

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

I'm Hailey 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.

Hey, welcome to the podcast, I'm so glad you are listening. And I have something very special for you this episode. And the next two are going to be a three part mini series on multi brand entrepreneurship and a few mindset concepts that are really going to serve you if you consider yourself a multi brand entrepreneur. So my definition of an entrepreneur is that it is a person who will build their own primary source of income, but will also have many projects that they work on throughout their lifetime. So that might be for profit, like businesses, it might be non for profits, it might be passive income streams that they're building. But entrepreneurs are people that build multiple brands, or are a part of multiple brands. Now, there are some logistics that come with building multiple brands, stacking growth phases, and planning growth phases of different brands, so that you actually have enough time and attention and energy to devote to the brands when they need it at different points of growth. There's also some things to be said about learning how to hire and manage cash flow across multiple businesses. But this series is all about three kind of underground, if you will, mindset shifts that need to happen when you are a multi brand entrepreneur. And I call these kind of foundational underground kind of initial thoughts, because these are things that I don't think we pay enough attention to. And we can see the fruit of not paying attention to these three things. Once people have multiple brands, and they're exhausted, stressed out, the profitability begins to wane and one or the other, or they hit some kind of plateau. Or that person has to close a brand because they can't be with it and work in it the way that they want to. So here are the foundational thoughts and concepts, mindset pieces, if you will, of being a multi brand entrepreneur number one has to do with you and your to do list, which we will talk about today. Number two, is being too busy, being helpful to actually be impactful. And number three is being intimidated by our vision, or by other entrepreneurs. So our reactions, or our ability to see or unseen, each of these concepts is foundational to the experience of being a successful. And by that I mean profitable, and like emotionally and mentally healthy, multi brand entrepreneur. So that's what we're talking about these next three episodes, this episode of the next two. Okay, let's talk about your to do list. So, I used to be a virtual assistant. And I was an executive virtual assistant, which means I was so about my clients calendars and their inboxes. And those two pieces played really, I think important together like they sat next to each other doing inbox management and calendar management. Because your inbox and your calendar can if you're not careful function as your to do list. And it's usually full of things other people want you to do for them. I want you to like look at your to do list in your calendar and just notice how many things are things other people need you or want you to do for them? And how many things have you directed? Okay, so that's it, my first thought about the to do list is like, notice, or at least that's what I was noticing immediately when I was in a virtual assistant like, oh, most of my clients when they first come to me,

their calendars were other people's priorities on their time and their energy and their effort. Now, the challenge with that, especially if you are a multi brand entrepreneur, is that you are responsible for your energy and effort and time and where those things go. If you don't direct these things, then other people will just impose their priorities onto your time and energy and effort. And it spirals out of control and ends up being this really long to do lists and these really stuffed calendars. And what I kept finding as a virtual assistant was that no matter what I did no matter what system we used. Some of my clients just consistently had to do lists that were far too long and consistently had overpacked calendars, like to the point where I had one client who, like he just wouldn't eat some days, like he would get up, get his kids out the door, head into the office, do a whole he would just have things back to back to back to back to back, and he would not eat all day long. And he felt like he couldn't because of his to do list, his calendar, his inbox, which we're all functioning as to do lists for him. And some clients would say like, they would hire me when they were feeling over, stuffed with their to do list with other people's priorities for them with the amount of things they think they thought they needed to get done. And they would say like, Oh, can you help me set up like a sauna? Can you help me set up a better to do list, maybe we should switch to get flow. Or maybe we should put everything in notion that'll help those things will help. But here's the reality that I learned very quickly as an assistant task managers only organize and sort the tasks, you as the entrepreneur are responsible for which tasks come on to your list. Task managers can only hold your stuff, they can make them really pretty color coded, organized, they can divide all your stuff into categories. But here's the reality. If you have too many things, it doesn't matter if they're pretty unorganized, there's still too many things. And you're not overwhelmed with your to do list because they're not organized or overwhelmed. Because it's too much. They're too many things. And that was always frustrating to me as a virtual assistant. Because I was like, I'm trying to help I'm putting this together. First of all, those clients that were consistently over committed their to do lists were always super duper long, it didn't matter if I kept things sorted, because their processes for bringing in information, like bringing in things to the to do list. Those I couldn't sort as their virtual assistant, like I couldn't sit next to them. And when someone asked them to do a thing, I couldn't be like, No, no, no, you don't have capacity for that hand it back, I couldn't sit with them and do that. Honestly, this is one of the reasons why I switched into coaching because there were some problems I couldn't solve with a better task management system. This was this is one of those problems. So we're going to talk about your to do list today, I think in a different way, probably than you've ever thought about it before. If you are in this place of being consistently over committed, and your to do list is consistently out of control very long. If you consistently feel like my list is other people's priorities for me, if you consistently or even just go through seasons, where you feel a lot of anxiety and heaviness around your to do list. And you think about it when you go to bed and you think about it when you wake up like this isn't normal. That's not normal behavior. It is normalized. But that's not necessary for being a multi brand entrepreneur, you don't actually have to have that experience with your to do list. So we're going to talk about getting comfortable with your to do list, and how you can think about your to do list in a way that serves you in a way that actually helps you get more things completed. So yeah, that's we're gonna do today. First thing first, I've already said this one, one task manager is just that it manages the tasks, which means however many tasks

you give it, it's going to sort it and organize it, that does not actually help the tasks get done. And people will say like, well, half the battle is knowing what all the things are. Sure, but knowing and doing are different. And the point of your task manager your to do list is to help you do. So I want you to think about yourself, like a cup, I've got a mug sitting here next to me on my desk, the cup itself is rigid, right? It's not flexible, it doesn't like shrink or grow. You are a cup. I'm making this analogy just in this moment. But I want you to think about how the cup size doesn't change. And for you, we're going to assume at this moment, your energy levels, meaning like how long you can actually be active in your day, before you need to like sit down and get away from your computer or go for a walk or do something else. Your energy levels, the amount of brain space you have, the amount of time you have, all of those things are rigid. Those things are the cup, let's just assume that they don't change people's argument kind of against this is like Well, once

I'm done with this project, or once I'm done with that project, we'll talk about that in a second. But let's just assume the energy you have the amount of brain space you have and the amount of time you have are not going to change drastically now and three months from now, or six months from now or nine months from now. Those things just are not going to change to be completely honest. Maybe a little bit but not as dramatically As we sometimes believe they will be in the future, we hope we will suddenly have more energy or more time in the future. But those things are static, your tasks are water, when you go to fill up a cup, at some point, you run out of room, you can pour more water into that cup, but what happens, the water just runs out the sides, right, the cup can't actually hold that water. Even if the cup really wants to hold the water,

your energy and your mind, your energy, your mind and your time are fixed, you only get 24 hours. That's it, each of us only has a certain amount of energy every day, it's fixed. So the number one thing that I want you to think about is I want you to check, am I pouring 10 ounces of water in a seven ounce cup? The answer very likely, if your to do list is consistently giving you anxiety and consistently. You know, the first thing you think of the last thing you think of and you're running around after it like, if that's the case, you're trying to pour too much water in a cup that legitimately just doesn't fit. And sometimes this brings up feelings of inadequacy. Personally, I struggle with this. Because I feel as though like I should be able to do all of the things I want to do. But my brain, my body, my mind, literally can only compute so many things at a time. So one of the things I've had to get comfortable with is reality that I can only work maybe five good hours a day, maybe six, maybe, honestly, every four hours, I need a break, I take a nap or like lay down and close my eyes at the end of my workday, which is at like 4pm. Because I then have to, you know, go get my son and flip into parenting and I can't be conscious for that many hours in a row without taking a break, I just do not have that capacity. And the more I lean into that, an honor how much time and energy and brain space I actually have, the better I am at getting through my tasks, because I'm not resisting the fact that I have a seven ounce cup here. That's a point I wanted to make. The second thing I want to talk about with your to do list. And the goal of all this I will say is to help you get comfortable with your to do list and know how to work through it. Usually we want to resist our to do list. It's like this antagonizing feature in our lives. But if you get comfortable with your to do

list, its job and your job. You can live very harmoniously with your to do lists, you can see it as the helper that it is. And not as like the villain in your story, the thing that's keeping you so stressed because it's not keeping you stress, you were keeping you stressed, you were keeping yourself over committed Its job is just hold the tasks, maybe organize them so they look nicely. So the first thing you want to look at is your energy levels, your brain space, your time and just ask, am I trying to pour 10 ounces of stuff into a seven ounce cup because it just is not going to work? Alright, the converse of that is just a thought I want to offer. So if you're a multi brand entrepreneur, which most of my clients are, they're also parents, they're also writers and lecturers and really brilliant people. Honestly, here's the reality, for two reasons. One, because you're an adult, and two, because you're so smart, you were never not going to have a to do list. Like I want you to think about that for a second. Because sometimes we treat our to do lists, like you know, once I get done with it, then I will have all this time and space, my anxiety will disappear. Because you are an adult, you will never again in your existence not have something to do. I think like the bathroom cleaning the bathroom is an example of that. Because we use the bathroom regularly, I have to clean it regularly, which means I will never not have that item on at least a weekly to do list at least. So because you're an adult, your to do list actually ain't going nowhere. From now until you die, there will be things for you to do. And because you are brilliant, and intelligent, and a good communicator and excellent at what you do, people will always, always want more of your time and energy and your brain. Not maliciously, but because you were so excellent at what you do. This brings me to that example I was saying at the top of the episode, one of my clients when I was a virtual assistant, he didn't have a long to do list because he was behind or he was slow or he was like moving his priorities weren't organized. And I know he had a very long to do list because he was readily accepting every single request for his time and his attention and his brain with the assumption that again, at some maybe he was thinking like at some point it'll just run out or no when you are intelligent and resourceful and capable. People want that in their lives. So if you have a to do list, would you always well,

people are going to want access to you. Okay, so your list again, there will always be things available to put to your list, and they're gonna be really good things, things that align with your values, things that, you know, make other people feel really good things that are great for the economy for the country for, you know, causes that you care for those will always be there, it's supply and demand, like the demand on your time and energy and attention will always always outweigh the supply of each of those things that you have. And it's not wrong. It's not a bad thing. But again, your job is to be in charge of the resources you have available to you, your time and your energy and your effort. And one of the things you have to know is that you will always have a to do list, because you're grown up and be there will always be a demand for you, you were in demand. Now, the best way to work through your to do list, and to have a different relationship with it. One that doesn't cause a lot of anxiety and Nxd is to not resist it. And that's everything I was just saying up until now is understanding why you have a to do list, why it probably is causing you a lot of anxiety. And your job now is to not resist it. Okay, don't wish it was gone. Because when you do when you resist having a to do list, what do you do when you resist something right, you want to get away from it as quickly as possible. If it's something you have to engage in, you want to get rid

of it as quickly as you can. And that will leave you working and hustling to get through your list as quickly as possible, except we just said your list isn't ever going away. So when you get into those hustle spirals, hustle spirals are like, my list is just so long, and I can't get it together what's wrong with me, nothing's wrong with you. You're just resisting having the list there in the first place. Instead of thinking about how you and your to do list can work together to help you be the entrepreneur that you want to be. So we're going to talk about changing your relationship with your to do list and it happens, it starts with allowing it to be there and appreciating why it's there in the first place. It's there because you are brilliant. It's there. Because people want your time and energy and attention. It's there because you are plugged in to impactful work. That's why all of those tasks are there. Okay, so just I mean, legitimately and this might sound cuckoo bananas to you. But just take a minute and be thankful for the things that are on your list and your list in general. Because it means that you're plugged in and connected to important work. And that's the first piece is just to allow your list to be there. Now, when you are in a place of allowing it to be there and not resisting it. And I guess the other piece of allowing it to be there is when you know that something is just there, you don't have to love it, you can appreciate it, you don't even have to feel real grateful. just appreciate that. Yep, it's there, I can see it, thank you list. There are many, many things on it. When you are in that space, and you're not actively resisting it or actively feeling anxiety with it and about your list, then you can sort through it. And the first piece is just like emotionally give back urgency and crises to where they came from. So as we talked about earlier, many of the things on your list might be things might be other people's priorities on your time and energy and attention. One of the things you can do to like, kind of take the energy out of that, because many of those things will be very urgent for other people, is to just by yourself, I mean, really look at the items on your to do list. And just aside, this is not a crisis. For me. It's not a crisis. It's a crisis for so and so not a crisis for me, your job is to like de escalate your emotions around things that are really urgent, or crisis for other people. In this moment, you also want to look through your list and say what things on my list are actually other people's responsibility that I've raised my hand for. Or To be honest, if you raise your hand for something, because you're used to being the person that raises their hand for something, that's not actually your responsibility to get done, which you'll know something is not your responsibility to get done. If you have to ask like 90 questions to get it done. Or if you've been blocked on it for a long time, I'd question whether or not was your thing to do anyway, not always not for every task,

but for many of them, and may not be your task. So first thing is to emotionally and mentally Give back the urgency and the crises and responsibility to anyone whose tasks are on your list that they came to you in crisis and it's urgent and I need you to X, Y and Z. And then you can go through the list again and start to reassign, remove or delegate from this energy. So I think these steps are kind of important. Allow your list to be there kind of appreciate the tasks that are there and then move And mentally give back urgency and crises and responsibilities where they go, and then do the reassessing and the calling and the delegation. Because when you do it without the kind of mindset and emotional stuff, you don't actually end up calling that much. That was another fascinating thing that happened, when I was a virtual assistant, I would get with my client, I'd say, Okay, let's hit it, let's go

through the list. And they would end up keeping so much of their list, if we had 15 things on the list, they would keep like 11 of them, or nine of them purely based off of their discomfort, with giving people that urgency back, or their responsibility back, or just being so anxious about the list being there in the first place that they think that the fastest thing to do is just do it themselves, they would keep so much and it just it kept the list longer with them. so anxious. So allow it to be there, appreciate the things that are on your list, give back mentally and emotionally, the urgency and the crises and the responsibilities and then actually go back and reassign and call and delegate from that energy. Not everything is going to be removed from your list. Because here's the truth that we mentioned already. In this episode, I'm gonna keep saying this, your list is never going away until the day you die, there will be things for you to do. So I want you to look at your list as the things that actually end up staying on your list that are yours to do that are in line with your priorities and not overburdened with other people's priorities. When your time and your attention and your energy. Those things that are left to do. It comes back around to that cup analogy, if each task is an ounce, and there are 22 ounces, and you're a seven ounce cup, yeah, you're going to need to pour seven ounces, drink the seven ounces, and then you can deal with the rest of the ounces. There is no way at any point in time in which you can do all of the ounces at once. And I want you to like hear and experience the calmness with which I'm talking about this. Because if you look at your list, and you're swinging into really high energy, and there's so many things to do on your list, and I just I really wish I want to get them done and I need it. If you're in that space, then take your time and go back through the steps that I just said, allowing it to be there appreciating it, giving back urgency and actually calling it because your list is meant to be your helper. And what's going to matter. Most in the longevity of your career as an entrepreneur is your ability to manage your resources, time energy and brain space resources just like money as a resource, just like debt as a resource, your job is to manage them well. And you will have a long and successful career. If you're able to have a good relationship with your to do list when you're able to let it be a helper to you. When you're able to manage your own emotions around it. And around your tasks. When you are able to sit in the discomfort of handing something back to someone or just telling them that you're not doing it that's available to you. That's gonna change how you're able to move through your day. And when you aren't frazzled jumping from thing to thing to thing to thing and trying to pour 20 ounces on a seven ounce cup, you're actually going to get those seven ounces done. And then another seven ounces and another seven out like you'll actually move through the work that you need to do far more elegantly, far more easily, you actually move more quickly, because of the relationship you have with your list. It's like dancing. Like if you've ever tried to dance when you're really tight and really anxious for a while you don't want dance in the first place. And secondly, it's horrible. It's a terrible experience. It feels terrible, it looks terrible. versus when you're in flow, and you're actually enjoying you move a lot more, the whole thing goes a lot better. So the moral of this story, one, your to do list is not your enemy to You're a grown up, which means you're going to have one for the rest of your life. Congratulations. Three, the best thing you can do is change your relationship with your to do list. It is there to help you and you are responsible for managing your resources, not your list.

Alright, next week, we're talking about being too busy, trying to be helpful, and

losing sight of how you can be impactful. Thank you for listening. If you have comments or questions, you can hit me up. I'm on Instagram at brain space optimized. And if you are a multi brand entrepreneur and you want to enjoy a long career as an entrepreneur and not burn yourself out, send me a message. Let's talk about how I can help you create a really profitable base for your career. And then actually manage all of your time and energy and effort around the other projects you want to get done. So you can go to brain space optimized comm slash clarity and find us a time to talk. Okay, I'll see you on 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 brain space optimized comm slash podcast and 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 is 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.