

Well, hello there, my friends and welcome to another episode of the, Your Next Best Step podcast. I am your host, Theresa Cantley and I am so glad you're here. At the time of this recording, we are on week four, I think, of this quarantine for the coronavirus, for COVID-19. And I just wanted to pop in here because I've had so many conversations with people. I don't have any notes for this episode, I just wanted to talk a little bit about what's happening, what I'm doing and give you some food for thought that might help you in this mass amount of uncertainty. I've had many conversations as you know, I've worked with local business owners and I've had many conversations with clients of mine, friends of mine, colleagues of mine, fellow entrepreneurs, and everyone is going through the same thing, which is a whole lot of struggle and not really knowing what's going to happen next.

As I said, there's so much uncertainty and we are starved right now for some kind of certainty out there. Because when we have certainty and we're able to see the forest for the trees and we have some certainty and we know what that path is. Or at least we have an idea what that path is, that helps us shape our perspective on our business, on life, on the world and when we don't have that, it just makes everything just feel so chaotic. I can say this for myself that I've been there through this whole thing and just working with people and trying to be the rock for people through this whole thing. And for myself I went from needing to have an emergency hysterectomy when this whole thing started and leaving the hospital. When my husband and I left the hospital, that was on the 11th, we went in on the 11th and when we came home on the 13th, the world had just changed completely.

Going from trying to heal physically myself and at the same time also thinking, Oh my gosh. When we got home from the hospital, I need to help people. So from my couch, from my bed having conversations with people and trying to help people to navigate these waters because these are completely uncharted waters. I thought for myself, I've been through things before. I started my first business when the economy completely plummeted back in 2008, as well as I was working full time at a business that it impacted back in 2008 it impacted it so traumatically. And healthcare costs were rising and the economy was tanking and things were changing and the stimulus bill was being put through. But the company that I worked for, it didn't help them. And it was just a nightmare.

And I look back at that and I look back at setting my business up and I look at now, and now is, what's happening now is just so difficult and it's so different than what we experienced then. And just like I said, there's so many uncharted waters because we've never had to go through this before. So I found myself four weeks ago, almost four weeks ago trying to heal physically from having this surgery. And at the same time knowing that I needed to figure things out for myself pretty quickly, but also to be there for my clients and for my community. To help them in some form navigate this because many of my clients have brick and mortar businesses, if not all of them and many of them had started to just get online and starting to put things out there. And have an online presence with their website but not necessarily with their website, with their social media but not necessarily with their products and their services.

So we had started to have conversations about it, but when this whole thing hit, that conversation of putting, having virtual experiences and having virtual services, whether it be a virtual class or a virtual workshop, that got kicked into high gear. And those people, my clients that had started to really focus on that and now they were kicking that in the high gear and had a plan or had some kind of a cushion that they could, they had that in place so that they could continue to push their business forward in some form. Those people had some time to figure out what the next steps were. But I think about the businesses out there that didn't have that cushion or didn't have that extra time to figure things out so that they could keep moving forward. So I'm thinking about all these things and like I said, I'm conducting meetings from my bed while I'm recovering and conducting meetings from my sofa while I'm

recovering. Trying to figure things out, and my husband's moving my laptop from spot to spot if I can speak.

All I kept thinking about is just wanting to help people to navigate and to help people to get some kind of certainty back and at the same time try and help myself get my certainty back. And if you're a business owner and you're listening to this and you've had those moments where you just want to stay in bed and curl up and you're not really sure what to do next. I just want to tell you that you're not alone, you're not alone at all. And if you're one of those business owners that didn't have that cushion or didn't have those virtual services already set up, you're not alone. But I want you to remember that there are resources to help you to start moving those things forward. And many of my clients had already started down that process of creating, even though they're a brick and mortar store, starting to create those virtual services.

And I don't want to say that they weren't struggling because they are still trying to figure stuff out. And especially with the business loans that just came out and all the new laws that just came out, it's just been a lot to absorb. And if you're one of those business owners, like I said, a lot of my clients we started to have, that's one of the things that I do with people when I work with them, is to start thinking about and considering virtual services and innovative ways to connect with people. But in a time like this, things are just so overwhelming to try and absorb, to try and all of a sudden you're thinking, if you don't have a digital presence and you don't have an online presence, Oh my gosh, now I've got to get that going. And on top of it I have to understand what's going on with these new laws and I have to understand what's going on with the stimulus package. And I have to understand what's going on with the loans that are coming out to potentially help me and it's just so overwhelming.

But what I can tell you is, what I've experienced myself back in 2008, what I've experienced in 2016 when I had to close down my first business, my brick and mortar business, after my husband and my business owner got sick. And even going through healing from the surgery that I just had and dealing with the potential of getting a cancer diagnosis. Which I am happy to say that things came back benign but it was a surgery that was still needed and it needed to happen and it needed to happen quickly. But going through all those things, what I can just share with you is that nothing is permanent and as long as we continue to move forward, things can change. I keep telling my husband this time right now is like, it's a pause for everyone because I feel like as a society, as an economy, we were on the wrong track and this is a time for us to look at the lessons that we can learn from this.

This is a time, and I want to encourage you to look at this as a time of growth and I don't necessarily mean we need to make more revenue and we need to just solely focus on that. But, I want you to look at it as a time to experience growth in yourself. Because if we can grow as business owners, we can grow our business in the future. If we can grow as a community and it starts with us and how we can change, our community can grow in the future. And I also want you to think of it, like I said, nothing is permanent, things are always changing. The sun always sets and the sun always rises, even if it's raining. But the other thing is that no matter what the situation, no matter how difficult, no matter what you're going through, the biggest and best things come from those challenges. And we don't look at them in the moment, we don't look at those challenges and those struggles as, we're going to learn a lesson here, we look at them as challenges and struggles.

But if we can choose in this moment to look at this situation as a chance for us to grow and as a chance for us to find the lesson, we can start to shift our thinking about the situation and what we're going to do next from a place of struggle to a place of opportunity. And we can start to ask ourselves, what lessons do I need to learn in all of this? And no matter challenges I have faced in my career, in my personal life, when I've chosen to ask myself what lessons do I want to learn in this situation? Or this is happening to teach me something or this is happening to help me to grow in some way. I don't know

what it is, but I'm just going to keep asking the question. What growth am I supposed to get out of this? What lesson am I supposed to learn from this?

As I said, this pause is happening to connect us back together in some form, if we choose to look at it this way, to heal the earth, but to also heal ourselves and to find and to experience some form of growth. Because I think in many ways many of us were on the wrong path. I think the economy was on the wrong path. I think with all the political junk out there and people arguing and people, the country being in such a divide, I think that this is happening to give us the chance to hit a reset button. And to take the time to focus on what's important, but to also take the time for all of us to heal and to come back together. And I've talked to so many business owners in the past several weeks who are just choosing to struggle and are choosing to give up, and are choosing to make decisions out of fear. And unfortunately they're getting more of what they're choosing to focus on, which is fear and struggle and doubt.

But then I've also talked to people, clients of mine who we've had the conversation and yeah, they feel fear and they feel the struggle happening. Even if they had the cushion, they're still feeling the struggle and they're feeling the unknown and the frustration behind this uncertainty. But what they're also choosing to do is they're also choosing to find the lessons and choosing to just like I am, choosing to find that certainty. And figure out together what needs to happen next and choosing to figure out and learn the lessons that we need to learn at this time. And for me, the lessons that I want to remember is number one, to be super clear on boundaries and priorities in my life, because I wasn't super clear on what those boundaries and priorities were before. So the 14 hour days, I would block off time for my morning routine and I found myself having meetings during my morning routine and then forgetting about my morning routine and getting away from those boundaries and those priorities that I said. So a big lesson for me right now is to go back to that.

Another big lesson for me right now is to also serve first, not care about the likes, not care about the comments, not care about the attendees, the number of attendees, the number of likes, the number, but to just focus on the message that I have and to just show up from a place of service. And not that I forgot about that, but I've got to the focus of getting so focused on the algorithm and what you can do to get around the algorithm and how many people were showing up and what my conversion rates were and blah, blah, blah. And it sends you into a tailspin. So learning how to focus on serving and serving at my best and showing up at my best because that's what's going to help my community. Whether it's one person or 100,000 people, the more I can show up and serve at my best and serve at my highest level, I can help others to serve at their highest level. I can help my clients and my customers that are in my programs and that I work with every day to show up as their best self.

And those are two big lessons that I want to learn and I'm going to take away from this. The other thing is, is to really focus on that difference that I want to make and who my ideal customer is. And what my message is, why I'm here on this planet and what I want to do to make a difference in this world and who I want to make a difference in this world with, who my ideal client is. Because there's been so many times where I just want to help everybody, I just want to help everybody and anybody. And I've said yes to working with people who didn't want to do the work, who didn't want to show up and I found myself really pushing hard to try and help them. And in reality they didn't want to be helped. So through this whole thing, getting back to what is at the core of what I teach and really working with people who really want to make that impact in this world and who really want to learn and who really want to do the work.

So I encourage you right now, if you're struggling in your business and you're frustrated and maybe you've for the past three weeks you've just been curled up in a ball, I'm encouraging you to just stop, give yourself, take a deep breath and then start taking some action. Because things aren't going to

change if we don't take action and start, we can start taking action by starting to look for the lessons that we want to learn, that we want to use to grow through this experience and not struggle with it. Taking time to remember the lessons that we want to learn and the growth that we're experiencing and the aha moments that we're experiencing in this whole situation. This is happening like I said, I don't think it's happened as an intention to hurt anyone, although the people that are getting sick and the people that are dying and those things, my heart goes out to all of those people.

But I do believe that this situation is intended to give us a pause and to help us to reset, to focus on helping each other and being a community and coming together to make a difference, to do things differently, to connect with people differently. And in order to do that, sometimes we need a big giant shakeup, we need a big giant wake up call. And believe me, I've had wake up calls myself. I mean with the potential of possibly having a cancer diagnosis and then going through a surgery, that's a big giant wake up call. And it's funny because I remember laying there and saying to my husband, if I don't learn, this was before the whole thing happened with stuff being shut down and numbers getting as big as they are today. I remember laying in my hospital bed and saying to my husband, I've been overworking myself and going down a very stressful path. And if I don't learn from this and I don't make changes, well then shame on me.

This experience came to help me to be a better person. And I remember laying there, my husband was sleeping, it was two in the morning and they come in every hour to take your blood work and check you out, make sure you're okay. And I remember laying there and this voice came in clear as day that said to me, love the woman that you are today, all of you. And I'm encouraging you to love the business owner, the woman, the man, the person that you are today, all of you. And to use this chance to grow from a place of opportunity and from a place of learning the lessons that we need to learn and remembering them and not from a place of struggle.

So until next week, stay healthy, stay safe, hug your loved ones if you can, if not Zoom is a great place and make sure you connect with people every single day virtually in some form. Because you never know who's going to need to hear your voice and who's going to need to hear your message. So have a great rest of your week and again, stay healthy and stay safe. And I will see you soon.