

Hello, everyone. I hope you are all doing well. It's been a bit since I've been here, live on Facebook, and I wanted to just pop in and say, hey, and talk a little bit about betting on yourself to win. I recently lost my best friend, my soul sister, my business partner, and as well as my mother-in-law, and it has been a very challenging time in my life. And I wanted to jump in here because I feel like I have a message I want to share that came from Vanessa, my best friend, which was about being true to yourself and about using that being true to yourself to face fears and critics and really bet on yourself to win.

And it was something that she always did, she was very true to herself. She spoke the truth, whether people liked it or not. And she was quite amazing. She knew who she was and there was no way someone was going to tell her she needed to be somebody different than who she was, and no matter how afraid she was. And I want to share this with you, I heard this on a podcast the other day, and I wanted to share it and it's, "Walking through the world with your light on isn't always easy. You'll face critics, fears, and your own self-doubt, but it's worth the risk because your critics don't get to decide who you are, you do." And I think so often this just resonated with me and it reminded me so much of her. It was like the person who was doing the podcast was like, which was Lovey at Jay Jones. And it was like Vanessa was speaking through her and it was just so...

I have to finish listening to the episode, but it just reminded me so much because Vanessa was one of those people that did not let the fear of rejection or the fear of people not liking what she had to say or the fear of trying something and it didn't work out, she didn't let that stop her. And it was one of the things that she always taught me in the 20 plus years we were friends, and also we were business partners. And being business partners and building a business from absolute scratch, it's a challenge. It's a challenge. And I know if you follow me, you are a business owner and have faced those same challenges where you're building something from scratch, and it's hard because you do get criticism from people. You do have those self-doubts where you think, "Am I really going to be able to do this? Am I really going to be able to make this happen?"

You do have self-doubts, especially when you're trying something really new and your business has been struggling for many years, and I had this conversation with some people the other day, and you're trying something really big that scares the crap out of you. And you're like, "I don't think I can do this. I don't know if I can do it, maybe we should go smaller." And I'm here to tell you that in the honor of Vanessa and I will continue to honor her legacy that she built by who she was and the difference that she made in the lives of others. And I'm going to continue to honor her legacy with what I do and how I show up in this world, how I just show up in this world.

But you need to bet on yourself. And we're getting to the end of the first quarter, it was a challenging year in 2020, and so far I know for myself, this has been a very challenging 2021, personally. But I want to tell you, it's time for you to bet on yourself to win. It's time for you to take those things that you've been wanting to do, starting a new program or adding something into your business or investing in new people, maybe even higher level, higher performing people for your team so that you can really start to move things forward. Yeah, it's scary as crap. But as Vanessa once said to me, when we went snorkeling in the Caribbean and I was scared out of my mind to get in the water, not because I couldn't swim because I can swim, but because of the fish in the water, and the fact that they touch your legs and stuff, that freaks me out.

But Vanessa said something to me, she said, "Theresa, you have a choice," because I was standing on the boat, frozen, and she said, "You can either let this fear and any fear control what you do and dictate what you do and what you don't do, and miss out on some pretty amazing stuff. Or you can use that fear to drive you forward and to move you forward, and to really experience a bunch of amazing things in life." And I'm here to tell you, if you've made that decision to start a business, to leave your corporate job and open up a business, or maybe even to start a side business, whatever it looks like for you, or

maybe you never worked in corporate, maybe you just jumped right into entrepreneurial, but whatever it looks like to you, whatever your situation is, you made the decision to do this.

And when you made that decision, you made the agreement with yourself, with the universe, with your customers, that you were going to go all in and that you were going to do what you needed to do to make this work. Because it's not only working for you, it's working for your community, it's working for your employees, it's working for your family, it's working right for everybody. So, you made that commitment. So, if you've been afraid to post on social media, I have a client that does not want to post on social media, and there's a lot of fear behind it. But if you're afraid to post on social media or again, to invest in really good people, because you feel like you can't afford it, or to let go of a lot of the day-to-day and trust team to handle it, whether they make mistakes or not, trust your team to do the things that they need to do, or maybe it's even to really play a bigger game.

And maybe you're at a point in your career business where you need to get an investor, you need to find an investor. And those are, I mean, they're big things. And I'm here to tell you, you have a choice, you can either let that fear dictate what you can and can't do, and prevent you from doing the things that you were always meant to do, or you can use that fear to feel it, but don't let it hold you back. And lean into it so you can continue moving forward and do the things that you were always meant to do in your business. Then you'd be surprised as when you lean into that fear, you would be surprised how amazing, beyond what you thought, whatever that thing is, how amazing it ends up being. Just like when I jumped in the water, scared out of my freaking mind, and went snorkeling with a noodle, even though I could swim, but with a noodle in the middle of the ocean and had the most amazing experience.

And I know it's really hard to let go. It's really hard to say, "You know what? I'm just going to be who I'm going to be. I'm going to say who I'm going to say, I'm going to say what I'm going to say, and I'm going to just stand for what I believe." And it's really hard to do that because so often we're taught not to. We're taught to just not be too disruptive and not be too challenging and not be too much, don't be too much. We're either don't be too much, and then we feel like we're not enough. So, I'm here to tell you that it's okay to be a disruptor. It's okay to be a change maker. It's okay to speak your truth and be your truth and live your truth and bet on yourself to win.

We're in this new year where we have so many amazing things that can come our way. COVID leveled the playing field for everybody, evened it out. And the people who were willing to fight, no matter what it took, to fight and to keep going to save their business, not just for themselves, but for the greater good, those are the businesses that are going to survive. Those are the businesses that are going to keep going. The people who sat back on their laurels and said, "Okay, I'm just going to wait for somebody to make the changes in my industry and I'll just follow them or I'm going to wait and see what everybody else is doing, and then I'll just follow them." Those are the businesses that are not going to make it through, unfortunately, because I would love for everybody to make it through.

So, it's time for you to bet on yourself and win. It might be that you need to burn the boats, go all in, make some really hard decisions, challenge the status quo, challenge the ideas in your industry, do something different that no one's ever done before. And it's scary as heck, it's scary as heck. And if it scares you, it's the direction you need to go. And I said that to somebody yesterday and they were like, "No, no, no." And I'm like, "Oh, yes, yes, yes." So, again, I felt like I had this message that I needed to share because as much as I've been broken down and I feel like a part of me is gone because my best friend is now gone, I also feel a bigger part of me, a part of me that she always encouraged me to step into, that part of me that I was always hiding is now broken wide open.

And I just felt like I needed to share this message because number one, I want to honor her legacy and I want to continue to move her forward because I know she's always with me and she's a part of me and she's always going to be a part of me. And I just felt like I needed to share this message because I've had

so many conversations with people, business owners that I work with, where these conversations of telling me why they can't do something and why things aren't working, and why they can't do something, and what's happening is, and what's behind it is that they're afraid to step into that unknown. And like I said, when you signed up to be an entrepreneur, that was your ticket to join the unknown train, to jump on the unknown train and just ride it and experience the journey. Doesn't mean it's always going to be fun and pretty and spectacular and filled with success, but the times that it makes it all worth it, it makes taking those risks completely worth it.

So, right here, right now, today, if you're watching the replay, type in replay, let me know. But I want to know that you're committed to going all in and betting on yourself to win this year. I know I am. I was before, but now even more so, because I know that Vanessa is always with me and I know she is going to continue to push me to continue to move my message forward. Because I know that it will help the greater purpose and make this world way better than we found it. So, anyway, it's time for us to bet on ourselves and win. I know I see you, I hear you, I have conversations with people who are afraid to do it, and right here, right now, we are going to do it together. So, have a great rest of your day. And until next time, be well, be blessed, and I will see you soon. Okay, bye for now.