



## Episode 7 - 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.

And in this episode, I want to give you perspective. I want to let you know what it's like when you build something you're so proud of. When you're headed down a path that you know is the right one. When you finally got the clarity to start doing what you know God's called for your life and then something hits you smack in the face. The type of thing you never would have expected, but that stops you completely cold. I want to talk to you about copycats. That's right. This isn't a fourth grade chat. This is real life. I've been in the situation where I have found someone out there using my brand, my business, my personality, my demeanor, my language, all different things. In an attempt to siphon off my business. In an attempt to undermine all the things I've worked for and in an attempt to diminish my worth, and you know what? It's hard. It's so hard that I've had lots of students, students who've come through my wildly popular 1K1DAY Academy, and they've said, oh my gosh, I really want to launch, but I'm afraid. I'm afraid to build something because what if someone thinks I'm a copycat? Or what if someone decides to copy me?

Well, this is where I want to have this important conversation. First things first, you have to understand that your unique gift is necessary to this world. And understand that when you copy other people, well, guess what? You've deprived the world of that unique gift. We need you. There is something that you've been put on this earth to do, something very specific. And that gift is meant to serve others. And your job, your one job, is to figure out how to use that gift and then spread it everywhere. So understand that when I see others out there and they're just copying what someone does. It makes me sad for them, sure, because they don't realize that

their gift is enough. But then it also makes me really sad because I realize that there's some gift out there that we're not getting.

Now let's talk about the other side. What if you've been copied? What if someone's come for your worth? We all know what that's like. It's awkward to say, right? We don't want to be like, aw man, I've got those haters. Or my girlfriend's jealous of me? Or she's always doing the thing. If you're a good person like I know you are, I'm sure in your head you're like, ah, the minute that thought occurs here, like I don't want to be that person. They're probably not copying me. It's probably just in my own head. Listen, you are allowed to believe your gut. When people show you who they are, girl believe them. And the reality is someone will try to copy you because if you're doing excellent work, if you are committed to who you are, if you're bringing your best into the world, you better hope there are people out there watching and saying, man, I could use a little bit of that.

And as much as people say imitation is the highest form of flattery, it's not. It's just not cool. And I want to let you guys know that if you've ever been copied and that cut you at your heart and you said to yourself, I don't even want to pursue it. I want to leave that mommy group. I don't want to be part of the PTA. I don't want to launch my product. I don't even want to try this thing because it just hurts so much that somebody would just steal from me. Well remember this. Anybody who copies from you is one step behind you. You're the innovator, you're the motivator, you're the one leading the pack and as long as they're copying, they're always going to show up late. And speaking of showing up late, I want to tell you a story.

So I started out on this little platform called Periscope. It was a live streaming platform that's associated with Twitter and I went on there all the time. And I would lead these amazing, fun, high energy interactive broadcasts where I would tell people about how they can build their business, generate extra income, and have a solid, stable side hustle. And this was where I started the foundation of my wildly popular academy, 1K1DAY, which by the way, if you're listening to this, we're launching now. If you want to know more about 1K1DAY Academy, head over to [1k1day.com](http://1k1day.com). We only open once a year. But if you've ever thought, I need a little bit more money in the bank account, some more breathing room or a side hustle, well 1K1DAY is your ticket to get it done and I can't wait to work with you. So head over to [1k1day.com](http://1k1day.com).

Now back to the story. On Periscope, I was teaching all about this and it was great because people were turning up in droves. They were watching, taking notes, applying the information and seeing results. And guess what? It wasn't just people wanting to learn that were watching. There were also people wanting to copy that were watching. And there was one particular entrepreneur who decided that she really loved my products. So much so that she joined my course and then proceeded to watch everything I was doing, taking notes. And then before you knew it, things were starting to look a little bit more familiar. And then I had students who said, honestly, Nicole, I thought you were copying from her. But timestamps don't lie y'all. And that's why God partnered me with the lawyer because I stay legal up. But you better believe it. That actually was happening right there real time.

Someone signed up for my course and then was out there replicating the product, not doing such a good job if I do say so myself. There's only one Nicole out there, but it hurt. It hurt because I couldn't believe that someone would think that after all the work I did, knowing very well that I had three beautiful babies to feed and frankly a husband who's a lawyer, that they would take that risk. And even worse that they would take their minimal knowledge because obviously there's much more than just turning on a live broadcast of getting notes. You have to actually connect and sit next to and learn with the best. I bring 10 years of corporate experience to what I do. It was a risk that they were taking. And sure enough the hubbin dove in there. He did his research and we found out that there was so much more on their website. There were things that were fake. They were using fake photos of celebrities, partnered with fake testimonials. And they were leveraging all of these things in order to get money from people. It was wrong and it lacked integrity. I wish that it was more surprising, but when you copy, you lack integrity. Now as distracting as that was, I had to remember that what mattered more than anything, was that I ran my own race. And that I recognize that as long as I was running my own race, I would leave others in the dust because guess what? I'm a disruptor, not a duplicator. I disrupted the industry with my ideas and innovation and I don't need to duplicate anyone. And so, it's this that I want to let you know. If you're saying to yourself, I'm worried that I'm going to copy someone or I'm worried that I'm going to be copied. If you're out there being hesitant to move forward, remember the world doesn't need another carbon copy company. It doesn't need another carbon copy mom. It needs the bold few who are brave enough to build something different, better, newer. And no matter what you're building, I want you to be an original in a sea of sameness. The world is waiting for your revolution. So don't apologize or ask permission. Just be you.

And if you want to know how I manage to build my business faster than ever to seven figures in just 18 months. And even better balance being a mom, I did it all. Well guess what? There's one thing my competitors don't do and I do this very well and if you know what it is, guess what you'll be able to do it well too. And I'll tell you exactly what it is next time. Thanks for listening.

Thanks so much for listening. And of course I would love to work with you. I believe that a side hustle is something that everyone needs. A little extra cash can change your life. And it's my joy to work with everyday entrepreneurs in my signature program, 1K1DAY Academy. You can start now by heading over to [1k1day.com](http://1k1day.com) and joining the community. I cannot wait to work with you. Let's get started.