

You're listening to the Your Next Best Step Podcast, episode number 20. Woohoo. And today, we're talking about the one thing, the one thing that is more important to having your business plan together, to having a marketing strategy, to having all the tactics, the new tactics and fun stuff that's out there, and social media, getting that all together. The one thing that's more important than all of that.

So, if you don't see the results in your business that you really want to see, you're going to want to stay tuned and listen up. So let's get started. Well, hello, there. Welcome back. We are on episode 20. Can you believe it? Episode 20. Holy moly. I absolutely love, love, love doing this podcast. It makes me feel amazing. I feel like I'm having a conversation with my friends, with clients, and I just feel like doing this podcast really helps me to connect with people, and really get my message out there, and really be able to help people on a whole new level.

And it just has been such a dream come true to do this. I feel like I kind of have my own, like I'm becoming the next Oprah, or something. But I have gotten so much great feedback from people. I've gotten some awesome, awesome reviews from people who have listened to the podcast and have said it feels like they're sitting here with me, having coffee and in reality. And I've said this before on the podcast, I do actually drink coffee. So it is like we are sitting together having a cup of coffee.

Sometimes tea. Sometimes, I actually have a glass of water here, too. So, got to stay hydrated. So it is like we're actually sitting here having a conversation over a cup of coffee, right? So, anyway, today's topic is something that ... Originally, what I really wanted to talk about was procrastination, and how to avoid procrastination. And I was listening to something the other day, another podcast from someone who I just found, Brooke Castillo, on the Life Coach School. She's amazing. If you're looking for another podcast to listen to, I highly, highly, highly recommend her.

I found her last year, think it was, yeah, it was last year, from another podcast that I listen to from one of my mentors, and I started listening to her, and she's got such great advice. She's a life coach, she helps people lose weight, she helps people stop drinking, stop smoking. But she's got so many great things on there, and when I drive back and forth to clients, or when I'm going to visit my parents, I always listen to podcasts, and my husband loves it when he's with me.

So, he learns a lot of good things, actually. So, as much as he's like, "Oh, man, another one?" He loves it. So, but anyway, I found her, and I was listening to something she was saying the other day on one of her episodes, and I thought, "You know what? This ties in great to the whole thing of how to get rid of procrastination." And I work with people one on one, and this is something that I hear come up a lot, a lot, a lot, when we're talking about the results that they're not getting.

And I see my clients a lot, why I wanted to talk about procrastination is, a lot of my clients, that is the biggest thing that they struggle with. They don't realize why they're procrastinating. They call it something else. A lot of times, they call it overwhelm, "I'm overwhelmed," and we find out, well, the underlying thing is procrastination. Then we dig deeper and we figure out what's really causing the procrastination.

But the bottom line is, they're not achieving the results that they want to achieve. They're not achieving, they have goals set, and one of the big things that we work on is, not only just setting the goals, and we do it in the beginning of the year, I do it when I first start working with people. Like I said, we do it in the

beginning of the year, we do it every quarter, we look at things, because we set goals in 90 days, in 90 day increments.

And we constantly are revisiting, and then we look at mid-year, and say, "Okay, where are we?" But not only do we set that goal, but we also have a process to achieve the goal, and the process is what becomes more important than the goal. The goal is important, but it's the process that gets you from A to B, to be able to achieve those things.

And recently, I have several clients that have gotten to a level of success, and they kind of hit a plateau. They hit a ... I don't want to say hit a wall, but they hit a ceiling, because what they did to get to where they are right now, to get to the point where they are in their business, took, potentially, it took a lot of hard work, it took a lot of hustle, it took a lot of long hours, and they start working with me and realize there is a better way to do this, to build their business and to scale their business, and what got them from point A to point B to get them the success that they've already had is not going to get them to the next level.

So, we sit there, and we look at the goals, especially if, like I said, they've achieved a level of success, and now, the team is kind of, everybody is like, "Oh, yeah, we were successful," and they think the struggle is gone. There's not going to be any more struggles. So the team starts to get comfortable, because they think, "Oh, what we did to get to this point is good, and we're just going to coast now, because it's just going to keep growing, right?"

Wrong. So, what happens is, and they ask me, "Theresa, we are not achieving results. We've plateaued. We've hit a ceiling. People, I can't get the team aligned again. We have all these things on our list, we have these goals on our list, and I'm struggling, because we're just not achieving things. What is that thing that we need to do to be a successful business? What is that? Is it another marketing strategy? Do we need a different marketing strategy? Do we need to ... I think I need to cut costs. I think I need to cut labor. I think I need to ..." And it's like, stop, stop, stop, stop.

More important, so you can see kind of what this is building up to. That overwhelm, again. That procrastinating on getting things done. That comfort level that people get to. They want to achieve big goals, so if you've gotten to a million, or you've gotten to two million, you want to go to the next level. You want to achieve three million or four million.

And when we sit down and we talk about it, and we say, "Okay, the most important part, it's not the strategy, it's not the business plan. It's not all the tactics that you're going to use to get to that next level. The first part that we need to tackle is the emotion behind getting to the next level."

The emotion that is behind the things that you're trying to achieve. Because that emotion, those feelings, are what fuel the action to produce the results that you're looking for. Okay? So let's take a look at athletes, for instance. And I heard this, Brendon Bouchard has talked about this before in the studies that he's done for high performers, and Brendon Bouchard's one of my mentors, by the way.

But he talks about athletes, and I was an athlete, my husband was an athlete, and we've had these conversations. When you get up to run a race, or like I was heavily into Taekwondo, studied it for 16 years, have a third degree black belt. When you get up to test, okay, and when, even for me, it was even getting in front of the room to teach, there's an emotion that goes along with it, all right?

Or, every single belt test I ever went through, and I saw this with my students that I was teaching and guiding along the way, when they would test, there's an emotion that comes up. Okay? And that emotion brings out feelings. Okay? And that emotion, so if you're standing there, and you're getting ready to teach, okay, I'm standing in front of the class, I'm a black belt, I'm getting ready to teach, and I have the emotion and those feelings that are coming up, so the emotion is, I'm nervous.

And if I let, then, those feelings about it, and those thoughts, dictate, okay, so if I'm feeling nervous, and I start to think to myself, "I'm nervous, I can't do this, my voice sounds silly," which I used to think that, "I don't know what I'm doing, they're going to think I look silly, I don't know what to teach, I forgot what I'm supposed to teach, I forgot the commands."

So if our emotion, then, how we feel about it, is fueling our action, so if I'm thinking that, oh my gosh, because how we feel, and that emotion that we have, then brings a thought about. Okay? So if I'm feeling, I'm feeling nervous, I don't know if I can do this, that's the next. That's the thought. So then, how are you going to teach? Not very well, right?

So, if you're sitting there, and the emotion that's coming up is, "I can't do this," okay, or, "I'm nervous," and we let that nervous energy dictate, then, how our actions are, if you are a runner and you're at the block and you're saying to yourself, if the emotion that's coming up is nervousness, or being scared, and then the next thing, those feelings are, "I'm tired, I can't do this, I don't think I'm going to win," do you think you're going to win? No.

When I was teaching, or when I was testing for my black belt, if I stood up there and said, "I can't do this, I'm not good enough. I can't do this." Do you think I would've passed? No. So, emotion is what fuels the action to produce the results that we're looking for. So if there is a negative emotion behind what you're trying to achieve, you're not going to achieve the results that you want to achieve, because the emotion dictates the thought, dictates the action, dictates the results. Right?

So when, going back to my clients, when we have these conversations, and they're like, "I'm doing everything that I know to do," and I was caught in this trap, too, at one time, when I was first starting my business, "I'm doing everything, I'm following the process, I have my process set, and I'm still frustrated, and I'm overwhelmed, and I can't get anything done ..."

So then, my next question is, okay, well, let's look at your process. Let's look at the process that you have. Okay? So I have two different types of clients here. So the first one is, I said to him, "Okay, you're overwhelmed. You're not getting stuff done." He's like, "Well, I just, I come into work, and I get distracted." Okay. So, emotion, overwhelm, thought, "I get distracted."

So you can see where this is heading. So then it's like, okay, well, let me see, what does your process look like to get stuff done throughout the day? And he looks at me with a blank look. He's like, "Well, I don't ..." Because they all get planners. When you work with me, you get a 90x planner. And it's like, "Oh, well, I write my list down, but I ..." And he pulls out a receipt paper. And it's like, oh my gosh.

So, we sit there, and we're like, "Okay. You think you may have been following the process, because you're writing it on a receipt paper, but are you really following the process that we developed that is your process to achieve the results that you want?" The answer is no.

And then it's, "You want to achieve these goals. You have these results that you want to achieve. You want to redevelop the processes and procedures to streamline things so that the flow is better in the business, in the restaurant. You want to put training in place so that when new people come on, there's an even more in depth training, and they have a portal that they can log onto and watch videos and create this whole training library.

"Okay, so those are big goals. The fact that you don't have that process, you're not following that process, and the way that you're doing it is writing it on slips of papers. How does that make you feel? How does looking at these goals and the results that you want to achieve, how does that make you feel?" And the answer that he gave me was, "Really overwhelmed. Overwhelmed, and feeling like I can't do this, and it's just like I don't even know where to start."

And so what happens next? Procrastination, because the underlying thing behind procrastination is fear. And it's fear of going to the next level. Fear of really stepping into that leadership role. Fear of, and this is a big one, fear of what it will take to go to the next level, because it took a lot of hard work and effort to get to this point.

So the emotion that was driving him, he had the results, and you can see where this is totally out of alignment, he has the results that he wants to achieve. But the action that he was taking to achieve those results was not in alignment, and how he felt about the actions that he was taking, he was embarrassed. He was disappointed. He was, again, feeling overwhelmed, and then procrastinating. That emotion that was fueling those actions was not aligned with the results that he wanted to achieve.

So of course he's going to feel bad. A different client, same kind of thing, got to a level of success and here they are, they frustrated, can't get the team aligned, can't move things forward, feel like they hit a ceiling, and they're like, "I don't understand. I'm doing everything. I feel like I'm hitting my head against a wall. I don't get it."

Okay, we don't even ... And I know she has a process there, so let's dig deeper. I know you're following your process, let's dig a little bit deeper to what is fueling this. So every day, she comes in, and since people have gotten comfortable from that level of success, and people aren't, because, like I said, what got you to this point is not going to get you to the next point, so everybody needs to up level their behavior, their mindset, how they act, the actions that they're taking, and when people get to a level of success, they get comfortable. Okay.

So, she is, she has these results, these goals that she wants to achieve, but what's fueling the action that she's trying to take is frustration. Frustration, because people aren't taking responsibility and holding themselves in integrity to do what they need to do as part of the team to move things forward.

So, bottom line is, the emotion that we put behind, the feelings that we put behind, just like an athlete, that is what's going to drive the actions that we take towards getting the results that we want. If we feel that our business, and this is what I went through, I felt like my business was heavy. I felt like everything felt heavy, and nothing made sense.

So I had built this business, I had clients and appointments back to back to back to back to back, all day, not seven days, six days a week, and my business felt heavy. So I had all these mega goals to achieve all these things, and I had all of my actions. I had my process set, as far as how I was going to achieve those

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goals. But the emotion behind the actions that I was taking was that heaviness, that not feeling good about what I was creating.

And a lot of that had to do with doing things that I wasn't super passionate about, because way back in the day, when I first started my business, I didn't spend enough time really, fully developing that vision, which is why I teach people how to do that right out of the gate, fully develop that vision.

So here I was, just leaving corporate, and had another business, a retail store, and I was running from place to place to place to place, hustling, hustling, hustling, because I just wanted to help people, and I just wanted to build that business. So that emotion that I was functioning out of was an emotion of desperation, an emotion of trying to prove people that I could build this business. An emotion of frustration and stress and overwhelm and burnout.

And what I learned was that the emotions that I was putting in, and then the thoughts that I was putting in behind the results that I wanted to achieve, were completely out of alignment. And when things are out of alignment like that, you can't achieve things. It's just not possible.

And once I figured that out, and really went back and set my vision, and re-figured out what it was that I was super passionate about, and kind of got rid of, and we've talked about pruning on this show, pruned away a lot of the things that really didn't serve me anymore, that's how I started to really focus and get things back into alignment.

Things started to feel lighter. Business started to feel easier. Business is easy. We're the ones that complex it, that complicate it. So things started to feel easier. Things started to feel more in alignment, and that is why, if we are feeling, if we're feeling junky about the results that we're creating, or we're feeling junky about the actions that we're taking, or we just feel like the goal that we have, or the results that we want, is completely not reachable, well, then, it's just not, we're not going to achieve what we want to achieve.

It's just not possible, because when we have a result that we want to achieve, and we set a goal, the next part, like I said, that's super, super important, are the actions that we take to achieve that goal. But if we feel, and we're not being the person that we need to be to achieve that, which are the actions that we need to take, if that emotion that is fueling those actions is a negative emotion, and an overwhelmed emotion, it's not going to get us to the results that we want to get.

That's why people who push and hustle and works tons and tons and tons of hours and get to, they want to make \$100,000, and they push and push, and this was me, and working 12 to 14 hour days, and hustling, and doing things that you're not necessarily passionate about, and you get to that level, how does that feel? It feels overwhelming, and for me, I burned out.

So when you're like, "Oh, I want to go to the next level," and you have that feeling of, "I have to do the same thing to get to the next level," do you think it's going to work? No. And do you think ... There are people who hustle, hustle, hustle, and work 12 to 14 hour days, and don't get to that level, so how does that work out for them? Not well, right?

Because that feeling, and that way of being, that we put behind the results that we want to achieve and the actions that we need to take is not in alignment with it. So, there's no way that we can achieve the

result that we want to achieve and have that outcome, there's no way that we can achieve it if we're fueling it with a negative feeling about it.

So, like I said, for my customer who was doing, had the process set in place, and was saying, "I'm doing all the things," and we looked at the process, again, when we dug a little bit deeper, and I asked the question, "How does this make you feel? How do you have these results, you're taking these actions, how does this make you feel?" And the answer was, "I'm frustrated. I am frustrated every day."

Well, if you're frustrated every day, the actions that you take are going to be frustrated actions. They're not going to be fueled with abundance and momentum and grace. One of the things, when we fuel our actions with negative emotion, when stuff doesn't go right, when stuff doesn't work, when launches fail, when customers stop coming in, when an event doesn't go right, when those things happen, if we're fueling our actions with frustration and desperation and overwhelm and burnout, when we're fueling it with that, we're just trying to push stuff through because we're desperate to get those results.

When things don't go right, they feel even heavier. And we don't know how to process them to learn the lessons that we really need to learn. We solely look at it as a failure. But when we have, when we fuel our actions with abundance, and grace, and that feeling of alignment, that feeling of purpose, that feeling of, "I can do this," when we fuel the actions that we take every day towards achieving those results, that's when, if things don't go right, it's just a blip on the screen. It's just a bump in the road. It's totally okay. I can learn from it, I can shift, I can do it better, and I can keep going.

And for me, the shift happened when I realized that what I was trying to achieve, and what I was saying that I wanted to achieve, I was putting it out to the universe, putting it out to the ether, and saying what I wanted to achieve, how I felt about it and how I was showing up every day did not, they were completely out of alignment.

So I needed to shift and say, "These are the results that I want to achieve, and I know this is how I need to be as an entrepreneur, as a CEO, I need to let go of disappointment, I need to let go of the overwhelm, I need to let go of burning myself out and recommit to these results, recommit to fueling my actions every day with the right feelings."

If you get up in the morning, and you dread the day, and you're dreading the work that you do, how will you achieve those results? There's just no way. It's just the law of the universe, I guess. But when you get up and you're excited, and you value your time, you spend your time on things that are a priority, and you let go of the distractions, you prune away anything that is holding you back, and anything that doesn't serve you and that doesn't really align with the vision that you have in your business, that's when you can really take actions that are going to move you forward.

And that's why it's so important to fuel those actions with the right emotions, so that you feel good about it. Because we didn't start a business to feel crappy about what we're doing every day. Right? So, the procrastination thing that I was talking about, which is preventing procrastination, what that comes down to, which is the first client that I was talking about, what it comes down to is shifting, thinking about the results that we want to achieve, and shifting the way that we show up every day, and saying to ourselves when we get up in the morning, starting with that emotion, "I know I can do this."

It's just like that athlete that's getting off the block, or just like when I was testing for my black belt. We're afraid. Those goals and those results that we want to achieve look really big and scary, but we're afraid, but we also know that we can do this, and we're going to lean into that fear and we're going to try it anyway. And we're going to make sure that we have dedicated time, and the actions that we're taking, we're taking two or three actions per day to move us forward towards those results, and we're going to feel good about it.

But we need to ... I am responsible for my own emotions. I am responsible for the actions that I take every day. Nobody else. Just like you're responsible for your emotions, you're responsible for your actions. So often, people want to, just like I said, you're not achieving the results, it's the coach's fault, it's the marketing fault, it's the marketing problem, it's a strategy issue, it's the plan. The plan's wrong. No. You got to start with what's inside.

You are responsible for how you show up every day. Physically and emotionally. You are responsible for that. You are responsible for your own thoughts. So how you feel about something, then, dictates how you think about it, then dictates the actions that you take. So you are responsible for that.

So the first piece of this with procrastination, which is a form of fear, and preventing it, and also preventing overwhelm, and burnout, and the things that I've mentioned in this episode, that has to do with the plan that you have every day. The plan and the actions that you take. So you can see how procrastination creeps up.

Because if you get up and you know you want to achieve these, you know you want to make \$100,000, and the actions, you're writing a to do list that's 50 miles long with all kinds of random stuff, when you look at it, how're you going to feel? You're going to feel overwhelmed, right?

So we need to make sure that we're setting a better process throughout the day, that we start with that emotion that makes us, that we feel good, and we know we can do this, and we know that we can do anything, but we can't do everything. And we create a better process, which is the actions, the actions that we take every day.

They don't have to be big, giant actions. Like I said, I teach people two or three, two or three things. That's it. Because yeah, especially in the restaurant industry, and the retail industry, I work with brick and mortar businesses, yeah, you're dealing with customers all day long, you have people coming in and out. There are things that happen. So if you're focusing on two to three things per day to move you forward towards your results, you're going to see change.

And especially if you learn to take responsibility for your emotions and the way that those emotions, then, fuel the actions that you're taking to produce the results that you want. So, I hope this episode helps you. What I want you to do right now is take a look at the plan that you have, your actions that you take on a daily basis that are directly related to the results that you want.

And how do you feel about those actions? If you're looking at your to do list, and it is a mile long, and it is overwhelming, and it feels heavy, dig deeper. Are there things on your list that you're not, maybe, passionate about? Are there things on your list that, maybe, you can delegate? Are there things on your list that you're procrastinating on because you have fear?

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And if that's the case, it's time to reset that process. Shift the way that you feel about it, and the emotion that you bring to it, so that you can take the right actions every day that will move you forward towards the results that you want. So, I hope this episode helped you, and I wish you an amazing rest of your week. And it is, oh my gosh, it's almost mid-July. It's crazy how time goes by so fast.

But I wish you an amazing rest of your week, and I can't wait to talk to you next week, and I can't wait to share more great, awesome stuff with you. And if you haven't done so already, I do have a free download that talks about the one thing that you can start with to really start building a signature experience in your business.

It gives you five things that ... And the first thing that you start with in creating a signature experience in your business is really getting, clearing your vision, which we talked about in the beginning of this episode. So what this free download does, it's an audio download, and it will walk you through five things that having a clear, compelling vision will help you to do so that you can really start building that foundation to build a signature experience in your business.

So if you haven't downloaded it already, make sure you go to theresacantley.com/vision, and you can go ahead. It's an audio download, it's a 20-minute listen, and a worksheet so that you can do some brainstorming, because you know I'm all about brainstorming. So anyway, have a great rest of your week, and I will see you soon. Take care.