

Ep #82: What Are You Scared Of?



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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, welcome to the *Love Your Living* podcast. I am your host, Brooke Keeling, and, as always, excited to be here with all of you and excited to talk about all things business and money and growth and life and all that fun stuff.

So, today I am going to challenge you guys a little bit in your businesses to try to uncover some of the areas that I think hold us back in a lot of areas in our life. And, the question that I want you to really ponder today is, what are you scared of?

So, so many of you that I talked to, I see these big visions and dreams, and I absolutely love it, because I'm a big dreamer and visionary, and I love growth, I love business, I love making money, all of those things, like all of you do as well.

We have all these brilliant ideas. And especially this time of year, we set these really big goals, and sometimes we have a feeling of failure, and not accomplishing enough as a year ends, and so we can get a little down on ourselves or thinking, "Why am I not good enough?" Or, you know, "I didn't achieve my goals this year. I didn't do enough."

You know, all of those thoughts can come up and sneak up on us too, so it's really, really, really important to have gratitude, and seeing all of the things that you did create and also being proud of yourself, giving yourself

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a pat on the back, regardless of what you did or didn't accomplish, because we can learn and grow from those things.

So, ending a year, beginning a new one, we have all of these big goals. And, when I talk with people, I can sense this fire, most of the time. Most of the time, within, like, a minute of having a conversation with a new client, or a potential client, so if I'm bringing on new one-on-one clients, or chatting with people about whether or not they're a good fit for our Mastermind groups, or bringing new hires on to my real estate business, whatever it may be, when I talked to people, I've talked to people enough, and I've been around enough really high achievers and surrounded myself with some incredible people and associations, I can pretty much tell if someone is going to be a success, or if they're going to really struggle.

And that's really fascinating, isn't it? Everybody's probably thinking like, "Oh my gosh, I wonder what she thinks about me." And I've thought this about people, too. Like, you think what do people think about me? Like, if you haven't had a coach before, you should probably get one. But if you're in a new group, or you've joined a Mastermind, or you go to a business conference, whatever it may be, just think about how you kind of present yourself.

And I always wonder, like, what do people think about me? Like, what type of energy did I put out? What do people think about me? And especially if I'm working with a new coach, I'm always thinking, like, do they think that I have what it takes?

Because if they think I have what it takes, then I have what it takes. It doesn't matter what I think. But if they think that I have what it takes, then for sure, I got this, right?

Ad it's so silly, because it doesn't matter what anybody else thinks about you. It matters what you think about you, what you truly believe and think

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about yourself, and what you're able to achieve. That is what's going to allow you to see what you want to see, or what you don't want to see.

So, anyways, when I'm talking with someone for the first time, I can pretty much pinpoint like, they're a fucking badass and they're going to kill it. Or, they might not be a good fit. And it's not even like, oh, you suck, you're loser, like, I'm done with this phone conversation.

It's more so, like, understanding my strengths and weaknesses, or aligning with the right people, whether it's a team fit, like within my businesses, or it's someone that I'm working with and coaching, or part of different groups that we run, but it's understanding where they're at.

And so even if I think like, oh, they're not there yet, that doesn't mean that they suck. That just means that, one, maybe I'm not the best coach for them. Or, two, maybe they're not quite ready for what it is that I'm teaching. Maybe there are other things there that they need to work on before they can make it to that next level of competence, or achievement, or even starting out a business. Sometimes it's foundational work, right? So, by no means am I saying that someone's a loser.

However, usually I can pinpoint whether or not someone's going to be like a total rock star, and they're ready to dive in, and I get really, really excited about that.

Now, one of the things that we talk about all the time is like, you have, we have, all these big, ambitious goals. And again, especially this time of year, it's like a fresh start. The world is our oyster, anything is possible, and we really believe that.

And then, all of a sudden, we wait until the first of the year to start anything new, and things start to backslide, or it comes down to actually starting to

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do the work and do the hard things, and we start to talk ourselves out of it, or have different conversations with ourselves around, it's too hard, or I don't have the resources, or I don't have the time. Or maybe I don't have what it takes, or whatever. Feeling defeated about these big things that we put into place, and then we stopped doing the work.

And I really want you to find the success that you deserve and challenge yourself to really, really, really go for it, and believe in yourself. And the question that I want you to answer, what are you scared of? I truly believe is going to help you uncover what some of those answers are, or what some of those things are that are holding you back.

So, conversations I have every day. I'm doing all the work, I'm not seeing the results. I don't have enough clients. My conversions aren't where I want them to be. I'm having conversations, but I'm not seeing them convert into appointments. I just don't have enough appointments on my calendar. I don't have the money that I want to have. I don't have the money to invest in certain things.

Money is a whole other topic, but one of the things that I've challenged myself on, and everyone that I'm working with right now, because money is coming up a lot right now is, if you don't have the money that you want right now, that's a really good thing, because it's going to allow us to get clear on the things that you need to be doing in order to generate the revenue that you want to.

But the other part of it is, what are you scared of? So, a lot of times when we look at, truly look at and are honest with ourselves about what we're scared of, that's usually the thing that we need to be doing more of. Rocket science, right?

So, maybe you're really scared of getting on the phone and doing cold calling. And maybe you say to yourself, "Well, I'm not scared of doing cold

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calling, I just, I don't like calling people, and I really don't like bothering them." Or, it might be just like a little bit early, or I just don't have the time today. Like, I have to go and do this and this and this and this, and I just don't have the time to sit on the phone and, like, do calls. I hear that one a lot. I've made up all of those excuses, as well.

But the reality is, is guess what? It blows sometimes to sit down and rock through calls and hold yourself accountable to do it every day, so that you can fill up your calendar.

What are you scared of? Okay? So, going back to that, what are you scared of? So in my real estate business, this is part of our every day, making phone calls and talking to people. What if someone tells you no? What if someone tells you to fuck off? What if someone tells you, "Don't ever call me again?" What if someone emails you and calls you and says, "This is harassment? I didn't sign up for this. How did you get my number?" What if someone tells you to go to hell? What if someone tells you, you know, whatever?

Guess what? All of those things I've been told. All of those things my team has been told. And I'm still here. I'm still standing here. I'm still alive. Maybe I got told no, a lot of those no's eventually turned into a yes, and I gained a business. But I'm still alive. I didn't melt. I didn't, like, have to go and hide under a rock and my reputation wasn't hurt. I'm still alive, and my business grew and I grew from it. Because every no gets you closer to a yes.

So, what are you scared of? If it's scared of having a conversation over the phone, maybe? I don't know what to say. But what do I say if I get them on the phone? Practice. You've got to take practice. You have to understand, like, what are your scripts?

Again, in every area of work and business, you've got to train like a motherfucker. Like, you have to show up and you have to train whether

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you're an athlete, whether you're an artist, whether you're an actress, whether you're a designer, whether you're a salesperson, whether you're a business owner, you need to train up your skill set.

So asking yourself, "What am I scared of?", is going to give you, and uncover an answer of maybe, what do you need to work on your confidence? What do you need to practice? Specific to this example is, maybe you need to get a role-play partner, maybe you need to study some different scripts, make them your own. Internalize them, so that when you get on the phone, you can feel confident about what it is that you're saying.

The other thing that you need to be confident about is what it is that you're selling, which I think so many of us don't have a clear sense of what our value is, And maybe we do have a clear sense of it, and you can say it, but you don't believe in it. You don't believe in yourself. You don't believe in the product or the service or the pricing.

And if you don't believe in yourself and the value that you're offering to clients, or that you're trying to sell, it's going to be really, really difficult for you to bring people in the door.

So, you have to be so incredibly clear in articulating what it is that you're offering, but you also have to really, truly believe it. Believe that you have offer, believe that you have a problem to someone's solution, get excited about it, because people will feel that.

Now, the other thing that often comes up. So, I have done so much work, you guys, with business coaching and life coaching. And so when I first started out in my real estate business, I hustled my ass off, and I was really successful.

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But then I started to resent some of the work that I was doing, I started to really lack the sense of fulfillment and balance and happiness and all the things that I thought that money was going to bring, which it didn't.

And so I dove into this other aspect of coaching, which is life coaching. And I think that there's incredible balance in both of them. In fact, I have both in my world, and I think they're really, really, really important.

I absolutely love life coaches, because what a life coach does that a business coach doesn't do, and I've heard this from people before, where you try to do one or the other. Where someone wants business strategy, but they have a life coach, and they're not getting what they want.

And so, again, super-important to understand what it is that you need and want, and hiring the right people that are going to help get you there. Because a business coach or a life coach isn't necessarily going to be able to help you give, like, specific strategy within a specific industry to help get you to that next level.

Now, what a life coach can do, and I think the magic in understanding and combining a bit of both of these, and the power of both of them, is that a life coach is so great and has changed my world and how I run my businesses, with hiring, with leadership, with just my vision, my mission, everything.

It's not just this, like, roadmap of do this, because this is what I'm telling you to do, or this is what has worked for me, but it really is diving deep into what you want. And there is so much power in that, because we want fulfillment in our life.

Like, you know, the money alone is not going to create happiness. We need to create the fulfillment around us, and the majority of us that are in business, we have this creative element. And when you're just stuck in the

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strategy, when you're just stuck in the mundane of the in and out of doing the dollar-productive activities and, you know, focused on bringing money in, you lose this passion and you also lose your own North Star, as Martha Beck calls it. I guess that's the perfect phrase for it.

And so being able to be guided by your own inner compass, your own North Star, that's what's going to bring you the true success that you want. You can build a business that's pretty successful. You can make a lot of money.

But when you really can uncover what it is that you're passionate about, you know, this is when we talk about your true authentic self, and working within your strengths, and understanding what makes you happy.

All of those things, when you uncover them and you allow yourself to be guided by that, with a concept, with an aspect of strategy and business know-how, and planning and the depth of building a successful business, that's what's going to give you what you want in your life.

And so, that's one of the beauties of what life coaches can help you do, is really uncovering what it is that you want, what you stand for, what your messaging is, how you want to create a business.

I've read so much recently on people that inspire me, or just that I look up to or you look at and you think, wow, they're really successful. And I always like to learn about people. It empowers me, it inspires me.

Like, learning what their story was and what some of their hardships were, and all of these people that I've gravitated to and started to, like, really dig deep into what has made them successful?

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The things that have made them successful are doing what aligns with their own vision and mission, their own perception of branding, what they wanted to create for their business, regardless of what gurus were saying, regardless of, you know, following the path of uber-successful people.

By being able to kind of navigate your way, but be able to kind of twist and wind through this straight-and-narrow path to success, and being able to always be guided by your own inner being of what's important and what you want, that's what's going to create massive success.

And so with life coaches, what I love about them is that it really is like, okay, how do you feel? You know, it makes you go through your day, and try to uncover some of those things that really, truly do make you happy. So one, uncovering what some of your strengths are, which I think there's so much power in focusing on your strengths versus trying to work on your weaknesses.

If we're just working on our weaknesses, you're going to go so far, right? But if you're able to say, like, this is my superpower and I'm focusing on my strengths, that's going to be like the magic button for you.

And also, you are much happier doing work that you like to do, because you're working within your strengths. You're building your strengths, versus trying to just make your weaknesses, like, okay. So, understanding what your strengths and weaknesses are, how you are naturally wired, so powerful.

And then the other piece, too, is just going through your day, going through your emotions, going through your business, going through your life, and asking yourself, how does this feel? How does this make me feel?

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Because just being more present in this crazy chaotic world that we live in, we don't allow ourselves to feel enough. We don't allow ourselves to find the answers that we're seeking, because we're just so bogged down and busy with the complexities of life and our to-do lists, and the needs, that we feel such a burden on our back.

And so, understanding, like, what feels good. So, I love that aspect of life coaching. However, I think that this can be a crutch. I think that it's very easy for us to say, well, this doesn't feel good. Or, this is hard. And we talk ourselves out of doing the hard things, not because we're not capable of them, but because they don't feel good.

And those hard things, sometimes we have to differentiate, like, what's hard? What's just uncomfortable, because I don't feel skilled up enough or I don't feel strong enough? Versus, what is something that's just really not within my zone of genius or my strengths, or something that really lights me up and gives me passion?

Because, again, for example, maybe it is, like, what are you scared of? What are you truly scared to death of? Maybe it's doing Facebook Lives. Maybe it is reaching out to past clients and asking them if they want to do business with you, or if they know of anybody that would like to do business with you, or if they'd like to join a program that you have.

Maybe it's, again, getting on the phones and doing phone calls. Maybe it's personal outreach. Whatever it may be, what are you truly scared of? Usually, a lot of times when people are not seeing the results that they want in their business, they're not doing enough of the things that they need to be doing.

And so we think, like, but I'm doing all of the things and I'm not seeing the results. I'm working so hard, I don't even have enough time. But the reality

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is, is we're not doing the things that we need to be doing every single day that's going to generate business.

So, getting really, really clear on those dollar-productive activities, and also asking yourself, like, "What am I scared of?" Maybe you're scared of success. Maybe you're scared of your pricing. Maybe you're scared to be told no.

I want you to think about, what is the worst thing that could happen if you put yourself out there? So let's, you know, we've already done, like, the call analogy. Let's say it's Facebook Lives, and you've never done a Facebook Live, you're scared to do a Facebook Live, you know you need to build your engagement, and you need to start doing lives.

But you're like, I just don't really, this doesn't feel good to me. Well, if you're telling yourself that it doesn't feel good to make calls, and it doesn't feel good to do emails, and it doesn't feel good to do Facebook Lives, you're never going to grow.

So, what are you truly scared of in doing that? Are you scared of, like, looking like a total fool? Guess what? We've all done it. We've all fallen flat on our face. What's the worst that could happen? Also, you can delete videos pretty quickly.

But if you're on a phone call with someone, who cares? If someone hangs up on you, you may never talk to them again. Your world is not ending, but think about what you could potentially miss out on if you're not willing to do those things that are scaring you.

So, what are you scared of? Challenge yourself on that. What's the worst that could happen? You're not going to die. It's going to be okay. We've got to do the hard things, we've got to get through the hard things.

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So, if you don't have the business that you want, if you don't have the clients that you want, if you feel like you're running a million miles a minute, let's get really, really, really clear on what it is that you need to be doing and focusing on, and do more of those things.

Rather than just getting caught up in, like, this crazy scramble of, like, time and things aren't working, and not seeing the results that you want, and then just going down that, like, spiral. Because it just messes with your mindset so much.

And the best time to make a sale, the best time to do some of these hard things, is after you get a yes, or after you get a positive affirmation. So if you find yourself like, you know, maybe you made 100 phone calls and you got told no 20 times, and then all of a sudden you get a yes, you're like, damn, like, that's awesome. I just got an appointment, or I just got a new client. That was totally worth it.

Get on the phones and keep going, or reach out to another person. Your confidence is just immediately boosted

The other thing that I want you to think about what you're scared of when you ask yourself that question, it applies to a whole other area. So, if we're looking at business and we're thinking, okay, what are the things that we need to be doing every day, and what are we scared of? What's holding us back from doing that? Usually, it's fear.

But also, how are you communicating and how are you showing up and being seen? Because so often, there's such a huge perception around what people think about us, and who we need to become and how we need to be seen, in order for people to hire us, to like us, to work with us.

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We have to be this, like, this pedestal image, that is a clone of everyone out there, that is a business model. I thought this all the time in my real estate business.

And as I stepped out of that, and I started believing more in the services and I started having opinions, and I started really advocating for myself, and believing in the product and the service that I was selling and the value that I was offering, my business went through the roof. My confidence went through the roof. My liking of the business went through the roof, because I was showing up authentically.

And if I was saying something that offended someone, or if I was saying something that didn't align with someone's values, or, you know, they didn't agree with me, that was okay, because they weren't the best fit for me anyways.

And what I realized is the more that I tried so hard to get clients to like me or work with me because they liked me, or put so much pressure on that aspect of it, the more I was compromising my own values.

And as we are working through branding and messaging and niching and trying to get more clients in the door, people can feel when you are not real and authentic. And, especially with women, we care so much about how people perceive us, and it limits what we are doing, how we are showing up in the world, and how we are making an impact and a difference, because we're scared to truly say what we want to say.

So, with any type of business, you have to do marketing. You have to understand, like, what your business stands for. If you're growing a business, your team needs to know that as well. How you work, how you run, how you operate, what your values are, so that you can have consistency within your business structures and within your business.

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Then you know who you're hiring, you know who your ideal client is. Some people aren't going to like it, and that's part of us growing as human beings. That's part of us growing as business owners too, is that everybody doesn't have to like you, and that's okay.

There's going to be a lot of people, actually, that don't like you. There's going to be a lot of people that have a different opinion that think that, you know, you should tone it down a little bit. Or, maybe you should be more polite, or maybe you should respect to your clients differently. Or, maybe you should have a different relationship.

Or, employees that think you're a bitch or you're mean or whatever it may be. You're going to have people that don't like you. You're going to have a lot of people that don't like you as you grow, and that's okay. Not everybody has to like you.

It's important to have a really tight-knit group of people that do like you. Not even like you, but love you, that believe in you, that share the same values, that you can call up and be like, "Oh yeah, well, I'm down to two friends now." And they say, "Oh, yeah? Me too." I'm joking, a little bit.

But this is kind of like, you know, understanding, like, who your tribe is. People that get you, so that you don't feel like you have to constantly strive to be someone for everyone. Because when we try to do that, we really limit our true potential.

And when we can really step up and be seen, that's when we're going to start making an impact and a difference. That's when we're going to start to really align with your North Star, and this is the direction that I'm taking my business, and this is the message that I have to offer to the world. And that is going to be so much more powerful than you dulling your own light, and staying small to keep other people happy and liking you.

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I've seen this in every area of my business. I've seen this struggle in a lot of different phases of my life and my business. So again, like when I started out in real estate, it was like I needed to wear these perfect suits and business clothing and never allow anybody to see me outside of work without hair and makeup done, and all of that.

That's not me. I'm like a total hippie on the weekends. You know, like, I'm no makeup and my hair's not done, and I like to be outside and get dirty. And the fact that I put so much thought into what people would think of me if they knew me outside of my work life.

But the more that I stepped into that and showed up, the more I started to align with the people that I wanted to be working with, and it just grew and grew and grew and grew on such a bigger level.

And then it's the same thing. You know, starting an online business, it's how you need to speak and show up and be seen and what's your messaging and what's your niche, and niche down even more, and you have so many people speaking in your ear, and it's distraction.

People have so much opinion of what they think you should be doing. But before you dive into that, you need to know that for yourself first, and it's going to change, and it's going to evolve, and you're going to learn from these processes, and you're going to become closer and closer to who it is that you're meant to be. You've got to keep pushing yourself through.

So, what are you scared of? What are you scared of people knowing about you? What opinion do you have? What, you know, in a world of so much controversy, it's like crazy sometimes, but everybody has their own opinions, and that's okay. We're all going to be different. We're all going to have a different opinion.

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But the more that you can show up and offer that different value, it's going to be so helpful, and it's going to help you align with more of the people that you want to align with. Whether it's a personal relationship, maybe it's a spouse, or a partner, or someone you're seeking in your love life. Maybe it's business relationships, it's new business coming in.

Whatever that may be, the more that we can step into that and share our own thoughts and presence and what we believe in, the more that we're going to have this ripple effect on the world, on our family, on our team, on our happiness. It's just such a movement.

And I'm telling you, business specifically, if we're just talking about business, it's going to change how you show up and the clients that you're able to attract when you do what is scary.

And so, what are you scared of? I want you to think about, on a day-to-day level, when it comes to production, when it comes to doing the dollar-productive activities, when it comes to doing the hard things, what are you scared of?

And when it comes to messaging and aligning with your people, aligning with your niche market, aligning with your mission, what you stand for, what are you scared of? What do you not really want anybody to know? What is something that you kind of hold in tight that you're like, oh, I don't want to say that, because if I say that, I might make someone mad.

I want you to start saying those things. I want you to start showing up and doing those things and having a voice, and just see what starts to happen in your life and in your business.

And again, this can be personal. You know, I went through this in my real estate business, I've gone through even as being a mom. Like, journeying

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on into that whole world of being a mom that works and having different opinions, and it's okay. Whether we choose to work or we don't work, if we're stay-at-home moms, whatever it is, we all have our own ways of life and how we go about our lives and values, and how we live them. And that is okay.

There's no need to feel like we have to align with everyone in order to fit in. We want to stand out, and the more that you stand out, and the more that you voice your opinion, the more that you just go for it, whatever it is that you're craving in your life, the more that you show up and allow yourself to be seen, the more that you're going to attract in your life and all of the things that you want. Business, friendships, relationships, all of it.

So, what are you scared of? What are you scared of? And I want you to go there and I want you to do those things. Because those things that are scaring you are likely those things that are going to move you massively towards what it is that you want more of in your life.

Now, as I mentioned before, one of the most important things when we are on this journey, especially when we're doing very scary things and we're putting ourselves out there, and maybe you get some haters, it is so important to have a tribe of people that know you, like you, get you, love you, that are also pushing you to do these things. Pushing you to do the hard things, pushing you to show up.

Because you're going to have so many people along the way that think you're ridiculous, or that have an opinion on how you're doing something, or that you're doing it wrong, or that you're going to fail, or that you need to tone it down, or you need to be more polite, or that you're stupid, or that they don't want to work with you because, you know, of who you voted for, whatever it may be.

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You're going to have that. You're going to have your haters. I remember some of my, like, tight-knit circle, I think it was a Mastermind that I was in, and we used to celebrate the haters that we would get, because it was kind of like, okay, you're making enough noise to be noticed.

Tory Burch says one of the things that her mom taught her when she was in the younger years of her business, her mom said, "Negativity is noise. If people are talking about you, it's noise. It's a positive thing. Negativity is noise."

So, take that with you and just understand that, but find yourself a tribe of people. And, if you're looking for a tribe of people, our Millionaire Mastermind is open. It's an incredible squad of women that have incredible values and are going for big things and supporting each other, and it's so crucial that you have that support system as you are growing and achieving more, and navigating through this.

Because, it sucks doing it alone. It sucks feeling like you're out there, the lone wolf, and you're second guessing yourself all the time. So if you are looking for a new tribe, if you're looking for something that's going to help you step into the next level and the best version of yourself, you can apply to our Millionaire Mastermind. I'd love to chat with you see if it would be a good fit.

We have a one-on-one element that we're doing with this, this year, and our spring retreat is also included. So, it's going to be an incredible squad to really up-level our lives and our businesses, and I cannot wait. So, we start January 2020. Apply in the link below. I hope to chat with you.

And until then, have an awesome week, and figure out what scares the shit out of you and go and do it today. Commit to doing the scary things. All right, you guys, I'd love to hear from you. Let me know if you have any questions, how you're doing, and we'll talk to you next time.

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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 break through and scale in the most fun, sustainable, and stress-free way possible. So, click the button below to apply for a breakthrough session today.