

There's no right way for growing an online business. And honestly, me and my guests are more than fine with that.

I'm Haley Thomas. And this is the podcast that lets you be a fly on the wall for candid conversations and many lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We're on a mission to normalize and laugh about the behind the scenes truth of achieving a new level of success in your business. This is one year from now.

Hello, hello, and welcome to this podcast episode. I hope you all are having an awesome day it is early June when I'm recording this or probably listen to this in late June. But it's just not getting really hot in Central Illinois where I live. And so today's like 87 degree day tomorrow, it's gonna be 90. So I'm sitting here not turning my air conditioning on yet, which always used to bug me as a kid when my parents did this. But now that I'm a grown up and have to pay bills, and like now we can wait a couple more weeks, it's fine. But hopefully by the time you're listening to this, you're enjoying summer, the AC is on, you're relaxed, and you're ready to hear this podcast episode. So today, I'm going to be talking about the similarities I found between starting to lift weights again, and running my business. So this whole thing came about because I really enjoy the act

of lifting of compound lifts. So squatting, actually squatting, probably the one lift that is my least favorite, but I really enjoy, like the clean and jerk and I enjoy kettlebell swings and deadlifting and military press, like I enjoy both complex lifts, and then also just moving heavy weights around. It makes me feel so powerful. And like a badass, like, it makes me feel very cool in a way that running never did, in a way that I mean, yoga is certainly more for like sintering. And for the breathing components is what I get out of that. But in terms of moving my body, I love lifting weights, I enjoy the way it makes me feel. I love the way it makes me look. I look amazing, when I'm lifting regularly. But what I have found so fascinating. So because of the pandemic, and just schedules and whatnot, I haven't actually lifted with any consistency in probably a year and a half, maybe two years. But now that I'm getting back into it, I have found some really interesting things about myself and about lifting weights in general that I wanted to share with you all. So there are five main thoughts, my five main similarities between lifting weights and running a business. I'm going to share those with you and a special shout out to all of my clients who are athletes, which is so interesting, I never thought about that component. Not all my clients are athletic, but several my clients are like adult level competitive volleyball players. crossfitters, one of my clients is biking, she lives in Canada, and she is going on this bike camping hybrid trip all the way across Canada or like on this very long journey. Some of my clients are hikers and my clients also are lifters and swimmers. So this is for all of my lovely clients who are athletic, you're going to learn some things about your coach and how I actually think about athletics. So I'm gonna start this by saying, I was a college athlete at a very high level, trained, you know, three or four hours a day for almost a decade, like very used to training. But here's the thing about me, I actually don't love training most of the time, I don't like it.

Right training has many components into it. So to be a well rounded athlete, no matter what sport you're doing, or even if you're just being athletic for fun, you

can't just do one thing. I mean, I guess you could if you really wanted to, but you can't just do one thing, and not sustain injury. So for instance, I can't just lift weights and never stretch. I can't just lift weights and never do any cardio if I'm trying to be a well rounded athlete. Similarly, you can't just run and not also do some preventative like mobility movements, like you have to do multiple types of things to be a well rounded and healthy athlete. So it's not just about like, I'm going to be the best at multiple things. It's not that it's like for me to stay healthy. And for me to be better at powerlifting I need to have a lot of mobility in and around my joints and be able to move safely by my joints being strong, to be able to lift more. I don't like doing I don't like training most of the time. So the things that I have found about myself as I'm going back, like that's a big one that I kind of forgot about. I love the way I look. I love the way I feel when I'm lifting. But most of the time, I don't want to train. And I think that in and of itself is like the first thing is that people get really excited in business about like making money and being the best at their craft. But there's a lot of things that you're going to have to work on and mature in your business the same way in which there are things that you're going to have to work on a mature in your body when you are being athletic, that help you to be safe and well rounded and move with integrity and not hurt yourself. It's similar with your business, there are some really unsexy unfun things in business that you're going to have to train and you're going to have to mature so that you can grow your business with integrity so that you can, you know, not hurt yourself not burn out. And that's where kind of this podcast episode is coming from. Okay, so there are five main points. And the first one that I'm realizing is that because I don't enjoy training, I sign up specifically for group lifting sessions. It's interesting because when I'm in these group, lifting sessions, the whole time I get very anxious, like, am I gonna do it right, and I'm not gonna be as good as everybody else. And like, I move slowly, when we get to the running of the sprints component, I'm gonna be last and it actually causes me quite a lot of anxiety that I have to coach myself through. But I do it because the first truth is that I will not push myself, as far as the coach of that class will push me or being with other people will push me shout out to coach Ashley at the Bloomington normal, the factory, the weightlifting place I go, She's so funny because she's like, maybe five feet tall. And she's just stacked like, She's so strong. And I'm like, six, two, and so a tower over her, but also terrified of her.

Okay, that's an exaggeration. I'm not terrified of her. But I'm like, I'm gonna go to kind of have her be tough with me to challenge me to say, you need to add some weight on that what she has said to me, at least I've only been lifting there probably a month maybe. And she said, at least to me twice, she'll like watch me. And I could see you out of the corner of my eye watching me. I was doing like a single leg kettlebell lift, like a straight leg kettlebell lift or something. And I could see her out of the corner of my eye watching me, doesn't move doesn't move, I finished that set. And she walks over and literally just picks up my kettlebell sets it off, and brings me another one was like, you're gonna need to go up. And she challenges me in a way and being around other people challenged me in a way that I am not going to do myself. This is one of the reasons I think coaching is so valuable, I think overall, we'd be put the title of accountability. On top of that, it's like working your business in public allowed a little bit, but it's a safe container. So I trust Ashley, I've obviously trained with her several times at this point. And so when she says go up, I can trust like Yep, okay, go up, it's gonna be

hard, I'm probably not gonna like it. And I'm doing it. This is part of the value of coaching, or being in a small group coaching situation. I think when you're being just, you know, quote, unquote, like having an accountability, buddy, and you all are on the same level, there's no difference in power dynamic, you'll be hard pressed to find someone who's just gonna go, yeah, you need to lift heavier, like, No, we need to like up the ante, I think you can do more, versus a coach and client dynamic, which is different, where a coach who you trust, and it's inside this container, and that's part of what you're paying for this experience for someone to go, Ah, we're going up, I'm gonna challenge you more. It's just so valuable. And then again, if you are being coached in a group setting, it's not like it's a safe container again, and it's not about like, I need to show up and be first and be flashy. Because as you might have heard through this whole thing, I'm almost always last, there's a running component in our training, or cardio component in our training, I am always last in my class, but I am going to finish that workout I am going to do that piece of cardio that I would not have been willing to do if I was on myself, I just wouldn't do it. I would do all the lifting components and all the mobility stuff. And none of the none of the cardio pieces. I just wouldn't do it at all. And I wonder how much of our businesses do we run like that? Right? We do the parts that we like that feel good, that feel natural to us. But unless we are being challenged, unless someone is going hey, this is how you be a well rounded entrepreneur, would you do the parts you don't like? Would you stick with it and by the way, when I say the parts you don't like and do more what I don't mean is like work longer hours, or do more posting like it's not necessarily those things. It's almost never those things. But it's the hard part of like, would you stick with this goal? And go again? Would you be willing to set the same goal two months in a row failing the first time? Would you go again? Would you be willing to continue to say no to an opportunity and keep your attention over here on your main offering? Would you be willing to set your prices at a level you're slightly uncomfortable with, but that you're delivering the value at that level? And then work to coach yourself to be okay, at that level, instead of breaking it up into payments or not making offers at all? Because you feel uncomfortable with like, would you be willing to do the parts that you don't like to do that don't come naturally or feel good? If you weren't working in a coaching container? Maybe? Maybe not. But that's one of the first similarities that I noticed is, wow, the class and having a coach is just like being in a group coaching setting or working with a coach in business. Okay. The second thing I want to draw the similarities between is how consistency and calm are everything. So I'm going to tell you a story about a woman named Beth that I met. Again, we do these classes, she was in the squat rack right next to me. And we're going through the rounds of our workout. And she is smaller than me. She's probably 15 years older than I am, I had found out after the workout that she had, like a back injury that she was working through. And let me tell y'all, she smoked my ass. And not because she was moving very fast. She was just so consistent and so methodical in the way that she was working out and the way that she was regulating her breathing and the way that she was, like, let me take a minute, like, get my breath together. And then I do all of the reps at once of the set. And then I take another break. And then I do all those are and she did so well at pacing herself, that she kicked my ass, even though I am in terms of raw strength, much stronger than she was. So I talked with her afterwards, and said, what I said just now, which was Wow, you kicked ass at that workout. Tell me how long have you been working out here? And like, what do you think about when you lift. And she's like, I've been

lifting consistently for the last like eight years, she's like, I'm much smaller than like than the guys for sure. And then most people certainly, but she has worked so hard at creating consistency by showing up regularly and calm, that she kicks ass at these workouts, because she has composure over her body and control and command over her body. So I want you to think about your business. And the entrepreneurs that like set really large goal like revenue goals, or people that have large businesses or businesses are going regularly, in addition to growing their business, they're also growing, they're calm, and their consistency and their command over their time, their energy like that is just as much a part of the business, as is learning how to sell or doing the marketing, it's learning to have composure, it's learning when we're going to push and when we're going to rest, it's learning how to not run out of breath, like how to not get burnt out. Basically, that's just as much a part of business as it is a part of being in command in exercising, right. That was such a really cool example to see that in parallel. And that kind of leads me to point number three, which was the thoughts that you have while doing the action matter a lot. And your job is to bring awareness to what your thinking is, while you're putting in the reps. So I noticed when I first came back to lifting the first couple sessions, I really struggled in the group setting because the whole time I was like, Oh my gosh, I'm gonna be behind my wrist hurts. I can't squat that deep. I should have warmed up longer. Oh my gosh, is my contact moving, my wrist hurts, my knee hurts. I'm gonna run out of breath like, this is so heavy. These are the thoughts that I was having while I was holding on to 135 pounds of weight.

And I'm bringing this up to say like, it's really hard to focus on moving with speed and dexterity. When I'm thinking I'm going to drop this, I can't do this. I'm so behind. I should have got her earlier. Like, my thoughts were not supporting me and the training I was doing. So lo and behold, I was last I was feeling awkward and uncomfortable. Like I didn't belong, like I was losing my grip. And it's because that's what my constant thoughts were. So one of the things I started doing, I did a session outside of class just by myself a couple days ago, and I made it a point the whole time to go through my workout thinking I'm so glad I came. I'm doing really well. That was a good Rep. Push hard. Okay, take a breath like we're gonna do a lap and we're getting back into it. I can do this like Talking myself coaching myself, and not from like a rah rah standpoint, but intentionally choosing thoughts that support that workout and support the movements I was doing. And I had a way different experience. So obviously, I'll be doing more of that. But I want you to think about this for your business. Think about the ways in which the whole time you're marketing, if you're thinking, no one's going to buy this, and nobody wants this. And I don't know why anyone would listen to me. And I really want people to buy this from me, instead of this is going to help someone today, this is so valuable, people want to hear what I have to say, they need this information to help them be better at x, y, and z. People love spending time with me, my brain is valuable, you can do the same workout, you can do the same marketing tasks with two completely different sets of thought, and have two completely different energy levels and power behind those actions. So I want you to think about that, especially when it comes to marketing. But also when you're servicing clients, really think about what are the predominant thoughts I'm having while I'm doing the movements while I'm putting in the reps. Okay, the next one, number four, one of the workouts we're doing front squats, back squats. Like I said, I'm strong. So that's fine front squats, I don't like it. I don't like the way my form. And just to be clear, like

I'm saying this to you all. I'm very busy, like in my head about like, I don't want to do this, whatever, I still go, I'm still get my workout in, I'm still push. And I certainly don't say this to my coach. But front squats, they hurt my wrist because of kind of the way my arms, the length of my arms and my size. And so I was asking coach Ashley during the sessions like, hey, how do I make my wrist not hurt? Or I said, Is there a way to make my wrist not hurt? You know, while I'm doing this movement? And she said, Yeah, get stronger. And I was like, how dare she? And what when we get stronger, like you're supposed to make this easier on me. Like, that's what my thought was, you're supposed to give me an adjustment that I can do to make this more accessible and easier. To me. That's what my inclination is, is like, this is hard, and my wrists weren't gonna, like pop off, I was not in pain, it was really uncomfortable. And it hurt without like, I wasn't gonna get hurt if this makes sense at all. And so my inclination would be to make something like that easier, instead of getting stronger to meet the challenge. So after the class, I was like, Hey, what do you mean get stronger, and she's like, yeah, a lot of people have trouble with that movement. So that's one thing. First of all, you're not a special snowflake Haley, get stronger. A lot of people have trouble that movement. So what people will do is when they see front squat, on the list of the exercises, we're going to do the beginning of class, they'll do some extra stretches they'll grab, there's some like weighted hand balls and do some mobility movements with the weighted hand balls, before they start their reps, they will put a whole bunch of weight on the bar, like more than they're actually going to squat, and stretch out their wrists so that when it's time to actually squat and do it in progression with the other exercises, the wrists are ready, their wrists are stronger. And it was like, Okay, that makes sense. But I want you to think about this in your business. How often do you meet a challenge, you might set a goal for yourself or you come up to a challenge? For instance, if you have been trying to sell a particular product, and you haven't for maybe 234 months, five months? How often do you go, this isn't working and I need to do something else? Ie make it easier than the experience I'm having right now, which is disappointment and frustration? How many times you try to make it easier, instead of getting really curious and think how can I be stronger to meet this challenge? So if you're working on selling something, and it's not working, are you evaluating regularly? Are you really asking? What is the value in this? Who is it for? What am I saying?

What have I said so far? That's not resonating? What do I need to say? What do people need to hear to understand that this is for them? Where are the breakdowns? Like, if you're not going into that level of problem solving, and it's not working, and then you go off to do something else. That's the equivalent of let me make this easier. Now you may intentionally decide, I'm not available for that, like I don't want to do all those things. And so I'm going to go do something else that is simpler, but notice, like make that a choice make that a deliberate choice instead of the weight is too heavy, and I can't do it. So I'm just not going to do it. Instead of like, Oh, I'm unwilling to do this work to meet the challenge. Alright, now the last thing that I want to point out is that the growth usually happens like most of the growth in lifting and training happens outside of the reps. Most of the growth happens outside of the reps meaning the lifting of the weights, breaks down your muscle fibers, and that's it. It breaks muscle fibers, the rest of the growth that you want to see in training Have muscle mass in terms of like change of physique in terms of strength that happens when you're eating nutritious foods, like

when you're fueling your body so that it can do the repair job and build better and more muscle mass, it happens when you're sleeping during recovery, it happens when you're warming up properly, it happens when, like when you go to load again, let's say it's two days from now, and you go to work out again, and you load right before the actual lift. Like most of the game happens outside of the actual reps, all of the game does, actually. So I want you to think about your business, like the power of your work is not in the exact words that you say in the exact shape of your offer. It's not like, I have to say these specific words to get people to buy, or people will work with me for eight weeks, but they won't for 16 weeks, like the features almost don't matter. It's all the stuff around your offer and around the decisions you make in your business. Like what you think about yourself, what you think about the offer, the thoughts you have about your clients, the value you actually believe is in what you're creating. It's how often you practice, like loving your people and showing up to be seen, like all of that matters more than the exact features of what your offer is the exact way you lay it out. This is why you'll have people who have businesses that like there's typos in their emails, and they don't show up on a certain schedule. And their branding isn't the best. But they do like bonkers work, I would put myself in this category of I do B work, that's fine. It's not a plus work a lot of the time, and that's fine. And it's not because I don't care about excellence. It's because I know the truth is the gains, the growth is going to happen in my thoughts in my action in my Yeah, and my actions and my willingness to show up and my willingness to think deeply about what my clients need, and creating things that actually help people like that's where most of my energy goes. And so performatively It may look like the work and I'm fine with that. Because I know like the deep value that I'm creating around the features or around exactly how something is presented. Okay. I hope this episode was helpful. One if you are lifting and even if you're not one of my clients, if you are an athlete, and you listen to this podcast, you can come for me and tell you how I should enjoy lifting more. Or share with me any epiphanies you've had about training, working out walking, hiking, adventuring, any of those things, and the similarities between those things and running your business. And if you are not an athlete at all, I hope this episode was so helpful and fun for you. So I literally have a workout in 25 minutes. So I'm going to end this and go but I appreciate you listening to the podcast. I'm so glad that you're here and I cannot wait to see you or connect with you in the next episode. Thank you for listening to this episode of one year from now you can find the show notes and all the links we mentioned at [brainspace optimized comm slash podcast](#) if you want to chat me up about all things entrepreneurship, then head to [brain space optimized comm](#) and join my email list. This is where we have rich conversations about the experience of business ownership. It's thoughtful, it's funny, I like getting responses and chatting with you all it's a good time. Lastly, you can find me on Instagram at [brainspace optimized](#) and we will see you in the next episode.