

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 mini lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We are 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 there, and welcome to the podcast, Happy New Year, I hope you had a wonderful holiday break or winter rest, as I've been calling it, this is probably the first winter so I'm going into your five of my business in March 20 will be my fifth fourth year anniversary in business. Whatever the point is, I've been in business myself for at least three and a half years, I think for maybe five. But I have had to practice taking breaks over the holidays. And every year I've been getting better and better at it. And I'm bringing this up for two reasons. One, resting as a practice, resting is a form of detox, in that we are very used to actioning. And then we're telling our bodies and our minds. No, we're not actioning. So even though rest seems like a good idea, and like we're excited about it. In reality, it's a form of detox. And as humans who are highly productive and want to do good work consistently, it doesn't actually feel good a lot when you're starting. So it took me up until this winter break to truly, truly take a two week true rest from my work. Right. For me, that means I sent a handful of I think I sent like maybe two or three emails, because something broke. I needed fixed. And yeah, I think I had one zoom call in two weeks. And so that to me was restful, because when I wasn't doing those things I was eating and playing board games, and just generally having no interest shenanigans. And so I was actively resting my sensory input. Right. So screentime was actually fairly low, but also creating and having fun, and problem solving in a different way. With these board games. I played like, there was a series of escape room board games called exit the game. They're fabulous. And I played, I think six of them in two weeks.

And spent time with my sisters, I went on an adventure to a bath house. So if you've seen the movie Spirited Away, I saw that movie for like the I don't know, fifth or sixth time in my life. And I was like, this has to be a real thing. And so I found one in Chicago. And so I took both my sisters there for an adventure. So I was actively resting the most I've ever rested before. And a big after rest thing I've noticed is just, I actually feel renewed. So before when I thought I was resting, and I would come back from quote unquote, resting, I would still feel tired. And I would come back like oh my gosh, I have like still disgusted, still resentful, still tired, my eyes still ached. And that's how I knew that I hadn't actually rested. Even if I took a week off or two weeks off, I would know if I rested. Because when I came back, I would feel differently. And this time, I felt very different. I was so excited to come into work today to put out some marketing messages and answer some emails and to record this podcast episode. So long intro. But that's just like mini lesson or some thoughts about resting. But now that I'm back, I want to share with you a concept that I think served me well last year, and I think will serve you well as you were preparing for 22 I know a lot of folks are like yes, 2022 Let's go get hype. And I'm still as ambitious as I always was. In fact, my goal for this year was to double my revenue with 50% profitability. However, I want to do it calmly. And

one of the thoughts that supports that mission of mine is I have enough for now. It's kind of enough for now. And I've heard other coaches talk about enoughness and I would try to practice it when I first heard about the concept of having enough or being enough or whatever, like it felt like gross on my mouth. I was like what the hell is this? I don't like this. I was nervous that it was taking away from my like it would take the edge off my ambition that I would just become like lazy bones and not want to do any Ever again, it felt soft to me, because I was coming out of a place of hardness and prickliness. And a place where I didn't have enough, not enough money, not enough time, not enough space, not enough childcare, not enough support. And in some ways not enough, served me really well. Right. So if you think about every single thought that you have, or belief that you have, the brain repeats those thoughts and beliefs, because it serves a purpose, it doesn't do it just for funsies. Everything the brain does serves a purpose. And so repeating the thought, we don't have enough money, we don't have enough time, I don't have enough childcare, I don't have enough support, at the time played an important role. It allowed me to kind of focus and get into action. It allowed me to survey what we did have and figure out how to create more, it actually served a purpose. And so thoughts are never good or bad, all thoughts are neutral, all beliefs are neutral. And all of them serve a purpose. But now that I'm actually past the place where I don't have enough money, or I don't have enough time, that's a big one. Once you start having enough money, the next thing your brain will offer is well, I don't have enough time, unless you start practicing enoughness, it will just kind of keep morphing into other mediums that you feel as though you don't have enough. But once you're past the, I don't know, if this entrepreneurship thing is going to work out and into it's working and I want to make it work better. You have to cross the bridge and cross the threshold of not enough into I have enough, this comes up in at least three different places. At least for me, when I was making this transition to I have enough, like I said it felt gross in my mouth that felt Prickly, and like it would make me soft, and I wouldn't be ambitious or wouldn't be able to like hustle and get after it. But what I noticed is that it was creating this frenetic energy. So when I was thinking the thought, I don't have enough money, time, support, whatever, it would make me feel scared and anxious. And from that place, I would act, but I would be scurrying like a little mouse. So it constantly be pushing forward. But it was like running from something like a mouse being chased by a cat. And because I was scurrying, I skipped going deep on a lot of things, which is again, all of this is fine. When you're building a business, like you will have different levels of mastery of your craft at different point in times of your business. So I'm not like shaming my past self, because she did exactly what she needed to do to get me where I am now. But I remember scurrying around from task to task. I always had email alerts, and slack alerts, and any other project management tool alerts on my phone always. And so I would literally be at the gym, the two hours a week I was at the gym and still checking my phone between squats. So I never felt like I had enough time because I was telling myself I didn't have enough time for myself or to myself. So it created a cycle that was not useful. So one of the things I've been practicing now it's just a thought, I have enough for now. Because at first I have enough felt like false. So whenever you're choosing new thoughts to believe, you have to choose thoughts that your brain can actually kind of latch on to and your brain believes that there is truth in that statement. At first I thought I have enough like it did not fly with me because I was like, huh, the mortgage is due in three weeks. And I don't know how that's getting paid. I don't have enough. I

kept pulling it in until it felt true to me. So very specifically in the beginning it was I have enough for this month. No, this week. I don't know. today. I have enough for today in the next 24 hours. I have enough in the next 24 hours are no deadlines do no bills, or do I know who's going to take care of my kid while I work or go to the gym or do whatever right now I have enough. And that's where my brain had to start with this. Because in general I have enough is not it did not jive or sit well with me. Eventually that's just become I have enough for now. And then I let my brain play with now meaning like I said at first it was one day and then it was like a week or two that it was this month and then it was for the next couple months. Now I'm measuring in quarters have enough for now. I have enough time for now. I have all the time I need I know enough for now. So that's a big one as well. If you're consistently telling yourself I don't know enough, I don't know enough. And it's making you feel anxious and scared in your scurrying right like that shuts down the parts of your brain that are actually available for learning and just turns on the scurrying parts of your brain that's trying to either fight its way out or get out of there, or stay safe. So I know enough for now I have enough for now time or money, and I've done enough for now. So quick story, not this past New Year's Eve, but the new year's eve before. I remember failing my revenue goal for the year of 2020 going into 2021. And I bawled, I'll be honest with you, I cried so hard. Because the thought that I was having at that time was, I haven't done enough, I didn't do enough. Now, for what I have no idea. Because bills were all paid, we were putting money into savings and open retirement accounts for myself and my partner personally, taxes were being paid like everything was actually taken care of. And I was just having the thought I didn't do enough, because I didn't hit whatever the revenue goal at that point was. And so I was actively making myself feel terrible. With just this thought I hadn't done enough, even though circumstantially, I had done plenty, there's plenty. It's just the recurrence of that thought. So I have enough for now. And again, if just the phrase I have enough doesn't work for you, you can start thinking I have enough for now, I have enough money for now I have enough time. For now I know enough for now, I have done enough. For now, you'll know when you drop into belief. And belief is different than just like a mantra that you're saying. Belief is something that your brain actually believes to be true. Even though it's a circumstance, it's just a thought you're choosing, excuse me, it's just neutral, it's not a circumstance, it's just a thought you're choosing, you will know your unbelief, because you will feel a physical shift. So you kind of have to mess around with, I have enough thought, to get to the places where your brain can actually be soothed by this new thought. So you will feel differently, you'll feel calm and grounded. Even if it's just for minutes at a time, you might have the thought I can rest. You're not making decisions or moving in your business to prove anything, where you'll open up space that might force you to reckon with the voices that are telling you that you aren't shit and you haven't done enough, right? So that's actually an outcome of being in belief is you see or hear those voices that tell you you aren't enough. And then you actually have to like, reckon with it,

you actually have to meet those voices and investigate them, which feels like a not a fun outcome. But you'll know you are there when you're like, Hmm, these voices don't seem to fit here. Like, I know if you've seen the current tick tock trend. There's an audio bet that goes like Are you new here. And that's how it will feel to those old thoughts. When you are in belief, have enough the old thoughts that are telling you're not enough, you're like, obviously, you're new here like are you

don't belong here. When you are in that calm and grounded space, you can actually slow down, speak a little bit more slowly, eat a little bit more slowly breathe a little bit more slowly. You actually give yourself room and time to work through new concepts you explore from curiosity and not this like wounded urgency. So you are actioning you are moving you are doing but it's from Oh, I wonder what will happen if or this feels fun. Or Ooh, Damn, I can't wait to make this money. Let's go. But it feels good. And it doesn't feel like holy shit, I have to make this money. When you're in belief, you actually believe that you have time and space and capacity to do one thing at a time. I am convinced that people that multitask or feel like the need to do 16 things at once. It's hardly ever from this, like rested, grounded place. Hardly ever. It's predominantly from I haven't done enough yet. I don't know enough yet. I don't have enough money yet. I don't have enough. I don't have enough, I don't have enough. So you do more to try to create enough. But x just creates more not enough time, money, energy space capacity. And then when you are in beliefs, you can more clearly make decisions and set boundaries, you actually end things you actually stop relationships or say no to things, even things that you've said yes to already. When you're thinking I don't have anything to prove. I have actually plenty of time and money and energy. I don't need to do another thing to prove that I'm smart and capable. And to prove that this cause matters to me, I don't actually have to participate in this cause in this way to prove that I care about it. You actually end up really graciously but directly ending things because you'll start to notice which things have been piled on because you're thinking I am not connected enough. I'm not doing enough for this cause. So as I've mentioned before, the thought enough for now is a hard one, especially for those of us that are coming out of long Standing struggle stories and generationally standing struggle stories, because the truth has been that there has not been enough, be you are creating enough. And alongside that work of creating enough like you have to actually practice the thoughts of enough to actually feel like what you're doing creates enough. So my advice for you while you're practicing these thoughts, I have enough, I've done enough I know enough, drop into them for as long as you can. For me in the beginning, it was literal minutes. Before I, my brain snapped back to like, Yeah, but that data, and it went out, and I just got back in, and I went out and I would get back in. So drop in for as long as you can. This is just a reminder to your brain, you will not become lazy, you will not do nothing forever. That is an internalized ly bred by oppressive systems that make you feel like shit, if you were not producing for them. All of that is is a straight up lie. And maybe I'll get into kind of learned behaviors. But that is a way that systems people around us, will force us to monitor ourselves and be our own kind of work masters, is by breeding lies like that of like, well, if I rest, or if I do become soft, right? I used to think that was such an ugly thing to be. But I am soft. Sometimes I'm also very sharp sometimes. But if you're having a thought, like, well, I'll become lazy, I'll do nothing forever. That's just a straight up lie. When you are detoxing, oh, well, this does tie in then my. I wasn't planning on saying this like this. But my intro does tie it now, when you are resting. And when you are in belief that you have enough and you know enough, and you've done enough. In the beginning, it does not feel good. It feels like I've mentioned before, like not good in my mouth, I have felt immense guilt. It's a detox from the lie of busyness. And you have to be with your own brain during this process. So when I say be with your brain, I mean literally watching those thoughts that come up, as if they were being acted out in front of you, as if there was another person in front of you. I love to personify my

brain as another person who looks just like Haley, but says the shit that like the conscious version me wouldn't say about myself. But this brain, Haley, this brain version of me does say it. Like you are lazy, I can't believe you're taking another day of rest. Oh my god, everything's gonna crumble around you. And it's like watching her say that. And hearing her say that and being like, damn, she is so stressed out. Let me help her out. Like, let me talk with her. Let me help her calm down. Let me remind her of what actually is true, you actually have to be with your brain. And very often I think we are afraid. Like if you're not practiced at that, we're afraid to be with ourselves in that manner. We're afraid to hear what we actually have to say when we actually think about ourselves, to admit it, and then to talk back to it. But the thoughts of I have enough for now I know enough for now I've done enough for now, they will open up space where you're going to have to meet that version of you. And that can be hard. And that's okay. It's not going to feel good in the beginning. So this is an intentional thought, or a set of intentional thoughts, I suppose that have changed a lot for me, but also continue to change a lot for me as I practice them at all these new levels. Because every time I've had a major success in my business, my brain is actively trying to like, blow some shit up, make things harder, in either my personal life, or in my business. It's wanted to like throw major tantrums, to starting brand new projects for no reason to suddenly deciding that we haven't done enough that the marketing we've done is not just doing its job, which is working for us in perpetuity outside of the minutes I spend directly in front of my computer that I don't know enough that I need multiple certifications now or, like I don't have enough money or enough time to do the next things that I want. And all it is, is I'm able to see those as, like I said, that personified version of my brain that's freaking out. And we're just gonna talk her through this. Because all it is is this stuff stemming off the thought I don't have enough. So hopefully this episode has served you hopefully you'll start to become aware of when you are in the I'm not enough. I don't have enough. I haven't done enough. It'll come in several forms, but look for lack and just practice being in enoughness even if it's for a few minutes. Or even if you can only count for today. Because moving over into I have enough for today. Like it doesn't solve everything for you. Just because of bills due today doesn't mean it's not do 13 days from now like I'm not like just forget about reality like it's not that but the calming of your nervous system, the relaxing of the body bringing your attention Get a function back online. That's what actually helps you solve, to create enough and solves way better than the brain that scurrying around trying to solve for getting more when it's like we don't have enough, the brain that isn't safety. That feels like yeah, I have plenty, that brain gets to be creative, that brain gets to be innovative, that brain gets to be ambitious. The other brain that's an I'm not enough, is just trying to meet the bare minimum. So it's not doing much past absolute bare minimum, it is not being innovative or imaginative, it's having a really shitty time. That's just trying to hold on. If the bill is still due in 13 days, what this solves for is your experience and figuring out how to get paid. Or even if we talk about the quarter, or a launch or your business this year. This deeply impacts the experience that you have problem solving problems are still there. But your experience solving them can be two different things completely. And it all is tied to your thoughts about having enough. Alright, have a wonderful first week back of the year. I can't wait to talk with you all more.

I will catch you on the next episode. Thank you for listening to this episode on one

year from now you can find the show notes and all the links we mentioned at [brainspace optimized.com/podcast](https://brainspaceoptimized.com/podcast). And if you want to chat me up about all things entrepreneurship, then head to [brainspace optimize.com](https://brainspaceoptimize.com) 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](https://www.instagram.com/brainspaceoptimized) and we'll see you in the next episode.