



## Episode 32 - Transcript

00:00 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.

00:48 Hey friend. So in this chat I want to talk about three incredibly powerful words, and I know right away in your brain, you're already thinking, Nicole means I love you. Haha, and yes, those are incredibly powerful words and they are important that we say often and I mean it when I say them, I love you guys, but that's not the content of today's chat. The three most powerful words that I wanted to discuss, the words that we need to give to our children and let them feel comfortable saying and that we need to use often ourselves in our relationships, in our parenting and in our businesses, the three most powerful words are, I don't know. That's right. Plot twist. There's a lot of power in those words and I'm noticing in business owners and in parenting, they're just not being said enough. Now, let's talk about what that means.

01:55 Part of why people often don't say, I don't know, is we live in a society where being an expert, being someone who knows a lot is really respected. It's something that gives us a claim. It's something that gives us fame and if you do it for a business, it's something that pays your bills. People want to feel confident that you know a lot, can do a lot and can transfer that knowledge onto them. But I want to let you know that you're not expected to know everything. One of the things that I pride myself on in this business, the business that I built with my clients, with my students, and with my own internal team is that it's a safe space to say, I don't know, and I'm just trying to figure it out because guess what? I don't want to be around a bunch of know-it-alls.

02:48 Nobody likes that. If I'm in a room full of know-it-alls, well guess what? We're missing something and I don't spend my life wanting to be a know-it-all. What I want to be is a

learn-it-all. I don't want to constantly be chasing growth, chasing new experiences, chasing opportunities to better myself and to expand and to take on new things that allow me to better serve my community, my family and myself. The power is in being a learn-it-all, not a know-it-all. And so here's what happens. We get on social media, we look at the experts that we admire so and we respect and we see them always having an answer. I mean, whether it's in their live broadcast or in their content on a podcast or in a Instagram post, it seems like no matter what is being said, they've got an answer for it.

03:38        And a lot of times if you're a true expert, if you're somebody who's been in the space for awhile or educated on a subject matter, you're watching this content and you're saying to yourself, that's the wrong information. Guys, I can't tell you how often that happens. I'll watch people who are consultants or coaches online kind of just make up answers and they're making up these answers and I'm looking and saying that's the wrong information, but the reason why they're making up that answer is because they're putting more weight, their ego is telling them that it matters more that they have an answer because there's no pride in saying, I don't know. Well, guess what? I say I don't know all the time when it comes to parenting, I don't know what I'm doing. When it comes to business, I'm pretty good at it, but I don't know everything, but what I am really good at doing is using my resources. I know how to find an answer. I am the research queen. I network and I make connections and even if I don't know something, guess what?

04:42        I'll find out and that makes me super valuable to everyone and to my family. My kids know that if I say I don't know to them, that doesn't mean that I'm not a good enough mom or that they're not able to come and trust me to have an answer for them. What it does mean is that mom's willing to take that journey with you, guide you to help you find the answer that you're seeking, that we both get to learn together. It teaches them humility and lets them know that it's okay to not be perfect and to recognize that there's still some space. It permits them the opportunity to be vulnerable because being vulnerable is an important part of making connections, authentic, genuine connections with the people next to you, your peers, your friends, your mentors, your coaches, your spouses. If you aren't able to authentically and vulnerably say, I don't know and can you help me?

05:42        You'll never really get where you want to be. So here's an example of where I saw this happening, more than any other. I'm watching some trash TV, yep it's my vice. I love a good reality show and I watch them with my girls and we're watching some garbage TV while relaxing on a Saturday and on one of our shows that we watch the lead character on the show says that she wants to have a sale and this character sells cosmetics online. And in this cosmetic business she's like, you know what? I need some money for the summer. I'm just going to go ahead and have a sale. Well how about we do like 50% off? Yeah, that works. What picture should I use on Instagram? Okay, great. 50% off and the sales start rolling in. Yikes. Now I gotta tell you, I am no fun to watch any type of business dealing on TV with.

06:33 I will just unpack it to death. I am the worse. I can't turn it off guys, but we're watching this and I had to turn to my girls and say, hey girls, I don't know if this registered with you, but that's not how you make decisions in your business. You don't just arbitrarily say, I think I want to do this. How about 50% off? Let's post it up. And yay I got some sales. Now for those of you guys who have businesses, I want to let you know that this is just a little brief business break. I want you to know that in your business you don't make up decisions related to your revenue. Everything can be calculated, there are answers, there are formulas and there is data that will drive how much your sales should be when you should run these sales and approximately how long you should run them for.

07:24 A sale is not just something you do randomly to just get in some extra cash because if you deeply discount your product so much without looking at your numbers, at the end of the year and possibly sooner will actually come in upside down and it will look like you never made any money after all and you'll be chasing a cycle of negative revenue for a longer period of time. You can sink your business because you're basically doing free to bankruptcy. So that said, whenever I see this happening online, I get really concerned because it means that this person just doesn't know cause it's fair to assume as a consultant, a professional consultant, that no one would deliberately make a business decision that they know could harm the long-term impact of their legacy and their business. I don't think that this person on TV did this on purpose. I think she just didn't know and that's okay.

08:24 It's okay to not know. Listen, we're only ever seeking guidance on this planet. We're not God. We don't know all the things and we aren't all the things. But making it up is not okay. If you aren't asking yourself, wait, why am I making this business decision and what data and info is it based on, and then you find yourself saying, you know what? I don't know, and then feeling badly about that. You're going to want to examine it. You're going to want to examine why you're so afraid of, I don't know, because you don't want to pass that onto your children and you don't want to build a business that's driven on a fear of, I don't know, because guess what the answer to I don't know is how can you help me? It's right around the corner. It's Google. The answers are out there.

09:10 We live in something called the information age for a reason because the information is all around us. There are experts, trained experts, people who are credible and legitimate, who have the actual answers to what you're looking for and all you have to do is be fearless about raising your hand and saying, I don't know. Now, one thing I do know is that I love spending this time with you and I'm so glad that you come back week after week for us to hang out here. And even more I'm really excited that several of us are going to start a deeper relationship and building business in my online academy, 1K1Day. It's launching now and I cannot wait to work with you. All you have to do is head over to [1k1day.com](http://1k1day.com), sign up and let's get started.

10:04 I'll see you there. Bye friend. 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. I can send you 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.