

Ep #85: Women Supporting Women



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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'm excited to be here with all of you guys today, and thank you so much for tuning in. So, I want to talk a little bit about, I've done a couple podcasts recently about feeling like you've been a bitch in your world, and the response I've gotten from these podcasts are like, absolutely crazy. And I love it.

But I also think that it's important, I mean, this is all about finding your tribe, right? It's about finding people that you can feel comfortable around, that support your beliefs and your vision and being able to make you feel okay to speak your own truth.

And when we're able to speak our own truth, that's when we get closer and closer and closer to living a life that is the most authentic to ourselves. There's so much talk about living an authentic life and being true and authentic. And once you step into that, you can create more of whatever it is that you want to create.

Totally agree with this, but I think that it can be on a very fake level, sometimes. There's this big facade around it. And it creates even more drama around being perfectly authentic, right? To be able to attract whatever it is that you want in your world.

And I think sometimes being authentic is doing the things that make people not like you, that create haters in your world. To you speaking your truth and not feeling like, whose feelings am I going to hurt? And when we're

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creating businesses and constantly putting stuff out onto social media, reading through social media, it's fake.

You know, an Instagram account, it all has filters. My husband was saying to me the other day, "I'm so grateful." Because clearly, I have businesses, I have an online business and social media presence is huge as part of business. And he said, "One of the things that I am really grateful that you do not do is use these ridiculous filters. I don't see men using them. I only see women using them."

And I just started laughing, because I couldn't agree with him more. And these filters, if you're using them, please stop. That make you look like you're, like, a three-year-old child. So you have the same hair and whatever, it's you, maybe you have some, like, sparkles or stars around your face, but it literally takes off, like, 20 years of your life.

And I think that a lot of women that are posting them, clearly there's an insecurity, so it's not something to laugh about. There's insecurities about showing up without makeup, showing up real, showing up not looking perfect, but there's filters in everything that we're doing now.

And you guys, like, the only person that you're fooling is yourself. I used to be the same thing, you see, especially young girls, okay, it takes a long time to step into yourself and overcome your insecurities. And there's so much pressure on women anyways, but young girls and weight and body image and all of this, like, pressure to look and act and show up a certain way, rather than just being real.

And it doesn't seem to happen nearly as much with guys. I mean, there's a whole other world, I think, with men and boys. It's not perfect for them either. But for women, especially, there's just so many filters around this. And so, stop using those filters, for one thing. They're absolutely ridiculous,

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and the only person that you're fooling is yourself, making yourself look like a five-year-old with a 35-year-old's reality.

But also, being able to just, like, show up and be ourselves. There's just so much work that needs to be done there. There's a lot of talk about being authentic and then, again, you see all these feeds with lighting and fakeness and filters that consume our day-to-day-world. And that's what's, *Keeping Up with the Kardashians*, young girls trying to keep up with them, and it's, it's absurd. That's just my opinion and my rant, I digress.

But my point is, a lot of the stuff that I've put out recently around really stepping into this whole persona of who it is that you are, and this whole, like I was thinking about this this morning. You know, some of the people that I think so highly of in my world today, or that I've become incredible friends with, they are those people that I've thought, first impressions, they're a total bitch.

And it wasn't because they were a total bitch, it's just they have a very strong personality. And I think that this tribe, clearly this tribe and my listeners and all of you that I talk to on a daily basis, weekly basis, my coaching clients, we have that in common. Where there is a very strong persona and characteristic within us, that sometimes can look negative to the outside world.

And I'm not saying, you know, and I put stuff out there into the world around being that bitch, or you know, is 100% that bitch, or people think that you're that bitch at first impressions. Yes, of course. Like, being able to find other people that are raising their hand and saying, "Me too." That's really great.

But it's not me saying, like, go and be like the most awful person in the world. Go and be a bitchier person, and you're going to be happier. That's not what I'm trying to say it all. There's so much good that we can do in our

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world, and it's not just about, like, being a bitch all the time, or not being able to be compassionate, or having a human side of you, or showing emotion. It's not about that at all.

More than anything, it's being able to truly step into what your beliefs are, say what you want to say, say what's on your mind, say what you believe in, regardless of what people think of you. And I think that's where we can get this label of being a bitch.

And that's why it's so hard for people to really step out and build a brand, build businesses, build our own world on the things that we aspire to be and that are truly authentic, because you get these labels thrown at you, more so women than men.

And one of the things that I was kind of working through and looking at, as I was doing my vision boards this year, and also one of the things that has really changed for me over the last couple of years, is being able to be happy for other women.

Women more than anyone, I feel, like, we're so hard on ourselves and there's so much competition. There's so much judgment, that it's difficult for us to be able to, sometimes – many people that I speak to, and again, myself included – being able to be happy for other women that are seeing the success that we want, or building a business that we want, or have a relationship that we want.

I've seen this in all different realms, whether it's business or life, being really, really hard and judgmental on other women, that we make up all of these stories around, and can be snooty and bitchy and whatever, catty.

But the reality is, is when we're in that zone, and we're inwardly or outwardly having thoughts about other women and like tearing them apart, usually it's regarding an insecurity that we have ourselves, or it's jealousy.

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It's them having something that we want, and so we make up excuses around why they're not good enough, or why this, or why that.

And just within the last couple of years in being really, really mindful of surrounding myself with other women, this mindset has totally shifted and changed for me. And, being able to really come from a place of lifting each other up, women especially, being in different Mastermind groups and coaching women.

And, I'm stepping more into my feminine side, not just always being in this hardcore masculine business energy. It's allowed me to love more and really know and understand that there's space for all of us in this world. There really is. And the more that we are able to give and support and love one another and feel for one another, the more that we're going to receive in our own world, too, the more love that you receive.

I've said this within my businesses, like now, in my world, it's not about me. You know, oftentimes when we're so caught up in our problems, when we're so caught up and everything is so hard, when we're caught up in scarcity, when we're caught up in lack of, when we're like, oh, my gosh, everything is afire, we have an inward focus. We're not outwardly focused.

And when I first started building my real estate team, I remember thinking to myself, "Okay, I can't have anybody that's better than me on my team." Or, if I hired someone that kind of made me nervous or scared me, they would really make me step up, because I couldn't be the leader and the owner if someone else was exceeding me in an area of business.

And now, it's like totally reversed. That was an insecurity of me. That was the thought of me saying, "If someone is better than me in a certain area, I become no longer relevant." And all of these insecurities and thoughts would come around. I'm not a good leader. I'm not a good business owner.

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I'm not good enough anymore. I don't have what it takes. And so it puts all this other pressure on you.

Versus now, it's one of the most rewarding areas of my life and my business, is building people up around to me. I could care less about my own personal production. Of course, I have to care about it sometimes, because it comes down to running a business and profit and loss and numbers and being able to pay the bills, right?

But that's what it's about now. If I could just focus solely on just my team, I have no problem doing that anymore. I want to see people grow and build around me. And I think that all of these things come from insecurities. And as women, again, we have so many insecurities that we overcome, but there's so much pressure on being perfect, we just rip each other down.

It's like the crabby people, you know? There's an analogy around your associations, and if there's crabs in a bucket, and one crab tries to get out, like all the crabs are going to die, right? You're in a bucket. You're going to die. One crab is smart enough and brave enough to try to escape. And the second that they do, all of the other crabs pull them down and kill them.

They don't want something more. They don't want to be outshined, they don't want to praise the opportunity, or allow someone else to thrive around them. And, we need to change this way a little bit, and the communities that I've been in over the last couple of years have helped me grow so much.

I've always been in very heavy male-dominant worlds. And what's interesting, what's really interesting is, I've always said, I have no problem rolling with the boys, right? I have no problem with it. I can work alongside a man, I can be coached and be in Mastermind with men. I can get really inspired by that. I can work with men. I have no problem rolling with men in industries.

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And in fact, I feel very, very strongly about having equality in the world. You know, as I've kind of like, gone into these different worlds. I've been in a lot of groups and associations over the last couple of years that have been eye opening, because it's very, very, very strong feminine energy.

Extremely strong feminine energy, and very opinionated around the Me-Too Movement and equality and all of the different things that are happening in our world, that I don't necessarily agree with. The pendulum swings so far the opposite direction.

So for me, I think that there needs to be a balance, and I'm so grateful that I get the opportunity to raise a boy and a girl in this world, because I want my daughter to see the opportunity and what's out there for her, and creating equality and lifting other women up.

But I also want to see that same opportunity for my boy. I want to raise him with incredible values and let him know that it's okay to have the feminine side of the energy too, right? To have a masculine personality and to be a man, but to be empathetic and to give, and to treat women with respect, and know that there's the same opportunity for men and women.

So I'm very lucky. I feel very grateful that I get both sides of it. I get to see it both ways. And it's really difficult for me. You know, I feel like even before kids, you know, feeling like okay, I think there's incredible men in this world, and sometimes I think that we need to be more mindful of what's happening as women, so that we're not tuning out the good that men bring into the world as well.

So, the equality side of things, men and women, I'm totally for that. I'm not like, crazy, insane feminist that's like, you know, dicks suck. I'm, like, very much in the middle of men and women need to work together, and there does need to be respect and accountability.

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And, yes, of course, some of the things that have happened in the world, they're not good, and men need to be reprimanded for that. But there's plenty of women that haven't done good things too. Again, I digress a little bit. I don't want to get into that.

But one of the things that I noticed in being in a very male-dominated world over the last several years, so like Masterminds that I was in, coaching programs that I was in, associations that I was surrounding myself with, were high-achieving men. And they were really great groups for me to be in. I learned a ton, I grew a ton, I built successful businesses from them, and I still do. I still have male coaches. I have male associations.

But what I've noticed in being in those groups, is that when I was around someone that was extremely successful, or that was years ahead of me in terms of success, or already had the business that I was trying to create, I never got jealous and envious of it. I was never ripping a guy apart about that.

I was more curious. I wanted to connect on a deeper level. I wanted to be surrounded by that type of success and work ethic, because I knew that it was going to grow my business as well. And so I wanted to get closer to them. I wanted to understand what they were doing, how they were doing it, asking them all of the questions, getting curious, creating friendships around it, friendships that I still have, that have, again, gifted me so much more than what I would ever dream of.

But the interesting part about this is that when I started kind of shifting into, it was around when I had my daughter actually, and I felt like a lot of these men that I had really great relationships with, and mentors that I had great relationships with, they didn't quite understand the complexities that now were a part of my life and my business.

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They didn't understand the day to day of what my mind and my body was going through while bringing a child into the world, while working through new schedules, while working through breastfeeding and working full time. The emotions that come with being a mom, the attachments, all of the different things, they didn't understand that.

And I felt like there was a lack in my life, for the first time, of a female network. And I'm grateful for this lack of, because it allowed me to focus on creating more of what is in my life today, which is a sisterhood, which is female power in my world. It's a group of women connections, of women lifting each other up and feeling that support.

But when I first stepped into some of these Masterminds in coaching, what I found, and looking back it's very, very clear, and I can still catch myself on some of this, is negative thoughts around it.

It's seeing someone in a group that is more successful than you. And rather than having the same understanding of what I had with a guy in a group, so with a male figure in the group, wanting to understand more, how did you do this? How can I learn from them? I started to tear people apart. I'm better than them. They don't have what it takes. You start like making up all these excuses and picking them apart.

Fascinating. So fascinating. Like, I have an incredible group of high school girlfriends. They're still like my core, a lot of my best friends that I love to death, and maybe sometimes we see each other like once every three years at this point, but we're still really close and I value those friendships so much.

But since then, I haven't really formed a really tightknit group of female friends that have been building a lot of the same things as me, or have kind of like ventured into more of a masculine world in how they're living their life, what they're doing, and all of that.

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And so it was kind of like a time in my life before my daughter, where I didn't have a whole lot of really close girlfriends that were doing a lot of the same things as me, or had the same dreams and aspirations. And then once I had my daughter, I found a big lack of it, because I didn't feel the support within those networks. And again, it allows us to continue to grow.

But it's so interesting that even looking back, and even now, you know, seeing that dynamic between women of how we get so jealous and envious of each other's work, versus being able to lift each other up, versus being able to be in a group and learning from each other.

It's not always having to be the highest person on the totem pole or in the group and if you're not, then all of a sudden you get like, catty and bitchy about why someone isn't as good as what they truly are. Such an eye-opener, such an incredible eye-opener.

So as I'm doing my vision boards this year, so many of the women that I have, that have inspired me on a bigger level, celebrities, designers, artists, so many of them are within this movement. And the more that I've looked into them, and I've studied them a bit more, one, they have a very strong personality in creating independence for themselves.

Whether they are single, whether they're married, whether they're moms, doesn't matter, but creating independence for themselves, and being able to have a very strong voice and opinion of how they want to live their life.

What their values are, what they'll tolerate, what they don't tolerate, what they tolerate in relationships, what they don't tolerate in relationships. Taking full accountability for whatever it is that they have in their life, whether it's good, bad, hard, easy at the time. Those are the values that so many of them have.

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The other aspect of it is they are all bringing other women up behind them. They are teaching from a place of leading. They're creating this network, this group of people that have the same drives and being able to support each other and lift each other up.

It's knowing that there's space for all of us, and that's been one of the biggest blessings that I've had in my life over the last couple of years, and it's what's allowed me to connect with other like-minded women. That have a lot of masculine energy, that have a lot of drive, that have a lot of ambition, that want to be independent, but also be in an incredibly loving, feminine relationship.

To have a very, you know, masculine edge and drive, but also have this sense of femininity that is so strong and attractive. Not for or to anybody else, but for themselves. It's a sense of confidence. There's nothing more appealing in a woman than her confidence, and we all need to be able to create more of that confidence.

And the way that we do that is by connecting and surrounding ourselves by people that believe in us, whether that's a relationship. I get this all the time too, you're so lucky that you have a husband that supports you. I am, and I don't take that for granted. But I can tell you that if I wasn't in a relationship where my husband supported me, I wouldn't be in that relationship. And I know that's really easy for me to say, but it's just not something that I would tolerate.

And what's fascinating about that, as well is, you know, there's many times where my husband and I don't agree. There's many times early, early, early on in our relationship where I felt like I needed to be a certain way, act a certain way, looked a certain way, be a certain woman in order to keep my relationship happy, in order to keep my husband happy, in order to feel secure.

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I have been there before, but I haven't been there in a very long time. And that confidence came from knowing that no matter what, I can always support myself.

And I'm talking more about this in another podcast that relates to raising kids, as well. But one of the things that I think is so important, it brings the confidence, and confidence and value and love to your relationships is not having to rely on someone. So you don't love someone because of what they're giving to you. You love someone because you love someone.

And there's many times where I have, you know, differing opinions about my husband or how we're doing different things. We love each other so much, and we have such open conversations and I want to grow old with the man. I don't see any outs in the near future.

But there's also this sense of like, if something were to happen, if something awful were to happen that are not within my values, I'm like peace. And I know that I'll be able to live and survive and have an incredible life too, right? Like, again, that's not my end goal, by any means.

But you get in life what you tolerate in your life. And being able to set expectations is so huge for yourself. And it also shows people around you what you're willing to tolerate and not tolerate. And there's nothing wrong with that.

There's nothing wrong with having very clear boundaries and goals and dreams and expectations. And, you know, being able to say, you know what? I'm not tolerating this anymore, in my world or in my life. That's what creates more of what you do want.

But how we get there is being able to have a support network. It's very, very, very, very difficult to go out there and have the voice, have the courage, have the empathy, have all of the feelings and the emotions and

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putting yourself out there when you feel alone, and like you don't have another way out. And that's where I think it's so incredibly important to be able to surround yourself by other like-minded women.

But also as a woman in a leadership role or position, as a woman that has some of the things. Like, I feel like I'm very, very grateful to have what I have in my world. And now more than ever, I feel this sense of lifting those up that want something more. That's like a mission. It's the same as building out your team and giving to your team.

You know, you start something and a lot of times it's for you. It's creating something in your world that you want, whatever that may be. And again, so much of what we want is freedom. It's the freedom to do the things, to buy the things, to have the experience, to live the life that we want.

But when you really start to dive into work that you're meant to be doing, it doesn't seem quite so hard. And you notice the shift of what your focus is on. And it's not on you anymore. It's on what you can give. And it's been one of the most powerful things in my world.

And as I have conversations with people, as I connect with other women, and noticing, too, if you start to get salty, or if you start to get a little bit, like picking someone apart, or saying they're not good enough, or oh, you just wait, watching them to fail. A lot of times as women, it's women picking other women apart.

But notice what it is, why you're picking them apart. Because it's not about them, it's about you. And the more that you can take your blinders off and acknowledge that and be truthful to yourself, it's also going to help you step into creating more of that, and just leaning into it, and being able to get closer to whatever it is that you're trying to push away, whatever those insecurities are.

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The biggest thing that I want you guys to take away from this episode is truly knowing that you have other women out there that have your back. And if you feel alone, you just need to find that support. You have people out there that will get you. There's nothing wrong with you. It's just finding the right people, finding the right tribe, finding the right support.

And also, women, we need to be there for each other. We need to be there for each other so much more. And two years ago or three years ago, I would have been like, "That's a bunch of bullshit. Like, whatever, you're on your own, bitch" Today, I find so much importance and lifting other people up to where it is that we're going, and supporting each other.

And I don't know if some of this is maternal instincts, if it's being a mom. If it's seeing the struggles that women go through, if it's connecting with the most incredible people. If it's seeing the good that women are doing in the world. And also, by showing other people that it's possible for them too, there's so much good that happens around that, in allowing more freedom.

There's space for all of us. There's space for all of us to work, it's just finding the right network. And, you know, I say this all the time, oftentimes I like my paid friends more than my free friends. But it's because, again, as women, it's been difficult for me at times to find that level of ambition. And to find people that are doing what I want to be doing in the world and connecting with them, and being really filled up by those relationships.

Again, it doesn't mean that if you're not doing the same thing as me, that's wrong. That's not wrong at all. It's just being able to find your tribe. So, this is one of the biggest reasons why I've created Mastermind groups that are specific to women. I think men need Masterminds too. I'm all for them and a huge advocate. And again, I still do coaching and I'm part of different groups that have a lot of really great men in them.

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But I think that it's really, really powerful to be able to like step into a safe place and step into the support and the love. And also, find the ambition there that, for me, it's a lot of masculine energy. It's ambition, it is kind of that bitchy level, that bitchy tone. It's not bitch, that's just a label.

It's just knowing what you want and that you're relentless in going and getting it. Speaking your mind and your truth, and being able to have a network of women around you that are doing the same thing. It's a movement. It's incredible. It's so powerful. It's shifted my mind completely over the last three years.

So, when you're out there doing the thing, remember, we have to lift and be there for the other women around us that are trying to do it. There's nothing wrong with being a little jealous. And if you feel like, you know, jealousy around you, just work your ass off a little bit harder.

It's how we feel when we have men around us that are outperforming us. What do we do to work harder? I want to be at the top, right? What do you got to do? What is it that you want? Rather than pushing it away, step right into it and make friends, make connections with people that are just like that. Whether or not you believe in everything that they believe in or not, it's so important to lift each other up.

So that's one of my missions over the next year, is to really be there for other women. And having such incredible conversations around people that have come into my world, that are looking for more support, that have these big goals and dreams and aspirations that are that bitch. I love y'all so much, and I'm here for it.

And, I want to hear what it is that you need more of, too, so that we can have more of these open conversations and support each other. So, as you guys are hearing these episodes, and you're feeling like oh my gosh, that's

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totally me or that resonates with me, I want to hear that. And tell me what more we can do to help each other and lift each other up.

And if you guys are looking for a Mastermind group, we have a couple of really great groups starting in this year. If you don't have a group already, there's still time. So find your tribe. Get in different associations that really allow you to feel supported in whatever it is that you need to feel supported in.

And if you think one of our groups might be a good fit for you, you can apply in the links below. I'd love to have a conversation with you, and support each other on this journey of bigness and greatness to get there.

So, I hope to talk with you all soon. I hope you have an incredible week. Go and do something nice for someone else. Let someone know that they are heard. That they're making a difference, that, you know, you get them. That is so incredibly powerful, as we're all on the same path towards creating bigger things. We need to support each other more.

So, go do something good this week, and have an awesome week. We'll see you all next week.

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.