

Ep #84: Answering the Questions That Lead to Growth



Full Episode Transcript

With Your Host

Brooke Keeling

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Want to have it all? Well, the best day to get started is TODAY. Welcome to *Love Your Living*, a podcast for ambitious women who want to take their life and business to a WHOLE new level of success. I'm Brooke Keeling, multiple six-figure business owner, passionate entrepreneur and your host.

Welcome to another episode of the *Love Your Living* podcast...

Hey everyone, and welcome to the *Love Your Living* podcast. So delighted to be here with you guys. I am coming at you in the wee hours of the early morning. Thank you to third trimester of pregnancy and not being able to sleep, but this baby is just prepping me because this will be my life story for the next six months.

And you know what? Honestly, I am one that absolutely loves the morning. Now, 3:00 a.m. is a little bit early, 2:30, 3:00 a.m. is like a pretty average wake-up call for me these days. However, mornings are so incredibly peaceful, and sometimes it's the only time that I have that no one else is awake.

And so oftentimes people ask me about, what is your morning routine? What does your day look like? How do you get all of the things done? And sometimes, I don't know, you know, you just do it. Like, there's no answer to it, you just, you just do the things that you know that you need to do. Sometimes I'm behind, sometimes I'm ahead, but you just do it.

And I think that, you know, sleep is incredibly important, so I'm not saying wake up at 3:00 a.m. like I am. But, I have gratitude in the darkness and the stillness of the morning, and being able to start my day off and have some time to just think and understand where I'm at, and hear my own thoughts, and try to find the answers to things that are happening in my world and my business.

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So, I am grateful for this time. I'm grateful for every moment that I have, and if you guys are in that same boat, or you're trying to work on a morning routine, or whatever it may be, the one thing that I want to share with you about what I find gratitude in waking up so damn early right now, and not being able to sleep, is that I do have a lot of time to just, like, hear my own thoughts or just check out into different things.

So I've been listening to lots of podcasts, I've been watching lots of really inspiring documentaries that give me inspiration and fill me up, when it's so easy to get empty with all of the things that we have going on in our world.

And it's a common theme that I've been talking about with so many of my clients, and so many of you amazing women, is that, one, we can't create on emptiness, and so many of us have struggled or are struggling, from a day-to-day standpoint of doing all of the things.

And when we come into our days, when we show up on a day-to-day basis and, you know, we're empty, we're tired, we are just kind of running in this rat race, it's really difficult for us to grow and scale to the next level, because you don't even have the capacity to even think creatively on what is going to take you to that next level, what is working, what isn't working.

And so, as I've talked over the last few weeks about goal setting and planning and working on your business versus in your business, it just, it builds on this so much that you need to take time for yourself. So whether that's waking up an hour earlier than everybody in your house, I highly suggest.

You know, there's many, many, many creatives that their creative time is in the evening. So, if your creative time is in the evening and that's when you have the most energy or great ideas coming to you, great. Like, schedule out some time in the evening to take some time.

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But that doesn't mean like, oh, you're a night owl and you're just watching, like, mindless TV, eating a bag of chips. So for me, in the morning is when I have the most energy and clarity. And it's before all of the little pings start to hit you.

So anyways, I'm coming at you really early this morning, feeling filled up, actually, and inspired. And one of the things that, you know, really woke me up this morning and has been waking me up and it makes it difficult to go back to sleep, which I think a lot of you may be able to resonate with, is all of the things that are on my mind of the things that I need to do.

Now, I am preparing for a baby to arrive in this world, and preparing businesses to weather that little time of me being out of my world, and just getting things prepped so that I feel good about being present with my baby. But that also comes with a lot of things that I need to be doing. You know, a lot of, I have content that I need to produce, I need to pre-record podcasts for you guys. I need to understand, like, where my team is at and what support they need, and I need to make sure all my clients are in a good place.

And so there's a lot of things that I am thinking about. And also, too, just business planning. This is a time of year where it's evaluation time, it's what's working, it's what's not working. If it's not working, how do we correct it, and how do we really start this next year strong?

And so it's no different than anybody else, but it's the sense of pressure and this ticking time bomb, and a little bit of the unknown as well, while also not necessarily having the full tank of energy that I always have, because I'm also carrying a human child.

So, I've learned through these phases, and especially with my second baby now, because I've been through this once already, is that everything doesn't have to be perfect. And we all strive for this perfect sense of

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balance, this perfect sense of, you know, work-life balance, our business is perfect, our family life, perfect, our home, perfect, our teams perfect, everything perfectly perfect and in perfect order, all the time.

And guess what? There is no perfect. There is no perfect schedule. There may be a really great schedule for me, but it's not going to be perfect for you. And even if I have a great schedule, like I think I have really great use of my time and efficiency, and I have really good boundaries set up, and I feel very balanced, for the most part, in my life and in my businesses, even with all the things that I have going on, and it's taken me a long time to get there.

However, there's days where that schedule doesn't work. There's weeks where I need to put in more time or more hours. There's weeks where I maybe can take an extra day off. And so it's just understanding working with the ebbs and the flows, and also releasing this control and this feeling of things needing to be perfect.

And I think that when we can step more into that and just kind of be present in the day to day, and understand what feels good, that's what's going to allow us to have more happiness and fulfillment in our lives. You know, I woke up this morning thinking, okay, I have so much to do, how do I squeeze this all into time?

I have short weeks coming up, I have full calendars, I still have a ton of things that I have to work on, on my business, while I'm still working in my business and wrapping things up. And also figuring out some pieces to my businesses that aren't working, and how I'm going to tweak them and change them, with also having, you know, support structure in the short period of time.

And so one of the most powerful things that has helped me always get through some of these times is just asking myself these questions. And so,

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a lot of times when there's something that's not working in our worlds, whether that's you don't have enough business, you don't have enough money, you feel like maybe you're doing all of the things but it's not coming together.

You're building a team, and your team is falling apart, or you don't feel like you're a good leader, or you don't feel like you're a good mom, or you don't feel like you have balance. All of these different things that come up, where we tend to dwell on the negative and we dwell on what we don't have, it's so powerful to just sit back and try to understand, and ask yourself the questions of, what is not working? What are the pieces that are not working, versus just putting your blindfold on and ignoring it?

Because when you start to ask that question, your subconscious mind is going to start pulling from that, and you're going to find the answers that you need a lot quicker. Now, it might not be the perfect answer, but it's going to be something that you can try and see like, okay, is this going to work? Okay, maybe this doesn't work, maybe this works.

So, whether it's you trying to find balance, which I know so many women are because we have so much on our plate, we're high achievers, we want to do of all the things, we want to be good at all of the things, but then all of a sudden we feel this sense of balance. Rather than feeling like you need to adapt to someone else's schedule that you admire or look up to, start testing and trying things.

So when I'm working with people on, like, their ideal schedule, or many of you are working multiple businesses, whether that's a corporate job or a nine-to-five job, while also launching a business on the side, or you have multiple businesses up, or you're a mom juggling being a mom and also being a business owner. Whatever it may be, start just testing and trying out what works within your day to day, and what feels good, and what doesn't.

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Because the more that you're stepping into what feels good and building off of that, regardless of who else that may or may not work for, that's where you're really going to find your sweet spot.

And it's the same with everything in business. Like, evaluating and stepping into any problem that you feel like you might be facing and figuring out, okay, what is working and what is not working? Evaluating it on a deeper level and trying to understand what feels good and how you feel about it, versus just trying to put a Band-Aid on it, or ignoring the problem altogether.

Because a lot of times, especially in business, we think that one thing is the problem, so we go and take action and saying, okay, well, this is what the problem is. But that's not really what the problem is, because we don't want to get too real with ourselves. We don't want to be too vulnerable. Maybe we don't want to admit that we're the problem, or it's something that we are doing that's creating the problem within our businesses.

Because oftentimes, as business owners and as human beings, we tend to place blame on outside sources, so that it feeds our ego in this way of, "Well, it wasn't me, it was so-and-so." But, you know, and this is the same, I mean, you can see this in relationships. You can see this in divorce.

You can see this in businesses that continue a vicious business cycle of understanding like, okay, what is the real problem that we are facing, versus just making some rash decisions and trying to cover it up. Moving on to the next relationship and thinking, oh, it's going to be dreamy. Guess what? That shit's going to be dreamy for about six months, and then you're going to be in the same exact boat again. And so it's getting real and understanding, like, what it truly is that you want and need.

Now talking on these same lines of feeling like, okay, I have so many things to do, or you're not sleeping, or waking up with like a bazillion things on

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your plate. What I do in those times, so usually how I start my morning is, I have a very consistent morning routine that I flow through my days and it helps me really prepare stepping into my days.

And honestly, when people ask me about my morning routines, I don't function very well when I'm not into that routine. It helps me get my mind in the right place, it helps me get my body in the right place, it helps me feel energized and filled up and fueled.

And it's really easy for us to become overwhelmed with all of the things in our life, and put these types of things to the backburner. And those types of things are your self-care. It is the routines. Maybe it's meditation, maybe it's running, releasing that stress, releasing the anxiety.

Because when we are in these states and we're carrying all of this heavy shit with us, 24/7, we are never going to solve our problems. And so oftentimes, what we really need more than anything is to be able to check out. It's being able to get out of our mind, get out of our own damn way, whether it's us causing problems in our businesses and acknowledging that maybe we're the problem.

And even if you are the problem, it's great to understand that, because then you can understand how you can make some shifts and change that. So again, it's not just putting a blindfold or a Band-Aid on it, it's how you can grow as a human being, how you can grow as a business owner, how you can grow as a leader by understanding what you're bringing to your business that may not quite be working. Who it is that you need to become, or skill sets that you need to learn, to show up in a different way.

And when we're showing up in our businesses with all of this stress or feeling like we're always behind, that's the energy that we're bringing into our businesses as well. So if you're feeling like oh my gosh, I'm not going to hit my numbers this month, or I'm not making enough money, or whatever it

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is. I'm doing all the things and it's not working, my team isn't working, or whatever problems you have, understand that those problems really, really truly are a gift.

I've said this many times before, and when you're in the thick of it, you're like, "Fuck that. This shit is not a gift. I just want to get to the other side." But I'm telling you, it is if you can step into it and learn from it and acknowledge it, versus just saying, "Okay, I quit." Because all of it is growth. Every single piece of it is growth.

Now, the other piece of this is having someone that you can talk to. So, I have incredible mentors, I have incredible coaches, some of the best in my worlds and industries that I feel like are the best, and they allow me to see what I can't see on my own.

And this is so incredibly important for all of us, because we think too deeply. We get caught up in our own bullshit, in our own stories, our brain starts to make up all of these thoughts of, "I'm not good enough, I'm not going to make it." You're going to be living in a van down by the river, you're not smart enough, you're not educated enough. This is danger.

You know, our brains are meant to protect us, but when you have someone that you can go to and you can talk through some of the things that you're working through, it is incredibly powerful and eye-opening, to help you get to the other side a lot quicker.

And so, for example, again, I'm prepping and planning and getting so many things in order for being able to have a child in a few short weeks. And me having a baby this year doesn't mean that I'm backing down on my goals. And it's just a reality and it's who I am as well. And there's a little bit of a, you know, like understanding of like, okay, yeah, my, my world is going to change a little bit.

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But, and I have to recognize it and I understand that, and again, this isn't my first rodeo. But at the same time, I want to see massive growth in my businesses. And so, it is me finding another kind of balance, and once I have a newborn, it's going to be me finding another kind of balance, right?

My schedule might change. You know, how I'm working through my days might change a little bit. I might have to be a little bit more flexible, even though that shit drives me crazy sometimes, because I want to have control of all of the things. It's one of the biggest things that my daughter taught me.

But, as I'm in the thick of this in my own world, and waking up and thinking about different things, or thinking about problems, or having to put out fires on a daily basis, still wrapping up, you know, different production, making sure my team's in place, making sure that my clients are in a good place, making sure that everybody feels supported, while I can go and be present with this little dude that's coming on the way.

There's a lot of things that are coming up that are presenting themselves right now. They're things that I absolutely need to address and take care of, in order to grow my business to that next level.

And a lot of those things are not comfortable. They're not fun. They're not things that I want to even acknowledge right now. They're not things that I want to work through right now. There's a lot of stuff that I feel like I don't have the energy for, or the time, or the capacity.

But the reality is, is you're going to find a way, right? If you want something bad enough, if you have big goals, if you have the desire for something more, you're going to find a way and you're going to do the work, and that's just the reality. We're always going to find a way.

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But one of the things that has really helped me in doing that is, again, stepping out of my business, filling up on different creative outlets, whether that's me working on big pictures, or doing vision boarding, working with my coaches, watching documentaries on people that I really admire, reading books, you know?

Whatever that is that fills you up, being able to ask the right questions and then kind of stepping out of it for a minute, it's eye-opening the answers that you will start to receive so quickly, when you start to acknowledge the shit that's not working in your business, and start taking small little steps in creating something different.

Whether that's a different schedule, a different routine, different eating habits, whatever it may be, that can help you get to that other side of things.

The other aspect of this is working with a coach so they can give you the insight that you can't see when you're in the thick of it. So for me, it's heavy business planning right now and it truly is understanding what's working and what's not working.

And like everyone else, I want to just wave a magic wand and say, all of my problems are solved, right? But if I were to do that, I'm not going to learn from this. I'm not going to learn the skills, the tools, the things that I need to learn in order to step into that next level.

So it's looking at all of these problems as a stepping stone, as a place of growth, where I can grow from, where I can become stronger. And also seeing where I need to be really brave and charter new waters, or take risks that maybe I really don't feel comfortable taking right now, and finding those resources and those people that are going to push me to that next level.

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One of the things that I found so powerful over the last, probably couple of months, is I've always been obsessed with learning about other people. In business, in general, like I'm kind of a junkie. I was never great, I was never like an A-plus student, far from it, in fact. And school tests, that kind of stuff was tough for me.

But put me in a business setting, business conference where I'm learning how to grow, where I'm learning tools and skill sets that I can apply to my life, when I'm learning about other people's successes, how they did it, how I can implement that into my own world, I am like a freak. I am such a geek. I want to know everything. I go into, like, stalker mode almost because I want to know all of the things, I want to learn so deeply.

And it's a quality that I think even my mentors and my coaches have within them as well, is that they're relentless with growth. They have this obsession with consistently becoming better and creating more in their life. And the negative that comes with that is finding this balance of having fulfillment within your day-to-day life as well.

But, I am such a nerd when it comes to learning those kinds of things. So I've been really into, when I can't sleep, I've been really into podcast documentaries on some of the greatest designers, some of the greatest influencers, actors, actresses, designers, all of these people that have overcome adversity time and time again, and their story of how they started, which most of them is from nothing, to where they have come today.

And that alone is the kind of stuff, you know, we talk a lot about associations and surrounding yourself with people that want to play, or like are playing at the same level as you or higher. You always want to be very mindful of who it is that you're spending time with, because it affects your life and your business and your bank account so much, but also, surrounding yourself by people that support you.

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And so, when you're going through some of the toughest times, or the darkest days, or you feel like a total loser, or you're second-guessing what you're doing, if you're capable, being able to reach out to your Mastermind group, this has been incredibly powerful for me, or your coach, and saying, like, "I feel like a fucking loser today."

And being able to talk through some of that stuff, where you don't feel like you have a sounding board otherwise. You're just, like, muffling that stuff down. Because let's get real. We all have those days, right? We all have those days where we think, "Am I good enough?"

And yes, you are good enough, we are all good enough. And it's a very human thought to have from time to time. We're going to have crappy days. That's what makes us stronger. But I've been able to fill up on so much of inspiration from other people in different walks of life, and it just allows you to see that there's so much more than what we think our little problems are. And getting so clear on what that big picture is for you and being able to fill up love and support and the accountability.

And, you know, sometimes it's tough love, too. Like, sometimes it's tough love in terms of like, I don't want to do this today. Well guess what? You're going to do this today. Like, you've got to do this today. You've got to find accountability partners. You have to find people that are going to hold you to a higher level, a higher standard, that maybe you'll hold yourself.

You know, I shared this recently. I have a lot going on and I'm not one that is, I think, seen as an underachiever. I have a lot of things happening in my world. And even with that, the people that I work the closest with, that know all of the things about my businesses, about my life, about my relationships, my kids, my bank account, they're like, "I'm going to push you, like, 10% more than what you think you can go."

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That's what I want. I want someone that's going to give me a little bit of an ass-kicking when I feel like I can't do this anymore. Guess what? We have to do this. This is what we are made for. And greatness isn't easy. Big goals are not easy. We've got to become stronger, and we have to surround ourselves by people that inspire us, hold us accountable, and also give so much love along that way as well. Otherwise, this whole space is lonely.

And so, if you are someone that has a lot going on in your world like me, which I know you are, and you want more, and you feel like, how am I going to do this? I want you to really, really, really focus on asking yourself the right questions.

So, understanding what is working and what is not working. Getting really clear on what you need, what your focus needs to be, and stepping outside of your shit sometimes. Because if you are feeling like you're so blocked, if you're feeling like you don't know the answers, you just are like so confused and lost, take a break. Take a timeout, go and work out, go clear your mind.

Go figure out what that is, if you don't know what it is, that's going to allow you to do that. Go read a book, go watch a documentary, go to the spa, whatever. Again, self-discovery and figuring out, like, what fills you up on that creative state.

And also, get yourself a support system. Figure out what you need for accountability, who you need for strategy, who's already been there, who's going to push you and provide that for you, and what inspires you? Like, what type of person is going to be the best fit? Or what type of groups of people is going to really help you?

Because when you are just alone in your own world, there's only so far that you're going to get. I absolutely promise you this. And, you know, it's one of

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these things that is mind-boggling to me, and I think that it's mind-boggling, not because I don't get it.

Like, I totally get it. Investments in my business have been like, time and time again, year and year and year over again, it's me getting uncomfortable sometimes with seeing where the investments should go. But one of the things that I've never been scared of is investing in myself and investing in my business.

Like, I can be pretty strict in terms of what I'm spending in my life, and what I'm spending money on, but when it comes to my business, when it comes to personal development and growth, I'm never scared of investing because I know that I'm going to see such a big return on it.

And in fact, I'm kind of obsessed with it. Like, I have to kind of watch my spending around that area. Because that is like, I don't know, a shoe issue for some people, which I've never really gotten into that aspect of it. My like, thing is, you know, business and growth, and it's changed my life.

And so, when I hear people say, like, "Oh, I want something so different, I'm so lost, I'm so confused. I don't know what to do. These things aren't working." But they're not willing to invest in themselves, or they're not willing to figure out like, how they can make something happen, that's a big problem. And you're going to stay stuck for a long time.

And so that's a whole other topic that I'll talk about on money and money mindset, which holds so many people back. You feel like you don't have enough money, you feel like you don't have enough resources. That is going to come across in everything that you are working on in your life and in your business. And until you can kind of, like, wrap your mind and your brain around that and understand that and get to the other side, you are constantly going to struggle.

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Because you think, okay, once I hit six figures. Once I make \$30,000. Once I make \$50,000. Once I make \$100,000. Once I make \$500,000. Once I make \$1 million, then I will start doing these things. Then I will be happy. Then I will invest in myself. Then I will... you name it, whatever it is, you won't.

You won't do it. You have to start doing the things now that you think are going to create the success, or the things that you feel like you don't have the opportunity to do. Find a way. There's always a way. There's literally always a way.

I remember the very first Tony Robbins conference that I went to, I was very reluctant to go to, and my business coach at the time was like, "You need to come to this." Because I was a disaster. I was like checking my credit card account, my bank account, like three times a day, thinking that the world was going to end, so fucking stupid.

And, again, I'll get into this story in more detail another time, but he was like, "You need to go to this conference. You know, it's 500 bucks, whatever, you need to go." And, like, the money. I was like, whatever. It's 500 bucks, like sure, I'll go to it. I went to it because he made me go to it, and my life was changed.

And I remember a story that someone was telling, and it was someone that had made it, like was literally, sold like everything in their house in order to make it to a conference of his and turned their life around. Like totally turned their life around, had an incredible business, a true like rags-to-riches story.

But it's so powerful when we decide that we're going to do something, whether it's, we're going to decide to invest in ourselves. We're going to decide to do something differently. We're going to decide to go after our

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dreams. We're going to decide that no matter what, we are going to make something happen.

You will always find a way. And so whatever it is that is keeping you awake at night, whatever it is that you're thinking about, whatever it is that isn't working in your business, or is working in your business, really, really, really take a look at those things and start asking yourself the right questions.

And, allow yourself the space to find those answers and find the resources that are going to help you find the answers that you can't find on your own. And I promise you, when you start to have this mindset of, "I can do anything." or "I'm deciding to do this." Your life will forever change.

And you will see so many more opportunities and so many different ways to maneuver through your problems in your life, and to continuously grow. Rather than being stuck, and bringing all of that shit into your day to day, and staying stuck, and staying miserable, and staying broke, and staying unhappy, whatever it is that you're searching for.

So, through my sleepless nights, I hope that you guys can learn something from them, and know that there's so much inspiration around us and there is no perfect story. There is no perfect answer. There is no perfect schedule. It's us creating those things for ourselves and working through our own lives to build and create what it is that we want, that fills us up and creates that happiness.

So, you are not alone. Big things are possible for you. They're possible for all of us. And we all need to lift each other up a bit more, and live our lives, and go after our dreams, and believe in ourselves and have that confidence and support each other along the way.

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So, I hope you all have a really great day. And if you're looking for support, okay, if you're looking for support, if you're looking for more help, confidence, accountability, a group that gets you, people that get you, we have our Millionaire Mastermind.

So, we are taking applications right now. I highly recommend if you've never been in a Mastermind before and you're wondering what this is all about, jump on a call with me. You can apply in the link below, and we'll jump on a call, see if it will be a good fit for you. It will be life changing for you, I promise, to surround yourself with people that have the types of dreams, aspiration, mindset that you have.

You have to invest in yourself if you want something bigger and more in your world. So, jump on a call, let's see if it's going to be a good fit. The great thing about this round of our Mastermind is there's a one-on-one coaching element of it as well, and a retreat built into there, too.

So, if you're looking for something more, if you want to take your business and your life to the next level this next year, let's chat and see if our Millionaire Mastermind would be a good fit for you. All right, you guys. Have a great day and we will talk to 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 death sentence than something that lights you up? You're constantly feeling like you're doing the tasks, you're working, you're showing up, day in and day out, but you feel overwhelmed and tired and all over the place. You feel like you're on a merry-go-round with no stop anytime soon, and you're almost doing all of this work to take one step forward and three steps back.

You guys, I have been there. And after building, growing, and scaling three multi-six-figure and seven-figure businesses, I know what it feels like to

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have a dream and a passion that grows beyond measure, and to create a legacy that makes an impact; your dream. But it's not always easy going to the top alone and neither is it any fun.

So, if you have big goals over the next 12 months, let's team up, I would love to chat with you. I'm now accepting applications to help a handful of powerhouse women 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.