

Episode 115: Hailey After Hours: No Socks, No Money

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One Year from Now with Hailey Thomas

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00:00

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 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.

00:49

Hey, welcome to the podcast. So, this episode is a little bit interesting for a couple reasons. Number one, I'm recording this outside while I'm walking. So, I hope you enjoy the sound of a Central Illinois summer. There're cicadas, I think, and birds, maybe some cars, but y'all are just going to come with me on this walk. Okay? Cool. Number two, I'm recording this podcast in a vibe that I like to call Hailey After Hours. So, at our live event a couple weeks ago for One Year from Now: The Residency, which One Year from Now is my 12-month program for high-profit, high-impact entrepreneurs, and it really helps them turn the corner into their next, most powerful version of themselves. It's amazing. But anyway, we had our mid-session event in June. We did our adventures during the day and our lessons during the day and, by the time we got to the evening, people wanted to talk more and wanted more coaching. And so, I said, "Listen, I'm tired, and I still want to talk with you all. So, if you want to come to my cabin, I'm putting on my comfy pants. I'm gonna eat some cookies. I'm gonna have a glass of wine, and we can coach, but I'm going to be coaching differently. This is Hailey After Hours." And what came of it was me just being my least filtered and my most Hailey version of me. So, least filtered, most direct, probably more swearing than normal, but it was fantastic. And we worked through a lot of stuff, and we were able to rock and roll with it.

02:20

So, I'm bringing you this episode, as Hailey After Hours, even though it is, I don't know, one o'clock in the afternoon, but this is me just being real with y'all. Minus the pretense of being a professional internet coach. Okay. All right. So, today I want to talk about this concept of, "I don't have any money." I hate that sentence. It, to me, is the equivalent of when my seven-year-old is getting dressed in the morning, and I'm putting "getting dressed" in air quotes because he's not really getting dressed. He's mostly trying to avoid getting dressed, going to camp or school. So, it doesn't matter what time of year, we're always late. So, he's trying to avoid getting dressed. He knows he needs to get dressed, but he's not really doing the stuff to get dressed. And then, he comes out of his room. We're already 10 minutes late, and he goes, "Mom, I don't have any socks. I don't have any socks, so I can't get dressed. I don't have any socks." Mind you, this boy, he's an only child, meaning all of our child-related resources go to him. He gets new socks and underwear every like, six months, more often than I do. New shoes, too, every six months because y'all know how kids be growing. The idea that he doesn't have any socks is ludicrous. That is a false statement that he wouldn't have any socks. This is just like when y'all come to coaching and you're like, "I don't have any money. I haven't made any money. I don't have any money." Ma'am, what? You have an entire functioning business. What do you mean you don't have any money?

04:10

So, let me ping pong back to the story with my kid. This happens most mornings. So, the thing I immediately do, which I do with you all when we're coaching, is just go, "What do you mean? When you

Episode 115: Hailey After Hours: No Socks, No Money

say you don't have any socks, my love, my beloved, the fruit of my womb, what are you saying to me? What do you mean by I don't have any socks?" Lo and behold, the issue is never that he doesn't have any socks. The issue is almost always, "I don't like the socks I have. I can't find any matching socks. There's no socks in my room." They might be in the laundry or in one of our bedrooms getting folded or something, but it's never that he doesn't have any socks. It's something else. He is not satisfied or cannot access his socks. That is a very important distinction because when camp starts at 8:30, and it's already 8:21, and you still have socks and shoes on, I cannot solve for, "I don't have any socks." Can't solve for that. I can't help you. If there were no seven-year-old boy socks in the house, seven-year-old child socks in the house, I can't fall for that at 8:21 when we're supposed to be there at 8:30. You're just wearing sandals today, fine.

05:25

Similar, when y'all be saying, "I don't have any money," what you're actually trying to get to, and the reason why that's so irksome to me, but also not helpful, is you can't solve for "I don't have any money." You can't solve for that, there's nothing to solve for. It's just, "I can't, I just can't, there is nothing, I can't." Now, what you actually mean, is some variation of, "I don't feel comfortable with the amount of money that I have. I made a plan and I don't have enough resources and money to cover that plan. I'm not making the money that I want to have." Shout out to one of my clients this week, who was like, "I didn't make any money." And I was like, "Oh, really?" And she went back and counted her account and what she meant was just, "I didn't feel like I made enough money." Hello.

06:10

I'll be real, I do this shit, too. I was doing my end of month eval for June and in my mind, I was like, "I hardly made any money in June." Y'all tell me what I made, what was it? Like, \$25,000 in June, right? But my brain was like, "You didn't make any money," because I didn't feel successful. I didn't feel celebratory in that moment. Now, again, the reason why this is important, is because you can't solve for zero. You can't solve from lack. There's nothing you can do if you don't have any money. If you don't have any money, or anything that can be turned into money, you can't solve for that shit. You just, I guess, just move on to the bridge out in the wild, you can't solve for that. You can solve for any of the other things we said, which is, "I'm not happy with how much money that I have. I feel like I don't have enough of it. I do not have enough to manage the bills that I have or the expectations that are on me right now." All of that, we can solve, because then you just get to be a CEO and prioritize.

07:13

You get to purposefully delay payments on things. Hello, that's the thing you might have to do. Welcome to the world of entrepreneurship. You might have to end projects, you might have to change expectations. Some of it is just self-coaching, you feel like— Oh, there's some pups. You feel like you didn't make any money, but that does not give you the right to go and change things in your business because you're having feelings. The business is fine. It is making money, you just got feelings, and that's your thing to sort. All the things can be solved except, "I don't have any money. I don't have any socks." Can't solve for that at this hour.

07:51

Okay, so, here's what I want you to do. Every time you open your mouth to say, "I don't have any money." You know what? Let's be a little bit compassionate. Go ahead and say it. I don't have any money. And then with love, say to yourself, "Okay, what does that mean? What do I mean by I don't have any money?" Nine times out of 10, it's you're not satisfied with what you've created, and the only way to create more money is to be in satisfaction. Again, I didn't say abundance necessarily, because sometimes that shit don't feel good. Ending projects and delaying projects does not feel good, but be in satisfaction, or sufficiency. There is enough. There was enough money for today. I have what I need to keep going, and if I don't, I'm gonna solve it because I'm a CEO and that's what I do. I'm an entrepreneur that's what I do. But be in that sufficiency mindset.

08:46

Count all the money you do make, count the cash back dollars, count the course sales that you had, even though you feel like you did a whole launch and you only sold this many of course sales. Who cares? Do that, too, count that. Count all the income you make. Sometimes, y'all be like, "Well, this income doesn't count because it's rental income and it was passive, I was gonna make it anyway." Bitch, fine. Count it. That is money that you made. That's money that past you was so smart, she was like, "I'm gonna help future me out. Make her some money while she's not even thinking about it." What do you mean, you're not going to count that? What? Count money that comes from investments, money that comes from passive income streams, money that you create in your business. You have to really broaden your sense of making money, of creating money, and you need to own all that shit. Only from that place of owning it, can you create more, can you be creative, can you keep moving. But saying, "I don't have any," you can't do anything with that, right?

09:53

So, I always ask my son, "What do you mean you don't have any socks?" At this point, he sucks his teeth and rolls his eyes at me because he is my child. Like mother, like son, and that's fine. But he will then go, "Okay, well, I don't have the ones I want to wear." Okay, baby, let's figure it out, then. Let's figure it out. Are any of the ones you want to wear clean? No. What do you need to wear today? If those aren't clean, what can we do? What's the next best course? But you can solve any of those problems, but you cannot solve for, "There are no child-size socks in the house." You cannot solve for, "I have no money." You can solve for everything else.

10:31

I'm trying to think of what else I want to tell you all on this topic. I think those are the main things. I think I'm gonna wrap up this this episode. I'm so glad you're walking with me and we're having this conversation. I hope the audio is good, I have no idea, because I'm just talking and walking and the winds blowing and dogs are barking and all the things. So, I think the last two things I want to tell you is one, One Year from Now: The Residency, my group program, is going to have another launch, another cohort launch, towards the end of this year. As of right now, that is not an option to work with me. However, I have, I think there's three spots left, as of today, but three coaching spots, one-to-one coaching spots available. You can come change your entire life with me, come and work with me, for what I'm going to call an "iteration," which is about a third of the year. We're going to do 16-week, chunks of time, and move you to the next iteration of yourself, the next piece of the puzzle, next

Episode 115: Hailey After Hours: No Socks, No Money

evolution of yourself is what we're looking at and what we're building. So, if you want to work with me, 16 weeks, single payment of \$10k. I work with high-impact, high-profit entrepreneurs, you can self-select accordingly. But that's who I'm looking to work with between now and the next launch of One Year from Now.

11:55

Number two, if you enjoy Hailey After Hours, let me know. Find me on Instagram, send me an email, and just let me know because I might record more episodes like this. I might be like this more often, but I want you to tell me if you like this and what else I need to talk about during a Hailey After Hours. So, enjoy the rest of your week and I will talk with you all next time.

12:25

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 BrainspaceOptimized.com/Podcast. If you want to chat me up about all things entrepreneurship, then head to BrainspaceOptimized.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 [@BrainspaceOptimized](https://www.instagram.com/BrainspaceOptimized). We will see you in the next episode.