

Ep #63: The Genius Thing We Did



Full Episode Transcript

With Your Host

Brooke Keeling

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Want to have it all? Well, the best day to get started is TODAY. Welcome to *Love Your Living*, a podcast for ambitious women who want to take their life and business to a WHOLE new level of success. I'm Brooke Keeling, multiple six-figure business owner, passionate entrepreneur and your host.

Welcome to another episode of the *Love Your Living* podcast...

Hey everyone, and welcome to the *Love Your Living* podcast. I am your host, Brooke Keeling, and I'm so excited to be here with you all today. Now, over the course of the last several months, I put together a series of incredible women that I was able to and had the gift to interview on their life and their business, their success, where they started, where they're at. I hope you guys enjoyed it. I love hearing from you and hearing your takeaways. So keep it coming, and if there's anybody that you have on your list that you would love to hear from, that you would love me to interview, shout it out to me. We will always be looking for more people to have on the *Love Your Living* podcast and I would love to have your votes as well.

Now, I am super happy to be back here with you all for a solo session here on the *Love Your Living* podcast. There has been so much going on behind the scenes over the last few months within my business, and so it's kind of fun to check in, see where you're all at, but also share some of the rollercoaster on my end as well.

And as I was thinking about what I wanted to chat about today, what I wanted to share with you all, there's some big powerful things that have come to me. We've been working on some new courses and we have a retreat coming up. We have so many great things in the pipeline that have taken me years, you guys, to really put into fruition and to put out into the world. And I love sharing the behind the scenes of it because, as I've said so many times before, I think it really helps people resonate within their own goals and their own life.

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One of the biggest things that I came across recently that really inspired me, and it's a quote from Jay-Z that said, "The genius thing that we did was we never gave up." Now, I love this and I feel like you can find different quotes that resonate with you at certain times of your life. And as I was trying to find it, there's a whole list of quotes that came up of Jay-Z's and maybe I'll share a few of them a little bit later that I was like, yes, that's right.

But sometimes, I feel like you think, you look at someone else's life, you look at someone else's success, you look at your mentors or your celebrity crushes or people like Jay-Z and Beyoncé and you think it must be easier, they have more resources or they were born lucky. And the reality is they're not. You know, you look at their background, you look at their history, you look at the work that they've done and some of the advice that they have to lend and it's incredible that we all have the same amount of potential and it's just finding our genius, finding our gifts and being brave enough to put ourselves out there into the world and not giving up. "The genius thing that we did was we never gave up."

I've had this conversation with my husband a lot recently because we've put a lot of logs in the fire this year. We moved our family into a home that is going to be a massive renovation and remodel. We added more pets to our world, which is like a never-ending thing, although I think that we might be done adding to the farm right now.

I'm going to back up and tell you guys that probably four or five years ago, my dream was to live on a farm. I wanted 30 acres. I wanted horses. I wanted all of the animals. I wanted to have space and privacy and nature around me and a home that I could raise my family in and feel abundant.

And I have had that vision for a very long time and last year I started saying yes to some of those things, saying yes to some of the ideas and the things that I really wanted to create that, even though I didn't have the 30 acres of

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land and all of that. So we got a bunny and then we got another dog and then this opportunity came where this house came on the market and within a week, we all of a sudden were moving.

And it's not 30 acres. It's a couple of acres, but I have my crew of fur babies and my baby and we have space which we love and we have a home that we are about to dive into a massive renovation and being able to create what we want to create. And I feel so grateful and it's such a reminder for all of us that have big dreams and goals to be able to be open to how things unfold and being able to just trust that where you're at, if you're doing the work and you're putting in the time and you're growing and you're working hard, you have to release some of that outcome and that control and allow things to unfold how they're supposed to.

Trust the timing in your life. Trust that you're exactly where you need to be, because for me, I obsessed over that for so long. And although it's not exactly what I thought, it's perfect right now and it unfolded perfectly the way it was supposed to.

So, we added a lot to our world. We have four businesses between the two of us and a toddler and a full crew of people and a big renovation that we're going on personally. And sometimes, although I'm someone that is all about more is more, more is more, less is a bore, our girl Iris Apfel, I tend to always want to add to it. And then, sometimes, I get a little bit stressed out. I'm like, oh my gosh, we have so much going on. And it's managing all of the pieces.

And I think it's really, really important to find a healthy balance for yourself and be conscious of why you're feeling this intense urge to continuously have more because, for me, I will never stop learning and growing. I will never stop wanting to be better. That's part of who I am as a person. However, I need to create a safe place for me to be able to live my life and be present and be happy in that moment as well.

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And I think a lot of this is so much perspective. I've had this conversation with a couple of people recently and it's made me be so mindful of all of the things that you have in your life right now. And so, when we think, I need this to be happy or I need to get to the next level or I need the bigger house or I need more money in my bank account or I need that relationship, whatever that may be, it's really looking around and being grateful, one for all of the things that you have right now while you're creating more in your life and your world and allowing yourself to be happy and content in that moment and in that life.

And really, all that is, is perspective. So, to give you an example, this hit me like a brick one day. I was walking my dog and I was like, wow, this is just perspective. You know, I can look at my peer group, I can look at my mastermind group. I can look at my mentors, my coaches, the people playing at a higher level than me, the people I look up to and I can think, dang I want that lifestyle, I want those things. And you can always be longing for more.

And then on the opposite side of that, thinking in my mind when I'm comparing myself to those people, I think I've got a long way to go, right? Like, there's so much more that I have to accomplish, how do I do it and how do I do it now?

But when I think about the reverse side of that, when I think about how much I've built, when I think about the average person within my network or my age group or even within my past or my past peer group or even family sometimes, I think it's a totally different mindset. It's a totally different perspective in that sense because I've accomplished so much and I've created all of these things in my life that, for some people, might look like, wow you hit the jackpot. Like, you're living this incredible dream, or man if I had your life, everything would be great.

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And then I'm sitting here in the middle thinking I want more or look at that person, I want that type of lifestyle. And so, what I've realized is that so much of this is perspective and we all think this and how important it is to really, really, really be grateful and have gratitude for what you have in your life right now, not trying to overcomplicate things. And when you're reaching and longing for more, really asking yourself why and really being able to see the abundance and the beauty that you've already created in your world.

So when I had this huge a-ha, it literally hit me in the face. And I was having a lot of conversations with my husband and within a week's time or more, maybe a couple of weeks but it wasn't that much longer, I was like, wow I'm so grateful. Like, I'm so grateful for the life that we have created. I'm so grateful for where we're at right now. I'm so grateful for the financial position that we're in. I'm so grateful for our home. I'm so grateful for our beautiful baby. I'm so grateful for my incredible team.

There are so many things that I can choose to be grateful for versus feeling like I am constantly lacking something. And I think that this is a common trend with so many top producers and go getters and high-achievers because we're constantly longing for more. But that more can actually limit what we're actually achieving in our world.

So being able to live our life and have more fun and check out and create more pleasure from a day to day standpoint and take in, be grateful for what we already created and see the abundance of life and wealth all around us, it's a total shift. In fact, I have a candle from my favorite little candle maker. It's called Zena Moon. She makes incredible handcrafted candles that have really beautiful sayings on them.

And one of the candles that I have is called Abundance and she states that, "Abundance is, in large part, an attitude." It's such an eye-opener, you guys. You can have someone that has 10 million dollars in their bank

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account and someone that has \$10 in their bank account and the person that has \$10 in their bank account can be the most abundant happy joyful person and the person with 10 million in their bank account can just be living in scarcity and fear and unhappy and longing for more.

It's just an incredible perspective on mindset and really being able to hone in on the fact that you create your own abundance. But we have to be able to see it. We have to be able to see all of the beautiful abundant things that we have in our life so that we can create more of it.

Another example of this, if you think about this, okay, so I'm in sales and every part of business is a part of sales. And so in my real estate business for selling houses, we are helping people achieve goals, we're in sales, we have to sell our services. In the same side of things, in my online business in *Love Your Living*, it's about helping people solve a problem and it's about sales as well.

Now, in either area of those businesses, if I'm someone that is lacking abundance, that is living in scarcity, that is living for every penny that I can possibly make and just caring 100% about the money or the lack of money, people can feel that and they repel as far and fast away as they possibly can. So if you think about whatever problem you are trying to solve for your client, or whatever service you have or even within your relationships, you have to really think about what it is that you want and what is that energy that you're putting out and really, really get clear on that and call yourself on that too so you can make sure that, you know, you're not actually sabotaging all of your hard work like so many of us do when we don't mean to.

Now, going back to this quote, "Good thing we never gave up." You guys, chasing big dreams and making things happen and putting yourself out there and failing after failing after failing, it's hard. It's not easy. It's not a

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sugarcoat of, you know, you had this brilliant idea and you're a hard worker and it's just going to happen overnight.

Believe me, it's not going to happen overnight. You have to be willing to know what you're getting into and you have to be willing to do the work and to never give up.

I've had, again, so many conversations with my husband about this. I'm very grateful and I'm very fortunate because I have a husband that is incredibly supportive. I feel that I am very supportive of him and he is very supportive of me and my constant growth and ideas and business ventures that I want to go on, and also my work ethic.

You know, it's not always easy and I try not to bring a lot of that into my marriage and into my home. I want my daughter to see me as a strong woman and I want her to see me as someone who went after her dreams and did whatever it took and wasn't afraid of falling and failing but made things happen and made her dreams happen. That's how I want my daughter to see me. It's very vivid and clear to me.

And for my husband, he's right there on the sidelines. He has a business of his own. There's some things that we collaborate on, other things that we're very independent with, but overall, I have an incredible support network of people that believe in me, even when things aren't happening at the pace that I want to. So the person that is the hardest on me is myself; always has been.

But I've had a lot of conversations with him recently and just, one, having gratitude for the things that we've created, but how we've been able to create those. Again, from an outside perspective, I think a lot of people think, like, oh it must be nice or you're so lucky or whatever that may be. And you guys, it's not luck. If you're in the same boat, you know that it's not luck. You create your own luck. You're not born lucky; you create your own

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luck. And that luck takes hard work and it takes dedication and it takes working on yourself, working on your marriage, working on your relationship, doing the hard things.

It takes risk. It takes believing in yourself when no one else believes in you; even when you might not believe in yourself but doing it anyways and never giving up.

I look at a lot of my mentors and my friends and the people that I'm learning from and I think, wow, what makes them so great? And then I have conversations with them, it's like, oh well that must be easy. And then the reality is that you have conversations and they've been working on something for two years behind the scenes and they've poured over \$100,000 into an investment or a new business venture and just now they're starting to see a return on it.

And the difference between those people and the average person is that they don't give up. Most people can't handle the amount of work and defeat that goes into making incredible and creating incredible wealth in your life. Sometimes, it's risking everything. It's creating a different mindset.

The more you grow, the more money you make, that doesn't mean it's easier. That doesn't mean the problems go away. I've said this many times before. Oftentimes, you're risking even more and so every level that you get to, you have to really challenge and work on your mindset to get to the next level and believe in what it is that you're doing.

And also, huge lesson, huge takeaway, huge a-ha from so many – I mean, I know this, but I want you guys all to hear this too because sometimes again, you hear things and you don't get them and then you hear them at the right time. For anyone that is building a business or working through something new, you have to realize that business is a puzzle. And you just have to pay attention to the details.

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So if you're out there trying to sell something, if you're out there trying to create something, if you're out there trying to do something new and it's not working, here's a little secret; it's not you. It's not that you don't have what it takes. If you're willing to do the work and if you're willing to do whatever it takes, and if you're willing to say I'm not giving up, I'm going to make this happen, I believe in myself, I may not be there right now and I don't know what the next thing is and I don't know how it's all going to unfold but this is where I'm at right now and I know that in the future it's going to happen, you have to have that belief.

You don't need to have all of the answers, but you have to have the belief in yourself and in your goals. You will make it, but you have to pay attention to all of the little puzzle pieces so you can put them together. Business is about numbers. It's just a puzzle piece. It's finding all of the answers and putting them in the right place. So it's not about someone else being better than you or having better content than you or being a better salesperson than you or a better leader.

It's about putting the right pieces in the right place, understanding what your zone of genius is, understanding what your people's problems are, understanding how to communicate and articulate what your solution is, understanding how to position it, how to package it, how to present it, to help someone else with a problem. That's all that business is.

But we put so much hard pressure on ourselves of whether we are good enough or not, whether we have enough or what it takes or we don't, whether it's the right time, whether we have enough money, all of these things, all of these ifs and whats. In fact, I was just having this conversation with one of the programs that I'm teaching right now and someone said, "I always wait for the if and the when."

We're always waiting for the perfect time. The perfect time is now. You're never going to be ready. And everything that I've done in my businesses,

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everything, when I'm scared shitless, I always think, okay, I just need a little bit more time to prep.

I found myself doing this a few weeks ago. We were hosting a challenge and I had a ton of stuff on the backend that I needed to figure out and everything compiles at once. Like, everything all kind of rolls up into one thing and I was thinking, well maybe I should push it, maybe just one more week. And then all of these little technical issues started to come up and it was validating my thought on, okay well maybe this is the universe telling me a sign to just wait, to just hold off, to just push it, to just whatever.

And then I thought to myself, what's going to be different? If I say I have another week, then I'm going to work on something else and I'm not going to have the urgency to figure it out right now and problem-solve and just make it happen. And that's what I did.

But I remember back thinking to so many different areas, thinking back to my first big presentation in real estate, thinking back to when I hosted seminars, to when I spoke in front of people for the first time, all of those firsts and those news, we think that we need more time to prepare. We need more time to work on strategy and get our A-game on and all of that.

But we don't. We just need to push play. Most of the time, we're prepared enough. If you've done the work, did the research, prepared yourself, you're going to be fine. You just have to push play. At some point, you just have to say go because it's not going to be perfect. There's never going to be a perfect time.

In fact, let me tell you another example about this. We are holding our first retreat. It's taking place in a couple of weeks in Savannah, Georgia, and I can't wait. And this is the first time I've experienced these objections on my side of the world, however, I remember having these exact same feelings

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when I've gone on retreats or I sign up for big events that I have to travel and take time out of my business and my life and from my family.

So we're at a deadline day and all of a sudden, people start coming out of the woodwork and having all of these questions, and even people that have signed up. People that have signed up and paid the deposit and are like, "Well I don't know if I'm going to be able to go now because I feel guilty," about this or that or whatever, or, "I want to go but I just have to make sure that my kids are situated, but I'm 99.9% sure that I'm going to, but..." but, but.

Listen, you guys, I went to Positano, Italy a year ago now and it was one of the most incredible trips that I've ever gone on. It was the first time that I've traveled solo and to a different country. It was a trip that I chose specifically to say yes to because of the fears that I had around it. I wanted more independence. I wanted to know that I could do that, that I could do something big for myself, that I could travel all alone, that I didn't need my husband by my side.

And so I signed up for it, I did it. It was after I'd had my baby and I was very much like, you know, in mommy mode for two years previous to that. And I said, I want to do something really big for me, and that's what I did.

I paid the deposit. It was a trip that was 10 grand, it was paid in full, and literally leading up to a month before, I started to get cold feet and started thinking, well maybe I should postpone this until next year, maybe I can ask for credit towards the next one, the timing isn't great, we have a lot going on in our world. All of the things came up. Like, literally, all of the excuses and the things came up. And they do.

So this time around, I was on the opposite side and I had all of these women reaching out to me saying, you know, I feel guilty about this or it's a lot of money or maybe I should do the next one or the timing isn't great

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because we have a lot on our summer schedule or I don't necessarily know what I'm going to do with my kids. This is when we need it most and this is why we have to schedule things and say yes, just say yes, and start living our lives and doing those things that scare us more than ever.

So whether it's in business, whether it's a personal trip or a retreat that you're going on or something that you're investing in that's going to bring value into your life, whatever it may be, there's not going to be a perfect time. We have to start saying yes to some of those things.

And yes, you know what, maybe it's not the perfect time for you to go and invest \$10,000 into a retreat. I'm not saying that. But if you're craving something like adventure or some time away, how can you make that happen in your world? There's so many options and opportunities that you can do something on a smaller level and that's still okay. That's going to give you that sense of whatever it is that you're longing and you're craving.

But my biggest point is that we're never going to be fully ready 100% prepared the way that we want to, especially as women, especially as perfectionists. It's just not going to happen. Gifts of Imperfection, if you have any issues or you have had to deal with perfectionism, go read that book by Brené Brown. It's a short read. It's a great read.

But we have to do things before we're ready. That's the only way we learn to how flex our muscles is to step into fear and step into the unknown and be okay with it because the reality is as well – okay, another quote from Jay-Z, "I will not lose for even in defeat there's a valuable lesson learned, so it evens up, for me."

So it really is like we don't know what we don't know until we just go, until we just press play on our lives and then things start to unfold. The beauty of life starts to unfold. But if we wait until the perfect time, if we wait until we're 100% ready, if we wait until we have X amount of money in our bank

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accounts, if we wait until we've reached a certain level of success, we will never do it. And the beauty and the gifts and all of those tools and the light along the way that we need to gather so that we can make our life even better, we're not going to receive those because we're stuck behind the walls of telling ourselves that it's not the right time, not yet.

So whatever it is that you want to set out and do, go and do it. Go and live your life. Know that it's okay to fail. And remember Jay-Z's quote, "The genius thing that we did was that we never gave up." Think about the risks that people that win on that level have to take on a daily basis. Think about how they need to manage their mind. Again, it doesn't get easier.

You put more stakes in, you put more logs on the fire, you put more into risk, it doesn't make chances and risk and failure any easier. You have to take chances and risks and calculated risks, but really believing in yourself and knowing that whatever it is that you want to achieve, it may not happen within the timelines, it may not happen perfectly as you have it pinned out on your Pinterest board or how you have it visioned in your mind, but if you just put it out there and you go to work and you do that and you believe in yourself, it will unfold and it will happen.

When, we don't know. How, we don't know. We just have to believe in the outcome and never give up, no matter where you're at. Now, the one thing that I do want you to be mindful of when I say, don't ever give up, if you're doing the same thing, the same thing over and over and over and over again and it's not working and you're expecting different results, you've got to switch it up, right?

Like I said before, business is just a puzzle. It's just a numbers game. It's getting all of the right things in the right order. It's just like a science project almost. So you have to be able to test and recalculate and sidestep and be resourceful and change it up and keep going.

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It doesn't mean, like, oh just keep going, keep doing the same things with zero results. It means you have to be mindful, listen, pay attention to what's happening, what's working, what's not working, but don't ever give up and keep pushing forward.

Alright, I'll leave you with one more quote because I just think it's so fitting for this podcast. And that is a quote from Rumi, whom I love, "Be bodacious, forget safety, live where you fear to live. Destroy your reputation. Be notorious."

And one more from Jay-Z because it fits right in as well. I think, a lot of times, this is for sure true to me right now, but when you continue to grow and you up-level your life and your business and your surroundings and your associations and your relationships, people are not going to like that, right? But that's okay. Not everybody has to like that, you need to be able to live a life that's meaningful and fulfilling to you and create your own happiness before you can help anyone else do that.

So other people's happiness shouldn't fall on you. Don't let it fall on you and be able to do you. And one of the quotes that I really liked by Jay-Z that I just found as well was, "People say you changed." Right, you're not doing all this work for nothing, so yes, of course you're going to change.

If you have big goals, you need to change. You're going to change and that's okay and the people that love you and support you, they're going to be all in for that. And the people that don't like it so much, that's alright, keep doing you.

Alright, you guys, we have some really incredible things coming up. We are working on planning our second retreat. So follow along on IGTV, @brookekeeling_. We will be showing all the behind the scenes of our Savannah retreat coming up and we're going to be doing some fun votes.

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So we want to know where y'all want to go for our next retreat which we're really excited to start planning already. In addition, we have an incredible program as well that we will be running live. So if you're interested in more strategy in terms of step by step, I have a six-week course that will be running live at the end of the month that you can jump into.

There's a couple of different platforms that you can jump into, whether you want more of a self-study or more of a one on one, but our Made to Get Paid Academy is now open, so you can check that out as well. And I will see you guys all next week. Have a great week and we'll see you next time.

Thanks for showing up and listening to this week's episode of the *Love Your Living* podcast. If you're ready to create a business and life you love or simply take your already-pretty incredible life to the next level, head on over to loveyourlivingonline.com or simply check out the link in this week's episode of show notes to instantly download my 6-Figure & Beyond Business Blueprint. You're going to absolutely love it.