

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 in 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 back to the podcast. Welcome to the second installment in the multi brand entrepreneurship series I'm doing last episode we were talking about your to do list and the relationship you have with your to do list and how to get comfortable with it. This episode, we're talking about being helpful and being impactful because those are two different things friends, and then next week, we're going to be talking about another topic, we're going to talk about intimidation, both you feeling intimidated by your vision intimidated by other entrepreneurs, that plays a bigger part in this journey than I think we give it credit for. So the reason I'm doing this series, again, is because the definition of an entrepreneur to me is not just someone who creates a single income source for themselves, and they stick with it, and they stay with it for the rest of their lives. That's a small business owner, an entrepreneur is someone who might create that, but they're gonna work on many projects during their life. So they're gonna buy and sell businesses are going to start new passive income streams are going to launch nonprofits, an entrepreneur creates, starts and ends projects multiple times over their lifetime. And what I want to share in this series are some foundational concepts for kind of the identity of an entrepreneur, a successful entrepreneur, at least, as it pertains to what I've seen, and ways I've seen people not be successful. And by successful I mean financially successful, but just also enjoying and being healthy and safe in their journey of entrepreneurship. So I think one of the ideas of an entrepreneur or someone that's like stressed out all the time, and they work a lot of hours. And there's lots of projects going on. And it's really fast paced, and it's like really intense. But there's also a version of entrepreneurship, where you work hard, and you sleep, you work hard, and you rust, you work hard, and your marriage is healthy, you work hard, and you're not only working,

you travel, and you have a life. And so these are some foundational concepts that I want to teach on and start to lay that groundwork, you might be in a place where you have already created the single, or the primary revenue stream for yourself, that would be your main business. And that's typically where my clients find me, they've created that revenue stream. And then one of the first things we do is work to make it really profitable. So they can take that money and start saving it or start investing it or put it into another project, or figure out how to refine their business so that they're working less in their primary source of income and can take that time and apply their time to go create other streams of income. You might be at that stage, you might already have a primary source of income and additional pieces of income as well or additional projects that you work on. But wherever you are, I want you to take this three part series and just think, how does this apply to me? How can I apply this to my life so that I can be more successful again, yes,

financially, but also just emotionally and mentally. Okay, let's get into today's topic, we are talking about being so helpful, that you're not impactful. And I want to acknowledge that this is a significant trap, tripping point, a sticking point for entrepreneurs, because we have to become masters at managing our time and our energy and our attention. Sometimes we fail at that. Or sometimes if you haven't been taught or really challenged yourself to be good at it, you might be doing it in a way that you know is only going to get worse and worse as your journey into entrepreneurship continues or as you you know, your projects get larger. It's only gonna get worse and worse if you didn't learn how to manage your time and energy well from the beginning. This is one of those traps. Sometimes my clients get too helpful to be as impactful as they want to be and I can already tell because of the clients on my roster, this episode is going to step on some toes ease, okay, it's gonna hit close to home for some folks, but I think it's necessary to talk about because this is the place where especially my men and us Especially people of color gets stuck in not actually growing past where they want to be. This is the difference between, you know, a 50k business or a 60, or 70k business and a 250 and 350k business, this is the difference is being able to focus on your impact and not focus on the actions of being helpful. So, because this topic kind of pits helpfulness and impactful impact against each other, it can feel like a dichotomy, like an either or situation. But I want to offer I'm not saying it is, and I'm not saying we always pick impact over being helpful, one isn't better than the other. But it's up to each of you to measure is being helpful getting in the way of me ultimately being as impactful as I want to be. And that's what my clients want. That's what if you're listening to this, I know you want you want to be impactful, primarily financially impactful to your immediate family, you want to either, you know, fully be the breadwinner and retire your partner, or you want to make sure you have loads of money in savings, you want to start investing, you want to buy another property, you want to be impactful to nieces and nephews and then just the world at large you want cash available to you to give to mentor to build new and interesting things that impact the world positively. And so it's important that you notice, ooh, is this a place where I'm getting tripped up. So this episode is an invitation for you to investigate. If you're feeling bogged down with stuff, and you're not doing the work you want to be doing. If you're not generating the revenue that you want to be generating. Or if your plate is just really full, and you're feeling resentful, instead of you know, these things are feeling full, but you're feeling like vivid and content with it. This is a place where I investigate. So in this episode, I'm going to explain this concept, we're going to talk about the symptoms and why this is a problem, we are going to kind of get to the bottom of it like the root of why we do this, I'm gonna give you some examples from my life and from my clients lives. And then we're going to talk about what you can do about it. Alright, so that's the outline. Let's dive in. So number one, I want to explain this concept and what I mean by being too helpful to be impactful. So this basically, is when we get too busy being helpful, and we lose our ability, we lose our opportunity to be deeply impactful. So every single thing we do has an opportunity cost. When we say yes to one thing, we say no to other things. And I always want to look at am I being helpful out of an auto response, which we'll talk about later, when we talk about like, what's really going on with us? Am I being helpful out of habit or out of a trauma response, or because I don't know how else to act. So I just fill myself up with helpful tasks. And then I lose the opportunity to really be impactful to really be thoughtful about the solutions I create, and to really solve deep problems,

because I'm so busy running around and being helpful. So when you're an entrepreneur, this can take a couple of like it can have a couple of looks to it. So I want to talk about the symptoms. And why this is a problem. This can look like growing your business to a certain size where it's time to start hiring. And it's time to start delegating. But when you are so busy being like helpful and thinking I have to do this, you struggle with the idea that you have to learn how to lead and how to delegate when you're used to being helpful. The idea that hiring and delegating is a skill, meaning you're going to fail at it several times before you get it or you're going to continue to get better and better at it as you go. If you look at it that way, then as you fail, your brain doesn't go well. It's just easier if I do it myself that no one else can do it like me, I have to do it you think you're being like helpful. And that's what's in the best interest of your client. But really, you're just unwilling to fail at the skill of hiring and delegating. And that can be a symptom of getting yourself too busy being really helpful, and not actually going ahead and hiring and delegating so that you can move into a more impactful relationship and a more impactful role. So this can also look like handicapping your business with low cost highly accessible offers or offering lots of things for free or not pricing so that you and the business and your client actually thrive. Basically I call this like helping too soon. This is another symptom of wanting to be really, really helpful to the point where it actually handicaps the business and it cannot be as profitable you are tired and ragged, so you are not as impactful or as potent when you show up to do your work. And when you're not as impactful, as potent, when you show up to do your work, your clients don't get the results that they want. So you think you're being helpful by making things free, very low cost very accessible, when in reality, it's actually not what's best for everyone. That's another example. Another symptom of being too busy being helpful to be impactful is you'll notice your to do list, like we talked about last episode are just super, super long. And you keep adding to your responsibilities without removing it, we're going to talk about FOMO in a second, but you keep adding without removing tasks, because part of your identity is around being someone who is helpful. If you take on a task, and you're unwilling to give it away or not take on the task, because you're at capacity. That's you making yourself too busy with helpfulness with being helpful. And this can be in your work. This happens a lot like many of my clients are part of nonprofits, they are mentors, they're board members, they are, you know, working on community projects. And so we end up stuffing ourselves with those things as well being really helpful, when in reality, just everything, the quality of your brain, the quality of what you offer, the quality of your work all drops across the board, not just in that area, but across the board across your entire lives, when you get really busy being helpful. Another symptom, or another way that might look is not changing the nature of the things that you add. So if you have been raised to be a helper, it usually means you've been raised to do to do for people, right? The most, I'm using air quotes, the most helpful thing you can do is to do it for them. Except that puts us in the position where we think the most impactful thing that we can do for somebody is to do it for them. And that means we will just keep what we do add to our list will just be more production hours, meaning hours doing things, when in reality, the more impactful things will be giving not just production time but also advisement time being an investor. Those are other ways to add things to your list that aren't production time that allow you to be potent, but don't require you to be busy with whatever projects you have on your plate. So that's another symptom of being so full

being helpful that we're not impactful is we don't even think about the other ways in which we can impact any of the projects and any of the things we're working on, we just continue to add production hours we keep continue to like, offer to do things for people. So another symptom or another thing This causes

is feeling afraid or unable to protect yourself as the asset. So this comes up when you are again, so used to being busy, so used to being helpful that like you are the last priority and it feels unsafe, to prioritize yourself, it feels unsafe to push back on being helpful, so that you can be more impactful. But that also means you just have more space to protect you the human the asset, and feeling afraid or unsafe to do that. That's another sign to investigate whether you're so full with helpfulness, that you're not able to be impactful. And then the last thing is just not being able to practice constraint. So this is huge. For multi brand entrepreneurs, we have 1000s of ideas.

I mean, that's probably an exaggeration, hundreds of ideas a year, that seemed like really good ideas, and not just for businesses, for nonprofits, for digital products for books for talks we want to give for ebooks we want to write for courses, like there's so much we want to create. And when you're used to being a producer, when you're used to being helpful if your identity is I am someone that is helpful, I have seen a problem someone struggling with, I have to help I need to help them. It's lacking constraint. And constraint isn't a bad word. It just means you're not practiced at focusing your time and energy and attention. It means you're typically spread across multiple brands, but not assigning resources to multiple brands or to multiple things. It means you're stretched across, it feels like you're stretched too thin. So another symptom here is, like I said, not practicing restraint and just kind of going wherever you see a need and not thinking about Okay, is this the best use of my time, energy and attention right now? How does this help my overall goal of being impactful? Am I the best person to solve this problem? That's an excellent question. You might be a really good person to solve this problem. But with all the love, you're not special, you're not the only one who can solve this problem. And it's okay if you pass a problem unsolved. It's almost like entrepreneurs can't help themselves like we have To solve every problem that we see, but practicing constraint allows you to like walk by and experience and I'm being cavalier about this. And I know it comes from this place of empathy, this desire to help this desire to love on people this desire to build others up. That is true. And it doesn't mean that every problem that you encounter is your problems to solve. It doesn't mean that every single thing that someone brings up to you as an issue, you need to accept, they're not the same things being helpful and being impactful are not the same things. And in this case, practicing constraint honestly might allow someone else to step up into that role and solve it better than you probably could better than maybe you could. So those are some examples of what this might look like. I want to talk about, what is this really about? What is this idea when you're really full, being helpful. And again, this isn't a problem if you're helpful and feeling like content, and you're like your life is vivid and not heavy. But for those of you that feel heavy and overworked and drained and burnt out, because you're being so helpful, this is a problem. So what's this really about? This comes down to, I would say four big things. And we're gonna talk about some exhilarate. And I've already talked about some exhilarate reasons, this might be a thing. But the four big ones are control, uncertainty, identity, and FOMO. Control is not

something we think about typically when we think about being helpful, I heard a great quote that I'm going to try not to butcher from Addie Broyles, who is a, you know, amazing coach. She's just generally an amazing practitioner. But she says, help is the sunny side of control. Think about that for a second help is the sunny side of control, which, if you are somebody who had to grow up really early, right, if you've had like a dysfunctional childhood, or even just were in relationships where you had to play the parent, and had a lot of responsibility and be responsible for people's emotional needs, you learned early on, like control was really useful. It kept things neat and orderly. And it was protective action to control things. And I'm going to give you a really good example of this. But I want you to notice that when you're helpfulness is really just a desire for again, not necessarily malicious control, but like a desire to see things go just so to see things happen, just the way that you think they should happen. I personally get stuck here. I don't mean to be controlling. But I also have a really grand vision for how this should go. Even if it's an idea that's not necessarily mine. If someone asked my opinion, and then I have like this beautiful, amazing idea about it, then I'm gonna jump in and go into helping mode and go into production mode. Because I think it's worth my idea coming to light, or this project is incredible. And I want to be a part. But notice, when you're helpfulness is really about your desire to control your desire for things to go just so I also want to offer uncertainty might be at the bottom or the center of your desire to be helpful. Either. You can be uncertain about what other role you're supposed to play, if you don't do stuff for people, that can be a thing. Like if you're used to being a helper, and you're used to actioning and are used to, you know, setting up meetings and stacking chairs after meetings, and it feels really good. To get that feedback. People say thank you so much for setting up this meeting. Thank you so much for bringing the snacks thank you so much for the things you do, it feels really uncertain to put yourself in a position and show up in a way that isn't, quote unquote helpful or doesn't elicit those responses that creates uncertainty about what you're supposed to do, and about how you're supposed to operate in the world. You might also be concerned about uncertainty, other people experience by you not helping anymore by you not being in production mode anymore, right. So I think about like the nonprofit boards that I've been on, if I've started as a project manager, or as like the board chair, and it's my job to come in and to take you know, set up the meeting and get the documents ready and to take notes and send out the to do lists afterwards. I remember one of the times I made the switch from being helpful in that way to more of an advisory role. And rather being in the meeting. I said, Hey, I need these are fake names. Ted, you're going to take notes, and I expect you to get with Amy and make sure those go out to the team titles like

Well, isn't that what you normally do? Like it created uncertainty and him and had I not been thinking and I think even in that moment, I was like a little like, oh, should I just do it? Because he seems uncertain. He seems upset. I don't want to rock the boat here. And I ultimately was like, Yeah, no, you're gonna do it in a kind way. But you can feel really nervous about changing how you interact with people if you've primarily been really helpful, and then you go to give the responsibility Back to someone or, you know, spread that responsibility around so that you can be impactful. And not just helpful, you might be feeling uncertainty about how other people are going to respond to it, which makes it hard to switch out into, you know, some of the things we're gonna talk about in a second, this plays into this idea of identity as well. So if you primarily as identify as a helper,

then moving into a primarily advisory role is going to be really uncomfortable, it's going to feel like you're not doing enough, it's going to feel like nobody wants you to show up, if you're just going to be advising you second guess your expertise, you second guess its value, your identity as a helpful person is being challenged and your brain is not going to like it. So that makes it hard to switch into impactful mode or want to choose impactful actions more regularly. And again, it's not like an either or, but you are going to have to start making some decisions about how you show up to different groups and different teams and on different projects. And so the identity piece is definitely going to come up. Because we're challenging your identity as a helper, as a producer, as a person that does the things, we're going to challenge that your brain is not gonna like it. And then lastly, it's just FOMO. So one of the things that I hear often is like, well, if I don't do it, no one's gonna do it. Or if I don't do it, it's not going to get done. Or if I don't do it, now, I'm never gonna do it, I just want you to notice how much lack is in that phrasing, or it's in those I call them thought errors. Because that's all they are. Your brain thinks that if you don't do it, it's not going to happen. If you don't do it, it's not going to happen, right? Or if you don't do it, now, it's not going to happen at all, you'll never do it. And it's making it seem so like, honestly, it's making everything seem like urgent and like a crisis. And it's super not like I want you to think about how many projects you work on and all the things you do. And how many of them cause life or death consequences. Unless you're a surgeon, the answer is like not very many, very few, right? But you can get into a habit where I mean, I think especially that if I don't do it now I'll never do it keeps entrepreneurs from really being deeply impactful. And really focusing on one, maybe two things at a time, and really growing those things so that the projects themselves are deeply impactful. So the people that participate in the projects are impacted. What really stops them is well, I also have to do this side thing. And that's, I think, and I need this project over here, too. Because if I don't do it now, then like it's gonna disappear forever. And that's just a thought error. It's a fear of missing out. And my question or my challenge is always in that case, are you willing to forfeit the bigger life impact that you want to have? By staying small and busy right now, you get to pick, no one's gonna stop you. In fact, you're being very helpful to people, they're like, for sure not going to stop you from being helpful to them. You can do anything you want right now. But I have seen over and over again, and every successful and emotionally mentally healthy entrepreneur I've talked to you, it doesn't work like that you don't do everything all at once. So you can do it if you want to. Or you can work on your mindset around this fear or the anxiety you have around missing out, you're not going to miss anything. You have your whole life to live as an entrepreneur, and I'm going to level with you some tough love here, mostly ideas, you have our crap.

Am I allowed to say that I'm gonna say that, right? Like we have so many ideas every year, many of them seem really, really good. in your lifetime, as an entrepreneur, you're going to have a handful that are excellent, that are great, that are deeply impactful, which means some really good ideas are just not going to make it to the light of day. And that's completely fine. Not every idea you have is a good idea. And that's more than fine. Your job as an entrepreneur is to understand which ones are right for me for right now. Which ones Can I have the most impact on and impact across the world and the places I want to be impactful with? So I would just challenge the FOMO when it comes up, question it and challenge it. Okay, so I want

to give you two examples of what this looks like, based off of all the things we talked about ones my example, one's an example from a client, about how I really, and this client as well made ourselves feel very important, and very helpful. And it stopped us from being impactful. So a couple of months ago, I was on a board and one of the projects that I was in charge of was helping to build and design a website. I'm not a web developer, but I do work with designers very often I have built a number of websites. And as I was looking at the team, my do these are my internal thoughts. I was like wow, I have the most experience selling I have the most experience with like user experience and like how people interact with the website and what we need it to do. And I decided then in there, I was going to step up and save this project. I was going to do this project. dragged, and it was going to be right and it was going to be amazing. I hope you're laughing as I'm talking. And I hope you notice when you have these moments too, when you look around a room and you go, I could probably do the best job or I'm most well positioned to do this project. And just notice, like, that's Bs, that's bullshit. Like, it's very, it's a little bit conceited. But I'll progress with the story. But notice, when you your brain tells you like, you're the only one are you the very best one, and nothing else will do, everything else is going to fail. So it was myself and three other people that were going to work on this project. And I had a meeting with one of the people and we're like working on it, working on it. And then I was going to hand it over to the person that was gonna actually build the website. But I was stalling it took me I want to say like three or four weeks to get my part over to them what they really needed at that part. And they even said, I just need you to give me an idea for copy, and a few examples from the internet. And I can start building. And I said, Sure, thank you so much for making that clear and small. I don't need to do a whole lot of things about it. Now, at this point, this is how I know that this was me being helpful, like making myself busy being helpful, because at that point, I've could have just delivered what they asked for, I could have just said, Yep, here's like a one pager or let me record a loom video. And I mean, 15, maybe 30 minutes and hand it to them and start moving. What I did instead, because I had such a vision for what this should look like. And you know, my way is probably the best way that we're going to come up with spent three hours coming up with a really comprehensive outline for a website, there were every single header item was listed there. There were notes for each page, I had the 401 page designed out with all the copy for every single page took me hours to do and to put together and I give this example because I mean, yeah, it was great. It was beautiful. And completely unnecessary. No one asked for that. And later, I you know, remove myself from that team. They didn't even use it. Why? Because no one asked for that.

I was overdoing it, I made myself busy. I spent that time that energy being helpful, when that's not what was necessary. That was about me being controlling. Because I wanted it done a certain way, no one asked for that man. In fact, I missed out on the opportunity a for sleep. So the next several days, I was like dragging B for people who had raised their hands to be involved in this project for them to have the opportunity to like, let their voices be heard and use their creativity and share their ideas. They wanted to be a part two, and also to see like, let someone else lead. I am a leader by nature. I'm not the only leader. I'm not the best leader in the world. And I'm not leaving room for other people to lead to learn that skill by being controlling and calling it being helpful. The same example I want to give was from a client, we just recently talked about this a couple weeks ago. But

someone came to her asking her to help an offer a service that she did not offer in her business. Okay, she does consulting for nonprofits, very well connected, she does really thoughtful and important work. And someone came to her and said, Hey, I need help with this other thing over here. That's not a thing that you do. But it's still kind of in the general realm. She got on the phone with her. They talked for a while, she gave her like basically said, I can't help you. But you should look here in here. Locally, this is a place you want to plug into this is what you can expect, because I've been through this process before. So here's how you're probably going to feel and support you're going to need. Here's how you can have this conversation with the other parties that are involved. Like basically set her all up and then came to coaching and was like, Well, I'm not offering the service. Because we're talking about constraint as a whole. We're not i'm not offering the service. But I still want to spend you know, another five or six hours really maybe giving her some in depth referrals, so that she knows where to look. And I was like, oh, timeout, this sounds like spending a lot of time being helpful to this person who by the way, she was already helpful to this person has everything they needed to like take the next two steps forward in this process. So it's not as if she was just like, again, helpful, impactful or not antithetical to each other. So she had what she needed. She was helpful, but she wanted to do more work. She wanted to over care take on something that was a non offer something we already talked about her not doing. And it's this uncertainty. And this identity of I'm a helper, and I don't know how to just like not help someone when they come to me. And that even how her brain kind of phrased it of like, I haven't helped enough there's more I can do to help it. That's an identity thing because she did help her. And then there was also that fear of well if I don't offer this How are people like her going to find the help that they need? So our conversation was a you did help her be you don't have to Oh Help people.

See, you already decided you weren't doing this. So there's five to six hours, you're trying to add into your schedule that you do not have an D like that is a problem, you're correct, I'm not going to tell you that it's not. And you are not responsible for solving that problem for the world, or for everyone who asks you, too. So let's wrap this up, I want to talk about what you can do, to move out of this place, if anything I've said up until now resonates with you. And you're like, Ah, I'm so full being helpful, that I'm not actually being as impactful as I want. Let's talk about what to do next. And I want to offer what this last example was at stake here was my clients like wellness, because again, she needs to sleep, and her job is already very stressful. And the work she does is already like heavy and emotional work. So there isn't more space for her to pour into people, even if people come to her asking for it. And the quality of her brain, the quality of her thoughts, the quality of her work, the quality of the time she spends with her family and friends like that is what is at stake. By being too busy being helpful, all of the quality goes down everywhere. And so you're kind of doing a okay job everywhere. Instead of having really impactful conversations, really, I mean, even just being really present with your family for a few hours, that is wildly impactful to the story that you're writing about how family interacts with each other, how, you know, the relationship continues to grow. If you're exhausted every time and don't have time or space to invest. They're like that's not being impactful. So what do you want to do about it? Well, I have a few things. A few tips I want to say that I want you to try on are really just take one or two of them and start like applying

them, there are six tips, we're going to go over to move out of kind of clear the space for being really impactful because you need sleep, you need creativity, you need rest, you need to find you need time to actually think of deeply helpful solutions instead

of just kind of skating across multiple projects. So number one is to practice ruthless prioritization. And by this I mean being absolutely ruthless in valuing the asset, you first, this is hard. This is a really hard concept. Again, for all the reasons we talked about. If you're used to putting yourself last or used to being helpful, then you need to think about this not as like a sliding scale, cuz that's the other thing people try to do. And I'm going to talk about this in a second. We'll try to like Well, I'm working on trying to, which is just like, basically, you're like, I'm not quite doing the thing. I'm working on trying to like, you have to practice ruthless prioritization. And not because you're behind or because you're doing it wrong. But people love to be helped. You are brilliant, you are amazing at what you do. They're so glad to have your help. And so no one is going to offer you to help less. That's your job to manage the resources of your mind and your energy and your attention. because no one's going to offer that that's your job to do. So number one is ruthless prioritization. You have your main source of income, if it's not producing the way that you want it to produce for you. Which means there is actual profits like you pay yourself what you need to be paid business expenses, money for taxes, and there's profit. Guess what Brad's priority number one is when you have that spaciousness, and can purchase convenience in other areas of your life, it makes everything a lot easier. And then you might have one or two other projects, but you get like three things. You don't get seven, you don't get five, you don't even get four, you get three. And this is for a time to protect the asset. Humans in general, and entrepreneurs are the absolute worse, myself included really be thinking we are unlimited resources, like we really are thinking we're like superheroes. We are not Wolverine, we do not heal in the blink of an eye, you have a finite amount of attention, a finite amount of time, and a finite amount of energy. And that's excellent, because it gives you an opportunity to really focus. Okay, so ruthless prioritization is my number one thing is to review, like literally list everything, you're responsible for every single project, you're responsible for every single relationship in which you are responsible for every single task, you're like, list all the things and then start to look for the big chunks that need to go. If you could only keep three things. What would those things be? Number two, again, and I kind of set it at number one, but you need to cut deep enough to create the space you need. Sometimes, ruthlessly. Prioritizing means cutting large swaths of things off your plate, and that feels really uncomfortable. So people will cut like little things will cut like little like a task or two, or just like one thing out. The challenge with that is that it takes just as much energy to cut one task than it does to remove yourself from a role or to sunset a project that the tiny cut is only going to give you a little bit of space, honestly, it's probably not going to give you much because we tend to underestimate cut deep enough so that you don't have to make a dozen tiny cuts cut deep enough, so you only have to make two or three cuts. And again, the goal of this is so that you have enough space to be impactful. So the way that I suggest going about it, which is number three, is to try an obligation elimination diet for six months. It's kind of like a whole 30 except with your commitments. Okay. So what you want to do, like I said, is ruthlessly prioritize, if you were only going to keep three things, three big buckets, or three projects, what

would those things be, have a cut list, and just instead of like quitting outright, because sometimes that feels very traumatic to people have conversations and say I am taking a break, I'm taking a sabbatical from this role for six months, and give yourself and the team this starts 21 days from now, or three weeks from now, that's the max, usually two weeks, kind of like when you're quitting a job a little bit, think about that, like, if you give too much time, then you're really never going to make the transition, I hope you all can hear my dog snoring in the background right now. It's very loud to me. But if you allow it to go on, or you know, I'll make the transition when they find someone else to be in my role or make this transition with this project is over, the transition will take as long as you give it. So if you want it to actually like make the cut, instead of stretching it out, give yourself two weeks, give yourself three weeks to end it, then you have to coach yourself and coach other people on their thoughts on disappointment, oh, man, you're leaving, that's so sad, we really need you around, they're gonna say all sorts of things. And it's because, again, we're not being malicious or trying to be manipulative, it's true. And they will fill the holes,

it's okay, you can allow other people to carry responsibility, you don't have to be the solver for all of the things. fourth tip here is to stay firm and commit again and again and again, to your obligation elimination diet, or just to like ruthlessly prioritize or think about if I added thing else to my list, it cannot be production hours, it's only advisory, or it's only investment in the form of money. That's an option as well. Number five is just to note, and I've said it a few times big spoiler, if you quit a thing, it's going to be fine. 99.9% of the time, the things we work on are not life threatening, that sometimes they are like people are doctors and whatever. But like mostly, someone else can do it. It's definitely fine. And you have to coach yourself on. Am I not wanting to do this just because it's going to make someone else uncomfortable or creates uncertainty in this relationship? Am I not wanting to give it away or to stop? Because I like the control? Or I think it should be done a certain way? Or am I scared that if I stop, they want to bite me back to start again. Or if I don't do it now we'll never get to do it. Like you're going to need to recommit over and over again. And to stay firm. And to know that like it's okay. Other people can figure it out. And by you letting other people figure it out, you're helping them. You're being impactful on their careers on their time on this earth, helping them learn new skills. Okay, you're not the only one who can do it. And then the last piece here is just evaluate, evaluate, evaluate, evaluate, ask questions, do not assume that the way that you think things are right now or the way that they have to be. Because sometimes entrepreneurs really feel like once they start a thing, they can't possibly stop it. It's there's no they don't see anything besides the reality that's currently in front of them. But you have the agency to do that you can stop it. And you might want to start it again in six months, maybe? Probably not. If I'm being completely honest, you probably won't. Because you'll be spending your time being really impactful and thoughtful about the solutions and the things you did decide to keep on your plate. But if you do great, do it. The point of this whole episode, like I said, is to not pit being helpful and being impactful against each other. It's not to say like, you just need to quit everything and middle finger to everyone. And the only thing that matters is you and you're the best. It's not that either. But if your goal is to create really impactful relationships, projects of your lifetime, then you have to be comfortable with the idea that being helpful and being impactful are not the same constraint is

a tool and it's your friend. And you don't have to approach every single problem. You don't have to solve every single problem you come up against. Alright, let me know your thoughts on this episode. You can email me or you can find me on Instagram. I'm at brainspace optimized and I'm curious how and where you find yourself being so helpful that you can't actually be impactful. Alright, next episode we are talking about intimidation. I will see you there. 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 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 We will see you in the next episode.