

Hello, my friends and welcome to episode number 50. Can you believe it? 50. We are at episode number 50 on the Your Next Best Step Podcast. I cannot even believe it. I mean, I ...

To start this podcast, this was a huge dream of mine, and it's taken a lot, which is why I wanted to talk about the five big lessons that I learned from recording 50 episodes. Like I said, this has been a huge dream of mine. I mean, my ... Ever since I was a little girl, I always had a dream, and I talked about this two episodes ago, of just being great, and great to me, back when I was a little girl was all about being rich, being famous. I remember I wanted to be a famous actress. To me, that was being great, but now, my definition of greatness has totally changed over the years.

I always wanted to be an entrepreneur and I always wanted to have my own business for a variety of reasons. I mean, my why really has to do with showing people what's possible when they believe in themselves, I mean, what it comes down to the core because I have always struggled believing in myself. In some form, I did have that belief that I could get through anything. I mean, I got through a really messy divorce when I was super young. I got through switching schools and switching majors several times, but to really ... There was always something there that I believed in myself and I knew I could do it, but at the same time, I also didn't have ...

I had that feeling of not being enough from when I was younger, I was picked on because I was heavy. I was super creative. I had really curly, frizzy hair, and so I think that feeling of not being enough was always kind of there, but at the same time, I had this strong foundation and belief that I could figure anything out. Along the road and along my journey, my definition of greatness turned into not being about what you do, but more about who you are, and I've learned, especially now that I'm approaching 44 in the next month, that really, it doesn't matter what anybody else says about you or thinks about you, it's how you show up. It's how you feel about you and really connecting to and asking yourself what is it that you want to do with this most amazing life. When I was a little girl, when I was little, I wanted to be an actress in the worst way.

I wanted to be this famous actress, and then I wanted to be a famous fashion designer, until I really saw like what it took to be a fashion designer. Now, I'm getting to the point where for me, greatness, like I said, comes from within. It comes from within how you get through adversity, how you pick yourself up, how you get through experiences and how you derive lessons from experiences that you go through that are very challenging, and how you end up shifting your perspective and not looking at it like, "Oh my gosh, why is this happening? This is so awful," to, "Okay, I know there's something in here that I'm supposed to be learning. Can you help me figure it out?"

To me, that's what greatness is all about, and for me also, in my mind, my definition of greatness for me is being able to impact the lives of others, to show them what's possible, to shift the paradigm of business and go from being an economy of stuff to an economy of experience and connecting and interacting with each other on a much more positive level. For me, this podcast has been all about stepping into my greatness. It's been all about, and I'm getting teary-eyed ... Whoa, it's been all about me stepping into my own greatness and not being afraid to just be me, because me at my core is a pretty freaking great person, you know? I know, if you're listening to this, you're a pretty freaking great person, so if you're doubting yourself and you're thinking, "I want to be great. I want to be a great person," you already are.

You already are and you already have what you need inside yourself to be great, and greatness isn't something that comes from just what we do occasionally. It doesn't come from what we just do in our business. It doesn't come from making a million dollars. Greatness comes from what we do, the little things that we do every day, opening the door for somebody, recording podcast episodes, lending a hand to someone, reaching out to someone who needs help, or just sending a message to your best

friend, just saying, "Hey, I appreciate you. I love you. Like you're great," telling your spouse, reaching out to your spouse and telling them or your significant other, telling them how much you care about them.

Those are the things that make us great. What makes us great is getting back up after clients fire you, or you have a bad review, or several bad reviews on Google, or you have customers that don't come back and get cranky. How you get back up from those things, that's what makes you great. I've been through a lot of challenges in my business when I look back over the past 10 years, the past decade, and the different things that I've been through, going through burnout several times, and now teaching people how to not go through burnout, getting up enough courage to secure very large clients, getting enough courage just to put this podcast out there, but also going through the challenges that comes along with being an entrepreneur where you wonder like, "What am I doing?" You ask yourself, "What am I doing?" Like, "Is this really working?", and feeling like you want to give up, but what makes us great is getting through all of that and continuing to keep putting ourselves out there.

Again, this podcast for me has been a journey in really stepping into being great, really stepping into my greatness, and that greatness comes from the lessons, and the experiences, and the guidance, and the stories, and the humor, and the difficulties that I've shared on here in hopes that it can help the people that listen to this podcast, even if it's just one person, even if I just have one subscriber. I can impact the life of someone or the lives of someone through this podcast, so stepping into this greatness and really being able to share has just been such a joy for me, and I wanted to share with you the five big lessons that I've learned from going through and recording these 50 episodes, and really learning how to step into my greatness, which that's what this is all about. Really, I mean, this, again, stepping into my own greatness, but also it's part of creating my legacy. My legacy that I want to leave behind is that we can use the adversity and diversity that we've been through and how we've gotten through it to create an amazing experience in our business and bring innovation into it that connects people together and helps us interact with each other on a much more positive basis. This podcast helps me to get that message out there.

Let's dig into my five big episodes. You can kind of see how this has helped me to really step into my own greatness, and maybe it'll help you to step into yours. The first one, the first thing is, the first lesson is perfection does not exist. I cannot tell you how many episodes I've recorded, especially in the beginning. I go back and I listen to my voice and I'm like, "Oh my God, this sounds terrible." I remember when I first started teaching Taekwondo and hearing myself and like, "Oh."

I was like, "My voice sounds terrible," so when I started ... I got used to it, but when I started recording my podcast and I would go back and I would listen to it, I was like, "Oh, this is bad." Like I sound nasally, I sound ... I don't know if I could put this out, it's not perfect, or I would stumble over my words, and I remember a friend of mine said to me, "Theresa, it's okay. It's like you're having a cup of coffee with somebody, you know?"

"Just pretend like you're having a cup of coffee. If you're having a cup of coffee with somebody, you would stumble over your words. You might not choose the right words. You might get stuck, but it's okay," so every time I join you every week with this podcast, I have a cup of coffee, or right now, I have a cup of coffee and a glass of half water, half diet ginger ale. Anyway, but yeah, perfect doesn't exist. Here's the thing that I learned through this journey, is that if you don't get it out there, you can't help anybody.

Who cares if it's not perfect? At least if you're getting it out there and it's a message that's resonating with, even if it's just one person, that great, and you can always work on things. Everything is always a work in progress. Life is a work in progress, and you can always learn from stuff. I mean, I learn from every single episode, and when I go back and I look at the first episode and I listen to it, and I look at my

more recent episodes, they're totally different, and I've had other friends, one of my great, great, great, great dear friends that was in a mastermind with me last yeah, Jason, he listens every week.

He said to me, "Theresa, you can see like how you've progressed through all of these episodes, which going from somebody who didn't like to hear her voice on the first episode," and I'm like, "Okay, wait. I need to do this because I'm telling everybody else, don't worry about it being perfect. Just put it out there, and here I am, afraid of my own voice," so but now, I'm totally fine with it. Jason, kudos to you and a big shout out to you for listening every week. I love you, man.

I just, I love your comments that you send me every week and it really helps me to keep moving forward and understand that it doesn't have to be perfect, you just have to get it out there. Number two, and this is a big, big, big shout out to my podcast editor, Dave, who has been so instrumental. He's been with me since day one, and we have a whole process that we go through and we've perfected it over the entire time we've been doing this podcast to really make sure that we get episodes out every week, and if I'm late with something, he's always, "Theresa, can you get this over to me?", and he comments on how ... He listens to every single one because he's editing them, but he always comments and gives me like really good encouragement to let me know like, "Yeah." Like this is helping him too, which I don't even like, I don't even think of that part.

I'm like, "Oh, my team. They know my message. They know who I am," but he has told me time and time again like how things have helped him as well. The key here is that, and what I've learned being an entrepreneur is you can't do this by yourself. You absolutely can't.

You need good people, and it doesn't have to be a giant team. I mean, I have a very small but mighty team, but if it wasn't for them, I wouldn't be able to get this out every week, and I wouldn't be able to impact the lives of other people every week if it wasn't for my amazing team. In particular, like I said, I want to give a big shout out to my podcast editor, Dave, who has been by my side through thick and thin, getting this podcast out every single week, and he keeps coming up with creative ideas for things, he's done some video editing for me too, but really, really helped me bring this to life. Having that team, those people who lift you, you lift them, you're the visionary, you're the driver, but they are right there with you and they believe in your vision just as much as you do. It's not about me, Theresa, it's about the greater good that I want to get out into this world, and if it wasn't for the team, I wouldn't be able to do that, so having a team to help me with this.

I mean, when I first started my podcast, when I wanted to do this, yeah, I learned all the ins and outs of podcasting, how to set it up, how to do everything, how to connect it, like how the feed works and all that stuff, but I had to teach that to somebody, and I am so grateful to have the team that I have. I mean, now, Dave is my podcast editor, but I also have an amazing team that helps me to continue to move this forward with getting show notes together and keeping me on track, but like I said, Dave has been with me since day one and he actually said to me the other day, he said, "Theresa, guess what?" He's like, "We're going to be on episode number 50," and I cannot believe we're ... Like, "This is amazing, and thank you so much for being so amazing." Just wanted to just put that.

My big thing was I can't do it by myself. I need a great team around me because if I have a great team around me, then I can do the things that I need to do to impact more people, but I wouldn't be able to do that if I didn't have my amazing team, so you need a team. Number three, consistency is key, and holy mackerel, it ... When I first started, it was like "Holy mackerel." I would look at this map because I'm a big person of like drawing out storyboards, and I would say, "Okay, this is all the content I need to create this week," and I would be like, "Oh my word. How am I going to do this?", but what I can tell you is one of the things that I've learned that helps me stay consistent is giving myself some white space to

be creative and think through the topics that I know my audience wants to hear about, and then batching things together.

People, when I teach this to business, to people, leadership teams and management teams, when I teach about batching content together, people look at me like, "Oh my gosh, how am I going to be able to do that?" It makes things so much easier. It gives you time so you're not doing stuff on the fly, but it gives you time to really think through and be intentional with the content that you're putting out there. When you're intentional about it, you can stay consistent with it. When you're doing it on the fly, that's where things fall through the cracks, and staying consistent for me has, in the beginning, it was a challenge because it was like, "Oh my gosh, I got to record my podcast episode. Oh my gosh," and then I started getting into a rhythm.

I laid out my whole plan as to what needed to be created because it's not just the podcast episode. The podcast episode gets the show notes, gets the transcription, gets a content download, yada, yada, yada, so consistency and staying consistent has enabled me to grow. I mean, yeah, in the beginning, it was a little bumpy, but since I've been consistent with the podcast, it has become one of my best resources to get my message out there, and I love it. I love sitting here with you every week. We're working on getting some guests on in the next 50 episodes, so stay tuned for that, but the key is consistency with absolutely anything that you do, and it's not, again, it's not what you do occasionally, it's what you do on an everyday basis and how you show up on an everyday basis, so learning how to batch your content together, learning how to, and just getting, like leaning into that fear and just getting, putting stuff out there.

Again, it doesn't have to be perfect and you have a team to help you, and staying consistent with your message, with your content and just showing up on a regular basis, that is what's going to get your message out into the world. That is what's going to grow your business. Not what you do occasionally, but what you do consistently. Number four, moving through lesson number four, so lesson number four is all about how, looking for the lessons. What helps me and really that thought behind how adversity can create innovation in your business, and the reason why it creates innovation is because of how we get through those experiences, and instead of looking for, "Oh my gosh, why is this happening?", looking for the lessons. One of the things with this podcast, I am always ...

I have always been intuitive, I've always been an empath, and I've always listened. When I'm working with people one-on-one, I always listen, and I listen very intently. I let them talk more than I talk, and then address their concerns and questions and things, but since I've started this podcast, I have taken my own skills to a whole other level, and to really look for really, an even deeper meaning, an underlying emotion to what my clients are going through so that I can help them even more, but then also share the lessons that I'm even gleaming from there, the lessons that I'm pulling from these experiences, but also looking at my own stuff and my own things that I struggle with in my business. I mean, I'm human. I struggle with things just as much as anybody else, and how I get through that fear or how I get through being afraid to carve my own path and being afraid to try something different, or even just sharing with you what I believe my own legacy is and the vision that I have for my business.

What this has enabled me to do, this podcast, is really dig into that thought leadership that I have behind how the experiences that we go through and the adversity that we face on an everyday basis in our businesses or just in everyday life, how that can create innovation and a whole new world and new ideas that we can implement in our business that can help the people that we work with, or help our customers, or help our clients. Instead of looking at something as, "Why is this happening to me?", or looking at it like a bad thing, really learning how to dig even deeper and look for the lessons. Again, as I continue to work with people one-on-one, it has upleveled my own skills and my own mastery as a

coach to listen even deeper and to be able to help people on a whole new level. It's opened my own awareness and really helped me to, what's the word, awaken, to a different level of being a coach, and helping people to discover solutions, different solutions to problems that they have in their business so that they can own their own greatness. This podcast has been an outlet for me to share these things, to share these lessons, to share these experiences so hopefully you can take any adversity that you're going through in your business, and you can use that to find the lessons so you can create your own innovation and create your own different things and unique things in your own unique experience.

We're at number five. Number five, and this one is just a big one, and this circles back to something that I said in the beginning of this episode, which is to just be you. Just be you. Just be me, because who I am is enough and who you are is enough, and thinking that, "No one's going to listen to this podcast," "No one's going to want to listen to it," "No one's going to find it," "No one ... Maybe people won't even like it. Maybe I'm going to get a lot of bad comments," it's okay.

As long as I am just being me, that's enough, and I'm enough, and this is a thought that I struggled with for so long, is that I always thought that my value out in this world came from if I was hustling for other people. That's not where it comes from. It comes from within. I always struggled with this, and as I said, I always had this feeling that I could figure anything out. I could figure anything out and I could do anything, and I always just showed up, got through it, and got to the other side, but at the same time, that, coupled with that feeling of not being enough, not being enough for this in this world to other people, that was like a really ... Like those two things rubbing against each other was like really hard.

It was like two different struggles like pulling at each other, and I'm here to say you are enough. I am enough. As long as I show up and I am me, I look at the world differently. You look at the world differently. We all have our own perspective, but if I can share that perspective and share my unique way of figuring things out, I know I can change lives.

I know I can positively impact lives, and that means more to me than anything. It took me a long time because I always thought I had to do it just like everybody else. I had to ... If coaches and consultants did things a certain way, I thought I needed to do them that way, and what I found through a lot of frustration, and a lot of rejection, and a lot of difficulty, and a lot of stress and going through burnout, is that that's not the case. I do things my way, and I've learned to embrace that over the years that doing things my way, having my podcast my own way is important, and that's what's key.

That's what's going to help people and that's what's going to make a difference. If I am being like everybody else, no one's going to see me, and that's what happened for a really long time. No one ... I felt like no one saw me. It wasn't until I worked with a mentor and really stepped into my greatness, my own greatness and said it was okay.

It was more than okay that I do things my way. I have my own framework, I have my own way of putting ideas together to create stuff that's really going to help people, and that is okay. That's a beautiful thing, but for the longest time, I didn't think that was the case. What I want to say is that if you're afraid to carve your own path and you're afraid to do things your own way, don't be. You are more than enough and you just need to just be you.

Be you and do it your way, because we can't create things that the world has never seen, and we can't make the world a better place if we're all being the same as everybody else, but if we are who we are and we show up authentically as who we are, and not just lip service, but really living and breathing and just owning that, and being, really having that go throughout our entire business and create that culture in our business, and create that feeling and everything that we put out there, guess what? We're going to change the world, and we're going to do it together. Just be you, and don't be afraid to be you. This podcast is inside out, upside down me. It is totally me.

As my husband said to me, he said, "You know what, Theresa? There's only one you in this world. You look at things differently. You look at things differently, you have this unique perspective, and you can change lives, but you're never going to change lives if you don't just be yourself." I'm here to tell you, just be you.

Your business is amazing and your business is going to be amazing, and you're going to create this amazing, unique experience because you are you. Not because you're like anybody else, because you are you, and that's what people want to connect with, and that's why I believe that creating a signature experience is a way to create positive connection and interaction, things that this world craves. It doesn't matter if you are a retail store, or a restaurant, or a yoga studio, or a consultant or whatever it is that, an insurance agent. You can connect and interact with people on a much more positive level if you focus on building an experience. Anyway, these are my five lessons from recording 50 episodes.

As my gift to you, I'm also going to be including in my show notes a link to my audio download. There's an audio download and a worksheet that goes with it. It's how to really, how your vision and how to kind of dig through and discover your vision, but how your vision can really grow your business. You can look for the link in this episode and go to theresacantley.com/vision, and download it to get started, because I know and I'm hoping, I know you're going to do amazing things in this world, and I know you're already doing amazing things in this world, but I hope that these five lessons from recording 50 episodes and starting this podcast may just be the thing that you need to help you to let go of some of the things that you've been holding back from doing and really step into your own greatness so that you can bring your ideas out into this world, you can really start making a difference, and just not be afraid to just carve your own path. Thank you so very much for joining me for these 50 episodes.

Here is to 50, 500 more, however many more, and thank you for joining me each and every week and supporting me on this journey. Here's to owning our future and not just owning a business, and really inspiring the greatness within ourselves, but also within others. Have a great rest of your week, and I'll talk to you soon.