

Ep #64: All This Talk about Abundance



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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...

Hello everyone, and welcome to the *Love Your Living* podcast. Brooke Keeling here, and as always, excited to be here with you all. I am going to talk a little bit on this whole thing called abundance. I think I talk about it a lot, and for those of you that have been around a bit, know that I have this very kind of woo-woo spiritual side of me. That is my religion, I guess you could call it, and I really believe in it.

And so everybody has their own beliefs. There's nothing right, nothing wrong, but that's my thing. And I've really enjoyed exploring it and practicing new techniques and different meditations and exploring my spirituality over the last few years. It's been super powerful.

Now, I'm not going to get too deep into that, so before you turn me off, if you aren't all that into it, what I want to talk about is abundance and having an abundant mindset and what does that actually mean?

Now, I've had so many conversations over the last few months, whether it be directly related to me and working with my coach, or working with clients one on one or having conversations in my mastermind group. And the thing is, I tend to gravitate towards people, whether they're people that I hire for myself or they're people that hire me, or friendships, whatever they may be, or team members. I tend to gravitate and start to really, or I've started to really, attract people that have really big goals and dreams.

That's one of my core values is having a growth mindset, wanting to grow, continuing wanting to grow. I think it's a huge part of being a fulfilled human

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being is learning. You know, I look at my daughter and I think she's learning something every day. She's falling on her face, literally sometimes, every single day. And she gets back up and she's a happy kid and she wants to continue to learn and grow.

And watching her and watching her be present and live her life has been such an incredible blessing because it allows me to have perspective as an adult, and also just how I live my life, like the values that I live my life by when I think I'm being super hard on myself or I am having an issue in business or I feel like a failure, I just ask myself, what would you tell Reese in this moment? Or how would you want Reese to remember you? Or what would make you proud if you were to react or stand up for yourself? Or if Reese was in this situation when she was older, how would you want her to stand up for herself?

So it's been super, super powerful, whether it be business related or personal related or managing relationships, whatever it may be, to be able to ask those questions now being a mom. And you don't need to be a mom, but thinking about people that you really care about and being able to ask that question, it's really emotional sometimes too to ask that question because we can be really, really hard on ourselves.

So, with that, I've had so many conversations and so many, you know, of my associations, the ladies in my life have really big goals. We all do. Whether you're a stay at home mom, be the best stay at home mom. Whether you're in business for yourself, you're starting up, you're leading a team, whatever it may be, we have big goals and we put a lot of pressure on ourselves to achieve those.

And oftentimes, we hit a goal, and then you're onto the next one. And I read a quote recently that I saved to my phone because sometimes I see that as a weakness within myself is not being able to be content, not being able to just be happy and have enough. I always want more.

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And then, of course, I read a quote from Queen B and it's all about how she states that she never allows herself to be too safe and that has allowed her to create the success in her business and in her life. She sets a big goal that scares her, she takes risks and chances. She puts herself out there. She believes in herself in one way or another, she achieves it.

And so there's some things that I really resonate with when it comes to having more and doing more and creating more and bigger and growth and all of that. But I also really truly do believe that we have to find gratitude and abundance within our own life because it's one thing to continue to grow and create more wealth and opportunity in your life when you have a state of abundance already; there's another thing when you're constantly living in scarcity, you're constantly living in not enough, you're not good enough, you don't have enough, you're not smart enough, you're not skinny enough, you're not pretty enough, longing for more, not having abundance and thinking that once I have this, once I am this, once I'm whatever, then... because that will never come.

So it's understanding how to have an abundant mindset now, how to live the lives that we're dreaming of now. Even if you don't have all of the things, even if you don't have all of the money, even if you don't have the husband or the kids or whatever it may be. Because when we can start to embrace that and find the abundance and the love in our life every single day, it's going to create more abundance.

And so this is something that I've had a lot of conversations in, and I've also read about, and it's always fascinating to me when I have a concept come up – an article pops in my inbox or someone else writes on the exact topic, and it's like, clearly this is something that I need to hear about. And the truth that I have been told and that I see over and over again, and I've also seen firsthand if I think about it within my own goals, is that regardless of what it is that you think is going to make you happy, if you can't find abundance in your now, if you can't find your happiness now, no amount of success or wealth or that dream relationship is going to make you happy.

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So, abundance is very much a mindset. It's how we act. So, a perfect example of this, like, the most perfect example of this that was so empowering for me. A few years ago, I went to Life and Wealth Mastery. It was a Tony Robbins event. And I signed up to go to the Fiji version. There was one I think that they did at the time in Florida and I was like, you know what, if I'm going to do this, I'm going to go all out. I want to be in this beautiful setting.

Fiji was always a dream. It's a dream for so many. I feel like. And so we made it happen. My husband and I went and I freaked out when I signed up for it, I freaked out when it was almost time to go. I freaked out when I was going. I mean, there were so many things that happened along the way. My business isn't set up. I don't have the staff that I need. I've never been out of my business for two weeks at a time, you know. I paid all of this money, now it's \$1600 for a plane ticket and now I have to pay my room and board.

It's like, what did I do along the way of all of this? It was a constantly, like, I signed up for this life and wealth and abundance type environment, and the whole time, I was just crushing my beliefs along the way and living very much in, like, why did you do this? You're going to burn up and die. You're not going to survive this trip. You're not going to come back and your business is going to be gone.

So silly. It was one of the best trips that I've ever taken. It allowed me to learn what my business needed in order to survive on my own. If you can't take two weeks out of your business, like I'm talking I did not have internet connection in Fiji, so taking off two weeks and understanding what your business needed while you were away that it didn't have and what it did have, it allowed me to grow so much and find those loopholes so that I can have an actual business, so I could be a business owner, not a business operator.

And I see this so often, people that are entrepreneurs, that are business owners, but can't take 24 hours out of their business. You're not a business

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owner. You're an operator. So understanding, how can you set up systems, how can you set up expectations that support your life. Your life doesn't need to be my life. Your idea of having time off does not need to be my idea of taking time off. But if you want to go on a week's vacation, you need to understand how your business can be set up to run efficiently and effectively while you can still make money, so that you can still do sales, so that you can still close deals, that your business can operate effectively with you not being in it. That's a business.

Otherwise, it's just a job. And quite frankly, it's a pretty shitty job if you have to live in that life 24/7. And it's usually not sustainable for most people. It's just a constant. There's no growth in it. You don't have enough time to even get out to think about what's going to take your business to the next level, so there's no growth.

It's just one year in, and one year out, and you just keep doing the same grind year over year over year. You set a sales goal one year, maybe you exceed it a little bit the next year and you make a little bit more money, but you're just working harder and harder and you have to continue to do that your entire life. So it's understanding, like, how can you take time out.

So that was one of the biggest gifts that came out of that was that, okay, I need to get my business to be able to operate because being in that setting with people all around the world that I'm still friends with today, that are creating businesses and, I mean, the people that I was there with that I'm friends with are doing huge things right now. Those are my associations. Those are my friends. Those are people that I can say, hey, this is amazing, you just got a multi-million-dollar development that you're working on. Hey, this is amazing. Like, you just took your entire family, your two girls, and took a six-week sabbatical and traveled the country while building out a million-dollar business. Like, that's amazing.

You see those other people doing that and you realize that it's achievable for you as well. And you learn because those people are also willing to

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teach you what they've already taught. I see some of them getting into business together, sharing different ideas. It's really cool. It's so powerful.

So anyways, going back to this eye-opening experience in Fiji, it was so much travel; more travel than I have ever done before because you have to take, you know, all of these little planes from island to island once you've already, like, done massive travel just to get there. And we get there and all of these thoughts that I have about my business isn't going to survive, do I have enough money to do this, I shouldn't be here, you know, these worries about the things that are so little, so stupid, like literally, so stupid.

And we get there and, you know, we're there for two days and you start to meet the people that live on this island. We were lucky enough to be able to go and do a tour of the village, you know, all the people that worked on the resort, they're all local villagers and incredibly kind, compassionate people that work really hard and, in our world, in the average American's world, have nothing, have literally nothing.

They don't have running water. They share these little huts. Their dogs are running around with, you know, three legs or limps. Their kids don't have shoes. They have nothing in our world, in our mind, in our vision. And you think, oh my gosh, these poor people.

And then you actually look at them and you experience their world through their eyes and you see the emotion and feel their energy, and it is absolutely amazing. Like, these were some of the happiest people, I kid you not, that I have ever met in my life.

They don't have a toilet. They don't have running water. They don't have their own homes. They're sharing dirt floor grounds and they are the happiest people. They were happier than most of the people that were there on my trip in Fiji with me staying at this beautiful resort.

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And you have these people that are so grateful, so proud of the work that they do. Every day, they would set up little spots on the lawn in front so that it would meet up with our breaks. So if we took a break or we went back to our hotel – our little rooms. It wasn't a hotel. But we went back to our sleeping quarters, they would set up little blankets, each of the families, and they would have different things that were handcrafted and made by each of them and they would sell them. That's how they supported their family.

And they were so proud of what they'd created and what they made and wanting to share it with people. It wasn't just about take this, buy this, down your throat kind of thing. There's just so much beauty in their lives. And that is the moment in my world where you think, wow, I think I have these problems. What were those problems again that I thought that I had? It made me feel like an asshole, walking into their world and seeing how much abundance, how much beauty, how much love, how much joy, how much laughter, how much life they've created, how grateful they are to be alive, to serve, to help people.

And the miraculous thing with them too is that I was with a few other people that had been to this event multiple times, or even staff members, and they were saying that if you come back in five years, they'll remember your name. Just crazy.

I remember walking the beach one day and I barely saw this woman with her baby off in the distance. And when I was going to check out later, she just looked at me with this smile and she said, "I saw you on the beach," and I was like, wow, I can't believe that you remembered that and you recognize me and that made a lasting impression. It's just such a powerful environment to be in when you see people creating so much of that out of so little.

And so when you think about it, abundance truly is, when you hear people say abundance is a mindset, you can think about how grateful you are just

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to have running water, to have a roof over your head, to have your health, to be alive, to have two legs that you can walk on, to have someone that loves you, to have the sun shining.

There's so much that we can choose to be grateful each and every day that fills us up with abundance. Or, we can constantly live in a place of scarcity, in a place of not enough and a place of you need more. And so, for me and this whole adventure that I've been on, it's trying to understand this balance between them.

And really, what that balance is, is finding abundance in the present moment. It is being grateful for what you've already created and what you have while you build more. There's nothing wrong with wanting more.

I truly don't think that there's anything wrong with wanting more. I don't think that I'll ever stop wanting more. But I also don't want to miss out on the life that I have already created for myself right now. I don't want to miss out on the days of playing in the rain with my daughter, which I just did, running around and being silly, taking those opportunities to live my life and be really happy and not come home and be so stressed out about the things that really are not really that big of a deal.

Because, most of the things, I can always find a solution to, right? I know that I'm always going to find a way. I'm always going to be okay. I'm always going to figure it out. And that's the truth. I truly do believe in that regardless of how big I think the problem is in that moment, how down I could be, I just tell myself that, you've always figured it out. There's never been a time when you haven't figured it out. You're resourceful, you're resilient. Maybe this isn't ideal. Maybe this is hard. But that's okay. This is what allows us to grow. This is what allows us to get to work and find a solution.

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No one's going to stop me. I won't let any obstacle get in my way. I'm not scared of failure. I don't fail. I find a way. And so it's having those conversations with yourself when you get into those moments. So this is something that I just started doing recently and has been really, really cool to see because, at first, I was working with one of my coaches and just trying to understand this bigger picture a bit more. Like, okay, it is all perspective, right, what you have, what you don't have? But really overcoming some of the lack of that maybe you feel in different areas or this feeling of longing for more always.

And so, one of the things that I was given as a homework assignment was – I forget what resource this is from but someone wrote a book on this, and basically, it's about abundance. It's creating abundance and having an abundant mindset. And so it's training your mind to think abundance at any moment in time, regardless of where you're at in life. Because again, like I said, if you think, once I have that relationship I'm going to be really happy, once I live in this house, I'm going to be really happy, once my bank account hits X amount, I'm going to be really happy – it's not going to happen.

It doesn't happen that way. You're going to hit that level, you're going to find that relationship, you're going to be in that house and then you're going to be like, what's next? I'm still not happy. Why am I not happy now? You're going to want more.

And so, here's a little exercise that if you want to kind of join along on this whole discovering abundance and creating more abundance in your life, there's a book, and if I remember it later, I'll put it in the show notes, but right now it's spacing me. And it's a whole series of trying to create more abundance in your world.

And so, mentor passed it along to me and she said, "I did this for 90 days." The challenge is only for 30 days. She did it for 90 days. And she said, "For 30 days, you don't buy anything." And I'm thinking, what the fuck? I don't

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buy anything? What? If I want something, I go and buy it, that's how I make shit happen. I'm a queen. I'm going to buy what I want to buy, right? Initially, I was like, that doesn't seem like abundance, that seems like scarcity. You can't buy this. You can't have this. That seems like scarcity in my mind.

And so I was like, okay, just give it a chance, understand this. And so then she explained a little bit more and she said, this isn't about whether or not you can afford it. This is about stating to yourself, I'm not buying this because I can't afford it or I don't have the money to right now, I'm not buying this because my mind just can't handle this right now. I don't have the capacity to buy anything more.

And so you're taking away the money aspect of it or you're taking away the negativity off of you don't deserve this or you can't afford this or you're not good enough for this, and you're just tweaking it with, I'm not buying this right now because my mind doesn't have the space or the capacity to handle this right now. And so it's like, okay, I'll give it a shot. 30 days, I'll give it a shot, I can do anything for 30 days.

I consider myself very coachable. You give me homework; I do the damn thing. So I'm like, alright, game on, I'll do it. I think you're crazy and I don't think this is going to work. It's like reverse psychology, you know. This is going to create – I tend to take things to the extreme so I was like, what do you mean I can't buy anything? This is literally my first thought.

I but organic groceries. Does this mean that I have to go start shopping at some whatever? I buy healthy foods and I buy nicer quality things. Or what if I want to buy myself flowers? That's good for my mindset. That's good for the energy in my home. So this is already what I'm going with it. And she's like, no, you still need to live. Still go and buy yourself nice quality nutrients that you need to survive and you need to fill your family with fuel and go out to eat if you want to go out to eat. But you don't but anything, like anything extravagant.

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I said, I don't buy extravagant things anyway. I rarely buy extravagant things. I invest most of my money back into my business or my home. I'm not a frivolous spender. And she said, just give it a shot. And so I was like, okay, whatever. I'm not going to over-think it. I'm just going to give it a shot.

You guys, I kid you not, I really am not a frivolous spender. I think that I'm very savvy with how I spend my money and I do invest a lot of my money back into my businesses or into investments and whatnot. But still, within 24 hours, I had told myself, you know what – I stepped in a puddle while I was walking my dog. It was a rainy wet day. I stepped in a puddle and I said, oh I think that I really should get some hikers because I'm not running really right now anyways and I'd like another color pair of shoes.

And then I was like, what the fuck? I am spending money on stuff like this. I don't need shoes. And in my mind, I thought I want some hikers, it's going to make me feel more whatever, outdoorsy, active, it's going to inspire me to hike even more even though I hike every day. All of these things that I think it's going to make me feel, and then in my mind I was thinking, no, I can't buy anything right now. It's not because I can't afford it. I could go buy shoes in a second. I have my phone right here. I could order them online.

But my mind just doesn't need this right now, I don't have the space. My mind can't handle any purchases right now. In my business as well, like, little things where it's like \$100 for this or there's a new course that you can buy for \$150 and learn about this or that or whatever, I buy those things with my eyes closed. I see something and I'm like, oh that seems like it could have some good resources in. I'll buy it, either for myself or my team members.

And then all of a sudden, my mind started flipping and I was like, I have so many resources. I don't need an additional resource. I don't need an additional course. I have everything that I need right here at my fingertips right now. Let's utilize the resources that we have.

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Hundreds add up pretty quickly. Right now in my world, I feel like \$100 isn't a whole lot. It's the thousands that add up even quicker. And so for me, like, I don't even pay attention to some of that. And I know that sounds kind of silly, but really it is, when it comes to business expenses, they grow fairly quickly.

And so having this thought in my mind of, like, I'm not investing in anything, I'm not investing in any big travel expenses right now, I'm not signing up for any big programs or anything over the next 30 days. And what it has allowed me to do is shifted my mind so drastically within such a short period of time, I'm literally in awe.

So if any of you want to join along on this, this is not something that I made up, this is not something my mentor made up. This is probably not something that the person that wrote the book made up. But it's this whole concept of creating abundance with what you already have. So even if you feel like I have nothing to wear, I have nothing in my closet, I have nothing that makes me feel beautiful, you likely do, okay.

So most of the time, we have something, but we don't see it. I even thought this. There was a day that we were going to the beach and it was a holiday and I was like, I'm going to get a cute holiday shirt. And then I was like, nope, I'm not going to get a holiday shirt. Not only did it make more time because I hate going to the store to try to find something last minute, and usually it's shitty quality and I end up wearing it once and throwing it out.

But instantly I thought, no, I'm not going to do that because I'm not buying anything right now. I had three different outfits that popped up in my mind and literally they're t-shirts. It's not this big extravagant outfit. It's like a t-shirt to wear to the beach.

I already had all of this stuff in my closet that I could wear that was right there at my fingertips. But because I have this mindset now that I've

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switched to such a total opposite of, like, girl get what you want, you deserve whatever you want, you work really hard, if you want a new shirt, go buy a new shirt. And that's me thinking abundantly. It's actually kind of done the reverse psychology of it and always wanting more.

So, I'm giving this a shot right now. I'm about halfway through it. If any of you want to join along on this, maybe eventually I'll do like a fun challenge and we can create a group out of it and see people's a-has because I love to see other people's takeaways as well. But it's been really powerful on understanding, comprehending, and really truly seeing what an abundant mindset can do and how it can affect your life at whatever phase that you're in.

So, if you are like me and you constantly want more, you constantly want bigger goals, you constantly want more money, you constantly want all of these things, give this a shot because it truly is mindset. We have to have an abundant mindset now while we're building and while we're getting to that, otherwise it doesn't matter. You can hit whatever it is that you hit. You can have whatever it is that you think that you long for in your life. And once you get there, it's not going to matter. Believe me, I've hit many of those milestones and it's just onto the next thing.

And although I'm very grateful because I think it has allowed me to create so much in my world that I love, it's also coming back to this abundant mindset and living abundantly, not always feeling a need of having more out of scarcity. So, 30 days is all it is. I think, because I know that my mentor did it for 90 days, I'll probably do it for 90 too because that's how competitive I am.

So, I will probably be doing this for a while. I've really loved it so far and I didn't even realize some of the thoughts that I had or things that I thought in my mind of, like, I should buy this and it will make me feel this. It's just kind of crazy. And so creating an abundant mindset – abundance is, in large part, an attitude. We have to figure that out.

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So, I hope you all can live abundantly. I shared a couple of stories with you that I think are super powerful and just understanding that wherever you're at, whatever problem you think you have, if you think the sky is falling or you need more or life is so rough, it's really interesting to see the people that have absolutely nothing and that are creating such a beautiful life. The Happiness Project, that's an incredible, I think, documentary they have out now about a man that drives around on a little cart and he's incredibly happy looking at different cultures and seeing how much happier they are than the average American and why.

It's fascinating to me and it's fascinating that we take so much for granted in our life and we allow different situations or problems or people to take our happiness away. And we've got to think about that a little bit because we are the ones that create happiness in our life and we need to stand up for that a bit more and create more happiness and joy and spread that love and abundance.

So, I'm on a mission to do so in my world. I'd love to hear from you guys if you decide to take this challenge from me. And also, if you have any other ideas on this whole concept or what your feelings are, I love to hear people's opinions and see both sides of different aspects of things as well. So always feel free to reach out, drop me a note and let me know your thoughts.

In the meantime, we are starting our live Made to Get Paid Academy. It's a six-week course that there's a couple of different options. You can do a self-study or you can do a more one on one option to create more clarity and deposits in your bank account. It's a six-week quick little course to get you into the fourth quarter. Super excited to start that off.

If you're interested, you can check out all the details in the show notes and, if you have any questions, again, you can reach out to me on that as well. I hope you guys all have an incredible abundant week. Give this a shot, even

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for a week, I'd love to hear about what takeaways you have, even for a week, not 30 days, not 90 days, but even for a week, and check in with me.

So, have a great week, everyone, and we'll catch 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.