

Hello there. You're listening to the Your Next Best Step podcast, episode number 16, and today we are talking about why failure can actually help you achieve anything and everything you want in your business, so stay tuned. Hello there, and welcome back. Thank you so much for joining me every week. We are on episode number 16, and today's episode kind of goes with the episode that we talked about last week, which was my five biggest mistakes that I've made in my business, but then also the five best things, best decisions that I've made in my business resulting from those mistakes. If you haven't listened to episode number 15, definitely go back and give it a listen because there's a lot of really good gold nuggets in there. But before we get started today, I just wanted to say thank you so much for the reviews that I've been getting, and the feedback that I've been getting, suggested topics to talk about.

All of those things help me to create better content for you so that you can, if you're... If there's something that you've been struggling with, or something that you want to learn how to do, some tips that you want to get on something specific, because things are changing so much in the world today in the world of marketing, and leadership, and digital marketing, things are just consistently changing. Getting feedback from listeners helps me to create better content, and it also... When I am meeting with people one-on-one, I also ... I listen to the feedback that I get on the podcast, and sometimes comments that I receive via email or messages that I receive. It also helps me to be like, oh hey, so when I'm working with people one-on-one, if it's a similar problem that they're struggling with and a listener has told me how it's helped them, something that I've talked about on the podcast, and it's helped them to get through an issue, or resolve an issue, or figure something out.

It also helps me to help other people that I'm working with physically, so thank you so very much from all of the amazing feedback that I've been getting from you. It's just been incredible, and doing this podcast, it's another way of... For me, I look at it like it's another way of coaching, and I love, love, love working with people. I love helping people to achieve things that they thought were totally impossible, so doing this podcast, it's just another way for me to connect with all of you to help you work through things that are happening in your business, and just also just to get a cup of coffee, put some ear buds in, get a glass of water, glass of wine, glass of tea whatever, and just have some, what I like to call you time. Have some time, whether it's in the morning, during your morning routine, in the afternoon while you're walking, but to have some you time so that you can, like I said, learn how to do something, or get advice on something, or you know, maybe whatever I'm talking about that day is something that resonates with you because it's something that you're experiencing yourself. The advice that I'm giving, whether it's from my own experience or from somebody that I'm working with, it might just be a few steps ahead of you, or something that you may not have thought of.

It just gives you some things to look at during that you time to say, "Oh, you know what? I never quite thought of it that way," or wow, like that's something that I was really thinking about, or I really needed to learn, or I was wondering, or I was researching, and it's an outlet. It's a space for me to hold space for you, and give you some great information that might help you get over a block, a hurdle that you've been going through, and even something to just give you some more information about, something to help you to grow your business. Thank you so much for joining me every week. I just love, love, love doing this podcast. It's been a dream of mine, and I'm just so excited that we are on episode 16, so today, and this topic comes up a lot, and I was just speaking to a very dear friend of mine about this topic, actually about an hour ago.

It's just so funny that now I'm recording this podcast episode, but it's all about failure. Okay, and why, and what we're going to talk about today, which is a concept that might just be so bizarre or foreign,

which is the whole thing that failure can actually help you to achieve absolutely anything. That sounds so weird, right? Because I know that for me, the first time I ever thought, I ever heard this, I was like, what? That's just so odd, because for years, not even realizing it, I grew up... I'm the youngest of three, and I grew up in a family of, I have an older brother and I have an older sister and both of them knew exactly what they wanted to do. They had their whole path carved out for them. My sister wanted to be a psychologist and my brother wanted to be a civil engineer, and then there was me. I didn't know what I wanted to do, and both of them were like super high achievers, super book smart and just, really went all the way.

Then there was me. My road was a lot more bumpy and a lot more filled with all kinds of twists and turns, and somewhere along the way, I built up this thing and I'm not... I can't quite figure out where exactly it came from, but I was determined to consistently prove myself, and consistently just... There was no such thing as failure. I was not going to fail at anything, and I look back now... I was in martial arts for many, many years, and I look back at my belt tests and stuff, and I was not going to fail. I would execute things perfectly, because there was no way I was going to fail out of belt test. Anything I ever did in, when I... In corporate America, and different things that I would be working on, or events that I would be doing. I remember saying to owners of the company when I was planning an event with them, and I was coordinating everything, and putting the whole event together, or sales meetings, or whatever.

I remember saying to them, "I won't let you fail," because I had the thought and like I said, some way, somewhere along the line I built up this thing in myself that I was not going to fail, and I wasn't going to let anybody fail. I remember telling people that worked for me, "You know, I won't let you fail. Don't worry. Just put it out there. Like, just do it. Like do the project and if you know, the owner of the company doesn't like it, like it's okay, I won't let you fail, I will cover it, I will fix it," and from that what would happen is that I would end up doing way beyond, and going way out of my way, and really just totally bending over backwards, and killing myself trying to prevent failure, because for some reason in my head, failure was just... It just wasn't going to happen. Not on my watch. Heck no. I wasn't going to fail, just like when I was doing my belt tests, just like when I was in corporate and planning events, I was not going to fail.

I was going to execute things flawlessly. I was going to do things, and have a path, and just not let anybody fail, because you couldn't fail. I remember looking back, one of the first things that happened to kind of... It started to like wake me up, that sometimes failure happens, and it's actually a good thing, and it was during... It was actually my third degree, test when I tested for my third degree black belt, and I did okay on most of the tests except sparring, cause sparring was not my favorite thing. Also, it was a board break, and it was the first time that I had to really... I'm sure there were other things, but it was a mega event in my world, where I went to go break this board and I thought for sure... I thought for sure I'd be able to do it, but at the same time I had this feeling in my gut like I wasn't going to be able to do this break.

It was like some crazy flying, double flying kick, double flying side kick, and I just... It was something that was new and I knew that my jumping kicks... They were fine, but this one in particular was just so hard, and I remember totally blowing this break, totally, totally bombed it, and bombed the sparring piece of it, of my test, and part of that was I was... We were sparring and I went to do a jumping kick, cause you had to, when you're testing for that level, you have to throw in all kinds of complicated kicks. I was just afraid of this. And jumped, and got swept, and fell completely on my back and totally bombed that part

of sparring. I remember, like I said, it was the first time, a mega thing, that I was like, oh my gosh. I failed. I'm a failure.

It wasn't necessarily with that pivotal moment. It wasn't necessarily that I didn't do the break, and I didn't... I didn't do it right, and that I didn't break the board, and that I wasn't able to do it. It was more, I remember standing there thinking all these people are staring at me, and they think I'm a big loser, because I didn't break this board. It wasn't failure. It was almost like I didn't even recognize the failure part. It was, all these people are going to think that I don't, that I'm terrible. I kept thinking, what are these people thinking about me right now? That was the first... That first experience that I had with knowing, or having that feeling of failure, and feeling like, oh, my gosh, I'm a failure. I think in business, people aren't necessarily afraid of failure.

Like I said, I think people are more afraid of what others might think of them if things don't work out, and I've seen this a lot with business owners that I've worked with, where they want things to be absolutely perfect, or managers, or any kind of a leader in a business. They want things to be perfect, because in their mind, and I worked for somebody like this, in their mind, if it doesn't work out, and I remember having my boss actually saying this to me, which is probably where I also developed this thing of, you weren't allowed to fail. But I remember my boss actually saying to me, "If this doesn't work, if this doesn't work out, and this bombs, it's a reflection on me, and I'm going to look stupid." Of course I'm going to be like, oh no, we're not going to fail.

It won't fail. Everything's going to be great, and I would totally go bananas trying to make sure that something didn't fail, and I would lose sleep, and I would work hours, and hours, and hours to make sure that an event, or a project, or whatever wouldn't fail. I was like... There were so many things that I did, which things got executed, things got pushed through, things were great. People would say, "Oh, this is amazing, working on these projects. Everything went amazing or everything went great, or whatever." Meanwhile I was miserable, miserable, because I wouldn't let anybody fail, because I felt like if I let someone fail, or if something failed, I would look stupid. I would look silly. I would look ridiculous, and I would be a failure, and I know that this isn't an uncommon thing.

I know that people, lots of business owners, lots of entrepreneurs, go through this. Fear of failure is one of the mega fears, and I was just having this conversation with a friend of mine, and we were talking about... A couple of a project that I worked on, a project that I was doing in my business, and he was talking about some things in his business, and I said to him, I said, "Yeah," I said, "You know, it was really hard when this program that I was trying to get launched, you know, and I had this launch going on, and I'm putting it out there, and I'm showing up every day, and it failed." He said to me, he said, "Well, Theresa," he's like, "but it's not a failure. It's just a chance to try it again and look at it differently."

It's like, when you hear things like that, it just... It snaps you out of it, and saying, "Oh, my gosh, that's... You're right." But a lot of times, we don't look at it that way, and we look at it like if this fails, I'm going to look silly. It's not because the program didn't work, the launch didn't work, the event didn't work. It's because of what people think other people are going to say about it, which in reality, it doesn't matter what anybody else says about it. Right, and that took me a long, long time to learn, way after my third degree test, way after my boss making that comment to me. When I actually opened my first business, the retail business, and when I opened, and then when I started this business, where I was coming up to failure time, and time, and time again, and learning the really hard lesson that actually the more times you fail, the more things you learn, the more chances you have of stuff actually working out.

It's that whole, like that phrase that you hear that fail fast, fail often, fail forward. I might've messed that up. I apologize, but we want to, if we're failing, or if something's not working. Okay, first of all, let's just... Let me back up for a second. Failure. Let's just start there. Failure is only how we frame it. Okay? For the longest time, I was framing failure as, and I was looking at myself, and not looking at the actions that I was actually taking, so when you're looking at yourself, failure is... It's how you frame it. It's, I'm a failure. I'm stupid. People are gonna think I'm done. People are gonna think I don't know what I'm doing. People are gonna think that this is ridiculous or whatever. Okay? But if we reframe that, and we look at it like, you know what? I tried it. It didn't work.

What can I learn from it, and how can I move it forward? Right? I've heard this a lot since I started my business, especially since I started scaling my business. It's that whole phrase of things happen to either give us the result that we want, or the lesson that we need to get to the result that we want, right? Going back, fail fast, fail often, fail forward, as long as we are trying, as long as we are taking action, A, we're way, way ahead of the people that aren't trying. Okay, so first of all, and B, it means we're taking action. It means that we're actually, we're trying things and if it doesn't work, if the event doesn't work, if the promotion doesn't work, if the new program doesn't work, it doesn't mean... It's not a reflection on us that we, that we're terrible. We're the worst entrepreneur ever. I remember saying that to my husband when I had one of my first launches several years ago, completely bombed.

I remember saying to him, "I'm the worst entrepreneur ever," and he's like, really? You're the only one that had a launch that bombed? I don't think so, so, but that's where we get in our head, and we need to realize that it's not really failure. If people think, or if they're gonna make judgment about when we put something out there, and it doesn't work, and it falls flat, if they're going to make judgment about it and say, "Oh yeah, that didn't work. They're a giant like giant loser, like failure," guess what? 99.9% of the time, those people are people who aren't actually doing those hard things like you're doing to grow their business. They're people who are standing on the sidelines. They're not even in the ring. They're not even on the field. They're just making judgments, because probably more often than not, they're judging themselves because they haven't even gotten started, or they're judging themselves because they haven't gotten something to work, or they're judging themselves because there's something that they haven't done, or won't do, or whatever that you're actually doing.

The thing of it is, is that the more we try, and the more often we take imperfect action, and the more often we fail, the closer we get to actually achieving amazing things. I'm going to give you five things, and the last one is the big thing that made the huge difference in my own business, and something that I work with people on now, that really helps them to start to see why failure, and the more times you fail at something, you actually can... It actually moves you closer to achieving absolutely anything you want. The first thing is, if you've had something that has not worked, okay, the first thing is, is number one, is to shift your mindset. Okay? This is a whole thing of reframing it. All right? Instead of looking at it like, oh, my gosh, that's a failure, it failed, look at it instead that, and reframing that thought of, you know what?

Every attempt that I make is a chance for me to learn something new and learn how to do it a better way. A shift in your mindset to shift away from, it's a failure. It failed, I failed, I'm a failure. The more we can shift away from that and instead say, "You know what? I'm grateful for the experience. I'm happy that I took the step and I did it. But you know what? I'm also gonna look at it like it's a chance for me to learn and try again." Just like the conversation I had with my friend, where a program that I was working ,or a launch that I was working on for a new program, totally did not go the way that I wanted it to go,

and instead of looking at it like, oh, this was a total failure, instead it helped me to reframe it and say, you know what?

It was just... I put it out there. I put it out there and I changed it and it was a chance for me to learn. My one mentor said... He asked, he was being interviewed, and he asked the person that was interviewing him, he said, "Have you ever commented negatively on a Facebook ad that you've seen?" The person was like, no, absolutely not. He said, "How many bad comments have you seen people make on Facebook ads that they have out there, where they just make these horrible comments?" He's like, well, you see it a lot because there's haters out there, and it's like, yeah. You don't make those bad comments because you're on the field. You know that, hey, that person, they had the courage and the guts that put that out there.

You know what? They're gonna learn from it. It might not be the best ad, but they're gonna learn from it. But the people who aren't in the ring, who make those judgements, those people have no clue, no clue. For years, I used to let those people that were on the sidelines, who weren't even on the field, tell me that if you fail, you're gonna make me look bad, which is junk, right? The first one is shifting our mindset. The second one, this is a big one, and this is the thing that helped me to really start to reframe that failure, and realize that, you know what? It's okay to fail. It's okay to have stuff not work out. You actually want it to not work out. You want it to like... When you're putting stuff out there, and you're putting events out there and stuff, if it works out great the first time, awesome.

If it doesn't, you know what? It's how you learn, so you can do it better, so then you can scale it. The second one is, and this is the big thing that helped me, seeking out good mentors and advisors. The minute that I found my first awesome business coach, things really started to shift, and that was the first thing that we worked on, was that fear of failure, and understanding that it wasn't the failure that I was worried about. It was what people would say, what people would think about me. Even if I was working on something for someone, if I didn't do a good job, they would think I didn't know what I was doing and I was stupid. It was almost like that same mindset I had when I was still in corporate America.

When I was doing marketing brochures for people, or I was setting up ad campaigns, if it didn't work the way that they wanted it to work and it didn't, it just didn't work out, I was like, oh my gosh. I would do whatever I could do to make sure that it totally, it went great. We, we don't have control over the outcome. We have no control over whether or not someone's gonna make the decision to buy. We have no control over about how people feel about things, so it's silly to think that you can control the outcome of it. You can do everything when you're doing it, you can do everything that you know to do. You can put in your best effort, but there... In reality, the outcome, we don't have any control over it.

If it doesn't work, it doesn't mean we stink. It doesn't mean that we're terrible. It doesn't mean that we're stupid. It doesn't mean that we don't know what we're doing. It just means that it didn't work, and it's a chance for us to go back and look at it, and try it again. Working with a mentor helped me to see that, and helped me to get over that fear of failure. Because when we don't get over that fear of failure, then we never take any steps. We never take any action and we always stay stuck. Right? Number three is, it doesn't need to be perfect. It just needs to be out there. So many people say, because they have that fear of failure, and fear of what people would say about them, and this was my old boss. When we would do a marketing piece, it was like it had to be flawless, and he was a perfectionist, like just crazy.

If it wasn't completely flawless, completely flawless design, well then it was bad. But the thing is, and then what would happen is we would make changes, after changes, after changes, after changes, after changes and what would happen, it would never get out there, or it would get out there six months later. Meanwhile, people are banging down our door, the sales reps, because they needed this piece so that they could sell from it, so the business can make more money. Right? When having that feel or failure makes us, it feeds that desire to say, "Oh, I can't launch it. I can't put it out there because it's not perfect." Perfect doesn't exist. I used to think it did, but it doesn't, it doesn't. If it's 70% done, if it's... I was just talking to other friends of mine, cause we're working on a new launch for something, and we're just like, and I said to them, I said, "Listen, I just want to like get it out there."

I just want to get it out there, and we're just going to put this together, and here's what I need, and here's what, and you know what? If it's not... If it's not 100% the first time around, it's okay, because at least we'll get some data, we'll get some feedback, then we can tweak it later. I was never like that before, never, so it shows growth, but it doesn't need to be perfect. You just need to get it out there because the more we get caught in that perfectionism, then we don't put stuff out there, and then we can't help people. The more we stay stuck in our own head about it, because we're afraid of it, quote unquote "failing," when in reality there is no failure. Right? It doesn't need to be perfect. It just needs to get out there.

Number four is some times, when we're working on stuff, and it's not working, and it's not working, and it keeps not going in the right direction. Sometimes, and we don't even realize it, it means that we just need a break. It means we need to walk away from it. Maybe we need a couple of days off. Maybe, I know sometimes we get in the flow, and we're working on a project, we're working on a program, or whatever, and we want to get it done, and we're like into the content, and sometimes when stuff isn't working, and it's just not working, and it just keeps bombing, maybe sometimes it's a sign that we just need to walk away from it. We need, just need a break, and I know this happened with me a while ago. I was trying to write emails, and I was trying so hard to just push it through, and nothing was coming out right.

When I was sending things out, the message just wasn't connecting, because it wasn't coming out right, because I was tired. What it ended up meaning is that I just needed a break. As soon as I... We were going on vacation, went on vacation, came back, re-looked at the emails and thought, holy mackerel, no wonder they weren't working. This doesn't sound good. Reworked them and then put them back out there again, and then guess what? Everything was great. Everything was good, but it gave me a chance. Having it not work gave me a chance to step away, and look at it differently, so that I could step back in, make the tweaks, and move forward with it. The last one, number five, and this is the big one. This is the thing, this is the game changer that I started doing myself, and I also started doing with my clients is, and this kind of ties it all together, is to say to yourself, and this requires a mindset shift, but to say to yourself, you know what?

You always have multiple chances to succeed. If you are trying, and you are putting yourself out there, and you are taking steps, you are taking imperfect action, you always have multiple chances to reach success. Along the way, those multiple chances, even though they might not work out, they give you more chances to learn. What I started doing with people, which is something that I learned how to do, is when we work on setting our goals, or we work on a project plan, we work on, okay, this is something that really want to achieve, and we have the whole process set as far as how we're going to get there. The other thing that we set is we set a fail strategy, and what that means is that we give ourselves

permission to fail however many times. Along the way in trying to achieve a big goal, put a project together, have launched something.

We give ourselves permission to fail in the process of trying to achieve. Because lo and behold, you might have 50 things on that fail strategy. 50 things that you're willing to try, that you're going to try, and you know what? If you fail out them, and they don't go well, it's totally okay. Totally okay, because you're gonna keep, just keep trying, cause guess what? You're going to try five, and you have 45 more to go. Along the way, you're consistently putting yourself out there, and you're trying, and if it doesn't work out, it's okay, and you detach from the outcome and you say, you know what, it didn't work out, but I put my best foot forward, and I tried.

You know what? I'm going to look at it. I'm going to see what needs to happen next, and I'm going to try something else. What that ends up happening... What that ends up doing, or what ends up happening is it helps us to start building our confidence muscles. It helps us to start building our confidence back up, so that we can reframe failure, so that we can be okay with failing fast, failing often, and failing forward, because eventually, like I said, the more times you fail, the more times you can get yourself back up, and the more chances you have of succeeding at the things that you have in your strategy.

But where people get stuck is that they think that they have to have it perfect the first time out, and that the launch, or the program, or the event or whatever, has to go right right out of the gate. Then they either don't launch it, or when things don't go well the first time around, then they completely annihilate themselves, and think that, oh, why did I even do that? They beat themselves up, or like I said, they don't even take an action, because they get so paralyzed by that fear of failure. But when you create a strategy to give yourself permission, it's like your permission slip. You give yourself permission to fail at things on the road to achieving something impossible, or to achieving your goals, or achieving a huge thing that you've always wanted to do. When you give yourself permission to fail, you're giving yourself permission to show up fully.

You're giving yourself permission to be confident, to be courageous, to be vulnerable, to be a leader and to make a difference. When we don't do that, and we have that fear, then we can't do any of the above. We end up not taking any action at all, and then we just give up, or we go backwards, or you wonder why no one sees my stuff. Because you're not putting it out there because that fear holds you back. Creating that failed strategy, this is, like I said, this is something that I've learned to do, and I actually do it with my big goals, my big, giant goals that I want to achieve. I just literally list out all the things that I'm going to do on the way to achieve that goal, and I give myself permission to fail, because let's say you have 50 things. One of those 50 if we just take statistics, one of those 50 is bound to work, right?

If we give ourselves permission to have things not work out, or have something not get accepted, well, you know what? We've got many more chances that we're willing to take, and we have the confidence to just keep going no matter what. I can't tell you how many launches that I've had that I've put stuff out there where they did not go well. The first one before I really learned to reframe failure, the first one was really tough, really tough. The second one, it got a little easier, and then when I learned how to set that fail strategy, and I learned how to adapt all of these things, and get good mentors and advisors, and understand that it doesn't need to be perfect, it just needs to get out there. When I learned to do all that, and I realized that my fear wasn't in having something not work, or having something reject me, it was how people, what I thought people thought about me, which you know what?

It doesn't matter. It doesn't matter, because the value that you bring, and what you're trying to achieve, that all comes from within, and it has nothing to do with what people say about you, but it has everything to do with how you feel about yourself. If something doesn't work and you beat yourself up, and you feel like a failure, well, then you don't feel great about yourself, and then that's what we end up putting out to the world. But when we reframe it and think, hmm, it's just another chance to learn something, and we have an infinite amount of chances to learn, to fall down, and get back up, and to keep trying. Because the only thing that's worse than that is never trying at all, or giving up. Right? As one of my mentors used to say, the only failure that there is is when you quit.

I know we're not going to do that. Right? I didn't do that, and I know you won't, either, so hopefully if you've experienced some things in your business that haven't quite worked out the way that you wanted it to work out, hopefully these five things will help you. Doing these things, shifting our mindset, and seeking out good mentors, getting help when something doesn't go right and it bombs, raising your hand, and ask them for help. Because when we get back up, when we realize it doesn't need to be perfect, when you give it, when we give ourselves a break to kind of reset and recharge, and we keep going, that is when infinite possibilities can just open up for us, because we're willing to put ourself... Bleh. We're willing to put ourselves... I'm getting passionate about this.

We're willing to put ourselves out there, and have the stuff not work, and then keep putting ourselves out there, and keep going and keep achieving, keep moving ourselves forward. That is how we are able to have failure help us to achieve absolutely anything that we want to achieve because it doesn't matter if something doesn't work, and it doesn't matter if what people say about it, if it doesn't work. What matters is how we frame it in our mind, and how we choose to pick ourselves back up, and keep moving, and be willing to fail again. As long as we keep taking one step forward in the right direction, so I hope that this episode helped you and like I said, if you've been experiencing some things in your business that haven't gone quite right, know that you are not alone, and maybe try one of these five things, and let me know which one of these five things helped you the most.

Which one was like an aha moment for you, or maybe you took one of these and you're trying it. I want to hear about it. I want to hear what was the most helpful for you to get you past your own fear of failure, so thank you for joining me today, and I look forward to seeing you next week. Remember, fail fast, fail often, and fail forward. It doesn't matter how many times we fail. What matters is that we get back up each time, and we keep going, because the only thing worse than that is if we never try, and we never get back up. Until next week, take care. Have a great rest of your week and I'll see you soon.