

BSO - Stiavetti.mp3

Mon, 9/23 7:48AM 32:51

SUMMARY KEYWORDS

business, people, decision, indecision, risk, feel, cooking, fear, project, learning, gut, cook, experimentation, life, stephanie, running, problem, signing, spend, zombie



00:01

Welcome to the brain space optimized podcast. This is the place where creative entrepreneurs get the insight and inspiration they need to become the best versions of themselves. I'm Haley and I run brain space optimized where I help establish small business owners execute on their goals while keeping their sanity intact. This month we're exploring the theme of experimentation. And today's guest has spent the last three years purposefully experimenting with risk and reward in her business. Stephanie see a betta is an online cooking teacher on a mission to change the relationship that her students have with cooking. She helps them to go from hopeless and fearful to competent kitchen ninjas. As you'll hear in our conversation, there's so many lessons and learning to be a competent cook that directly apply to running a business. And this episode, Steffi and I talked about risk taking play, learning to trust yourself, perfectionism, and the smoky way in which Stephanie helps her students learn these lessons, the conversation is a great balance to last week's episode about the data and more technical parts of experimentation. This week, we're looking at the core of your business you. So without further ado, my conversation with Stephanie stina. Better



01:14

stuff. Welcome to the brain space optimized podcast. Thanks for having me. Yes, I'm so excited to have you here. We met inside of



01:24

a network that we are both a part of, and I was just super interested in your story. So to

start off, let's talk about risk. Tell me about your philosophy on risk taking like and how it's showing up in your business recently, let's say in the next, like 90 days, or last 90 days. So



01:41

throughout most of my life, I was somewhat risk averse, like most humans, but I've kind of adopted a no risk, no reward sort of mindset over the past year. Because I'm an entrepreneur, and life is what it is, right? And we could all hide in the house and never do anything and never leave the house. And that sounds like nice and cushy and comfy, but then you don't get anything out of it. Right. And so I have learned over the past couple years that anything that scares the hell out of me, probably indicates it's something I should be doing. And so I have tried as much as I can to like jump with both feet into the fire every chance that I can. That sounds terrifying. But it's awesome. It is terrifying.



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So tell me about how that's looked like, Can you give me an example of the last time you were like, Lou, I don't know if I should be doing this, but I'm going to



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do it. Sure. So I recently signed on with that fairly expensive high end coaching program. And, you know, in the entrepreneur world, especially with the economy kind of going up and down, and people not sure whether they should spend money now or whether they should save it, because who knows what the world's gonna look like in two years. You know, it can be a little bit of a roller coaster ride. And so signing up with a, you know, a high end financial commitment definitely felt like a risk for me. You know, I've built my business, it's been very successful. But you know, I've noticed that people these days are a little bit more worried spending their money. And as somebody who runs a membership site, I teach people to cook, and an online cooking school and people are becoming a little bit more careful about where they're putting their regular monthly payments. So I wasn't 100% certain that signing up with a, you know, inexpensive coaching commitment was going to be the right choice. But I did my homework, I dug into this guy's track record. And I am really confident in the choice that I made. And so I just jumped in. And I was like, Well, again, no risk, no reward. And I was like, well, this is my \$5,000 to the universe. And it's going to go off. And you know, it's interesting, because when you're signing up for like, a \$5,000 commitment on a regular basis, it's it's a lot to swallow.



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But I did it. So here I am.



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Yeah. So let's I mean, let's we can talk about that example, or other examples you have in your business. But I mean, tell me about that fear, or that resistance that comes up when you were like this. I don't know if I should do this. Like, I don't know if this is the right thing. Like what does that look like for you? What does the fear part feel or look like to you?



04:07

Oh, gosh, so for me, it almost always feels like I'm gonna throw up.



04:12

I'm like, but but you know, I there's actually a wonderful coach author named Brooke Castillo. And she has a really great philosophy about getting mired in confusion and indecision. And it's a great philosophy that I've tried to adopt. And it's basically like, you get in and you make a decision. And you just pick one, because you're like, I don't know, this doesn't feel right. Or maybe this feel right, maybe I'm scared. Maybe I'm maybe I'm afraid of growth. Maybe I've hit an upper limit problem, I don't know. But you just you get in there and you make a decision. And then afterwards, you decide whether it was the right or wrong decision, right? You make your decision, and then you collect the data. And from that data, you decide, okay, well, I'm going to continue with this decision, or you know what, I'm going to change track. But the whole idea of being mired in confusion and indecision is something that's held me back for decades. So I'm making a big effort in my life to not sort of sit in fear and steeped in it longer than I have to I don't know if anybody out there ever watched that TV show last, but there was a character, Jack, he was a surgeon. And he was like, Oh, you know, I'll be on the the operating table, it'll make a mistake. And I'll feel the fear creep up. And I literally give myself like five seconds to feel it. And that's it. And then I just keep going. And I've I've kind of tried to go along with that philosophy.



05:26

Yeah, no, that's wonderful. And I love I love that I always think I watch a show called a good place. And cheese character, if anybody else watches a good place, like, part of the

reason he goes to hell is because he just like cannot make a decision, he cannot make a decision. And like, you know, morals and philosophy are about that whatever aside, there is something about the fear of risk taking that isn't so much fear of what the actual, you know, negative outcome, it's just this fear of choosing is fear of picking a thing, either doing it or not doing it. And I think that's a big piece of the fear part. take you back to before you were kind of diving headfirst into this no risk, no reward thing. How are you running your business at that point? You know, how did you approach risks back then,



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like, before I adopted sort of a riskier approach, yes, there was just a lot of floundering or a lot of like, a I don't know, I mean, we all know what that little whiny voice in our head sounds like that, like, I'm scared, right? Like I you know, is important, I totally believe that my reptile brain is trying to protect me and save me and I appreciate that 100%. But the problem is that my reptile brain personally loves to equate, you know, some minor decision with somebody holding a gun to my head. And it's clearly not the same thing. Right, right. And so back then, for me, there was a lot of just like, indecision. I don't know that doesn't that feels wrong, I don't know what to do. So I'm just going to take the Safe Road, I'm not going to put myself out there, I'm going to make safe, you know, financial decisions. And you know, I'm not knocking safe financial decisions, or, you know, it, if you want to make money in business, you got to spend money. And that's just the reality of it, you know, and so, what it ended up looking like for me, when that turned around was like, Okay, I'm going to spend \$10,000 in video production. And I'm going to spend a lot of time and energy, and really focusing on building this membership site. And when I finally decided to take a step towards the riskier approach of basically like, you know, what, I'm going to step off the cliff and the net will appear, or if it won't, it's going to be a hell of a ride on the weekend.



07:45

Yeah, no, I love that. And I think that's one of the ways you can tell whether or not you are putting yourself out there regularly, right? It's, it's that kind of brain fog you get with I don't know, I don't know what what comes up a lot. I'm not sure I don't know what to do, then consequently, your business can kind of, you know, cruise along at the same level of revenue or cruising along at the same speed, and not have any growth. And honestly, like, that's not why any of us are in business, I have a hard time thinking that anyone starts a business because they want like, a super, like emotionally comfortable and cushy role. Like you could just go get a job for that this is way too stressful for it for wanting



08:23

that out of total. That idea of passive income, which I find morally reprehensible, right, like, people passive income, passive, passive income my, but I don't know if you saw this podcast or not. But listen, it's like, there is nothing passive about running a business. And I work harder for myself and longer hours for myself than I ever did for anybody else. So anybody who's out there pushing this idea of passive income really needs to check themselves because it's total BS.



08:53

Yeah, I created my first course last fall. And yeah, it was a freaking it was I'm gonna say nightmares and wrong, but like,



09:00

it's so hard.



09:02

You know, like, it's hard to create these things. And it's hard to market them and hard to figure out, right? You know, the right audience, and we continue the person I make it with, and I continue to figure out how, like, how do we best sell this? How do we like we're still working on it. So at no point in time, was it ever like, you know, wipe my hands of it, dollars, just roll in. Sometimes it does happen while I'm sleeping. But you know what I mean? just



09:26

rolled in and defied like, all of historical data.



09:31

Right? So there's some level of running your business in which at no level or at no point is going to be completely passive completely, like, you reach a certain point. And then you don't have to do anything. You don't have to make any decisions. take any risk doesn't matter, rewards will just happen.



09:48

Yeah, and indecision, and confusion or the mind killer, like I don't know if there's any other do nerds out there is a fear is the mind killer. And it is right fear is important. And you gotta like sit with the fear and feel it and just, like, be one with it for a little while. But then you got to move on. And what happens is, once you get up that initial scared place, then you sit in indecision. It's like the front porch of fears house, right. And the problem is that people don't equate indecision with fear. They don't equate confusion with fear. And so they're still mired in fear. They just don't realize it, they think they moved out of it, they're still stuck in the same place. It's just the room has changed colors, right? So indecision and fear will kill you indecision, and confusion, like, or the death to any business.



10:32

Yes, I completely agree with that. And I see that in myself, I see that in my clients. You know, whenever you go through long spans, of just not being sure about literally anything, pick a thing. That's the thing that won't be growing in your business, you know, it's really difficult to make strides when you're just not sure you're changing your mind back and forth, or you're just kind of sitting there. So let's talk about, I like to talk about risk taking in the form of play, right. So for me, taking risks, in a safe environment, like, you know, taking risks that don't involve like, you won't actually get hit by a bus or fall off the cliff, like, play is kind of risk taking in a safe environment. And I feel like there's some ways that you can create that sort of environment so that risk taking is more fun and less terrifying all the time. And so my thought is like, people can engage in it more if they can see it as something that is playful and more fun and an enjoyable part of business instead of a thing you try to avoid at all costs. So tell me about how you decide which risks to take, like how do you choose which things to invest in, or which you know, things to pursue in your business,



11:46

I listened to my gut a lot. So it's funny because I'm very much a pragmatic science based person, but I'm also an intuitive empath on the other side of it. And so I spend a lot of time doing a lot of body work and a lot of energy work, where I'm sitting with circumstances and decisions and seeing where they go in my body. And my gut never, ever, ever lies, you know, like, you can be presented with a decision. And it's a big one, and your brain is screaming at you. And then if you just go for a walk, or you sit down for a few minutes of meditation, or even just sit on the couch and stare at the wall for a little while, eventually your brain stops screaming, and the only thing you're left with is that feeling in your

stomach. Right? It's that like, either I'm being pulled forward or being smashed like a soda can. Right? And that your gut will always have the truth. Like I walked away from some really great opportunities. And I was like, Oh, this is great. This is going to be money, this is going to be exposure, this is going to be respect. And I'm like, something doesn't feel good. Something doesn't feel right. And I'm like, oh, but I really want to do this. And my god is like, you're gonna regret it. Something because even that whole like adage, right? Like saying yes to saying no to something else. Hmm. Right. And so you can't say yes to everything. And you got to pick and choose. And sometimes those things that right off the surface sound like really great ideas. Sometimes your guts just like not fully on board, you know, like your board of directors. There's like the one person who's like,



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I don't know about this. Yeah,



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well, and I think I mean, a couple things that I want to kind of dive into here that you just said, but one of them is that sound that that like,



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it's almost at least for me, when it comes up, it's almost like so quiet or so like, I don't know, monotone or whatever, that, especially if I get excited about an idea, like my brain gets really excited about an idea. Sometimes I can't hear that. You know, that kind of comes through. And so I think there's something about what you're saying that that I think is true of the entire entrepreneurial journey. It's learning to listen to yourself and learning to trust yourself, which can be really tough, especially when you're just starting out, right? You're like, I don't know what I should do. I should be I'm like watching all these other people do these things. I'm trying to follow what they're doing. And so it feels like you don't know. But I think that's another thing that you have to be able to develop and hone and be able to listen to yourself.



14:16

Oh, absolutely. And the learning to trust yourself is so incredibly important. But there's actually another part of it. And that's learning to forgive yourself. Right? So part of making decisions, especially if you're making decisions quickly, which you gotta do, right? Like if

you're going to sit there and indecision, like no decision is still a decision. Right? And that's almost always the decision, right? It's always the wrong. Right. Right. So you got to act decisively. And you may make the wrong choice. And that's fine. That's life, like a lot of people like to chalk it up to failure. But now it's it's data, right? Like you made a decision, and it didn't work. Great. Move the F on? Mm hmm. Right, you got to forgive yourself. Don't be like, Oh, I made a bad decision. I can't make decisions, I suck blah, blah, blah. Now you're like, Okay, you know what, you tried your best, and you did a damn good job, you made a decision, you did not get stuck in indecision, you did not get stuck in confusion, and you made a choice. And now we're going to make another choice. We're going to take the data we've got, and we're going to move forward from a place of even better information, you know, and when it comes to making decisions, like honestly, the best thing you can do is sit in silence for a few minutes. It doesn't take long, right? your brains like freaking out, it's like a five year old that you just gave you and it's running around the room screaming, this is great. And it was let it run. And then you sit in silence for five minutes and nine times out of 10, you will get an answer from somewhere.



15:34

Yeah, I fully I fully believe that. And I think it's so interesting. So last week, we had on Louisa show, and she talked about experimentation and what that's look like in her business. And so there's a very, like, pragmatic side to that too, right? Like, come up with boxes, you track your boxes, or numbers and data. Absolutely. But I think just like with what you're talking about with decision making, and trust yourself, it's like there's this very personal part to it, too. But I think, I don't know, maybe people want to separate it or not. But I feel like those things seem separate when really trusting yourself. And like being able to make good decisions as an individual is always good for your business like, right, it's like this personal skill that is so good for your business.



16:18

It will exactly and like, let's just assume that nine out of 10 decisions you make are going to be wrong, which is life, right. Welcome to life, right. I don't know Planet Earth, right. And so I asked myself, how many bad decisions Am I willing to make to get where I want to go?



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That is an excellent question. That is an excellent question.



16:38

I think like you said, it's just this, and Louisa kind of mentioned this to last week, assume you're going to be wrong. Like you don't, you're going to be wrong like that and make the wrong choice. Do you have any, like parameters in your business safety nets and your business for when you are taking risks, so that the risks don't completely, like drown your business or, you know, pull the bottom out of everything.



17:04

I like having a ample savings.



17:08

Personally, yeah, like I find that having a financial cushion is very useful in dispelling stress. And you know, you know, sort of like harm management, right, because like when you're out there, and you're running a business, and you're making decisions, like I don't like to fire from the hip, but sometimes it's necessary, right. And having a cushion is really important for recovery at the same time, like, I don't know, for some reason, it's easier for me to spend more money than it is for me to spend less money. And I think that's a holdover from like some old money beliefs way back in the past that I need to work on. But like, as far as parameters go again, like, my gut is my guide, you know, like, I can look at the numbers, which I find are very important. Like, I am a big fan of like sales reporting, and statistics, like I am a numbers nerd. But the problem is, the numbers don't always tell the whole picture, right? numbers are very cold, right. So if you have, say, 1000 people, you're in your course, and you're not getting any complaints, that's really awesome. The numbers look like they're in your favor. But if you actually go start talking to people, you may find that some places you really need to fix or the opposite, right? Like if you've got 1000 people in a course, and you've got a handful of squeaky wheels that are always complaining, the numbers aren't looking so great. But if you get in there, and you talk to your people, and they're like, no, this is awesome. You know, like numbers are important. But you also have to take a step back and feel it out.



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Yeah, absolutely. I think there's just absolutely something to be said for taking a step back, taking a break and just seeing what comes up,



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you know, and setting too many parameters. It can be kind of constricting, and I constraint is great constraint is wonderful. But in a lot of cases, you if you take a step back and look at it, you're going to realize you're constraining out of fear.



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Hmm, absolutely. I don't know what this looks like in your business. I'm interested in your thoughts on this. But what are your thoughts on taking risks this decision making this indecision when you're part of a team or or you know, co founder with someone else?



19:03

This is where it gets a little bit dicey, right? Because if you're not the only one on the bus, you certainly don't want to drive it off a cliff. But I mean, in a lot of cases, if you have a decision making authority, I mean, that's sort of what you signed up for, you know, and in theory, the reason you're in that role is because other people put you there, because they trust your decisions. And if they trust you to make decisions, and to some degree, they're going to have to deal with the consequences of the occasional bad decision. like nobody expects anybody to go out there and make every right decision, because that would be asinine. But at the same time, like in a collaborative environment, it depends on how much responsibility you have, like if you are where the buck stops, and you just have to suck it up and make a decision, right. And if you're in a role, where you know, those decision making that decision making role is sort of like spread amongst the group, then you can take it into account. But at some point, somebody needs to make it a decision. And we all know that groupthink can be a major can be a major fail. Yeah, it's almost jury, right? You got 12 people in a room and nobody can make a decision. And then you're there for three weeks. And then it's a mystery. Yeah. Oh, my goodness. So



20:08

tell me about how this shows up for your students. Because I think there's so much of what we're talking about, that probably applies to like cooking and food and retraining after you burn things and ruin things.



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Where do you see this concept come up for the people that you work with?



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Oh, gosh, there's a lot of pain in food. So I run an online cooking school, I teach people to cook, I specifically focus on people who cannot cook at all and have a lot of food fear. And it's very nuanced. You know, the whole reason I started my business is because I sat down and I interviewed 20 women who didn't know how to cook and I would what I was asking them was, what does it feel like, you know, when you make a mistake, well cooking or you know, whatever happens, and what I actually got in return was a surprise when I got was, I feel like a terrible adult. My mother in law says I'm a terrible I can never have kids. Because if I can't feed myself, how am I going to raise responsible man, I already have kids, and I feed them frozen food. I am a horrible mother, I feel like a terrible person. There's not a minute of any day that I don't feel like this guilt. And I was like, oh, there's a lot of emotional stuff. And the problem is that a lot of that stuff is paralyzing right? People are afraid to try new things, because maybe they failed before or maybe they've never tried and they've seen other people felt maybe they had somebody when they were growing up whose national pastime was just telling them every day that they suck as a human being. And so I deal with a lot of people who really need cheerleading and encouragement. And one of the it's actually a kind of a funny exercise. When I used to do private coaching, I used to do private culinary coaching, where I would like literally get on the phone with somebody for two hours. And we would cook on camera side by side. And I would say this is how you do this, like pick up your cutting board. Show me Show me what you're doing. And one of the the lessons that I taught people well as I would have, it was always a surprise, I would have them make kind of a just a really simple cake recipe. I'd be like okay, mixing the eggs in the flour. Okay, now I want you to crank your oven up to 450 degrees, I want you to set the timer for one hour, and I want you to open up all the windows.



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Once this now they would



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be like you want me to what? And I'd be like turn off. I want you to take the battery out of your smoke alarm and then put it somewhere. Will you remember to put it back immediately afterwards. And then we would burn the holy hell out of that cake.



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Stephanie, I wish you could see my face right now.



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Because it's just like what in the actual hell? Exactly right. And that's the same look on their face, and we would burn the cake. And then they would open the windows and you're out the house. And I'd be like, okay, who died? Well, I guess nobody died. Okay, so how do you feel? Well, I feel a little surprised and freaked out. But do you feel like the world ended? Well, no. Do you feel really horrible about yourself? Well, no, I want you to take this experience. And I want you to remember it every time you make a mistake in the kitchen.



23:05

That he died some



23:07

Yeah, that is awesome. I'm gonna just share that my husband next time I burn something like, well, I'm learning. So there's that



23:13

thing, right. So here's, here's a really quick cooking tip, right. And risk is really important with cooking. So there's a very fine line between like browning and burning. Browning is where flavor lose and burning is where flavor goes, goes away. Right? But the problem is that there's a very fine line between the two of them. And you need to be comfortable walking that line. Because if you're not willing to get close to burning, then your cooking is never going to be as good as it could be. That's so good. And so like,



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readily just applicable to business, right? Like, you have to be able to walk that line and be able to trust yourself and forgive yourself and kind of live there in that spot where everything's a little bit uncomfortable.



23:59

Exactly. And it's funny because it's a place that we will wind up everywhere in our life. If you look closely, right? Like the good stuff and the bad stuff are so close. They're so they're so close that they're like intertwined to they're almost one in the same. And the only difference between them is like how much you paid attention. Right. So



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good. I'm like we're actually going to end this portion of the podcast right now because I just want to end on that note. That's so



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quick question for you. Where do you want to be 90 days from now, if you're like many business owners, I know there is a goal or a project that is calling your name. It is vital to the growth of your business and your sense of accomplishment as an entrepreneur. But unfortunately, if you only get a chance to work on it, as you have time, which is almost never there's a good chance that 90 days from now, that project will still be on your to do list without a plan for careful implementation, a measured approach to experimenting you'll be right where you are right now. Now don't get me wrong taking on any new projects is a risk, but it's also a chance to discover a new opportunity and a chance to reach your goals. Together we can create the plan that turns risk into reward and experimentation into vital learning. Not to mention you can officially take that project off of your to do list. The next 90 is my project management and coaching package for small business owners who have a specific goal in mind. It's a custom approach to executing on your projects within a realistic and shame free framework delivered and weekly strategy calls and unlimited email support. At the end of 90 days, you have accomplished the goal that you set with your sanity intact found a rhythm for big picture project execution amongst daily tasks, feel comfortable editing and prioritizing competing commitments on your own and feel more confident in your ability to process stress and overwhelm. If you're ready to take the next 90 days and see massive forward progress towards your goal. Want to hear about your project, go to brain.space/optimize.com/slash/project and fill out the free project assessment form. I'll get back to you with two to three ideas for making that project happen. And I'll let you know if you're a great fit for the next 90. Again, for your free project assessment go to brain.space/optimized/comm/slash/project. Okay, back to the episode.



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We're going to transition to our lightning round of questions here. Are you ready?



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Absolutely.



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All right. Question number one, what are you reading?



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I'm actually I'm a Gemini so I'm reading like a bunch of different things. So for a long time I didn't read because I was too busy and I this year 2019 I decided that that was a BS excuse for not reading so I have decided to read a book every single month and right now I'm reading Murray Berlioz everything is figure out audible and like, I love them referrals. Oh, she has such a great personality. I love watching her videos. She has so much wisdom. And she's fun in the way she expressed it. And this book everything is figure out a whole the whole book is basically about how to not accept failure.



27:06

And like, Can you beat that?



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It's literally like the singular if you want to succeed at business or just life period. Yeah,



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absolutely. And she cracks me up. She's hysterical. She has this funny character called jersey Maria because she puts on like the like the super accent and like, I read a lot of books from people that are very serious. Very like, Oh, this is the wisdom, right? It's just fun to read something from someone fun occasionally. That is awesome.



27:34

Okay, question number two. If you had to make up a superpower based off of random things you happen to be good at in life? What would your superpower be?



27:45

Oh my god, this is going to be an unpopular choice. But I would like smite and all the best. Like I was walking the other day, and I literally you saw some guy like shoving old lady out of the way. So like, move get through the door faster. And I was like smite My,



28:08

my, I love that so much. What can you do fly read minds, I can smite people so



28:14

I can set people on.



28:17

Awesome.



28:19

Question number three, it is a zombie apocalypse you are running for your life? What are the three things that you want to have with you while this is happening?



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So this is a great question. Because I am one of those people that is like made for this. I come from a family of crazy. So it takes a whole lot to fluster me and I am really good in a crisis. So I don't know if in a zombie apocalypse, I would probably probably so my first the first thing I would bring with you be antibiotics. You're going to get like shot or like maimed by a zombie. And I want drugs to like make me better. And then probably a big old shotgun because, you know, I'm not a big fan of guns in general. But let me tell you pull out a shotgun, and or somebody trying to kill you, they take a step back. And the third thing, I don't know, probably a big dog because on the zombie apocalypse, like things are

crazy, I need something with a better sense of smell that I've



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those are awesome. And especially the antibiotics because I have my husband and I have talked about this at length how this is going to go down for our family. And I'm absolutely going to die of like an ear infection of like, or like, I'll try my knee and it'll get infected. And that's how I will die. Like



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are you like catch yourself on a nail? Yeah, tetanus and you're



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gonna get me I've spent time thinking about the zombie.



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But that's I'm like, that's how I'm gonna go. I already know it. And so like, I just seem to keep antibiotics on me smart.



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That it may be a little like, honestly, what was the other thing there was a fourth thing. The fourth thing is, and like, I know that there's like a whole problem out there. This is a political thing. But I'd actually keep a vial of painkillers because like, if you are not on by a zombie, and you're starting to go down zombie path, like you know, it, just don't me up, give me some morphine. I want to be unconscious for this transition. And you know what, there's a lot to be said for not feeling your zombie transition. I know.



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That is maybe something beta haven't talked about during that debate. But



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that is awesome. Okay, last question.



30:31

Um, tell me about an exciting mission that you were on right now in your business or in your personal life, just something that's lighting you up. My goal is to teach 1 million people to learn how to cook. Oh, baby. Yeah. And that is huge. And let me tell you, I whenever I think about it, I got it right now that little sick. But you know, I'm going to do it. And I need to find a way. And again, this is like the failure is not failure, failure. Failure is data. And I'm collecting data daily, to try and figure out how to accomplish that goal and make the most impact every day and a million people is a lot of people.



31:09

That is a lot of people. But you know what I feel like if anybody can do that, it's going to be you.



31:13

Yeah, well, thank you. I appreciate it. Like my my mission on this planet is to be a force for good. I came from a family of chaos and abuse, and a lot of really unhappy unsavory things. And my goal in life is to be the opposite of that. I want to be the one that helps people build more confidence and find their center and feel good about who they are in their life every moment of every day, even when it's hard. That's my lot in life. And so I have found that the way that I can personally do that is by teaching people how to cook how to eat better how to turn out a badass meal that when they're done, they're like, I totally nailed that. I feel like a total ninja.



31:54

That's my goal. That is so awesome stuff. Where can people find you online?



31:58

So you can find me at fearless fresh, calm. I have a blog there my cooking school is it fearless cooking



32:04

club. It's called the fearless club and it's a video training ground. Right? teach people all the basics of cooking and then I take you to the next level beyond that. So I'll turn you into a really solid home cook and then I'm going to turn you into



32:16

a ninja. Awesome. Thank you so much for being on the podcast. This has been awesome.



32:21

Thanks for having me.



32:24

A big thanks to our guests for being on the podcast this week. Thank you to our producer Melanie Scroggins. And to get details about anything we referenced in this episode, you can go to brain.space/optimized.com/slash/podcast. We will see you in the next episode.