

## Ep #98: Creating Balance in a Busy World



### Full Episode Transcript

With Your Host

**Brooke Keeling**

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## Ep #98: Creating Balance in a Busy World

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, and your host Brooke Keeling, coming at you live from my daughter's room, recording not on all of my swaggy gear. So as I mentioned last week, if you guys are tuning in each week, my world is a bit of chaos right now. I have construction happening in my house. We're going through a pandemic. I'm moving around different rooms every single day.

And I'm doing my best continuing to show up and give relevant content, because to be honest with you, the quality doesn't matter. The quality of this podcast doesn't matter nearly as much as the quality of the content. And if I can give you little nuggets to help you throughout your days, that is my number one goal. So here I am coming at you live from Reece's room.

So today I want to talk about – I want to talk about productivity. I want to talk about working from home. I want to talk about how to create more consistency in your day-to-day world and how to – how to enjoy working from home again. I feel for all of you right now if you are trying to be mom, if you are trying to be a business owner, if you're trying to be a leader, if you're trying to be all of the things, because it's hard, that's the truth.

And honestly, the last few days I've had to really kind of chuck myself at the door and tune into some other thoughts. And tell myself to put my big girl pants on and get to fucking work, right? Because the hard things make us stronger, I want you to know that. We can handle these things, we can do hard things. And these hard things, these hard times can make us so much stronger.

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So a couple of years ago you guys, I was at a conference and one of my dreams and the visions that I had when I was writing out and mapping out my goals was to be able to work from home, work from home more often. I, at the time was doing a lot in real estate. I was running a lot of real estate production. And what that meant for my schedule at the time was working a lot of evenings, working a lot of weekends, working a lot outside of my home. And I could still have my office space set up at home if I chose to.

But with real estate of course like I was running a lot to other people's houses, so I was in my car a lot, that was kind of my home base. And this was during a time; I think that I had already had my daughter, Reece. And one of the things that I really, really, really wanted was to be able to be home more often. And feel balanced enough so that I wasn't feeling like I wasn't giving her enough, that I wasn't giving myself enough as a mom, that I could be present with her and have fun when I did have the time.

And be enough, enough for me, enough for me is different than enough for you, and I didn't feel that at the time. So this vision of mine was to be able to say like, "Okay, I want to go to work at my office, but be able to pop out and see my kids at lunchtime, or see my kids playing in the yard and go back to work, or see them out the window."

And lo and behold that has been my reality now, we welcomed Draper into the world in December, and I couldn't be more grateful to have the help that I have, I wouldn't be able to do it alone. So I totally understand that I'm super, super lucky and grateful to have such an incredible team that supports me within my home. Which that crew involves my cleaning ladies, and it involves my incredible amazing nanny that does so much for herself and her family and our kiddos. But it also involves my team, my work team in all of my businesses.

So, super grateful, it doesn't come easy, and if you guys have teams that you're trying to manage right now, if you're trying to keep them together, keep them motivated, keep them inspired. It's hard, that's hard too. And so

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allowing ourselves to know that we're doing hard things but not dwelling on the hard is the most important thing to know right now. So rather than just being a victim and saying, "It's hard," every five minutes. That language is going to very, very, very much create different energies and emotions and action within our life.

So I noticed for me, I was saying, "Oh my God, this is so hard, this is so hard." Like I had different contractors in my house every day, I don't have my office, my computer isn't set up. I'm trying to do a podcast. I'm trying to do a webinar. I'm trying to do this, taking calls in my car, teaching classes from my car. It's fucking hard, you guys, like all of this is hard, but we can do hard things.

And one of the things that has come from this is so many of my clients, so many prospects come to me, customers, like whatever business is in, so many women in my life, they want to find this balance. They want to be able to say, "Okay, I have this amazing business, but I also have this amazing family and life dynamic. And I also have these incredible hobbies or habits that I get to do outside of work that fill me up with love." So all around we have these different buckets of fulfillment within our life.

And speaking of these buckets, I think what I'm going to do with this podcast is create a downloadable PDF for you guys that I've used in the past. To get clear on what these different areas of our life are, and to assess where we're at with them. I think it's a really incredible time to do that. So I'll put that into a format for you guys to work on that within your own life.

So what does this actually mean to create this balance for ourselves, because it's something that I've had to navigate through over many, many years that I've worked on?

And the more that I allowed myself to be open to understanding like what I was feeling, the more I was able to allow myself to feel the

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uncomfortableness of being there. Or like it's just like a sense of edginess, like you almost have like anxiety around it or like this untamed energy where it just like makes you feel like uneasy around like sitting around and thinking about things.

Or not being able to sit still, or not being able to enjoy time off, or not being able to be present with your kids, because you have bazillion things to think about. And I think that that is all too real for so many of us right now that are trying to keep our businesses going, that, again, are trying to lead our teams. That are trying to do all of the things, the bazillion requests that we get as women every single day, being enough for everybody. And we're starting to like get to that peak, right? We're starting to get to that level of like, okay, something's got to give. Something's got to break.

So this is kind of been where I've been at. And I want to share with you guys, some of the things that have been big ahas in my own world and how I'm navigating through them personally. So this big vision that I had years ago, that's my reality right now, and that's what so many people want. And being able to work from home and being effective from working from home is something that I think a lot of people want. But then they don't really understand or know how to do that from a day-to-day.

So here are a few tips that I highly recommend, if you have the flexibility and if you're able to be working from home. These are the things that you absolutely need to have in place in order to be successful within your business.

Number one, you need to have a clear outline of what your day looks like. Mapping that out, whether that's time blocking for you, whether that's just listing out three to five key priorities so that you can plug those in where you feel like them, being able to move the blocks around, really great. If you're really good at time blocking, time block out your calendar, color code it, these are the things that you're doing in what order.

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Number two, you need to set expectations within your household of what you need from people. I think as women, it's so easy for us to, one, just keep in everything that we're thinking within us, and also not ask for help. And if we just ask for what we need, if we just ask for what we want, there is no shame in that. And it's going to allow our families to be in a better state, it allows us to be in a better state.

And most of the time our families really enjoy to help us. So like I guess for me, I'm very lucky, if I ask for something, maybe it's as simple as like I really need 45 minutes to go and take a shower. I want to go and put on a facemask, and I want to sit in my shower for 45 minutes, and I want no interruptions. If you just ask for that, most of the time something like that can happen, right? So whatever it is that we need, we need to start giving it to ourselves more fully. It's going to allow us to fill up.

But also setting those expectations with the people that are trying to help you and support you. Now, of course, kids don't quite understand this. So maybe it's creating a schedule within your workflow that gives your kids structured time to do different tasks, to work on different projects, to understand and learn how to play on your own.

Now, I'm one that has, of course, a baby that you can't teach those things to. But my three year old daughter, kids, what we have to understand and what I think a lot of us are struggling with is that kids need structure just as much as we do. So for us having our kids home and feeling like we have to be around our kids 24/7, that might not necessarily be the case.

How do we create structure? Like any teacher creates a lesson plan for a day, can we create some sort of a lesson plan for our kids? And honestly, I'm sure that there's probably so many different resources for that. I know there's a group that my daughter belongs to called Miss Megan's Day Camp that has gone viral, it's a woman more local to me, but she does school every single day.

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And so my daughter's not even in school, but she's been doing school every single day and she learns different things, like the seasons, like emotions, like how to earn things. And she's teaching these via Facebook, which is really incredible to say each and every day my daughter can get up, get herself dressed for school, she packs her little backpack, she gets herself in, you know, clothing, not PJs, gets her hair braided. And she gets herself ready for school, which I think is really, really powerful, and teaching our kids a little bit more structure.

It's also giving them different things to do and time, so that they can learn how to be a bit more self-sufficient, and keeping themselves busy and giving us a little time too. We don't have to feel bad about needing that and wanting that, and actually it's really healthy for everybody to create that, for all of us to support ourselves in that.

The third thing that I highly recommend that everybody does is we all start getting ready, getting ready for the day, not being in our pajamas. Not just waking up and diving right into our work, but actually getting ourselves prepared for a day's work, like we would if we were going somewhere. This is a game changer, and I believe I've talked about this in the past. It gets your mind right, it gets your mind in a good place and it makes you feel better too, I have noticed this big time.

There's been plenty of weeks; I had two weeks where I didn't even have like water consistently each and every day with the projects going on. So there's been many days where I am just like in reaction mode, like what are the fires today? What are the things that I absolutely have to do, that if I just get those done, that's winning? You know, we all have days; we all have weeks like that. So being able to really understand what...

This is such a crucial time; it's such a powerful time for us to understand what is actually really important. What's consuming all of our time from a day-to-day standpoint? Like what's consuming an eight hour day that we could get done in a two hour day? That's powerful, you guys. But taking the

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time to get yourself ready, get yourself ready, get yourself dressed, put your make-up on, put on a lipstick, do your hair, and then show up and start tapping into your day. It makes you show up differently and your energy that you put out to the world is so different as well.

Oh my gosh, the next one, I'm envious for all of you that have a kitchen right now. There has been no better – no time like this current time that has allowed me to see the power in self-care. And when I say self-care, I mean taking care of your mind and your body. You guys, you could be like swirling down a toilet, and it's a matter of understanding how to train your mind, how to ask better questions, how to turn a thought around quicker, how to understand like what's going on in your mind, your thoughts, how powerful your thoughts are.

But also self-care in a sense of moving your body and what you are consuming, oh my gosh.

If you don't already, there is an incredible doctor that one of my friends introduced to me, that I'm actually – I have hired my friend to consult with me on creating better health habits within my own life. And how this whole process goes is they do a test, it's called a test kit and it tests all of your – it's a blood test, and it tests how you react differently. It shows you food allergies, all of your lab work that comes back to see how your body is functioning with what you're consuming, what you need, what all of your different levels are at. It's really cool, it's fascinating to me.

So anyway, so it's called the Wellness Way, and my friend is a Wellness Way doctor. And I have started really tapping into a lot of the resources that they put out, and how much sugar affects us, how much lack of sleep affects women. It's on such a bigger level than I think any of us could comprehend on a day-to-day basis.

I guess one of the big ahas for me is I've been somewhat open, like my eyes have been opened to this whole self-care piece of like a puzzle, right,



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like self-care is a business plan, self-care like implemented into your day-to-day. But not having it continue, guys, like we literally are – like we're in survival mode over here, so surviving on food set.

We're not necessarily like used to eating, and I notice how much it affects me, how much it affects my mood, how much it affects my energy. How much it affects my happiness, just not having the capability of being able to cook a good meal, and getting creative in some of the actions that we're doing. But oh my gosh, is it life changing to be able to understand your body differently and how much that affects you? So really pay attention to self-care, what you need, getting your body moving. What are you eating?

Sugar, what an impact sugar makes on our lives, on our health, and oh my gosh, like just some of the things that I'm reading about already. Like we've given up alcohol, we are going to be planning to go through no sugar once we get our kitchen back as well.

So it's just looking at all areas of our lives and figuring out like where can we set ourselves up for more success and happiness? And a lot of this is internal, like what we're eating, what we're looking at, what we're thinking can cause depression, can cause illness, can cause sickness in our minds and in our bodies. And so it's a really powerful time to look at those things, and see what the problems are, see what's not working.

So just like our business that I talk about, our businesses during this time. How to pivot our business, and how to plan, and how to create stronger foundations, how to create stronger businesses, that should be the same in our health and our self-care routines. Now, more than ever, it's not even an option right now, it's a must. It's not a when the time is better, it's a must.

But the reality is, is the opposite is happening and people, including myself, my hand is raised again, like junk food being eaten, too much drinking, not getting adequate sleep. It's like the compound effect of all of the bad things, making life feel like even more of a doomsday than what it should be.

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Versus being able to really do a full reset in all areas of life. So, self-care, self-care is crucial right now.

One of the other big things that is not going anywhere anytime soon in terms of working from home is learning how to have relationships virtually. And this is new for so many people, and the entrepreneurial world, I think one of the things that I see a lot of is like entrepreneurship is lonely. I hear, and I see, and I read that a lot. I am someone that I really enjoy working alone. And I enjoy being able to like – I just enjoy – I get so much more done, I'm more productive. It doesn't mean that I don't love working with my team, I absolutely love working with my team.

But when I'm working on something big or I need a lot of – like I'm a deep thinker, and so for me I work really well alone. And then being able to kind of like come and articulate, and show up like in bursts to be around my team, and work with my team in that capacity. But for a lot of people they rely on being able to go in and talk to people, and see people, and be in meetings, and work face-to-face versus virtually.

And I think right now we're having to find, we're going to continuously have to find ways to lead virtually, to work virtually, more efficiently and virtually, to be able to set examples, and be able to work on like bigger goals. Like how do you manage, I guess? How do you manage teams? How do you manage other people when you're not able to like check-in with them all the time? And I think that this is going to be a really big thing for corporations and bigger companies for sure.

But asking yourself, "How can I create the type of support and the relationships, and the connection that I need through virtual space?" And I shared a few of my tips over the last few weeks. But private Facebook groups for groups that you have, setting up virtual meetings. I know like even like little get-togethers, like my mum has like a wine Wednesday with her friends, to just be able to like see her friends' faces and like have a

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glass of wine with them. Creating Zoom calls, Zoom setups and Zoom calls for your teams, or checking in with each other more often.

We just implemented a project management system within our business and that has been a game changer for us because it allows us all to work together cohesively. And also feel like we're interacting with each other without having to be face-to-face. And I think if you can get a grasp on this, if you can try out a few different, either a project management system, Asana, monday.com, those are a couple of them.

We're using Monday, it's a very simple program, but it's really, really powerful. It almost feels like you're working side-by-side with people as you're working through your day. And I think it creates a lot of cohesiveness. But whatever it is that you feel like you're missing, pay attention to that and create some different communication plans around that so that you can feel supported. That's huge with working from home.

And feeling inspired, especially if you do well, if you rely on other people's energy to kind of lift you up and keep you going. So maybe it's as simple as like doing morning check-ins or, you know, little morning accountability meetings which we've also implemented into our business structure as well. Along with that you guys, and like project management systems, whatever you choose to use, that's something that's been massive for us.

You have to be very, very, very, very clear on your vision and your goals, which is why I talked about that so much over the last couple of podcasts. Is now more than ever you need to be tied to that outcome of what your goal is. Here is something that I'm seeing right now and it kind of scares me. There's a positive and there's a negative to it.

The positive to it is that I'm seeing people that are open to seeing this, understand what's truly important to them, living a more simplistic life within that vision of what they see. Like seeing the importance of their relationship with their kids versus exterior accolades or whatever that may become. So

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being more humble, I guess you can say, and living more simply and finding abundance, and finding beauty, and finding gratitude for what we do have. I think that is so incredibly beautiful, and I love that. I think that's so important.

However, what I'm also seeing that scares me is people starting to back away from their dreams. People starting to say, "Oh, I'm really content," or, "I'm really happy just living day-to-day," or, "I'm really happy with what is." And it's that perspective, the other side of that is hindering people from growing, from seeing and visualizing, and going after what it is that they truly want, by just being content. And that piece really does scare me.

So I think right now more than ever we have to be crystal clear on what it is our vision is. So there's nothing wrong with kind of peeling back the layers of your life right now, in fact, I really highly encourage it. Understanding what makes you happy, what doesn't make you happy, what do you want more of? But also having that big picture vision, so being grateful for what you have while you're working towards something more, that's always been the key.

I think I really like nailed this last year when I was working through some of my things within my own life. And feeling like, man, feeling triggered around other people that have something different than me or are ahead of me in different areas, and feeling like resentful of it almost.

But it's having gratitude, having joy and love and happiness around what you do have. The more you're grateful for what you have, the more you can – the more you're going to create more of that feeling, right? So being grateful for what we have while we work towards something bigger is the key, but don't lose sight of that vision.

So if you haven't done goal setting, I'm like hounding people on this because I'm so – I'm such a believer in this. You have got to maybe – maybe you do a vision board.

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Maybe you go back to some of those bigger goals that you have and rather than saying, “Well, Matt, this year, now isn’t the time to launch a new business. Now isn’t the time for me to book that vacation for my family. Now isn’t the time for me to do this renovation. Now isn’t the time for me to do this rebrand. Now isn’t the time for me to invest in what I really need in order to create more success, more of what I want in my business.”

I want you to rethink that because if you want it bad enough you will find a way, if you don’t, you’ll find an excuse. And there’s a lot of excuses right now. So make sure that you are tied to that vision, you’re tied to that outcome, and you have clear goals that’s going to help you get to that point.

Now, these project management systems, they’re really great. If you’re someone that likes something virtual, they’re very inexpensive per month, especially if you have a smaller team, or if it’s just yourself. If you need some accountability around that, you could look into something like that.

Otherwise we’ve been offering a lot of our goal setting resources to all of our *Love Your Living* community. So if you’re looking for something and a little bit more help we have our 90 day Goal Guide, which I’ve highly recommended people to just look at 30 days right now, and plan out your 30 days. We have, our Key Performance Indicators are little tracker sheets, and that’s what we call them right now, but also help you map out what your key priorities are and what tasks you need to lay out in order to get there.

So if you guys are just running day-to-day and in survival mode, you need to take a time out right now, take a time out, allow yourself to breathe, go on a hike in nature, go take a day off from life, which is hard for a lot of people. I told my husband the other day, I’m like, you know, I’ve kind of like – I don’t say this often, but I feel that I’ve hit that point, that threshold. And I said to him, I said, “You know what though, if I have like one week in the

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sun, not thinking about anything, able to sleep, no kids, and just reading and just taking it all in. I would be back on my A game in no time.”

So how do we create that space for ourselves now? So if you're feeling stressed, if you're feeling overwhelmed, if you're feeling like you're just anxious of all of the things and you're not being able to find happiness or gratitude from your day-to-day. I feel you, I know you, I get you.

I'm telling you, you need some time to just reset yourself, to go pick flowers and put them next to you. Light a great candle; find yourself an incredible book that you want to read. Go take a bath, maybe you only have like 30 minutes or an hour. Start doing those things more consistently so that you can start filling your bucket back up. And you have the energy to think on a bigger capacity, versus just waking up every day in the fucking circus, trying to just get by.

So it's time for us to grab life by the horns and do a reset in our health, in our wellness, in our businesses, in our relationships, within our households, all of those things. And get back on track to creating more of the things that we want in our world right now, right now. If we can create those things right now, how powerful is that?

So rather than waiting, this is one of the reasons why we decided to not drink anymore, is that we realized that, one, we're drinking way too much, which is kind of like a band-aid, right? And not eating to a level that we want to. And so rather than saying, “Once our house is done, once this pandemic is over then I'm going to give up this.” We said, “Do you know what, right now, right now let's start doing this so that we can be a stronger version of ourselves, rather than waiting until we have all these perfect conditions.”

So if you guys are thinking that it's difficult right now, that it's hard right now, I get it, it is hard right now. But what can life teach us? How can we become stronger? How can we look at some of these things that are within

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our world and see how they truly are helping us create more of the things that we do want in our life?

And if you're having trouble seeing that, come on over into the *Love Your Living* community and let's talk about it. Because sometimes when we're up in our shit all day, every day, it's really hard to see a solution to something or see something differently.

So that's where community comes in, and community is key. If you don't have a community that's supporting you, or if you're also in a community with a bunch of crabby fucking people, you are going to be a crabby fucking people person and stay in that bucket. So find yourself some people that are committed to something better, something bigger, something greater, and more happiness, and more joy, and more creativity, and more strength, and more bravery. And more of all of the things that you really want, more beauty, more love, all of those things.

We have to have connection right now, so come and join us if you'd like. And we're doing a lot of fun things over there, so wherever you guys are struggling in your business, that's where I – and in your life. That's where those conversations take place, where we can really raise each other up, and create more of the life that we absolutely love.

So I hope this helps you guys a little bit, whether maybe you are struggling working at home right now, or maybe you have thought you wanted to work from home for years and are finding it a little bit more difficult. Or just trying to figure out like how do you function at a higher capacity? These are some of the things that have really, really helped me and have allowed me to adapt to being extremely productive, effective, and also really, really happy working from my home.

So hope you guys found those tools helpful and can apply some of them. And I wish you all the best of luck and so much love as we all navigate through this crazy time in our world. And I hope to see you in the *Love Your*

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*Living* community, so until then, take care of yourselves, take care of your business and we'll see you next time.

To team up with me to grow and scale your business to multiple six figures and seven figures while creating a life that you absolutely love. Head on over to [LoveYourLivingOnline.com/application](https://LoveYourLivingOnline.com/application). I want to hear from you. I want to hear your goals, your dreams, your aspirations, and how I can help get you there. [LoveYourLivingOnline.com/application](https://LoveYourLivingOnline.com/application). You can also check out this link in the show notes. I cannot wait to hear from you.