

Ep #75: You Are Such a Bitch



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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...

Hey everyone, and welcome to the *Love Your Living* podcast. I am your host, Brooke Keeling, and I'm excited to have some fun with you all today. So we're going to get like fun and real today and talk about a topic that's a little less business, but nevertheless just as important.

So, if you've ever felt like you're a bitch or your personality comes across too strong, or maybe you need to tone it down, when really you're like, "Fuck that, I don't need to tone it down," but you've second-guessed some of your actions, your dreams, your thoughts, the way you do things, how you are perceived in the world as that, you know, bitch, then you're in the right place because I'm going to chat about that today and talk about some of the areas that has come up in my own world and my own life, but especially for women that also have very big dreams and are trying to do all of the things, right?

So number one, we have so many things going on in our world, so many things to manage. And when we have these aspirations of doing something that has never been done within our world previously, there's always going to be this push and pull of people having opinions of how you choose to live your life, why you can't just be satisfied, why you can't spend more time with them, why your values are different, you know, second-guessing and having their opinions about what you're doing. It is always going to be there, I absolutely promise you.

So, one of the things as high achievers and as women that we have to get really, really, really good at is being able to have boundaries within our life

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and allowing ourselves to have the space and love for ourselves and our dreams that we need, and not allowing external expectations to alter that, to affect our being because all too often it does. I have conversations all the time with women, and this is because this is the type of person I am and the people that I attract.

So I have conversations all the time when I get on the phone with someone and they say, you know, I feel like people think that I'm a bitch because I don't do this or that or people think that I'm being unrealistic or selfish because I want more. And they say why can't you just be satisfied with what you have? People think that I'm cold or I'm unapproachable or whatever that may be.

And I'm telling you, if you've had these feelings before where you think someone thinks that you're a bitch, someone thinks that you're cold, that you're unapproachable, that your family, that your friends, that your sphere think that you're crazy, that you should just be content with what you have, why isn't this good enough, or you're crazy for going after these big dreams, just live your life, you know, you have a good life, you are not alone.

You're among so many other people and I hope that the majority of you listening have some feelings towards this because you're all in the right place. So, one of the things that I've had to really get comfortable with and work through within my own world, in my own experiences of growing, is allowing other people to have their own opinions and not letting it affect me.

And that's really hard, you guys because, as a human being, one of our key needs in life to function is human connection and love. And so when we don't have that human connection and love when we are in a place of growth, where we feel like an outcast or we feel like we've outgrown our network, we've outgrown different beliefs within our families, our upbringings, how we are raised, we lose that feeling of love and

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connection, and it really starts to, whether we acknowledge it or not, it affects what we do and what we think about ourselves and how we perform and how we move forward with our visions and our dreams and our goals and what we want.

I see this so much in relationships, when one party in a relationship, a marriage, for example, one person has very high growth aspirations and wants to continue to grow businesses and grow as a human being and learn and invest in themselves and another person isn't. That person that isn't invested in that will bring their significant other down or try to bring their significant other down to their level because they feel uncomfortable, they feel insecure about where they're at, but they also want to maintain that control and they don't want that person to leave them, so it's their own insecurities. But it creates this clash.

That's at the highest level, when you're talking about marriage and significant others and people not being able to grow at the same pace, and it really is something that's very, very, very common. I've seen it so many times as I have gone on my own journey of self-development and growth and whatnot.

And it's been something that I'm also very grateful and lucky and acknowledge because I've never had that conflict really in my own life and my marriage. I have a husband that is very much supportive of me growing as an individual, but also on board with coming along on that ride with me. so I 100% recognize that not everybody has that and there's different things that you can do there as well to help support you or help support your significant other to help come along with you. But it's definitely challenging, absolutely.

So when we think about how we are perceived, what we think about ourselves, if we are constantly feeling like I'm such a bitch, nobody likes me, they think that I'm a bitch, they think that I'm cold, they think they can't

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connect with me, they think these certain things, we take on that emotion within ourselves and it reflects out 10 times more.

And it's something that's so common as we grow because it's very, very natural. What I want anyone and everyone to understand is that it is so natural for us to outgrow our spheres, to outgrow our inner circle.

So you should always have an inner circle of people that you can go to, that you resonate with, that inspire you to think bigger, to grow, that support your big goals and your vision. You need to find those people. Maybe it doesn't have to be 100 people. It needs to be like three to five people that you have in your inner circle. It's a tight circle you can go to with anything, they support you.

And even within our inner circle, every year we should be evaluating that and understanding who is in that circle, who do I still align with, and maybe what are some friendships, connections, networks, mentors where I need to upgrade in certain areas and upgrade that inner circle? Because as you grow, you always need to be surrounding yourself by people that are growing at that same pace or at a higher pace so that it can continue to inspire you.

So when I first started coaching, if you've heard my story, I came from a very small town. A lot of what I do in my life and in my business right now is very, very different than anyone in my immediate and extended family, and even my husband's family. So whether it's the direction of a military base or the direction of a very secure, you know, quote en quote, career or job within a hospital system, or just a different path in general, what I've had to do over time within my business is really, really get clear on what it is that I needed to be doing, especially as it grew and I continued to scale it, my time got less and less and less and less.

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And so how I grew up and what was normal for me is no longer my normal. And any time you go outside of that comfort zone or you step your toes into unknown territory, one, people will have opinions about it, but you're going to second-guess it too. You're going to second-guess the boundaries that you have or how you're spending your time, or maybe they're right or maybe I need to be more lenient than this. Maybe I'm coming across too harsh.

And as I went through that in different phases, which I'll expand on in a bit, one of the biggest resources that I had that made me feel like, no, you've got this, you're on the right path, has been surrounding myself by incredible mentors, incredible masterminds, different networks, and also getting really clear on my inner circle, so my friend circle, people that get me, that know that if they text me and I don't text them back for a week, it doesn't mean that I don't love you, it just means I've got a lot of shit going on right now and I have about 47 unread text messages.

And I'm not judged by that. It's not like all of a sudden you're not my friend and there's all this drama around it. And so being able to be really clear on this and understanding that this has been part of the process of growth has given me that sense of security, but also having mentors and investing in different retreats, masterminds, coaches, all of that, I can be in a really dark place or feeling really bad about myself or feeling really guilty or second guessing my choices or how I'm spending my time, to jumping on a call or having a meet up and being like, wow, actually I'm right on track, I am actually doing what I need to be doing, I need to let go of this.

And so it's having those people that can come to you and have already gone through it and being able to support you in that. and it doesn't come down to, like, you have to be a bitch to people, quote en quote bitch. We don't have to be unkind and bitchy and we don't have to have that demeanor about us. You can have very strong boundaries and very clear expectations with a lot of kindness and a lot of love.

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And even with that, when you have a strong personality, you're still going to get people that are really scared. I was talking to a friend and a mentor of mine recently and she was saying, it's so hilarious because I'm so nice. She said, with women, it's different than men. This is a perfect example.

With women, it's so different from men. My husband can have a conversation with anybody and it's perceived as just him doing his job. He can have a very stern effective clear communication and it can be perceived as something is like, okay, that's great, thank you for your feedback. And then when it's a woman saying the same thing, it's like holy shit, she's gone off the rails, she's Godzilla, right?

And her example that she said was so funny is she said my husband can be much more mean – not necessarily mean, he's a very nice man – but he can be so much more stern to our landscaper – landscaper was an example in this situation. He can be so stern with our landscaper, giving him so much more direction in terms of what needs to be done, how it needs to be done, and the landscaper just takes it as, yeah this is the feedback, this is the job, this is the work that needs to be done, these are your expectations.

And she said, for me, I'm so much nicer, but I'll say like, hey do you think you can do this or thank you so much for doing this, and he's scared to death of me. He's scared to approach me and he's scared to death of me because he thinks that I'm making it scary and I'm a bitch, basically.

And so I think that – and it's the same for my husband too. I think of those situations like harder conversations and my husband can sit down and have – whether it's a work-related conversation or it's someone that we've hired out with different expectations, he can have a very real conversation that's a stern conversation that's serious. If it were me having that same conversation, it's taken very differently.

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And so I think having, one, having a network that you can go to when you're feeling in those places of, like, oh wow they think that I'm this, is really great, but also what's so powerful is being able to have your tribe. I talk about this all the time.

So if you're feeling like you don't really have a whole lot of connection with people that have the same capacity of dreams, they have not necessarily the exact same aspirations, but they have big dreams and they're out there and they're doing the work, if you don't feel like you have people that are surrounding you or that are filling you up with that or you're resonating with, I'm telling you, it's time to just take a quick look at who your associations are.

And this doesn't mean you can't be friends anymore. This doesn't mean that you have to be the bitch that says, I don't like you anymore. This just means you limit some of your time with them and you start to get really, really, really clear on who it is that you want in your life.

What are you missing? Is it a coach? Is it a mentor? Is it a friend? Is it a family member? Is it your significant other or a significant other? What type of relationships do you want in your life? What kind of relationships are going to help you feel supported and feel love as you are going through all of these different things, all of this growth, all of these changes? It is so critical to have a network that supports you on this bigger version because otherwise you're going to get so much negativity into your world of who you are, who you're becoming, why they don't like it, why your ideas are stupid, why you should just settle, why you should just be happy, why you don't love them anymore, all of the things.

So take some time and really think about who it is that you're having conversations with. And I'm telling you, creating just the clarity on who it is that you need is so incredibly powerful because you will start to see more

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people with those qualities that start to come out of the woodwork. And that has been the biggest game-changer for me.

Of course, you cannot change your family, so don't expect to be able to change your family. You can limit time with your family, but you love your family. Your family is not someone that you're just, you know, trying to change or alter or whatnot. Love your family for who they are, pick your associations, pick your friends.

So spend some time understanding, who do you need that's going to help fill you up, that you resonate with, that you can be like, yeah, I totally felt like a bitch or they think this or they think that. It's going to give you so much more love for yourself and connection to other people that make you feel like, okay, I am on the right path, I do feel supported on this endeavor that I'm going on and through.

And one of the things that I talked about this week in my *Love Your Living* community, which if you are not part of right now, we'd love to have you in there, but over the last couple of weeks, I've been doing some massive overhaul in my own business. And this is when all of these feelings come up, you guys. This is these feelings of, like, you're a bitch or you don't care about people enough or whatever, we carry too much of that shit.

Be kind, love yourself, love your people, align with the right people and everything feels so much better. Get a coach, get a mentor, get a mastermind group, get some really great friends that are on the same journey with you that you can call up when you're having a really shitty day and say, motherfucker, this just happened, and they say you got this.

You need that support as you grow your business. You absolutely need that support and that love in your life because it gets hard and people have opinions. And when you're the boss, you have to do hard things and you

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have to have hard conversations and sometimes you have to do the mean things, which are really not mean things, but they're perceived as that.

And so over the last couple of weeks, I have done – this is a very common theme in so many of my networks' worlds. So on a higher level, bigger picture, maybe you can do some of this in your own business as well. But a lot of people in my business, in my circle, have built really big businesses and massive success in their life. And where they're at right now is really realizing and taking a step back on what it is that they want and maybe, you know, bigger isn't always better.

So it's this understanding of simplifying things and getting really clear on what you want and really clear on what you don't want. So how can you really set your business up to support your values and your mission in your world? Because oftentimes, we get so caught up in growth and growth and growth and growth and we add all of these different things into our world, and then it's just like everything is just a fire.

You add more people, you have more headaches sometimes. And as you add more systems, you have a lot of tech stuff that you need to do. You start a new business, you need to be in it 24/7, you know, creating the foundation, creating that momentum. It's time, it's energy, and at some point along this way, we start to unfold more of the clarity around what it is that we truly want.

So if you're in the very beginning of phases, just know, this is what's going to come ahead. You're going to work, work, work, continue to grow, continue to scale. You're going to try things that work out. You're going to try things that don't work out and every step along that road is going to teach you something about who it is that you're becoming.

And if you are listening close enough and you stay the course, it's also going to show you the way of what you want in life, and sometimes that's

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not what we set out to do in the beginning. And so a common theme that I'm seeing in a lot of my networks' businesses is how do we simplify the businesses? We've already grown. We already have massively successful businesses, now how do we really get things running effectively and efficiently?

And so key areas that I've looked at in my business, and everybody should be looking at in their business, is how you're spending your time every single day. So all too often, you know, we kind of just get up in the day and we're in reaction mode, especially when there's a bazillion things to do and you don't necessarily have that clarity in terms of what it is that you need to be doing, how you need to be spending your time. And then your time gets eaten up with picking up dog shit and running across town to let painters in and whatever it is. I could give you a bazillion examples, I just don't want to gross you guys out.

So doing the laundry, flipping over laundry, you know, running errands, all of those little tasks that take up your time that is not effective use of your time within your business. So looking at your time, how is it being spent? Are you being really diligent about the things that are coming in, the asks that are coming into your business of you and creating those boundaries that, again, those boundaries can mean you're a bitch because you don't answer, because you don't have the capacity to take on a phone call, because you can't take this appointment because of whatever.

Create boundaries and know that it's going to help you move your business forward. And as it helps you move your business forward, it helps your entire culture, it helps your entire team, it helps your entire business thrive. So understanding where your time is being spent.

Number two, what is your focus? So, where do you need to be focusing in your business? What's your intention every single day, you know? Before you wake up in the morning and you open up Facebook, before you start

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commenting on things, before you open up your email while you're still lying in bed, shut that shit down. Take time for yourself in the morning. Allow your mind to think. Create a morning routine. Research morning routines. Reach out to me if you have questions on morning routines.

I have perfected mine and I continue to every single year. But it's been a focus of mine over five years to really get a good morning routine, and now, I can barely function if I don't have my time in the morning to get myself primed and prepped for the day. So what does your focus need to be on? What is your intention for the day?

Number three is your energy. You guys, we allow so much to suck up our energy, and when we are deprived and we feel consumed with everybody else's feelings of how we need to act, what we need to do, who we need to be, where we need to be, we cannot have the energy that we need to create this big dream that we have in our life.

And so let go of this perception of you're a bitch because you're not going to the PTO and you're not going to so and so's birthday party and you're not going to this dinner party and you said no to a work commitment. Just drop it. Allow yourself to give yourself what you need.

Where do you need to protect your time and your energy more? So whether it's in business or also in your personal life, again, where people have so many opinions about how you should be living your life, who you should be spending time with, family obligations. I know for me that within my world, my days are so busy. My life is so busy. And for me, what fills my energy up is downtime by myself.

It's spent in nature. It's spent with my immediate family. It's spent in my home. Or maybe it's spent with a little getaway or a vacation away to allow me to fill up. That means that I have to not only protect my work time during the week, but I'm very diligent about protecting my weekend time, who I'm

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spending my time with when I get downtime because that downtime is so small in comparison to everything else when you keep adding businesses and adding babies and adding animals and adding all of the things. You have to create time for yourself to fill up and understand what fills you up with energy and love so that you can take that into your work. It's so, so, so powerful.

And, I mean, also of course, eating and drinking enough water and all of those things as well, fuel yourself, eating for energy versus eating for comfort. You know, if I were today go to McDonalds, which I don't do, but if I had a Big Mac for lunch, I would literally be in my bed sleeping. There's no way that I can function at the level that I need to when you fill up on food like that. And so, again, it's not about your weight or a jean size or whatever, it's eating for energy, fueling your body so that you have the energy that you need to go throughout your day.

Number four is really understanding what your dollar productive activities are. I see this all the time in businesses, whether you're in a sales business. I mean, we're all selling something, but wherever you're at in business, you are selling a product or a service and what do you need to be selling every single day? What's going to be moving your business forward?

Because we want to have deposits and we want to have money and we want to have income coming through the door, but not very often do we have consistent practices of doing the work every single day, being extremely clear on what needs to be done every single day to generate income. Who are you prospecting? How are you prospecting? What systems do you have in place to support that as well?

Because the reality of it is it's going to take time and momentum. When I have new sales people come on, I tell them, you know, it's going to take you a good three months to really see consistent turnaround and consistent

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revenue coming in. Sometimes that's six months. And the only way you're going to see that is by having consistency.

And so when we onboard a new person, they have a schedule, they have very clear expectations of how many hours they need to be prospecting, who they need to be prospecting, what conversations they need to be having, what those numbers and those metrics look like, like how many phone calls do you need to make, how many appointments do you need to set, how many conversions of those appointments need to be made in order for you to reach your goals?

Know those numbers and know what you need to be doing every single day and do it. Don't just do it for a day and say, wow I did this this week, this is really great. Kudos to you, that's a start, but you need to be doing it every single day in your business.

And if you consistently do it for three to four weeks, top priority, this is who I'm prospecting, this is the business that I want coming in, you will start to see a return on those efforts. And those returns can come 60-90 days after that, so just having clarity on that.

Again, you're protecting your time and your energy around this. So you have people that need you or do you have a minute or doing things for your kids or grocery shopping during the day or whatever you're doing around your house, you need to take that time back and not feel the guilt around putting time and energy into your business, so really being focused on what your dollar productive activities are.

And then, you guys, number five is people and systems. Which I can tell you again, I've made some big changes in my business over the last couple of weeks and it's always hard going through this. I knew what I needed to do. I know what I've needed to do for a while. There are some areas that I was a little bit unclear on.

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And then as I focused in, I got really clear on, like, okay, this is what needs to happen. It never gets old letting people go in your business. It's always a hard conversation because we're human and we care, as much as people might think that we're bitchy sometimes, right, or we're a cold-hearted bitch, which sometimes I think we all feel that way.

But we have to have hard conversations and being able to see what's no longer working, if it's no longer working for us, likely it's not going to be working for that other person as well. And sometimes we don't even understand how much it affects our businesses. And so number five is your people and your systems, so processes and systems, and your team is a big factor of that, so really evaluating what systems do you have in place that are supporting you, where do you need to revamp some systems, where do you need more support, what are some of the things that you can let go of in your business, whether they're standard practices now or they're employees, they're contractors, whatever. If people are not making your life easier or processes or business ventures are not making your life easier, how can you revamp that to really support what your bigger picture vision is and support you in doing more of the things that you like to do?

Because I promise you, it's all about the more you feel good, the more you attract more of the good. It's the same thing in business. So evaluating those areas, and again, you could be called a bitch along the way. You can feel guilty about making some of the hard decisions, letting people go, reevaluating your business structure.

But what it comes down to, whether it's in life, whether it's in our businesses, is you creating a life that really fills you up with love and joy. And the more that you can be true to that, the more that you're going to be able to give that to the world. So find yourself people that support that, that you can call up, that you can feel supported by in their own endeavors that you really align with that help you stay true to that, and that get you, that understand that this is just part of business.

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It's not easy running businesses. It's not easy running family dynamics either. You know, creating boundaries within your family and not allowing what is not a value for you or allowing yourself the space to create what you want to create for this vision of your family and your life, what you want to create for your business. And love yourself more. I think that's really what it comes down to is love yourself more and follow your heart, your dreams, so that you can align more with all of the things that you want.

And when you do that, I promise you will start to create more momentum and create more of those things, those things will start to be attracted to you. So rather than feeling like it's hard and you're alone and you're setting out to do something new or you feel like a bitch or whatever, you're going to start to attract more of the relationships, of the successes, of the money, of the energy, of all of those things that you want in your own life.

So I will leave you with one quote that I think really sums this up. I also want to say, if you've ever felt like you've been that bitch, own it. Like Lizzo says, I'm 100% that bitch. It turns out, I'm 100% that bitch. Own it. It's okay. Have kindness, have love, walk your walk, be able to say no to the things that don't serve you and yes to the things that do. Be okay with that. Surround yourself by people that fill you up in your life.

And one of the quotes that I have on one of my vision boards this year is, "2019 will be a selfish year. My time will be invested on me and improving myself. I will become a better person." So just remember this. There's nothing wrong with taking the time to support yourself first.

I talk about this a lot and I hope this is in a different context and perspective because I promise you that at every level that you get in your life, you are going to start feeling uncomfortable and you're going to second guess who you are, who you've become, and wonder, is this me or should I appeal to more people? At every single phase of life and business, if you are on this growth path, you will get comfortable at a certain point and then all of a

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sudden you will get triggered, or oftentimes, it's a sign that it's time to reassess or it's time to go to that next level, it's time to go outside that comfort zone. That's where we always grow, right?

And that doesn't mean that relationships and our feelings of ourselves are not a piece of that. They're a huge, huge piece of that. So I hope that this gives you guys some love, for all my 100% that bitch ladies out there. You're not alone. Find your tribe. Find people that fill you up.

I had a friend earlier this year that sent me a card that I just love and I still have it. And I'm obsessed with Beyoncé all the time, and it said, "I love you just the way you are." So just be yourself. Be yourself and align with more people that can fill you up and respect that and are okay with that. And just know that other people's feelings of you have nothing to do with you. They are of them.

So again, have kindness and love. Walk your walk. Have strength and your vision and really embrace the power that you have within to do and become whoever it is that you are meant to become. So, much love to all of you, to all my ladies out there. And I hope you enjoyed this episode. I will see you all next week for some more fun topics on all things biz and life and I cannot wait, so until then, have a great week and we'll see you next time.

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

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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.