

## Ep #74: Fall Is in the Air



### 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 am delighted to be here with all of you guys today, so thank you so much for taking the time to tune in and spend some time with me.

Now, over the course of these last couple of weeks, we have been busy launching our Made to Get Paid Academy. So our Made to Get Paid course is a course that I put together over this year actually, I created it. And I put it together to really help people get a lot of the foundational work in their businesses put in place and allow them to see big results quick.

So my whole intention with the program is to have it to be a six-week course where people can rock through six weeks, implement it into their business and create deposits, right. Because when we start a business, most of us are starting a business to create more money, to create more freedom in our lives. And so it's a really affordable way for people to take in some of the work that I do and help people on their own and have a community and some guidance on those step by steps that I fumbled through.

Anyways, we've been launching this academy and one of the biggest messages that I have within this program right now is to finish strong. We are in the fourth quarter of 2019 and we're entering fall. It's a change of season, and I really want people to finish strong.

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I want to be able to help people finish their year in a place where they feel incredibly proud, but also know that just because it's the fourth quarter, just because there's 90 days left in 2019, that doesn't mean that it's over because all too often, I see people kind of start to give up this time.

It's like the season changes and everybody gets cozy and comfy and the holidays are approaching and our focus has changed from our goals in our business to other things that are – you know, they're life, they're distractions, but it's life and living life and appreciating that as well.

So regardless of whether I'm working with people or team members or within my own business, if I've hit my goal or I'm not where I want to be, and the same goes for my clients, how can you finish the year incredibly strong and bring in even more money and exceed your goals or create massive movement within your business over 90 days, or if you're not where your goals are, how do we reevaluate that so that you still feel like wow this is an incredible year and I finished really strong, making big things happen over those 90 days.

And what is really fascinating is that, oftentimes, when we break those goals down into such a short period of time, when we can see a 30-day, 60-day, 90-day and you get really, really clear on what it is you want to achieve, we can achieve so much versus being so lost and caught up in this big picture vision of a New Year's resolution or a goal that we set at the beginning of the year and getting really frustrated or down on ourselves because we didn't hit it and then you start to lose that momentum, you start to lose that vision and you start to give up on the things that you set out to do.

Because the reality is that we all want so much to happen so quickly and we set out to do something and when you don't see the results immediately, we start to give up on some of those results or we don't have the accountability or the drive or the direction or the passion to follow

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through with what we set out to do in the beginning. And so there's so much power in setting short-term goals, 30, 60, 90-days.

However, there's this balance that I have within my own world that I've learned over the last several years on my own journey of life and business and growth and spirituality that it's not all the hustle. It's not all this hustle and grind and mentality. As much as I talk about, you know, getting clear and having the drive and having the hunger, what has come to me over these last couple of weeks and as I enter into this next phase in my own life of having a child in a few months – so talk about a deadline of a timeline – I have an end of year coming, but I'm also having a baby.

And so putting this pressure on having all of these things figured out has gotten to be a lot and overwhelming. And for all my mommas out there that have had babies and have been in this, your body starts to slow down. Your mind starts to slow down. Your emotions change. Your drive is changing. There's all these different components to your body that, for me, I really try to tune into, but I'm also trying to push through them so hard to get all of the things set up on this deadline that I feel is so urgent.

And so I took on a slightly different perspective, and that's what I wanted to share with you guys today is what if we didn't have to make things so much harder? What if we made things easier for ourselves?

So, what if, over these next 90 days, yes we're going to finish the year strong, yes I'm all about staying true to what your visions, your goals are, reassessing, understanding where you're at and really making big things happen to finish your year strong. But what if, rather than we just solely have this grind it out mentality, we also have this edge to it of evaluating and figuring out how do we make it more fun, how do we make things easier?

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Because I don't know about you, which I do know about a lot of you because I talk to you, but for me, there's always – and so many of the conversations that I have is that we don't have enough time. There's never enough time. We all have these big goals and dreams and we want to work in our businesses and we're passionate about it, but it's managing all of the things within our personal lives. Many of you are maybe working a job, a nine to five, have a career while you're building up a business on the side, while you're raising families, while you're leading people.

And you want to achieve more but as you continue to achieve more and you continue to grow, more things fall on your plate. So as you grow, you hire more people, you create more systems, you create more processes. Oftentimes, those things bring a whole 'nother world into your life. It's a world of managing. It's a world of headaches and problems and people problems and fires and it's not just you anymore, it's everyone.

And I think to myself sometimes, okay, in business and with where we're at, how do we continue to grow, how do we continue to scale and really manage all of these pieces but also stay true to what it is that we set out to do in the beginning?

And one of those pieces is getting really, really, really clear on your missions and your values, like why did you set out to do what you're doing? What are you passionate about? Like, what are your values? Because your mission and your values, they drive everything in your life. They drive how you raise your kids, how you run your household, how you treat people, how you manage a business, how you serve clients, who you work with as clients, who you hire as team members, what type of a culture you build within your business.

All of it makes such an impact and what you do or don't do, what you create, the legacy that you leave behind, right, it's all intertwined. And so over the course of these last couple of weeks, I have found myself putting

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so much pressure on myself of figuring out all of the things because, one, I want to finish the year strong, like so many of the people that I'm working with and my team members and a lot of people that are around me.

Like, let's finish this year really strong and support each other in doing that, but two is also preparing all of the things and all of the people for me to get out on a maternity leave. And to be perfectly honest with you, taking an extensive period out of my business, although my businesses are very different than they were three years ago with my baby girl that was born, it's still very stressful. And it shines a light on all of the imperfections.

It shines a light on all of the things that I have yet to do with such a hard timeline and it creates so much pressure in my world, as again, my body and my mind is starting to slow down just a little bit and I am preparing for bringing a baby into this world.

And so I have to figure out how do I manage these things and what do they look like. And one of the things that comes up sometimes is not having to address the hard things. So, well, okay let's just put a Band-Aid over certain areas until after the baby is born and then we'll reassess it, right? That's some of my thoughts that come up because I just feel that I don't have the capacity to take on any more.

I don't have the capacity to deal with any more drama or any more fires or any of that. But the reality is there's certain things in my business that are working really great and there's certain things that aren't working. And over the course of the last few weeks, there's been a lot of things that haven't been working that I didn't know, I needed to get curious on.

So one thing that I want you all to know is that, if you feel like something's not working the way that you want it to or it's not going the way that you want it to but you don't know how or why, just be open to understanding that something isn't right. Just be curious about it because I promise, once

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you allow yourself to just see that curiosity and be curious about it, all of the answers will unfold to you.

And so it doesn't have to happen overnight. It just needs to be I'm open to seeing what I need to seeing what I need to see, what's working and what's not working, and being able to go in and evaluate those different areas of life and business. So just getting curious and getting curious and allowing yourself to see what you don't want to see, because sometimes those things are things that we don't want to see or we want to push down or we want to put our blinders on and just pretend that they're not there, just deal with them, whatever, that's the easier thing to do.

But when we do that, we limit the potential and the opportunity that we could potentially have in our life and in our business. So the more we keep the things that are no longer serving us in our world, one, it takes up massive space. So it's taking up space for something that could be even better to come into our world, but we're not allowing it to come into our life because we don't have the space for it.

So one, cleanse that shit so that you can make space for more things that are going to serve you in your life and your values and your beliefs and your mission better.

Number two, a lot of times, when we think that we're holding onto something that is making our world easier, it is not. It's sucking up your energy, it's affecting you. It's affecting people around you. It's affecting your life way more than what you actually think it is.

So to put a Band-Aid on things because you don't have the time or you don't have the space or you don't have the energy, it's not an excuse and I highly recommend that you rip those Band-Aids off and you just face them because when you do that, the beauty that comes out of that is just so enlightening.

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All of a sudden, pieces start to come together and so what we try to avoid for so long, you just do it, then all of a sudden it's like, oh, well shit, why didn't I do this a month ago, six months ago, a year ago, five years ago? This is why people don't get to where they want to go because they're too scared or they don't want to hurt people's feelings or they don't want to have hard conversations or they think it's going to be too hard, you're scared of the fear, the failure.

But the fear of falling is worse than falling itself. And most of the time you don't fall, there's something really great, but we're not allowing ourselves to see it because we're too scared.

So as we enter into this season, and as I enter into this season of life – I mean, everything is a metaphor – I had to take a step back over this past weekend and I just really knew that I needed to fill up on things that I love, so filling up on inspiration. And I'm such a visual person. Whatever fills you up – I always say this – do more of those things.

And so I spent some time over the weekend just going through some of my favorite magazines and reading and getting inspired. Two of my favorite authors just dropped a couple new books, so I was super excited about that as well.

And what I needed more than anything, of course, I thought a ton about business. So whenever I get into phases like this, y'all might be able to associate and comprehend this, but when there's things going on in my world, sometimes it's really hard for me to tune out from them. And so I had a lot on my mind going into the weekend and a lot of answers that I felt like I needed to find. And also knowing that the week ahead was going to bring a lot of emotion and hard things.

And so I picked up a couple of great books and I tried to just embrace what was and fill up on some of the things that I really love, which is inspiration.

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And what came of that was so amazing. One, I had some incredible conversations with some of my own mentors and people in my world that have similar businesses or that I look to for business advice. And what's amazing is that the advice that I got was advice that totally blew my mind, like out of the water. Like, wow, I didn't expect this.

But what some of my mentors and my own mastermind peeps are doing is scaling back to scale bigger, so refocusing on the things that really matter and really taking this time right now to reassess what's working, what's not working, and build and grow and focus more on the things that matter in business, the profitability, the bottom line, the people that are working, the systems that are working and purging and getting rid of the rest.

So as you grow in business, as we grow and scale and as we want more, oftentimes we collect all of these things along the way that we feel that we need. And you have to go through a certain cleansing period, just like Marie Kondo, just like our houses, of really looking at things and really being open to your numbers, your bottom line, going back and looking at your mission, going back and looking at what that initial vision was and seeing what's aligning and what isn't and then having the strength to make difference, making changes, and making different moves to realign you.

And so these conversations that I had as I was trying to figure out different things in my business were just like mind-blowing to me. And then thinking, okay, how do I implement some of this in my own business. And what unfolded over a two-day period is just crazy. And this is also what I'm finding in my own spirituality and my own practice that I take on every single day.

Everybody has very different beliefs and I'm not saying one belief is better than another, but I'm able to really tap into something bigger than me and manifest things so quickly, which is just fascinating. So the higher your vibration, the more that you're in your own connected and balanced within

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your chakras, it's amazing how quick you can make different things happen in your world, even if you feel so confused, all of a sudden, answers just kind of unfold in front of you.

And so I had some really great conversations just about what bigger players are doing, far above me, that are allowing their businesses to grow and scale with a less is more mentality, with a more is what I want, less is what I don't want, and aligning with what you want in your life, so what truly matters, family values and fulfillment in life versus, again, the hustle and the grind and everything else that comes along with it.

So, incredible conversations leading into this, and then I also picked up a couple of really great books. So if any of you have read – I know many of you know Joanna Gaines, but I don't pick up her magazine too often and I'm so glad that I did this last weekend because what she talked about was just, again, right in line with all of this.

But she talked about her own journey in her business and how Magnolia Market has evolved and how they've had to go back through and reevaluate different things when they come out of alignment and how this season that we are entering into, fall, is a season of our life. It's a season of our business. It's time to take a deep look at where we are in alignment and where we aren't so that we can get back on track with what those missions and those values are. Fascinating, right?

Like, everything going back to values and mission and what's important to you and rewriting mission statements because the reality is, you guys, everything, again, is built on those values and that clarity. But as you get into month nine out of the year, we're so into work mode and making things happen and strategy and working day to day and working on our business and working on our goals and pushing, pushing, pushing that sometimes we fall out of alignment, or sometimes our values change or our business changes, our brand changes. What we set out to do at the

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beginning of the year could be very different than how we want to end the year.

And so taking stock of that, looking at the spring, those fields that we planted, all of the seeds that we planted, what bloomed? What beauty came out of all of that hard work over that season that we put in and what didn't? What didn't work? What crops do we need to let go of?

So it was so incredible to hear that same story of how the seasons change. And so this season of our life, whether you look at it as a season your life or you look at it as a season of our seasons, you know. Fall is such a beautiful time of the year if you watch the leaves drop off of the trees and you just see everything kind of release and change color and let go.

What do you need to let go of in your life? What do you need to let go of in your business? What are some of the things in your world that are no longer serving you? Maybe it's a belief? Maybe it's a relationship? Maybe it's a way of doing business? Maybe it's a business entirely?

There's always something there, oftentimes that we don't want to see, that we're holding onto but the second we acknowledge it and allow ourselves to see it and let go of it, there's so much more beauty that comes and enters into our world. People come and go. Opportunities come and go. Businesses come and go at perfect times and you're just open to it.

So as I am preparing, as many of you know, to have a child and to start going through this next phase of life and how my world is going to be turned upside down just a little bit again, I'm trying to allow myself to be open.

One of the other things that Joanna Gaines talked about, which I found really fascinating, and so many of you that tune in and listen to *The Love*

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*Your Living Podcast* are my amazing ladies, and I think that we're always trying to find this balance between chasing our goals and creating incredible businesses, but also giving enough to our family. It's always like this give and take type relationship, and finding balance too, right?

So one of the things that Joanna talked about that I really respected a lot is her whole journey of being a mom and then being a business owner and then being a mom and a business owner and trying to navigate all of that. and so, for me, what works for me – maybe it doesn't work for you – what works for her maybe doesn't work for anybody else.

And I think what's so important to understand that what works for one person doesn't always work for another person and us trying to chase this perception of balance, there is no such thing as this perfect balance. It's us just finding what fills us up, what gives us enough joy and love in our own personal lives and giving to our children as mothers and what also fills us up with the passion of, you know, working and being in business and chasing our own dreams and what's important again goes back to your values and your mission and all of it being so intertwined and allowing yourself too that capacity to check out and be present, be present in whatever role you're in at that time, whether that's allowing those to mix into each other and melt into each other, or keeping them somewhat separate, which I tend to do because it allows me to create more presence with being with my daughter and more presence with being in my work world.

I tend to be able to, like, kind of focus more and give my all versus trying to do all of them at once, like multi-tasking. I'm not a huge believer in multi-tasking anymore. But again, finding that balance for yourself and evaluating that. So it's a whole other area to look at and evaluate in our lives.

Are you happy with the balance, quote en quote, that you have in your world? Do you feel fulfilled in your personal endeavors and your life and

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your home and your relationships and also your business? Or are they off-kilter a little bit? And what are some things that you need to refocus on as we enter into, you know, the ending and then a new beginning of a new year starting?

So for me, as I'm entering into this, what I'm working on is not more, more, more, more, more. I am actually looking at how do I really look at and understand what are those key metrics in my business that are allowing me to grow and what are some of the things that I set out to do or I did this year that didn't quite work that I can let go of? And what am I going to focus on moving forward so that I can move forward with more grace and more ease?

How do I make these next three months more enjoyable for myself, rather than being so stressed out and overwhelmed with all the other things that have to be done and perfect before the year ends, before this baby comes, and having everything in perfect alignment? How do I transition and go through this with more grace for myself and for those around me? How do I build up a stronger core? What do I need to let go of and how do I make things more easy and enjoyable in my business?

So I invite you guys to do the same. This is like a mix of yes, it's hard work and yes, we need to understand what are those focuses that we need to really, really have at the forefront in order to make big things happen and what are those big things that are really important to you? Because you will be amazed at what you can do in 90 days if you have clarity, but rather than killing yourself and being absolutely miserable and missing out on holidays and being present in your life, how can you make them easier? How can you make life easier? What can you let go of that doesn't really matter anymore and come out on the other side stronger?

So that is what I'm working on in my world, in my business, in my life right now, and I so recommend for you guys to do the same thing. If you're a

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visual person, now's a great time to create a new vision board. I'm working on that right now. And I love going back through – I have my last two vision boards right by my side and it's really cool to go through and look at the things that you've accomplished.

And when I do vision-boarding too, for those of you who have done that or who haven't done it, keep in mind doing it on a feeling state. So a vision board is not just a board to, like, these are the things that I want in my life.

Yes, you can put, you know, different material things on there as well. But when you're flipping through a magazine or if you're looking at Pinterest or you're looking at different things, I want you to feel the experience, what it makes you feel inside, that's what you want to build that vision off of. And if you don't have a vision, if you don't have a mission statement within your business and your life, spend some time to create them.

If you're feeling stuck or you're feeling like I don't know where to go or where to start or what I want, those things alone will help you gain so much clarity and are the drivers of everything that you do, so spend some time doing that. Base it off of your feeling states and see how much.

You could do it for the next quarter. You could do just a vision board for the next 90 days, what's going to help you really have that clarity to move you forward and creating more of those things that you want?

Another book that I picked up over the weekend, Gabby Bernstein's Super Attractor. If you have never read one of her books, I absolutely love The Universe Has Your Back. It's such a game-changer. But the philosophy on this new book that she has, on Super Attractor, is the more that you feel good, the more that you attract the things that you want in your life.

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And I think that we miss that a lot. We miss the understanding of as we're working through our day to days, as we're working towards big goals, taking care of ourselves, doing things that we enjoy, filling up on life is so incredibly important and will allow us to achieve those goals so much quicker because we're in that feeling state.

If we feel miserable and stressed out and overwhelmed and depressed every single day, we attract more of that in our life. Everything is hard. But when we feel like we're on our A-game, when we feel strong, when we feel empowered, when we feel aligned with what our goals are and the work that we're doing and we're connecting with people, clients, team members, magic starts to happen and you create more of what you want in your life.

So there's a philosophy behind it, having gratitude and getting yourself in a space of feeling really good, spending the time to work on yourself, not just your business, working on yourself, making it fun, making it easier is going to help you achieve those goals so much quicker. The more you feel good, the more good you have in your life.

So again, if you don't have a mission, if you don't have a vision for what it is that you want to achieve, spend some time. There's no use in sitting in front of your computer trying to just hash out the work if you don't know what it is that you want or what you're working towards. Do a vision board if you're a visual person. Go make a Pinterest board if you're not into the arts and crafts kind of stuff.

Take the time to fill up on things that inspire you and just see how empowered you get by doing that and how you feel, how much more inspired you feel when you have that drive behind you. You look at your vision board and you think, okay, this is amazing. It's just a reset.

So take this time in your life. Take this time, this fall season, to just let it go, evaluate, let things go, maybe make some hard decisions or moves here

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and there. Know that you're not alone and that when you let go of some of the things that no longer serve you, the more that you're making space for the things that do, that better you and your life and get you closer to where you want to go.

So, how do you finish 2019 so strong but also have fun and make it easier for yourself as you're doing it as well?

So, you guys, I chatted a little bit in the beginning of this episode about our Made to Get Paid Academy, and if you do have questions, if you haven't heard about it before, please feel free to reach out to me. Again, it's such a great program to really help give some clarity and perspective on what you need to be doing in your business and the fundamentals of building a good foundation. And whether you're just starting out or you're feeling like you need a pick me up in your business, it's a really great program, extremely affordable with a great network and support system to help you get there too.

So if you're interested in that, more than happy to send you more information, but you can also check out all the details in the show notes. Community is everything, so find yourself a community to also help you in finishing strong and allow you to create your dreams. Community is absolutely everything, and support.

So if you don't feel like that's a good fit for you and you're looking for more hands-on in-depth coaching, also I'd love to chat with you and see how I can help you in your business. So feel free to book your breakthrough session with me today. I'd love to chat, do a deep dive into your business and see where we can get you to the next level.

I hope you all found some good in today's episode. Take my advice. Let's have some fun as we finish our year and align more with what we set out to do in the beginning and it's time to reassess and have a new beginning. It's

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fall, it's the fourth quarter, and I am excited. I hope you guys are excited as well.

Thank you so much for tuning into this week's episode. I'd love to hear your feedback. And until next week, you guys have an amazing week and we'll catch you next week.

Are you looking to scale your business to multiple six figures and seven figures in the next 12 months but growing your business feels more like a death sentence than something that lights you up? You're constantly feeling like you're doing the tasks, you're working, you're showing up day in and day out but you feel overwhelmed and tired and all over the place. You feel like you're on a merry-go-round with no stop anytime soon and you're almost doing all of this work to take one step forward and three steps back.

You guys, I have been there. And after building, growing, and scaling three multi-six-figure and seven-figure businesses, I know what it feels like to have a dream and a passion that grows beyond measure and to create a legacy that makes an impact; your dream. But it's not always easy going to the top alone and neither is it any fun.

So, if you have big goals over the next 12 months, let's team up, I would love to chat with you. I'm now accepting applications to help a handful of powerhouse women breakthrough and scale in the most fun, sustainable, and stress-free way possible. So, click the button below to apply for a breakthrough session today.