



## Episode 23 - 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 I know that whenever we try it, you are even on the way to work or working out or in the kitchen and you've got a lot going on. And what's crazy is we're in that weird part of the year, kind of the midway point where we've kind of done a lot of work, right? Because we had our new year resolution, so we have to get through this school year and all that good stuff, but we still have a lot of time ahead of us and we may be entering a bit of a rut, a slump, a place that feels like an involuntary break, but that's surrounded with a bunch of celebration because it's summertime. Well, the reality is if you're an adult or a business owner or a mom, summer isn't really a break at all.

I know that for me it's been a real transition. As you know, I've been a mom for about five years, brand new and I've got three sisters, three beautiful daughters that are a variety of ages. You've got a seven year old, a 17 year old and a 20 year old. So that means that summer break is a handful. The kids are back home and their time has got to be filled. Of course there's camp and there's activities. There's build your own business and doing fun little kits. But the reality is, it's an opportunity to spend more time with them. It's also an opportunity for me to get lost, lost in the sauce, busy hanging out with the fam, putting family first and putting everything else second. And the truth is, it's what I like to call a positive distraction. Now, family's really important to me. You know that I'm a family girl. Well, the problem is I still have to keep my eye on the prize.

I still run a business. I still have other people to serve. I still have a purpose and a mission and it's so easy whenever families around and the weather's great outside to say to ourselves, well, it's okay for me to spend more time on the couch watching movies or it's okay for me to let a

whole week go by without really diving deep and getting back to my work because it's family time. And I never want you to feel guilty about that because family does come first. But I have to be honest with you, you've got to make sure that you were still balancing your business. You still got to put in time. Grownups and your business and your purpose, don't take summer break in our family. We're beginning a new business venture this fall and it's going to take up a ton of our time. We're talking 15 hour days for the next three months and we're excited about it, but it's going to mean a lot of restructuring to our schedule and that restructuring is starting now this summer.

I'm changing some stuff up in my business. I'm bringing new people onboard. We already have a team of 20 and I'm also making sure to change out the positions, make sure that people have more responsibilities because if they're handling some more of the backend, I can be there on the front end serving my people that interacting with my richfriends. And even more importantly, have space to take on these new ventures and be there completely. One of the things that we're working on for this summer is a relaunch of 1K1Day Academy. Now, this is my signature academy where I help everyday entrepreneurs build their businesses the right way. Now what do I mean by that? Right? Cause there's a lot of ways to build a business. When I say the right way, what I'm referring to is making sure that you're building a business that aligns with legal code, the government, corporate business rules, and in a way that's going to generate you money and help you keep it.

This isn't just about building a fly-by-night operation that you have a lot of fun is about building some that you had a lot of fun in. Make some good money and that's going to stand the test of time with your legacy. And in 1K1Day Academy, we do just that now it's wildly popular, always sells out and we always have a ton of really happy, very successful students when it's all said and done. If you everGoogle 1K1Day Academy, it speaks for itself. So we're super excited to open up this summer to a brand new cycle of students. Now this is going to be a super special group cycle 10! Can you believe that 10 cycles, 10 groups of students have walked through the one K One d academy doors, graduated and launch their businesses successfully.

For me it's a little special so I decided to do a little tweak. I've gone in and retooled, refilled and added and embraced all new content in 1K1Day Academy to make it even richer, even more impactful and even quicker, more effective results. So this is a really special time to join and if you're able to get a seat, I can't wait to work with you. You can learn more [1k1Day.com](http://1k1Day.com).

But that said, I got a lot on my plate and the thing is, besides doing that type of business stuff, I also have like speaking gigs. I'm trying to get out this summer and hang out with you. Yes, I do love our time that we get to spend chatting just like this. But I have a hug that is waiting with you that I need to pick up! Haha. So I get to travel around the nation all summer. Making sure that I'm meeting with you guys. If you want to learn more, make sure you're following me on Instagram @NicoleWalters, on Twitter @NicoleWalters, or head over to [NicoleWalters.com](http://NicoleWalters.com) and that's where you can find out where I'm going to be next. One of the biggest things I'm excited

about is I will be in New Orleans this July at a huge event with over half a million attendees. And if you know which one I'm talking about, I can't wait to see you there.

It's busy guys. Guess what? Even with all of those things going on, I've been knee-deep in family stuff. Here's where I'm going to get real and here's where I think you can relate. Even with the world's longest to do list, all I've wanted to do and frankly, all I've been doing for the past two, three weeks is being with my family, hanging on the couch, dealing with some stuff that we have going on here. And I've been putting myself all in on all the family things.

Typically that wouldn't be that big of a deal because you know, family stuff is good stuff. It's where I'm supposed to be. But the issue is I've got a business to run and here's what's been happening and I think that you're really gonna understand these feelings. I feel lazy, I feel guilty. I feel a bit out of the loop. I mean, my business is running every day cause I have a team, but I haven't really been in there as much as I could have been. I've been serving my rich friends, but my team's kind of knows their places, where to stand and they're keeping things afloat. It means I'm doing something right, but it feels so wrong. And of course there's imposter syndrome. I've made money during this time nonstop. The systems that I've built, the business that I built, it works.

So that's great. That's a good thing. It's how it's supposed to be, but I can't shake the feeling of do I deserve it because I didn't kill myself or the effort to make it happen. And this one's a tough one to admit and I'm still working on it. I'm a teeny bit jealous, I've got some really cool friends are out there launching books and courses that are taking vacations and changing the world and I've been sitting on the couch catching up on episodes of Bridezilla with my kids. It's not that I don't like where I am, but I can't shake where I could have been and I feel like I may be in a little bit of a funk.

Friend, are you in one of those? Do you feel like you're in a slump? Have you ever been in this place? While I promised you when we chatted in our last talk that I'd tell you what to do to get out of it, because I've been here before. This is not something new. We go through seasons where we're hyper productive, hyper active. We're able to do all the things and check off the boxes and then we have other seasons where life calls us to be in different places or things pop up or crazy unbelievable things happen and you just have to respond real time.

But then when you get into a funk or a slump, you got to get out of it because we have work to, so what I do when I've stepped away from my business or my workout plan or my good patterns and habits and I need to get back to it as I follow this simple five step system. So if you're just listening before and you didn't grab a pen and paper, now's the time. If you're listening and you can't, right, it's okay. Just listen now and absorb that. You can come back and take notes later.

These are the five things I do in this order to make sure that I'm always able to get back on the horse and ride towards success. The first thing I do seems simple in terms of the action, but is really hard in terms of your heart. I grant myself some grace. You've heard me say it before, but

gosh, we can get really caught up in our heads about not being where we're supposed to be or feeling like we should have been more busy or accomplishing more. The first thing I do is I acknowledge, hey, you've been away from the business and you've got some work to do, and then I say, and that's okay. Creating memories with your family is the right thing to do. Spending time being where your kids need you is the right place to be.

Spending time with the family is the right place to be, but beating myself up about it is not going to help me get back to work any faster. I have to acknowledge it, own it and say I'm ready to change. I grant myself some grace. We extended so easily to others, but we all have a hard time giving it to ourselves. Now the time, the next thing I do is actually kind of counter the norm. A lot of people say, hey, when you're ready to get back on that saddle, go out there and build a new schedule, sign up for Asana, get a cool to do list by a new journal. I mean, before you know it, it almost feels like the work of getting ready is more work than doing the work itself. I believe you got to go the other way. You have to start with the basics.

So if you find that you've been sleeping in too late, just start with saying you're going to get up earlier. Don't stress yourself out too much about what the whole day's gonna look like. Know that if you change that one little thing, you're already setting yourself up for success. So for me, starting with the basics means I need to just check in with my team, make it a habit. Every single day I'm going to set aside time to see what my team is doing, where they are and how I can best help them. They've been doing a great job keeping things going and keeping me updated. But at the end of the day, if I'm able to intentionally make time to talk to them, I'm able to support them even more. And I can get back into the thick of things and make sure not to step on anyone's toes because they do a great job keeping it going and the last thing I want to do is distract them from their task.

Start with the basics. Keep it simple. Next thing I do is I set reasonable goals. It's not reasonable for me to say I'm jumping back in and what I want to do was have a \$3 million launch. Whoa, Whoa, whoa. Hold your horses. That is just much, too soon. If you've been eating donuts and sitting on the couch, don't expect to sign up for a marathon. That's not reasonable. You're setting yourself up to get right back to that slump pretty dang quick. And if you do, it wouldn't even be your fault, you just took on too much too soon. What you want to do, if it's something like a workout is say to yourself, you know what? I'm going to wake up every day and just try to do a walk around the block. You don't have to be a crossfitter right out of the gate. You'll work your way up to those types of goals. Same thing with your Mama goals. If you're saying to yourself, gosh, I really want to reconnect with my kids more because I've been so busy and out of the loop of the household, well set a simple goal everyday they come home from school. I'm just going to ask them, how was your day? And I'm going to intentionally listen. That's enough for now. And you'd be surprised what a big difference that can do.

Tiny goals can have a big impact. Just make sure they're reasonable. The next thing is Pace yourself. So you just in a slump, and I love to use the simple formula. If I was in a slump for two months while I'm going to give myself four months to get out of it.

So what that means is if you spent the past 60 days sitting on your hide and not looking where you're supposed to be and not showing up, don't expect to take 30 days to be back at it and firing at all cylinders. That's just not how it works. It's going to take you putting in a little extra time to get the results that you want. And that's okay because it isn't an overnight switch. It's not something that you're going to flick on and suddenly see the light. It's a gradual growth process and that's okay because you're going to see little wins along the way as you remain consistent.

And the final thing I do is I revisit and I revise. I don't sit around expecting that the first things I try are going to work seamlessly. I make sure to always set aside time at the end of every week when I'm getting out of my slumps to make sure that, uh, what I did that week actually helped me make movement. If I had a plan on Monday and by Friday I'm back on that couch. Well guess what? My plan may not be working and I need to go back, make some changes so I can actually get where I'm supposed to be.

The most important thing to remember is that this isn't the first time or the last time that any of this is going to happen. Business is dynamic, it's cyclical and that's a good thing. The only thing that's constant is change and as long as you're changing, you are growing and that's all that the world, your family and I need from you. Just keep growing.

Speaking of family changes as you heard an episode one, my family is a bit unorthodox. I just became a mom to my three daughters five years ago and while raising my seven year old comes with its own challenges, parenting almost adult children has stretched and grown me in ways I never imagined. The truth is as parents, we've been going through a season with our 20 year old that we're not quite through yet, but we've made a lot of progress and we're ready to share some lessons that we've learned in this season with you our Internet Aunties and maybe with some of your own littles. And guess what, that 20 year old, the BigTiny will be joining us for that special chat next time. She's got a lot of feedback on what she's learned and we're excited to share that with you so that you can grow too. Again, it's our hope that in sharing our truth, we help you live in yours. Thanks for spending this time together friend and I'll chat with you next week.

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