

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 to the podcast. So today is the third in the multi brand entrepreneurship series that I'm doing. We talked about your to do list, we talked about being impactful versus being helpful last week, and this week, we're talking about intimidation. My goal for this series is as you move into being an entrepreneur that successfully manages more than one brand at a time, so you don't just have a business, that's your main source of income, you have other projects, nonprofits, like significant projects, significant budgets, or significant things that you're running. My goal is to help you do that more successfully, meaning you actually get to the outcomes of that organization that you're leading. And you're not stressed out, you're not exhausted, you're not like, you know, out of your mind kind of running around in circles all of the time. And so what I want to share in this series are some foundational principles that you can use to orient yourself and orient your thoughts around being a successful IE an emotionally, mentally financially healthy, multi brand entrepreneur. So today, I'm going to talk about intimidation, because I think it's a thing that doesn't get talked about when we talk about entrepreneurship, right. Entrepreneurship is a little bit of, it's not flashy, but there is some level to it, that seems like really sexy, and really like people love to share their numbers, I love to share my revenue numbers and my profit numbers, because it kind of like a pat on the back to myself, or like to our ego. But the flip side of it that we don't talk about is when you are growing, when you are expanding, there is an opportunity for you to feel intimidation, and to feel some really actually crappy feelings that I think are tied to intimidation, that aren't very clear. So my goal for this podcast, we're not going to be here long, folks. So buckle up. My goal is to talk about intimidation, to name it for what it is talk about possible responses and what you can do instead, okay, or to process your intimidation, because it's not a thing to avoid. And it's not a thing to like, there's not like workarounds to it, right? There's no like secret to avoiding feeling negatively in your business. I think, honestly, the most successful entrepreneurs are willing to feel their negative emotions and to process them and to be with them. When people are not successful. By that I mean, mentally, emotionally, financially, aren't thriving are in a healthy place, it's typically because they're not willing to feel negative emotions. So they go through a lot of effort to not have to feel bad, which causes them to avoid or distract themselves, and not be where they want to be. So we're talking intimidation today. And I wanted to find that for you. And I'm gonna apologize in advance was like a massive thunderstorm going on in my town. So you know, if you hear background, thunder and lightning, that's what's happening, everything is safe, we're fine. But I can hear a lot of thunder and lightning here and see thunder and lightning. But anyway, I want to define intimidation. First of all, it's being frightened or overwhelmed. And if it's coming from another person, like someone's intimidating you It's especially in order to do what they want so frightened, overwhelmed, if it's coming from a person so

that you can do what they want. I would also offer in our case, this isn't necessarily against a particular or coming from a particular person. But our brains do have a mode of operating, that they want us to continue to use. And as we shift our beliefs in making more money, and having grander visions and larger ambitions, we're not doing what our brain wants. So it can pull in some of these intimidation tactics as a way to keep the processes that are in place intact. So I'm not necessarily talking about it as it pertains to another human but your brain might be intimidating you but some tactics that we're going to talk about and some of that I want to be careful not to paint that picture like here Brian's against you because it's not, it's just doing what it's supposed to be doing. It thinks that the safest thing is to continue to repeat patterns, even if the pattern is painful. So

Long as a pattern is a known pattern and not unknown, it will do whatever is necessary to protect the old patterns. So your brains not evil, not against you, but you need to understand how it works. So that you can work in concert with your brain and get to where you're going. So the three places where I think entrepreneurs can get intimidated, and I will also offer, this has been my experience as a black woman. So as an entrepreneur of color, and as a woman, there are so many things about where I am now in entrepreneurship, and in my journey and business that felt so far from me, or like, I wasn't hearing stories about women with multiple six figure businesses that were close to me or grounded, right. Like, in my mind, or in my sphere, there was like people that have regular jobs, people that had businesses, but were making, you know, 40 \$50,000 a year. And then there was like, Oprah, or like, like, you know, celebrities, or, you know, if it was a business owner, it was like Elon Musk, or like, you know, Bill Gates really far between Bill Gates and someone who has a \$40,000 a year business, there's a lot of gap in there for me. So I didn't know what this middle ground, or what basically what happens in business, what does that look like between 40k and a billion dollars.

So I had no understanding what that is. And now that I am in that space, my business will do between probably 200,002 50, maybe 275. This year, I don't know, I didn't know what to expect. Right. So I want to talk about the three spaces where I've been intimidated, most recently, and we're just being super candid today. Most recently, just in May, and June of this year, 2021. I've been intimidated by my own vision, intimidated by other players in my space, or peers, and intimidated by this process of growth. So in June, and I'll actually back up in May. And in June, I had my first 20,000 plus dollar months, right, so I almost did not quite but almost 30k in June, just over 20k in May. And it's interesting, because I always thought that was going to feel very miraculous, and like, feel so good and so great. But I was experiencing such great expansion that it felt really hard. And what I was recognizing was oh, wow, I actually have created a level of kind of sustained revenue and sustained growth in my business. And this is kind of my new normal, like, as of 2021 10k. In revenue a month is like my base, like if I don't do anything at all, that's like the base of what my revenue in my business is. And then on top of that, I've got my other business, podcast production school. We did a lot of reconstruction this year, and we're starting to see the fruits of that. So June was a big revenue month for that business as well if I figure revenue month for that business, as well. And so I'm realizing like, Oh, I think I know how to business.

Right, the fruits of my labors are visible to me at this moment. And I in June, I

went and joined my first really high level coaching mastermind, we had our kickoff event in June. And I just for the first time really saw that in terms of the revenue I want to create in the world and the businesses I want to create in the world, I'm playing at this higher level higher than I ever have before. And the goals that I have around the money I want to make. And the endeavors that I want to create, like I want to start a magnet school at some point or a charter school, excuse me, at some point in my lifetime. And for the first time I'm like, Oh, crap, that's, that's like a real thing I could do. That's like a thing I could do fairly shortly. Like in the next few years, I will be cash flowing enough to actually be able to make an investment like that. And that kind of broke my brain a little bit. I was frightened and overwhelmed by the magnitude of not just the vision, but how close that vision actually was. And so there's that piece and then I also was just newly panicking, and I'm saying these things with like tongue in cheek, but during most of May and June, internally, I felt a lot of turmoil, because I was taken aback frightened and overwhelmed by just how much authority I have over my resources, my time, my energy, my money, my skill and marketing my skill and selling my skill and coaching. And it's all working quite well. It's going to continue to work. So just being overwhelmed with emotion like wow, I'm past the point where I'm trying to figure out if I have the skills to believing I have these skills to these skills like taking off and really helping me to create the businesses that I want. It feels overwhelming. At this point in my businesses. It's less and less about me

clinics, which are still very important. But it's more about trusting myself and making decisions efficiently and practicing this new self concept of someone who truly owns multiple businesses that are six figure businesses. And thinking about that concept, the vision of me that I have of a multi six figure earner, there's one thing to think about it when you're making 20k a year, which is what the very first year of my very first business was actually my second business, my very first business was \$0. But that's a story for another podcast. My second business, the very first year it was alive was 20k, to now have already made 100k, since the start of just this year, and one of my businesses, right, and I have to, oh, I'm here. And that is overwhelming and frightening. I'm going to talk a little bit about kind of this expansion journey. But the vision, My vision is over whelming and a little frightening. Additionally, as I mentioned, I went to this kickoff event for my mastermind with my mentor Serena Hicks, who is just an incredible brain bending mentor. But for the first time I've been in a room with people that have had multiple businesses, multiple six figure businesses that are really incredible practitioners and their area of coaching that really challenged me. And that was frightening and overwhelming. It was intimidated by the people who are in this room in the best possible way, mind you, no one was actively like intimidating me. But me, seeing them and seeing their incredible ness. Like the women I have been doing life with the last few months in this mastermind are I mean, legitimately, every single one of them truly incredible, just incredible brains. And then looking at myself and going Holy shit, these are my peers, as in, we are all on equal footing, felt intimidating to me. And so I was dealing with the reactions, the responses of me feeling intimidated by them. And then feeling intimidated by this growth cycle, this phase of expansion that I'm in as a whole. So I like to think of expansion and four steps. You've got, like, Yay, I'm doing it, I'm in this growth phase, I'm gonna grow, I'm gonna build this next phase of my self concept or the next phase of my business. And then you get to the like, Oh, shit, it's happening. Oh, man, can I

just am I allowed to just like charge? More? Am I allowed to create results like that? Am I allowed to challenge a client like that? Am I allowed to right? Like, you get into the questioning. So there's excitement, there's the questioning, and then there's the yuck, phase. And that is by virtue of actioning in a way that supports this new self concept that you have, all of your stuff comes up, all of your stuff about money comes up all of your stuff about your old identity comes up that you have to deal with. And then you get into this Quantum Leap of growth. Right. So like, all four of those things are going to happen. Non linearly. linearly is a word, but they're gonna happen non linear. And they're going to happen in cycles over and over again, with different parts. So I have had quantum leaps or expansion cycles in you know, ideas about my craft and my ability to deliver results to my clients, more newly, with my marketing, and with my ability to sell. And with the way I see myself in the rooms I put myself in, all of those are happening or there was leaps, concurrently, that kind of knocked me on my butt, I felt really intimidated by the growth that I was experiencing, kind of all at once and in a couple different places. So here are the responses, you can have possible responses to feeling intimidated. And again, I want to recognize these because I want you to know that they're normal, that this is what happens when you truly are moving from. I don't know if I can do this to like, Oh, I can do it. I am actively building the life and the businesses that I want. Okay? It feels good. Until it doesn't, right. So growth is really exciting. And it sounds really fun until you have to go through the entire cycle of expansion. And that's the part that I don't think enough entrepreneurs talk about, they talk about being the gay like, this is so exciting, I'm gonna go in and like have this level up, and then you see them out on the other end where the Quantum Leap the expansion has happened, but this is the middle part of it. Okay, um, so some possible responses might be to resist and avoid the negative feelings. It could be to distract yourself. And by that I mean, if your business is working a distraction might be to like, you know what, I'm gonna change my entire marketing plan or like I'm going to break something which personally is my brains favorite thing to do when things are working is to try to destroy something like try to break something try to change something significant that is actually working. Honestly, when I was talking about

about, you know, having 100k business versus a 200k business, and I was really thinking about what do I need to do? The answer was nothing new, which was weirdly terrifying to me. Because up until this point in my business, it was about doing more and executing more. But now it's just about being cleaner, being more succinct, being more consistent, and not just with my marketing, but in my skill as a coach in my sales calls, and my self concept work, and picking my best clients and talking to them over and over and over again, like that's the work now it's not to do more. And that felt unsettling to me, because my brain was like, um, we've got to a place where I don't actually have to do more things to create more of the result that I want. I've, you know, got all the wheels turning the way I want them to, there is no problem now. So we should create one, we should break something, or starting another side project. And I'm not against starting side projects. But you have to notice when it's as a effort to be back in the struggling, just starting excitement phase, when you are moving into a new self concept where things might be simpler or require different skill sets of yours, being intimidated by the expansion process might mean that you feel anxious, right. So feeling intimidated by other people or by your vision or by the growth process might have you feeling anxious, which might make you

want to go faster. So sometimes you'll see people really start to have a disdain for where they are now and want to speed up, right. So like, they'll talk down to themselves, or they will withhold pleasure or joy from their lives until they get to the vision that they have, they see that they're on their way, but they're kind of freaked out about it. So like they're like, let's not just heads down and keep going to it. Again, my brain also really likes this as a method as a possible reaction to being intimidated. So one of the thoughts that came up as I was growing my business, as I've had this expansion phase, is the thought I'm not a real business owner until I've created \$500,000, year to date, and one business created 500k overall, and like over the years that I've been in business, at some point fairly soon, both of my businesses will be doing 500k. But my brain is like D legitimate tising My brain is like making where I am now not legitimate, which makes me feel shameful. And then I kind of have this running thoughts of like, well, I don't think people are going to value me until I'm making half a million. So if I want to stay relevant and loved, then I need to go faster, I need to be not where I am now at, you know, to 250. And I need to get to half a million as soon as possible, right. So like the intimidation, the feeling of not enough, or the feeling of being frightened and overwhelmed can also spin you into wanting to go faster and disdain for where you are now. Or it can make you crumble into yourself, which is another thing my brain loves to do. So by that, I mean, that's more of an avoidance tactic of just like not work the business at all, not show up, not engaged in your business the way you normally would. And we're going to talk about this in a second about what you can do. But feeling intimidated might cause you to just like shut down, I have experienced all of these things. And I am celebrating myself, and just wanting to be candid about the way that I've handled it this time around when I've had, you know, multiple bunches of expansion, and a couple different places in myself. And in my business. This time. It's been different this time, because I had awareness of the process of like, Yay, oh, shit, oh, this feels horrible to quantum leap. I can kind of meet myself at each of the stages. So one of the things like I said, the first thing is just to have awareness that this is the process. It's not Yay, I'm excited to expand and then boom, quantum leap. Everything's great. There's middle steps of, can I do this, and then a whole bunch of stuff comes up about yourself about your work about your offers, super easy to feel intimidated about the vision about your peers about your own growth processes, and it's okay, you have done nothing wrong. If you feel intimidated. I think the most important thing is to be gentle with yourself. And with your brain, as it is rewiring itself. Like you have to understand thoughts are not just like in a vacuum, right? So when I talk about mindset coaching, it's not just in a vacuum of just change your thoughts and everything's fine. Like, as you change your thoughts of physiological changes happening inside of your brain. There are people far more intelligent than I do that talk about it far more eloquently. But new thoughts means new neural pathways and starving out old thoughts or old beliefs mean the death of some neuro pathways, right, that doesn't just like magically happen, something is dying and something else is growing and actual physical processes happening inside of your body. And so that takes energy that takes time. I often found myself and

And in June, especially like I already take naps during the day, or just like lay down and rest my eyes from my computer every day. But I found myself in May and in June, and even into July, heck, earlier today I did it. I just took 15 minutes between my calls and I laid on the floor with my dog, I just laid there because I

felt tired, but also just wanting to like nourish my body and just like be with my physical self, while my brain is rewiring itself. So being gentle with yourself being nourished, right, so hydrated, moisturized, well rested. Like that's so important as you are changing. And this is what I mean by being withholding. So sometimes my brain will want to like withhold nourishment, because I quote unquote, haven't made it yet. But it's actually most important to be as nourishing as possible to yourself during this process. Right. So in Maine in June, I felt as though I wasn't writing as much, I wasn't emailing as much. I was recording podcast episodes, but I guarantee I skipped like two weeks in June. And it's because the amount of energy I had had shrunken, because I was experiencing an expansion stage, and the most important people to me in my business or my clients. So So long as I showed up and coached hard and coached. Well, to my clients, I was good, right? I gave myself that grace to like, yep, we're just gonna do that. We're going to record podcast episodes, when your editors send you that audio Graham clip to share on social, you'll share that. And we'll just keep going. That's what I spent a lot of time doing in May and June. If you're wondering where I was, you probably weren't because you have a life. But if you're wondering where I was, it was resting, or just feeling overwhelmed and allowing myself to feel frightened and overwhelmed. I also want to note that growth isn't linear, meaning it's not going to be like incremental, these expansion stages are not going to happen one right after another. And one of the ways that you can, like help this process along is by allowing space for acclimation and not desiring for them to come one right after another, your growth isn't going to be linear, which means you're going to grow, right, you're gonna have a pop of expansion, and then you're going to contract an expansion and contract and expansion and contract. and not being afraid of that process, I think is really important. It's kind of tied to awareness, but just applying acclamation time into your business. So not running from stage to stage to stage and trying to get through as quickly as possible. But just allowing acclamation time allowing expansion, and contraction like not every month needs to be the same or more revenue wise than the month before it, especially if you're a solo business owner, or you have I think this is just a business principle in general, like, that's what happens we in our other business, or on a launch model, which means every four months, we have a really big month, followed by several months that are much, much smaller. That's just the model of our business, it doesn't actually mean anything has gone wrong. And I would offer, it may or may not be reflected in the revenue, but just notice your energy and attention. They're all the resources that you have. If you go through a big stage of expansion, a contraction will happen naturally. And then you'll expand again, and then you'll contract again. But just be aware of that process and allow time for you to acclimate to this new level that you are so just not stacking projects right after one another. And then I guess the last thing is, when you are feeling intimidated around your business and around the growth that you are experiencing, I would ask why. Right? So like, your brain might respond. Or you might respond with resisting it, avoiding it wanting to distract yourself from it wanting to go faster. But just take the time to ask why oh, this feels anxious in my body. Why is that happening? What am I anxious about? Wow, I really don't want to be here in my body in the space in my business right now. Why? What is it you can't solve for anything that you don't know is there and you can't be with and help yourself move through anything that you will not acknowledge is there. So it's not enough just to say like, I'm feeling intimidated, like,

ask yourself why? What's going on there? What am I afraid of? What is frightening me what feels overwhelming and just like, take your time working through that process. So like I said, In this episode, I wanted to be super candid about the ways in which I have been recently intimidated by myself, by my vision by my own growth as an effort to normalize this. And as an effort to open this up to conversation. Growth is not linear. And it's not like I ever want to be the business coach that like is like, yeah, I'm gonna grow and do this thing. And then you just see me having this like Quantum Leap of growth. There's a whole bunch of shit that goes down in between the intention and the actual result. And I want to be transparent about that. So if you're hearing this episode, and you're like, Oh, that's me. Hit me up on Instagram, send me an email. Get ahold of me and just tell me where

You're at, I'm super curious as to where you have seen your own kind of expansion and contraction, and how you've treated yourself. And you can just decide now that the next time you start to notice your intimidation, with the process with your growth, you can decide to be gentle with yourself and you can decide that nothing's wrong. It's just that's just normal. This is just how growth actually happens. Alright, have a wonderful day. I will see you in the next podcast.

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.