

Ep #76: Making the Best of Tragedy



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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 very happy to be here with all of you today. I am talking on a topic that is coming straight from my heart, and although a little sad, so much meaning behind it that I hope – and what my intention with sharing this with all of you is that you can take some of the gifts that I was left with within the sadness that our family has gone through over the past week.

So, for those of you that know me or that follow along on social media, we lost one of our dearest family members this last week, our sweet Sagey girl, our giant schnauzer, who was our puppy in the family, and was such a huge, huge part of our house, our home, our hearts, our life. And we lost her very tragically, very quickly, unexpectedly. And the event in and of itself is one of the most traumatic that I've probably gone through. And it's been really, really difficult.

On top of that, we have a three-year-old that we're trying to teach this meaning of life to and to support her and her feelings and grieve on our own within ourselves and do all of the things in business because life keeps going when events like this happens, when we're sad, when tragedy strikes. Life keeps going all around us and I think that that can be really, really difficult for so many people that go through loss or go through tragic events is that their world stops, but the world around continues to move forward at the pace that it always does.

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And I have so much love in my life and in my home and I'm so grateful for my family, I'm grateful for my friends, I'm grateful for my home, I'm grateful for so many things. But this was something that really, really has hit us hard and has hit our hearts hard and has been a really sad week. And that's understandable. We lose loved ones, whether you're a pet animal or not, it's like losing a family member.

And so we miss our sweet Sagey, but with that, what I want to talk about is not the bad today. I want to talk about the gifts that I have felt that she has left behind and the perspective and the meaning that I have received just within a short week.

And I thought this would be something that would be good to chat about today because it's so powerful in how we live day to day. And sometimes I think that we take life for granted until we don't have the people or the life that we think is just ours for the having, and it's not, it can be taken away in a moment.

And so, Sagey, our sweet girl Sagey, I'm dedicating this episode to her and I'm so grateful to her, even though there's so much pain yet, trying to really focus on the time that we had with her, who she was, what she brought into our world, feeling her presence all around and feeling some of the lessons and her guiding me through these last hard days that we've encountered.

So, Sagey girl, she was such a beautiful dog. She was a giant schnauzer and just stunning. So if I had to describe Sage, I would say that she was majestic, she was strong, she was such a sweet, kind – she was like a gentle giant, that's what we called her, you know, our gentle giant. She loved Reese so much and she really kept everybody in place around the house, even though she was crazy and quirky.

She was a puppy, she was a year and a half old and 85 pounds, I believe. And she brought so much laughter into our home and sweetness and love

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and strength. And she also had this presence about her, especially with people that didn't know.

So I walked Sage – this was part of my life, my morning routine for the last six months, I walked her every single day. We'd do a five-mile hike, and I felt so safe with her. It's one of the reasons why we decided to get a big dog in our family. I felt so safe with her because of her presence and her demeanor and her sense of protection. She protected our family.

So although she was such a chicken and she was so sweet and goofy and loving, she also had this sense of power and strength and this, like, don't fuck with me attitude. If you didn't know her and she barked or she growled at you, you were like, oh shit, that dog's not playing around. She had a growl that would scare anybody. And she's a breed that is like a guard dog, so she's a protection, a guard dog.

And this whole presence, when I think about her and I think about the love that she brought and just her personality in general, I think, wow, how beautiful is that when you think about taking her energy, the Sagey vibes, into your day? It has been what has carried me through and what I've seen within my own personality over this last week.

This past week has been absolutely crazy because I've had half my team out, so functioning with half my team and also mourning a really big loss and going through this with my family – I'm grateful that business has been very busy and has kept me moving and moving forward, but also, we have to give ourselves time to breathe. So it hasn't been the easiest week, but we survive it, we're strong, and we can feel the love that comes in as we walk through our days.

And so, as I'm going through appointments, which have been a tremendous amount of business over the past week, really long days, being seven months pregnant, very long days, days that I usually don't take on

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but have with one, the preparation of a baby coming, and two, down some staff members, and three, just doing the thing, doing what I have to do.

So anyways, as I'm going into these meetings, as I'm meeting with people, as I go through my day and have different conversations, I could already have – most of you probably listening, if you've listened this far along, you have this very same characteristic within you, I've had many conversations, that you can be kind of a strong bull-headed personality. And so I definitely have that in me already.

But I could see, as I would go into meetings and I was tired and exhausted and emotionally drained and all of the things getting through, there was a sense and a piece of me that was like, take no bullshit from anybody kind of attitude. Like, I had so much confidence. So much confidence came through in all of the things that I am doing and being able to clearly articulate what needed to be articulated versus feeling like you're going to lose business or not say the right things or, you know, caring too much about the end result rather than just showing up and doing your best and having confidence in your ability and yourself and not dealing with all of the BS and the drama and the things that don't serve you.

And so as I'm showing up in my day, I just didn't have the space or the time or the energy to deal with the things that didn't matter, and so it allowed me to be so clearly articulated in what was important and asking for business and having open conversations and understanding how precious my time was, so not taking on things that were not going to be lucrative or worth my time or worth my family's time because they need me just as much as I needed extra space. And also being able to just have so much confidence in what it is that I was doing. And when you do this, people feel it all around you.

So this is the power that I talk about so often, this power of our mind and our mindset and if you're feeling not worthy, if you're feeling like you're not

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good enough, if you're feeling like you don't have enough education, if your competitors are better than you, if, you know, I'm not going to get this appointment or I'm not going to sign this client or I'm not going to, you name it, usually you're right. And so, for me, I'm going into these meetings saying, if I'm going to these meetings, if I'm doing twelve hour days, it's going to be for a reason.

And it was almost like Sage's personality was coming through in that being able to be compassionate, being able to connect, being able to show that side, but also this side of, I'm here to do business and don't mess with my time, don't waste my time, this is where I'm at, and being able to openly communicate that. So that's one thing that I think is so powerful.

A lot of this came to me too when I was having my daughter and this is where I think so many people struggle in business and struggle with business boundaries because we care too much about the outcome. Of course, you need to understand and you need to visualize and you need to have a good mindset going into an appointment or speaking to a new client or going into a client meeting, whatever it may be when you are in business, or leading a team meeting or being a leader within your role, you have to have that feeling within yourself.

But oftentimes, we care so much about other people's feelings and what they think about us that we start to take on their emotion, but then we're not able to show up the way that we need to. And when you're showing up in this place of strength, people can feel that about you. And I'm telling you this from experience because I've written more business in the last week going through this than I have probably in the last two months.

There's so much power behind it and this is me not being on my emotional A-game. This is me just going in, saying don't fuck with me and my time. I want this business, I'm here for a reason, this is why you have me here for a reason. And having conversations on how I can help and being true and

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authentic and doing what I'm meant to do and letting go of all of the shit that doesn't matter and the people, or the opportunities that aren't the best fit for you, it's so much easier and clearer to see these things when there's something that you're focused on that's not yourself.

So, Tony Robbins says this, and I think it's really brilliant, that sometimes when we get in our mind and we start thinking about all of the things that we don't have or all of the things that we're lacking or scarcity or fear, not good enough, you know, the world is going to go up in flames, you just can't find your way out, you have a focus on yourself. You need to change your focus onto something else other than yourself that you want to serve greater than yourself. And instantly, your perspective will change.

So for me, serving my family, having Sage forefront in my mind, serving her, taking on that energy, that was me not focusing on myself. I was outwardly focusing on something far bigger than me. And so next time you're in a rut or you're feeling sorry for yourself or you're feeling, you know, defeat after defeat after defeat, I want you to think about someone else that you want to serve greater than yourself and see how that changes the perspective and the outcomes that you're getting on a day to day basis.

So for me, it's so clear, and you all can harness the love and the strength of Sage because she was, again, such a gentle giant, she was someone that was loving and caring and majestic and you could feel her presence in a room, but it was also she was powerful and she was strong and you didn't mess with her. And I think, as women, we can all harness that power a bit more and take that into our day.

The other thing that I think is so important when we are looking at loss in our life and going through anything like this is, one, allowing yourself to grieve. I'm one that likes to keep going with things, and oftentimes don't allow that softer side to come out and I have super deep feelings, I just

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tend to hold them in a bit more. And we all grieve differently. There's nothing wrong with how anybody grieves.

And I think it's important to allow ourselves, whether you lost a pet, whether you lost a child, whether you lost a parent, whether you lost a significant other, whatever it is, it hurts. And we all grieve differently and process it differently and allowing yourself to have that space and not feeling like you have to put a, "Well I only lost my cat so that doesn't count because this person lost their parent," you can't do that. You can't take that way from yourself.

So allowing yourself really to take the time that you need and allow yourself to release the pain so that you can see more of the gifts that are left behind, and when you're able to see more of the gifts that are left behind, usually it brings peace.

So, you know, I've been in a place in my life, I've had a lot of loss in my life and I can look back on them now, I can look back at those times, those moments, those places in life and I have so much gratitude for them because one way or another, there's been gifts that have come from it and it has shaped who I am today and given me perspective and given me the life that I have each and every day that I'm living now.

And so although, when this happens and we initially experience tragedy like this. oftentimes we're mad or we're sad and you can't see that light at the end of the tunnel, and that's okay. But slowly, trying to find the presence, the gifts, and feel the spirit around us is what allows us to continue to live versus die from these experiences, rather than it taking our heart to a deep dark place, allowing this beautiful spirit to come from it is at least what I've experienced from it.

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But it's really hard in the beginning to ask yourself those questions. It's just kind of allowing them to come when they're ready but also allowing yourself to grieve.

So one of the other things that I noticed right after this happened and I was like, wow, why am I thinking about this right away, I kind of feel insensitive – so we're going through a massive home renovation and we have been for seven months. It's supposed to be done by now and we haven't even started it.

So I'm in this business too. I know these timelines, and yet I still thought I could snap my fingers and have all of this done. But it takes time for approving plans and getting finances in order and getting contractors and the whole process just takes beyond longer than I acknowledged and I should have been better in the beginning.

But anyways, we are now going into this next phase of bringing a new baby into the world in a couple of months, and as I've kind of let go of some of the urgency around some of the things that I've wanted to create in my world before this happened, which was really great to have urgency around it, but I was just allowing myself to have a bit of peace – all of a sudden with this loss, my mind has gone to all of the things of how I want to live my life.

So every single day, I have so much clarity, I start my day with intentions and I have a routine that I go through. It's a spiritual routine that I go through that very clearly articulates my life, my business, my home, everything. And I was kind of at peace with the timing of things, and then all of a sudden, this happened and my mind was instantly like how do we move this along, what needs to be done, what needs my attention, I want my home to feel – and I think a lot of this is I wanted my home to feel safe.

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I wanted my home to feel beautiful. I want to live what I'm working so hard for right now. And I think this is also a piece of such a beautiful meaning behind it is we don't know how long we have. We don't know if there's going to be a tragic event tomorrow. We don't know if you will get diagnosed with a sickness. We don't know how many years we have on this earth.

And I say this all the time, but it hits home so hard when something like this happens. And you realize that life is so precious and it can be taken away from you in an instant. And for me, I realized that my mind started going to my house renovation and the timelines and setting goals of when I needed to have certain things done so that my family can live in the place that I want them to live, having the space, having the feelings, having the beauty around then, having the environment that I have in my mind.

I want that now. I don't want it a year from now. I don't want it two years from now. I want it right now because already my mind goes to how much time I have with my daughter. And we all know, like, our life goes so quickly. My daughter is already three years old, and so thinking, oh my gosh – you can't start the countdown now – but oh my gosh, I have X amount of years of her living in this home and I want this home to be the most beautiful home now.

I don't want to wait 15 years until I feel more comfortable or until the timing is right or whatever, which it won't be 15 years. But I want my family to experience as much as they possibly can of that life, that life that I dream of right now, not wait.

So as this week was progressing, I had two of my staff members – I can't even say staff members, they're team members of mine that I absolutely love and adore, and friends, and they were on the most beautiful trip to Europe, Italy, Paris, Rome. And they went together, which I think is really cool, as spouses, and then they kind of split off.

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And it made my heart so happy that they were able to experience this. they achieved massive goals within a year and a half of working with me and to be able to be a part of that was really cool, to see them living this life. And what comes up when you leave for the trip – and I have another incredible team member out of the office here in the states, that just had the best time in life ever.

And traveling, to me, is something that I started doing a few years ago and it's a whole new breath of life when you say yes to some of the things that you don't know you're going to be able to do. I remember when I went to Fiji and that was like, my god, just a few short years earlier, Fiji would have seemed like something that was an end goal, and end life goal. And I did it at age 27, I think. And being able to have those experiences, it opens your eyes to what life is really about. It opens your eyes to really seeing your hard work pay off.

But leading up to those events and the first couple of times you do it, it's stress and it's panic. So watching my girls go through this phase of, like, I shouldn't be leaving, this is too much work, this is too much money, I should just stay here, I don't even want to go, it's going to take too much time, it takes all of these things. You have all these feelings come up, and then I got a message from one of them that said, "This is the most beautiful place I have ever been."

And in that moment, I was like, that's life. This is what life is all about. Our lives are meant for living. Our lives are meant to create the most beautiful vision that we can possibly create in our mind. And I've talked a lot about vision boarding and creating that vision and goal setting and planning, and that's one piece of it. You have to have that vision. You have to be able to see it. You have to do the work, be willing to do the work day in and day out to create these experiences and the freedom in your life. But that's what it's all about. That's what it's worth. That's what life is.

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And so going through life and seeing how people live, I see how people live day in and day out, whether it's in my coaching business or it's within my real estate business. And sometimes I think, man, I wish that people could have this perspective that I have on how precious life is and truly understand that you can create anything that you want. But go and live. Like, live to your fullest potential. Be present, you know. Feel the sun on your skin. See the flowers all around you, the miracles all around you, the life all around you.

There's so much within our world that we are able to create if we're just able to change our perspective and again, all too often, and the reason why I wanted to share all of this with you guys today is that all too often, I feel like we wait until we have tragedy in our world in order to say yes to the other things because, for me, maybe two or three weeks ago, there's different doubts that I have about timing or how I'm going to figure things out or whatever that may be.

I right now, I couldn't have a care in the world about those little things that seem so tiny and nonexistent, they don't even matter. It's just this is the life that I want to live and I'm going to make it happen no matter what. And that is the drive that we all need to have within us, especially as we're starting out on new things, especially as we're trying to make big things happen in our world.

You have to go out there and live. The more you live your life, the more it's going to fire you up to create more of what you want in your life. I promise you, if you are one that thinks I'm going to do all this work and when I become successful, then I will do this, then I will take the trip, then I will buy the house, then I will invest in myself or in coaching or join a mastermind or be a part of a group, then I will because then I'll be worthy. It's almost like, then I'll be worthy, once I lose the weight, once I look a certain way.

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But we can't wait until then. We have to do those things now. And the more that we do them now, the more that we say yes and we go confidently in that direction, the more support and backing that we have and the energy that we create around it. And it's so amazing how these changes in our life can change our perspective so, so, so, so quickly.

I remember, when I was a child, I had a very, very, very close friend, one of my mom's best friends, her husband lost his best friend to cancer, I believe it was, and he left two young girls behind and a wife, a loving family, very happy family. And it was like a midlife crisis for him. All of a sudden, he decided to start living at a level that he's never lived before.

He decided that rather than waiting to renovate his home, he was going to renovate it now. Rather than waiting to put in like \$150,000 pool in his back yard and beautiful landscaping, he was going to do it now. And I think that's so powerful, the memories that his kids had because of that tragic event, because he was like, "I don't care what it takes, I'm going to figure this out, this is the life that I want to live. Tomorrow is not promised to anyone. This is the life that I want to create for my family," what that family experienced for years to come, it was worth every penny. There was nothing negative about it.

It was worth every penny. I don't even think, once you decide and you take a risk like that or you move forward with something that scares you, it's almost like you don't even look back. You just decide and you move forward and you find a way and you figure it out.

And so, again, big point, take this love and the loss that I'm encountering and some of the big messaging that I'm getting through of don't wait, we can't wait to live our life. We have to live it now and the more we live it, the more we're going to create what we want. And be protective of your time. Show up as you, you know. Ask for what you want in your world.

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We talk about this a lot too, but you know, when you don't have the time or space, between having a baby, having a family, going through loss, you don't have any more time. You don't have any more space for people that don't matter. And so what does matter to you and what's taking some of the love or the energy or the time or the money away from the things that actually do matter? Start getting rid of some of that stuff and show up with confidence in your life so that you can create more of all of the magic that you want to create.

So those are just some of the takeaways that I've received over this past week while allowing myself to grieve loss and also feel the spirit of my Sage all around. It is such a string spirit that I hope some of you can take with you within your own lives and within your own work and say yes to yourself, you know.

Every day, I have conversations with people that talk themselves out of a move, you know, like a move in their life, they talk themselves out of it. They say, well, you know, it's always when I have this or maybe next year or I just don't have the time right now. Stop talking like that and just do it. You will be so grateful that you took a chance, that you invested in yourself, that you invested in your life, you invested the time into something that actually matters to you. And I promise, when you start doing that, when you start saying yes to those things, your life will unfold in such a beautiful way.

It's not regret, it's just continuing the momentum of creating more of the things that you want. And the questions that I'll leave you with to recap this and to think about and to apply in your own world, if you're thinking, yeah, okay, it all makes sense but I don't feel these feelings on that level.

We have two months left in 2019. I want you to get so clear on what it is that you still want to accomplish in 2019. Don't write it off. Don't start counting down those days. Get really clear on what goals you have and how you want to finish this year strong, what's going to make you really,

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really proud of yourself. Maybe you need to let go of something. Maybe you need to say yes to something or say yes to yourself and start doing the work now, don't wait for a new year.

The other thing that I want all of you to start thinking about that you'll hear me talking about so much more is preparing your 2020. So we're in the fourth quarter of 2019. You should have a good plan as to what your first quarter is going to start looking like over these next couple of months. What are your goals? What's your vision for the next year ahead, three years, five years, going through those big picture goals and getting clear on some of them so that you're not going into the new year without direction, without any idea or vision or where you want your life to go.

So whether that's spending some time on Pinterest, creating a board on Pinterest of feelings, experiences, things that you want to have in your life or it's creating a vision board, or both, or writing out your goals too, just starting to think about that stuff is so powerful. And then booking out a goal setting day, whether you're doing this on your own or if you have a coach or a mentor or accountability partner that you do this with.

You have to have a good plan in place before the year really starts to take off so that you have a direction as to where you want to go and what you want to achieve. I want you to pick one thing that scares the shit out of you and commit to doing it, one thing, one thing. And if you get so nervous about it, find someone that you can share your goal with that's going to give you confidence and moving through, you should be doing one thing that cares you every single day anyways, to build that confidence and to build that strength that you need in order to take your life and your business to the next level.

I was just thinking this morning, I thought, man, I just wish that some things could be a little bit easier. There's a lot of plates spinning. There's a lot of emotion. There's a lot of things in my world right now, just like everybody

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else's. And I thought, man, I wish that things could just be a little bit easier in some of these areas.

And then I thought to myself, what the fuck? Don't wish for things to be easier. Wish for you to get better, wish for you to get stronger. So don't be wishing for things to be easier. Don't be doing the, oh woe is me sob story. Pick yourself back up off the ground. Know that you have everything that it takes. Know that you're surrounded by love. And find yourself a coach. Find yourself a mastermind group. Find yourself someone that can help with accountability.

I promise you that anything that you're investing in yourself and in these associations are so incredibly powerful to get you going and create the momentum that you want in your world. So if you don't have that yet, think about what you need for 2020 and start doing some research on what might be a good fit for you and what type of support that you need.

So go and live your life, people. Go do something that scares the shit out of you. Start thinking about your goals and finish this year so strong. Don't write it off. Know that there's still eight weeks left in this year and big things can happen in eight weeks if you have clarity on what it is that you're going to make happen. So get really clear on that now.

I can't wait. I love hearing from you guys so always feel free to reach out to me, tell me what you're working on, how I can help you and if you're looking for additional help or you feel like you don't have the support right now, book a breakthrough session with me. I'd love to chat and see where you're at and how I can help you in the different areas of where you're feeling stuck to take your life and your biz to the next level.

So, until next week, take the love of my Sage with you and have an incredible week. Make big things happen with love. We'll talk to you next week.

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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.