

Ep #77: Prep Yourself for Success



Full Episode Transcript

With Your Host

Brooke Keeling

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Ep #77: Prep Yourself for Success

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 as always, so excited to be here with all of you. Now, you guys, we've been talking a lot on the year end and we have a couple more months remaining in 2019, which is really quite exciting. It's such an incredible time in my businesses.

I love this time of year, one, because I love goal setting and strategizing for the coming year. However, it's still really, really important to know that we still have a good 60 days to make some big things happen in our business. And all too often, I feel like people are falling short. They're already discounting what they have or haven't done in the current year and waiting for a fresh start or a do-over or that those big visions that you create in the following year and the excitement around it versus diving into the work, doing the work of the day to day to finish your year strong.

So, one of the things that I wanted to talk about today is how to prepare yourself for massive success, how to set yourself up for success. And I've been thinking about this a lot in my own businesses, in my own world, as I kind of wind down this year in preparation for, one, having a baby, reviewing what my goals were at the beginning of the year and understanding where I'm at now, and also feeling the pressure of what more can we do.

Maybe this one goal in a certain area of the business, we can blow it out of the water still. So it's a fun time of, one, not only knowing that there's a new

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

year ahead and being able to celebrate the successes of the year and the wins, but also how much more can we actually do.

So I want to challenge you guys to really, really, really sit down and think about what you want to accomplish in the next 60 days. And one of the first things in setting yourself up and preparing yourself for success that you need to do is decide. I want you to decide what it is that you want, ask yourself that, what do you want and what are you going to do?

That's a really powerful question for us to ask ourselves and also get incredible clear on so that we can make some big moves and shifts, but also create the momentum that we want to create that not only is going to serve us over the next 60 days, but also serve us into this next year. When you decide on something, your brain will go to work. Your mind will go to work on how to make that happen.

But too often, we kind of sit and we wait. I have calls with people all the time, I find myself in the same position where I think, okay, what do I do? What do I want? How do I make this happen? Or you set a goal and maybe you think, okay, that's a little bit lofty, or you don't quite know how it's going to happen. And so you don't have that internal fire, that internal click of I'm going to make this happen and I'm going to do whatever it takes to make this happen.

So I want you to sit down and I want you to figure out what it is you're going to do. I want you to decide what it is that you're going to create, how it is that you're going to finish your year really strong and decide what you want, figure out what you want. And if you're not quite sure, it's a perfect time – I've been talking so much also about creating a vision and creating mission statements and creating a vision board if you don't have one already.

As you start to explore what it is that you want to create and those feeling states that you want to create, it's going to become easier for you to not

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

only step into that vision but also get really, really clear and decide on what it is that you are going to make happen in your world and in your life.

Now, if you tuned into last week's episode, we had a rough week and we still are having a rough few weeks. We had a big loss in our family. And one of the things that I talked about going through that process of grieving and my family grieving and just sadness and loss in general and being confused about life and why certain things happen is it gave me incredibly clear direction on what it was that I wanted, what it was that I was going to tolerate and what I no longer tolerated.

Because it almost cleared all of the bullshit and it made room for me to really get clear on what matters. And when you can get clear on that, when you can decide on this is what I want, again, you can put so much power behind that within yourself and the energy that you create around you, and it's incredibly powerful.

So, you know, thinking about not only a year end, but your life, what is it that you want? I want you to decide on what it is that you're going to do so that you can get really, really clear on what needs to happen. And even if you don't know in this moment, just know that when you do decide, you're going to start having some of that show up in your world to point you in the right direction.

The next thing that I really want you to work on, which has been a rollercoaster ride in my own world – I joke a lot of times, I have really great friends, I have an incredible team member – if she's listening, she's going to laugh – that reminds me so much of myself pre-child, pre-multiple businesses, pre-all of the things.

I was so organized. I had everything, you know, filed to the tee, my house all white and immaculate. Like, everything was in perfect order in my world. And then, all of a sudden, my life just blew up in my face. I became a mom

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

and I created additional businesses and my businesses grew and I added pets and all of the things to the fire in my life.

And I don't regret any single piece of that, but one of the things that I do often miss is feeling that sense of organization. And so as I've gone through my year this year, which has been a crazy year – I have three businesses, not one business. I'm due with my second baby here in a couple of months. I have a three-year-old running around. We're going through a big renovation, huge financial decisions and different business endeavors that we're working through and going through as I'm still producing and leading and showing up here.

And it gets to be a lot sometimes. And oftentimes, people will say, how do you do it? How do you manage all the things? I truly don't know how you manage everything. And sometimes I feel like a total disaster behind the scenes. However, I also know that that's big growth in my businesses, but it's also made me really focus this past year, an understanding of getting organized in my world so that I can function the way that I need to function and at the level that I need to function on a daily basis.

And so, over the last few months, a lot of my focus has been really on getting a really good grip on my finances. If you're in business, you need to really focus on your finances. If you don't feel strong about that, spend some time diving into that, looking at your numbers, your profit and loss, working with your CPA, making sure your books are organized, making sure your home finances are organized, all of those things, because it really is going to allow you to function at a higher level when you are more organized in your workspace.

And it's been one of my biggest struggles this year, living through the chaos of a renovation which isn't going to stop any time soon. So it's how can I make the best of these moments? How can I set up little spaces

Ep #77: Prep Yourself for Success

where they really support me, whether it be in my remote office or in my home office, in my own home life, all of those things?

And so get yourself organized and prepared and feeling good about where you're at and all of the little pieces because as you grow and scale, so many people have such big goals. That's going to be the first thing oftentimes that we struggle with is getting our house cleaned or going to the grocery store, how many times I've been out of deodorant and toothpaste and all of that stuff.

So whether it's setting yourself up to receive deliveries at certain times of the year so that you don't run out of those things, or getting groceries delivered to your house, hiring a housekeeper that comes once a week or once every other week to help you with some of those things, getting your personal life in order and getting your business life in order is so important.

Now, one of the other areas of business that I think is really important that kind of piggybacks onto this is understanding where you're spending your time and your energy. Now, I am someone that has very, very, very often in the past, has always said, I can do it myself. I can do this, it will just be easier or quicker or I can save some money doing this.

And a few years back, I really started to work hard on challenging myself on how much my time was worth in terms of value, so how much I was paying myself on an hourly rate and what tasks I was doing during that time and was it helping my business or was it, you know, holding me back from creating more business.

And I was just talking with a friend of mine recently who also happens to be someone who is a business partner as well and helping me with a lot of my personal financial aspects of life, and we were chatting because it's so interesting when we think about – personally, for me, I'm going through a

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

massive home renovation, which is a really big investment. And so going through these numbers, I start to not even necessarily second-guess myself, but I start saying to myself and looking at the quotes and the dollar signs and thinking I can do this on my own, I'll just spend a weekend and I'll paint this room on my own or I'll go and spend the time on quoting this out versus having a general contractor do it for me and I can save a few hundred bucks or a few thousand dollars or whatever, you name it.

And we started laughing because he just finished up what I have gone through over the last six months doing massive renovations and home projects. And he said, it's so interesting because you know those things, but when you start looking at the dollar signs, you start going back to those habits and thinking where can I save a little bit of money, when the reality is, if you were to hire it out and pay for it, it's done in two days.

You're saving the time, you're saving the energy that it's taking you to even put the mental capacity in it. And not only that, you can save your focus. Your focus can be solely on bringing more money in. So rather than thinking, I'm going to save money, you can look at this in all areas of your business.

I don't care if you're looking at having someone make food for you so that you are eating healthy and you're not swinging by McDonalds, or whatever fast food joint it is, on the way home at eight o'clock at night because what you fuel your body with is so, so, so important in terms of how you are producing on a daily level.

And so if it's someone helping you prep your food or go grocery shopping or getting orders delivered, whatever it is that you need in your life to support you, know the value that impacts your life and also the time that it's taking out of, you know, rather than going and spending five hours running errands, if you could do one more deal or one more transaction or sign one more client during that time, it 10-times pays for that.

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

And so this is a conversation that I have all of the time because it comes up a lot when people are thinking about investing in their businesses for specifically having either a coach or joining a mastermind. In the *Love Your Living* community, we're having a lot of these conversations right now where it's coaching driven and it's investing in your business and thinking, okay, I can do this on my own.

Okay, but how long is it going to take you to try to figure something out on your own? How long do you want to be stuck? How long do you want to be sitting in front of your computer versus being able to have some help to greatly move your business forward? So, again, personal aspect of things, household management within your business, within your taxes.

Tax season is coming up. If you're doing your own taxes, go and hire someone that knows what they're doing, that can likely save you money and also save you time, rather than you trying to do your taxes for two weeks and not focused on business. So get yourself organized. Really understand what you're doing and what those dollar-productive activities are that I talk about so, so, so much.

The last thing that I want to talk about today that has really hit home with the aspect of, one, deciding on what you want, creating that vision for your life, deciding this is what I want, I will stop at nothing. If you don't know what you want yet, going and creating some of that, and then getting yourself organized, getting yourself set up for success, feeling like you're supported and you can focus on what's most important that's going to get you closer to whatever it is that you're deciding on.

The last thing is persistence. Now, I think that we have all been there in business, whether you are just starting out. Maybe you are just switching direction in business. Maybe you are switching a niche market in business, taking your business to a different level. Maybe you're scaling it or you're doing something totally different.

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

Maybe you're switching industries altogether. But I feel like, in any area of my business, and also, again talking to team members, talking to clients of mine, one of the things that comes up that we all feel and I think we can all feel together is feeling like when is it going to happen, right?

It's so easy to get caught up in hearing no and investing in something and not seeing a return on it and having these big dreams and having so much excitement around a goal in business, whatever it may be, and then not seeing it come to fruition when you want to and feeling like you're putting the work in day in and day out, maybe feeling so lost or feeling so overwhelmed in what to do, how to do it, when to do it. And also just looking at other people too when we're in this space, you know, looking at what others are doing and feeling a bit resentful or feeling really jealous about where someone else is at in regards to where we're at.

These are all human emotions. They're so common for people to feel in life and in business, whatever it is that you're trying to achieve or obtain in life, whether it's your dream relationship or it's a dream business, it's a financial goal, it's buying a house, whatever it may be. And when I look back at any areas of my business, what I've learned – and it's harder for me to see when I'm in it – is what has allowed me to create the momentum in my world and in my business that I have is continuously showing up, it's being brave enough.

I love this because my daughter is three years old, you guys, and she is so smart and she's got a lot of sass and personality and I love her to death. And she'll look at me a lot of times and she'll say, "Be brave, momma." And I love it. I take it with me in every area of my life and my business.

Sometimes, when you feel like, man do I have it in me to go? And you do. You've got to go back to whatever it is you decided on that you're going to create. And you have it in you, you just have to continuously show up, even

Ep #77: Prep Yourself for Success

when you feel like a failure or a loser or you're looking at someone else's business model or their success and thinking, like, why not me?

We have to stop, one, that judgment, but also stop wallowing in our own pity because, oftentimes, when you look at someone else's success and you think, why not me, you've got to think about the years, the hours, the investment, the time, the money, all of the things that they've put into their business, where they started in comparison to where they're at. And likely they're probably doing some of the things, or a lot of the things, or all of the things that you are too scared to do, that maybe you don't want to be judged by or you don't want to show up because you don't want people to see you in a certain light.

So we have to forget that and realize that we all have to start somewhere. Persistence is the number one thing that is going to take you closer in achieving your goals, whatever your goals are.

Now, I got this in a fortune cookie a couple weeks back and I was like, wow, that's pretty amazing. And it was all about persistence. Like, strength and knowledge is nothing in comparison to persistence. If you continue to show up every day, eventually you are going to see that damn break. Eventually, you are going to see the return on your investments.

And when we look at this from a standpoint of our goals, when I'm working with – maybe it's my team members, I can look in my real estate business and in my online business, and in the beginning, I think we get so – sometimes, I mean, all of the time – we all have feelings like this, but we can get so caught up in the losses and in the failure and it stops us from continuing to make consistent effort to moving forward.

So we think, like, one person told us no today, I'm a failure, I'm going to go wallow and feel bad for myself. But rather than one person saying no, maybe you need to be reaching out to 100 people. Maybe you need to be

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

talking to more people. Maybe you need to be putting your messaging out there into the world more rather than sitting behind a computer screen and thinking, you know, what else should I be doing or what more strategy do I need, or why them and why not me again?

I was just talking with my husband about this recently and we were thinking back, as we prepare for another baby to come on board and we have our three-year-old at home and we have our 10-year anniversary coming up in a couple of years. We were thinking back to the year that we were married, how old we were, and also just going back to thinking about what were our dreams at that point.

If I went back to what I was dreaming about at age 25, it is so significantly different than what it is, the life that I'm living right now, the life that I'm living now is far larger than the life that I was dreaming of living at 25 years old, which is pretty incredible.

And so, as we were sitting there and talking and thinking about how drastically our lives changed and have continued to change year over year, it's one of those things that I go back to and I really question myself as to how, because that's the question that I ask as I'm moving through my day every single day. I always think about, okay, what's next, and how?

Or I look at people that I really look up to and admire and I think, okay, how did they get to where they're at? And so I posed that question on myself; how did we create what we have now? Because even in the mix of the day to day of feeling like, oh, you know, one, you have to have gratitude for where you're at always because it creates more gratitude around what you have. But for high achievers, it's so easy for us to lose sight of all of the greatness that we've built in our life as we are moving towards more, and so having that gratitude and appreciation for what we already have in our world.

Ep #77: Prep Yourself for Success

And we were sitting there and we were reminiscing and we were thinking, wow, who would have thought that – one, where did the time go, because we still feel like we're 25 still. But I was thinking back to late 20s and feeling like, dang, we made it. And I thought, how did we create that? How did we make that happen?

And how we made that happen was a lot of persistence, but it was also a lot of risk and it was a lot of hard work. I don't think that you're going to create big things in the world without putting a little elbow grease and hustling a bit too, even though we have this big mentality around, you know, living this fully 100% balanced life. We also have to be able to know that it's going to take hard work. It's going to take sweat equity. It's going to take equity, it's going to take all of the things to create big things in your world.

And so as we were thinking back on all of the different milestones that we've hit – there's a Beyoncé quote that I absolutely love. And it says, "I never allow myself to get too comfortable. Any time I hit a goal, I stretch myself outside of my comfort zone and that's how I've gotten to where I'm at currently." And I think that's so relevant in so many people's lives and my life and in a lot of the people that I look up to and the people that I see making really big things happen.

And every single day, you know, people can look on the outside and think, wow, they have it so easy, or why is it so easy for them, or I want that success. But the truth is, every single day, you have to make a choice, you have to decide on what it is you are going to do and what you want to get you to your goals. And those are going to be hard decisions sometimes.

They're going to be really scary things. They're going to be saying yes to opportunities that you don't know you're truly capable of them. It's going to be investing in an opportunity when you don't have the money yet and you have to figure it out, but you're taking a chance and a risk and you know,

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

like you know that it is going to help you move forward closer to your dreams.

And it's a constant series of little risks and big risks of doing things that are scary every single day, of knowing what it is that you need to be doing every single day so that you can continue to do them and continue to move forward. It's the compound effect.

So if you look at creating a retirement account at age 35 versus a retirement account at 25 and you start investing, that 25-year-old is that 10 years of not investing, of feeling like, well I'll just work harder towards the end of the years, that is one of the biggest mistakes we can make. It's investing small increments every single day. And if you think about that, it doesn't have to be like, I am climbing a mountain every day, which again, oftentimes we do. I know I am very guilty of that. It's like, I'm going to change the world today. And it creates a lot of anxiety sometimes in our world because we put so much pressure on ourselves of achieving things in such a short period of time.

But if we can break those things up and at least have some really clear understanding of the little things that we can do each year along with the big things, those are the things that are going to create that massive momentum in our world.

So, for my husband and I, looking at what we've created over the last five years alone is mind-blowing to me. It's something that I thought, like, wow, this is never possible. Does that mean that I don't get stressed out or scared or nervous about making bigger moves forward or reinvesting or taking a risk in my business or scaling or doing those things? No, it doesn't.

But I know that all of those things along the way, over the last several years, have allowed me to be where I'm at today. So if you're feeling like

Ep #77: Prep Yourself for Success

you're scared about something or you don't know where to start or how to start, you've just got to start. And you have to show up.

Show up when no one is listening. Show up when you feel like the world is judging you. Show up and invest in yourself when you're scared shitless. Show up and do it. It flexes your muscle. It allows you to become stronger and it allows you to become the person with the knowledge that you need in order to create the legacy and become who it is that you want to become.

This year – I've talked about this before, but this year, my word of the year – and I have to think about it for next year. If you guys haven't done this exercise, I highly encourage it, but create a word for this year. This last year, my word of the year was becoming. And when I would whine and cry to my coach last year or any year previous, whatever it may be, but this last year especially, that kind of created this word for me, was I wanted all of these goals. I wanted X amount of money in my bank account. I wanted my business to be at a certain level. I wanted all of the things to just happen.

And then I realized that these things couldn't happen in my life because I am not the person yet that has the ability, that has the knowledge, that has the experience and the intellect to be able to manage this big life, this big empire, business ventures, investment portfolios, all of that that I need yet.

And so all of the little things along the way in my life, it allows me to see them as such blessings. It allows me to, again, have more gratitude for where I'm at currently, being present in all of my surroundings, what it is that I'm supposed to be learning. You know, we can get so caught up in all of the things that are going wrong, but maybe some of those things that are going wrong, maybe the things in your life that are happening that are unexplainable, whether it's tragedy, whether it's a really hard time, dark place in your world, whether it's finance related, whether it's family related, what lessons are those things trying to teach you? And how are they

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

allowing you to become stronger so that you can become more of who you were meant to be and achieve more of the things that you want to achieve?

So think about that the next time you are playing the victim or whining about not having enough business or not being where you want to be. What do you need to do day in and day out? What do you need to do on a smaller scale showing up for yourself every day, creating the persistence, deciding on what it is that you want, setting yourself up for the success in your life and in your business and having the persistence to keep going, investing in yourself, ding the scary things day in and day out, because that is truly what's going to create what it is that you want in your world.

And I hear this over and over and over from so many people. So the next time you guys think something is easy for someone else or we wish for it to be easier – I talked about this recently too – we don't need it to become easier. We just need to become stronger. So be grateful for everything that's coming in your life. And as you have that gratitude, you're going to feel so much more supported and the direction of what it is that you need to be doing to create your dreams becomes so much clearer.

It allows you to release some of the fear around you and feel the energy and all of the support of all of the things that are going right. And that momentum is unstoppable, but it's all in our mind. It's changing our mindset around it and creating the environment to really set us up for our successes.

So whether you're listening to this in current day right now or you're listening to this six months from now and we're in the middle of a new year, it doesn't matter where you're at in your business and your life, all of these things apply so much to us creating more of the life that we want in our world, which is so forefront in my mind, not only with what our family has gone through and losses that we've gone through recently, but also finishing a year in a really great place and being able to look back and

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

celebrate and say, I did whatever I possibly could to make these things happen. I gave it my all. I finished strong.

And getting really clear on what it is that you want to achieve, it's so powerful to do at the beginning of a year, cleansing and clearing what no longer is working in your world and creating more space for the things that you truly want. So decide on whatever it is that you want and know that nothing is out of your reach. And if you have that vision in your mind every single day, looking back two years from now, you will be amazed at whatever it is that you're looking to accomplish now, and likely even surpass it if you're willing to do the work and show up for yourself.

So, prep yourself for success. Decide on what you want, get yourself organized, get yourself clear on what needs to be done day in and day out, and you guys, keep going. No matter what, have the persistence, keep going. Know that all of those little things, it's like the compound effect. It's going to yield you great returns if you just keep going and you believe in it and you believe in yourself.

So, I wish you all the best of luck on this little endeavor and journey and I want to hear from you too as you're working through some of this stuff. I'm working through all of these same things in my own business, so I'd love to hear from you. I'm chatting with so many people on masterminds and one on one coaching and preparing for 2020. So if you're curious about how to take your life and business to the next level and you're wanting a bit of help, please, get yourself on my calendar.

You can book your breakthrough session with me and I would absolutely love to chat and see how I can help you. So, I hope you all have a really great week, and until next time, we will see you later.

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

[Love Your Living](#) with Brooke Keeling

Ep #77: Prep Yourself for Success

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.