exhausting just talking about it. I mean if I see one more thing come across my timeline that is flawless and perfect, ugh, it's not real life! And above all else, I want to tell you, you don't have to have those things to get started. Listen to me - hear it from an expert here, from somebody who's done it, who's been there and who's won. You don't need all of those things to just get started. I want to tell you now that in my business I'm often wearing my clothes from yesterday.

I am constantly trying to keep my kids from licking outlets and digging in the fridge or dirty hands, okay? And all of this, this standard that we're supposed to match up to - this visual standard is just too much. Nobody's life is that perfect! No one's business is that perfect. As a matter of fact, entrepreneurship, mommying, marriage, everything that you want to do that means anything in life is a little bit messy. And it's in that cleaning it up that we learn the lessons that actually make us great. So, I want to let you know right now that the whole point of social and social media is to be real, not as crafted. It's one thing to serve up a business when it's a reflection of your real life, but goodness gracious. It's all a journey. If you're an influencer, if there's someone out there, share the journey and if you're someone there watching others journeys, trying to get inspired to start your own, recognize that everything that you're seeing may not be reflective of the full picture.

If they're not showing you their ugly bits, it doesn't mean that they're not there and that's what I want to do here today. I want to tell you something about my business that you may not know, but may actually inspire you to move forward. I started my very first business, my blog, my side hustle during corporate from my cell phone. Oh yes, and not just any cell phone... we're not talking about a fancy pants, iPhone x movie theater quality, all the editing. We are going back. I'm going to date myself a little bit. We're going back to the mid-2000s and an HTC Incredible. The first one, I didn't even have an iPhone. What I did have though was an opportunity. I downloaded the Wordpress app, a couple of different editing apps and I started there. I knew that after cutting all my hair off and setting out a goal to grow it back organically without chemicals, that I wanted to document this journey. And all I really needed to document it was a camera, a phone, and a place to tell that story. I chose to tell that story via blog, but you better believe that I didn't have a fancy Canon T3I combo camera package. I didn't have that and I definitely didn't have Steven Spielberg's quality editing apps - didn't have those either. Heck, I didn't even have a ring light. The only ring light that I had was God's ring light, okay, a window. But it worked. It worked great. I mean, my logo might've been a little Fisher Price and my pics may have been a little grainy, but my content was authentic and it was good! It was a reflection of the truth. It was an experience that I was really going through. I was sharing the

tools that worked. I was sharing the process I was trying and I was sharing my honest opinion about whether or not I felt like other people should try it.

That's all that it was. But more than anything, and this is something that you should write down, I was consistent. I showed up every single day, no matter what I looked like and I made sure that I got it done. And remember, showing up every day no matter what you look like will always beat out the person who never gets out of bed. And that has nothing to do with tossing any glitter. Now, after two years, that's right! Two years building my business on my cell phone and countless brand partnerships. That's right. As I was building my business on my cell phone, I was still pitching brands. I was still getting out there. I was still chasing opportunities because I knew that I would deliver great work. After two years of countless brand partnerships that were fulfilled with excellence, I finally felt comfortable spending money on a laptop. I bought a \$250 Chromebook. #Upgrade. And it allowed me to make more pitches and build a slightly prettier website, but everything was still on a shoestring budget. And I tell you all of this to let you know it was important to me at the time to build a business that was debt free. Where I wanted to invest my funds as they were coming in - because y'all know I don't do free - was in making sure that I was getting great experiences, that I was developing strong partnerships and that I was getting top notch industry education because all the while that I was working my corporate 9-5 job, I was also building a place to go. So, that meant that I didn't need to spend recklessly on jars of roses from HomeGoods or a fancy pot to sit in the background. I mean, all that stuff really does look great, but at the end of the day, it doesn't add to the bottom line and it definitely doesn't add to my mission.

Well, after three years of building debt free, I finally launched my consulting firm. Because altogether all the things I was doing, the partnerships, the work, that consistency, it drew the attention of my blogger friends. They all wanted to know, 'Nicole, how, without the tools, without what seems to be all the fanciness, have you managed to build a fully monetized business? You're bringing in more coin than we are and I want to know the secret.' And so I had no problem sharing it with them. I was pulling from my corporate boardroom experience and I was able to teach them the tools and how to integrate that in with blogging lifestyle. And so when launching my consulting firm, I knew I still had to build lean. I didn't want to waste money when I knew that this opportunity needed to get some legs under it first.

So my very first course, onekoneday academy which now is getting ready to launch it's 10th cycle... it's wildly popular and has delivered 11 millionaires because these corporate strategies work, but that's a conversation for another day. I want to tell you about the first time I launched it - because it's in keeping with not getting obsessed with perfection. I launched this for the very first time from my bathroom vanity. Oh yes. I didn't even have an official desk. I launch it from my bathroom vanity with my tub right behind me, and guess what? That first launch generated \$53,000 in about four minutes. Let me tell you about the sales video that I used for this launch. I'm sure you're thinking of yourself to generate that type of coin you must have had a studio and a fancy camera and an editing crew. There's no way that you're making that type of money just doing things on a budget. Oh yeah? Well, let me tell you how it really happened. I filmed that

video in my bathroom with my cell phone while standing in the bathtub and a bedsheet taped to the tile wall. There was no glitter, no roses, no ring light. It was all real and it worked. Now today, I run a multi seven figure business and we have just shy of 20 employees and were projected to hit eight figures this year. And the reason why I'm telling you all this about how it's important not to despise your humble beginnings is because you have a passion in you, a purpose, something more. We're all called to it and whatever it is - today, you have to stop saying that you don't have the tools to get it done. You have a responsibility to go out and get them. Or better yet, start where you are with what you've got. I need you to seek progress and not perfection. Whatever you do, whatever you're chasing, whether it's entrepreneurship, being a better mother, being a stronger wife or a great friend... I don't want you staying and living and residing in a place of inaction. Don't be paralyzed by perfection or let safety stunt your growth. A job finished is better than a dream perfected. And success is built with small, sustainable wins. Just aim to be a few steps further ahead tomorrow than you were today. And if you do this, you'll see that you'll leave perfectionist in the dust. But what about these narratives in your head? The ones that are so ingrained that they're screaming at you to the point where you're paralyzed in fear. Sometimes it's not just about perfection. What do you do when that fear manifests as real deal anxiety? It it's a thing. It's that belly flip. It's that nerve. It's that sweaty palms and pit stains. It's that spinning head and dizziness that makes you sit down right before you hit launch or step up on stage. And it not only prevents you from moving forward, but after a while it seems to follow you everywhere, keeping you clutched in the prison of inaction. I want to tell you that I've been there. I want to share that I've even had panic attacks on stage in front of 2,000 people. I want to tell you what I did to cover it up and finish strong and how I've managed to live panic attack free for over two years. This story is one you don't want to miss because these tools could unlock the action that will create your future. I'm so glad we had this time to chat today. Get out there and get it done. We'll talk next week.

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.