

SELL FROM LOVE PODCAST-Transcript



Episode 10: Be Loyal to Yourself, Even if You don't Always Get it Right With Nancy Jane Smith

Finka: Hey, Nancy, welcome to the *Sell From Love Podcast*.

Nancy: Hey, I am so excited to be here.

Finka: I am super excited to have you here. I'm very much looking forward to our conversation today. First off, I want to start with something that I really admire about you. Something I came across reading about you and learning more about you a few months ago; and it's this quote that you have, *be as loyal to yourself as you are to others*. I'm going to repeat that one more time, *be as loyal to yourself as you are to others*. Let's start there. What does that exactly mean?

Nancy: It comes from the idea that many of my clients; I always get my clients to do a values exercise, and for most of my clients, loyalty is in their top five. It's a very strong value for them, so they understand what loyalty means. And by loyalty, that's loyalty to other people. They know how to be loyal to other people and what that means to be devoted, and responsible, and there for other people. But they don't know what that means to show up for themselves with that same level of loyalty.

I love that quote as well. I love that quote because you hear, trust yourself and have self-trust and I never really got what that meant. It never really made sense to me how to trust myself because I still struggle sometimes with being at war with myself. The idea of self loyalty means, Oh, I just need to have my back. I just need to be able to show up for myself the same way I show up for my family with that same devotion and love and respect. I need to be able to give that to myself.

That's where it came from.

Finka: I love that, I literally got chills as you were speaking because they are two words that if you put in the thesaurus they'll define each other; trust or loyalty. But there is such a visceral difference in the experience one has when it's trusting oneself. What does that mean, because you can second guess yourself, you can doubt yourself. Then you've got a ton of proof around you all the time that you might've made a mistake and it's just like, wow I made a mistake last time and that didn't work, or I trusted myself, and how do I trust

myself next time? But what you're actually pointing us to is no matter if I got it right, got it wrong, doubted myself, or move forward with confidence, be loyal to yourself no matter what. I just feel like I love myself a whole lot more because of that.

Nancy: Yeah, the realization was a game changer for me in recognizing, oh this is an active process, this isn't a switch I'm going to flip and one day I'm just going to love myself no matter what, or one day I'm going to have constant trust in myself. It was like, I got to be engaged in this all the time. And the part of loyalty that's there is also the idea of, I have to be honest with myself, so I need to be aware of the mistakes and honest with them. But honesty also means honest with the mistake, meaning I'm not going to hammer myself for it or take it too far. I'm going to be honest, like, Ooh, I made a mistake there. Is there anything I can do to fix that certain thing I could do differently? Ok, know that for next time, but I don't need to be hammering myself with it and use it as evidence of how much I suck as a person.

Finka: Oh, I love that because it also helps when we fall and trip, and make mistakes, your pickup factor is so much faster, right? You get to pick yourself back up and try again versus punishing yourself and hammering yourself back down into the ground and you may or may not get up, or you do and you're stumbling or you're not walking right or whatever it might be, but it's just so perfect. The way you just described that.

Now let me ask you this. What was it or what happened to you, or what moment was it that you got this? I almost feel like this is not something we all come with realizing, and I get what you said that it's not something that we can actually forget. Moving back to loyalty, that you constantly have to work at to stay committed to, and commit to. What was it that what was your wake up call? How did you figure this one out?

Nancy: My wake up call was actually when my dad died, that was my wake-up call. He had a very loud, I call the inner critic a Monger, and being with him before his death, he had Parkinson's with dementia, I realized, here's this man, I just adored my dad and he was in his late seventies and he raised great kids, started his own business; by all the measures had done amazing things, and he considered himself a failure.

There were certain things he didn't get done in his life, and he considered himself a failure and I had that same thought process. I had swallowed that line hook line and sinker, and that's when I thought this has to change; I can't keep doing this. I had read all the books about being kind to yourself and how to do that in self-compassion and self-acceptance. I said to myself, I'm a freaking therapist and I had no clue how that worked. How do you do this? I started on my own quest. That was where I really got interested in this stuff, and that's when I realized, okay, I flopped back and forth between that inner

critic and another character that I called the BFF, who is this voice of, I called it self-compassion, but it's really false self-compassion. It's 'the go ahead, do whatever you want, you deserve it. Drink whatever you want, eat whatever you want, you've worked really hard'. For me, she was the pressure releaser from the Monger. The Monger would be really loud and driving me, and then there would be this voice of like, take it easy, do whatever you want.

She wasn't helping me, that voice wasn't kind, or she was kind, but she wasn't authentic. I could never get past when I would read these books about self-acceptance and self-kindness, I couldn't get past those two voices. That's when I realized in my research and in my writing, ah, there's this third voice, this third voice who will hold me accountable and be kind about it.

She's not Nancy you're perfect and you do whatever you want. She's like, well we kind of should get in our office today and do some work, or we should make some phone calls, even though I don't really want to, because we have a higher vision here, we have a bigger purpose, so we got to go do this stuff.

That voice was new for me. And recognizing there's some gray in here, it's not the black and white that you're terrible, or no you're absolutely perfect in everything you do. There's a middle ground. That we have room for growth, but we can do that with kindness and compassion and loyalty.

Finka: I love that. We've got a couple of things here. One, we've got this Monger voice, which is the inner critic that is punishing, debilitating us, telling us we're not good enough. We don't get our crap together. That narrative that gets told to us, then there's the BFF who seems like they have our interests at heart, because they're letting us binge Netflix for the whole weekend.

Nancy: Right.

Finka: They're letting us have that extra glass of wine, or you had a great week with every other thing that you did, you deserve the day off or you deserve the weekend off because of whatever.

We do need time off, but not from the BFF perspective. What's the third voice, this voice of wisdom. Do you have a name for that voice?

Nancy: That voice I call The Biggest Fan.

Finka: Oh, The Biggest Fan. I love that. That's so good. Biggest Fan. What I like about biggest fan, they're rooting for you, but they might make you do the hard stuff that your BFF doesn't want to, or your monger is going to say you can't do because you don't know how, or you've never done it before or whatever it might be.

Nancy: You got it, Yes, exactly. Yeah.

Finka: One of the things I'm noticing, as I've been in my own personal journey of self-development and personal growth, and try to wake up more to myself and seeing who I really am. What I like about what you've done here with these three roles, these three voices that are in our head that we can hear, often we'll say to ourselves, I'm such a failure, or I'm not good at marketing, or I'm not good at selling, or I'm not a good leader, or I'm not a good entrepreneur, whatever those things are that we tell ourselves. Then we start believing those things about ourselves.

What you're actually doing here is you are separating the idea or the thought that is streaming through our head for us to almost have an awareness of, that might be a Monger voice or that BFF voice or The Biggest Fan voice, but we're separating our identity with what these voices are saying about us.

Nancy: Yes very much so. I think that it's a powerful tool. Because what happens is a lot of my clients, they hear that voice, they hear the Monger voice and it is their voice. There isn't a separation between themselves and the voice that's telling them how much they suck.

These voices allow us to have that separation. We tend to go black and white. We tend to go all or nothing. They give us a moment of thinking what's the bigger picture here, it's not that I suck at sales and I'm terrible at it, there's some things I'm good at, and there's some things I need to grow at. How can I start separating those out? Your book describes it so well and be capitalizing on the things that I'm innately good at and figuring out how to have courage around the things that I'm struggling with.

Finka: It's really then taking ourselves away from identifying with it, which really doesn't put us in a place of power or to be able to do anything about it. You just settle, I am just this way and you can't do anything about it. This gives us a way to see the story we're telling about ourselves, we can actually poke at it and say, Hey, maybe you're not true.

Nancy: Yeah. Can I say one other thing that's interesting. One of the reasons I came up with that Biggest Fan voice was also because I believed I needed the Monger or I wouldn't get anything done. If I wasn't hammering myself and beating myself up, I would just sit on the couch and listen to the BFF all the time. That belief that we need to be shamed and belittled to accomplish stuff is really deep in there. What I love about The Biggest Fan is for me, it was oh I can accomplish stuff and be kind to myself. I don't have to be hammering myself to do this stuff. That was another reason that I loved that third character because she really allowed me to see I can be kind here. Whereas I thought if I'm going to accept myself no matter what that means, I'm stuck on the couch, watching Netflix, I'm never going to get anything done.

Finka: I too came from this belief that it was the school of hard knocks, if it wasn't hard work or if I didn't have blood, sweat, and tears towards getting

something, it wasn't worth it. In the Sell From Love book, I call it the punishment, The Protector Strategy.

Nancy: Yes.

Finka: It feels like the only way we can succeed is if we berate her, that is the thing that inspires us to get out there and be the best version of ourselves. It's only what we've thought we had to do because we've been taught that way. When we wake up to the fact that you can actually show up even better and even more extraordinary and even more brilliant when you don't have this hammer pushing you, pressing and punishing you to show up. There is another way.

Is there something, a practice or a way; sometimes you can get caught up in this voice and you don't even notice it, we're so unconscious to it and it might not show up until something's not working that we realize it.

Is there anything that you offer that works for you, something you offer to your clients that you can share with us around how to notice it? And when we do, what's the first thing we can do?

Nancy: A lot of the noticing it is in your behaviors. Noticing when you get irritable, when you give up, when you procrastinate, when you are hustling, hustling, hustling and pushing yourself super hard. When you're super tapped into what are they going to think of me, or I got to make this perfect. There's a lot of stuff about behaviors and how we're acting. For me, that was the big tip. Oh, wait, I'm acting this way because this Monger is running the show here.

I have a three step system called ASK. The first step is acknowledging your feelings. I'm not saying you need to journal or you need to get into your meditation place and do this. I have a feelings sheet, it's a list of feelings, I pull it out. For me it's helpful to recognize, oh I'm feeling scared here. I might be acting angry, but really I'm scared. That allows me to build that loyalty. I am going to know myself better. I'm going to recognize what I'm feeling, then acknowledge that stuff and just listing them off. I'm feeling scared. I'm feeling insecure, I'm feeling doubtful.

Then moving on to S which is to slow down and get into your body. Even if you skip the A portion and you just slow down and get into your body, that's miraculous. By slowing down and getting into your body, I'm talking a full body movement. It's not just sit in your chair and take a deep breath. It is stand up. It's stretch. It's reach for the sky. It's do a wiggle. Have a little dance in your office, something that reminds you you have a body and you're not

just the freaking voices that are in your head. That there's a whole person here. Every time I do that, I'm like, Oh yeah, because our heads get so full of stuff and we forget that we have a body.

The last one is K. Kindly pull back, kindly being the operative term there, pull back to see the bigger picture. This gets you out of that black and white thinking. Recognize I don't want to make this phone call. What's a way I can make it easier. What's a way I can break it down. That conversation didn't go well, it brought up all this stuff. Okay. What could I do differently next time, maybe I need to set myself up differently or maybe it went as well as it could and I need to let it go.

That's the system I use. I also have a couple things that are just quick practices. One is when you're going to the bathroom and you're washing your hands. And these days in COVID times, we're all doing long washing of hands; make eye contact with yourself and look at yourself in the mirror. I'll look at myself and be like, Hey, how's it going today?

Every time I do that, I get tears in my eyes, because I'm actually seeing myself and I'm not just, Oh wow, you look tired or, you should put some makeup on. I'm not critiquing, I'm seeing myself. And so that's a way if I notice my monger's talking, I'll do that.

Also, one of my favorites is the reminder that you are not eight years old. I will tell myself when I'm stretching and slowing down and getting into my body, I will remind myself I'm not eight years old here. I'm actually 47. And every time I do that, it's like, Oh yeah I'm 47, I got a lot of experience and ideas.

We were laughing before we hit record that you had sent me the questions before. And I was like, Oh, I better prepare. I don't know how to answer these questions. And then I was like, dude, you do this for a living. You know how to do it, just relax. That initial response is always the monger. And then to be like that first response is wrong. What's next?

Finka: I love that; you're not eight years old. That initial response is such a reaction mode. Then we get to really work at it or to do something with it is the second voice where it's like, you're not eight, you're 47, you got this, you know this.

I think preparation is super important. I think it's part of our path to success. Then there comes a time when we need to be loyal to ourselves to know that we know what we know. You know your stuff. That's what we're reminding ourselves over and over again. That's the second half of our life. Instead of

doubting ourselves, it's, trusting and being loyal to ourselves. That's the second half of the programming that we're working on for moving forward.

Nancy: Yeah.

Finka: I remember once doing the mirroring practice. I sat in front of the mirror and I can connect with that. That feeling of you actually see yourself. I'm actually seeing who I am and then the emotional release that happens. Everyone experiences it in different ways. For me I was in tears. That overwhelming feeling that you just don't know what to do with it.

Nancy: yes. Right.

Finka: I'm going to say everyone listen to Nancy. It's a beautiful practice. I think right now, especially with the environment that we've been all going through, through the year of 2020, and as we're entering 2021 here, we might be seeing a lot of ourselves on a zoom call, but we're not really seeing ourselves.

Nancy: yes.

Finka: A lot of us are spending so much time at home. No boundaries between work and life, it's all kind of mixing up together, and really losing ourselves. How do we reconnect and find ourselves? Let's look in the mirror a little bit. I think that's a brilliant practice.

Thanks Nancy. You are an expert on high functioning anxiety. Can you tell us what that is and how do you figure out if you're one of them.

Nancy: Well, it was funny after I wrote my book, *The Happier Approach* where I talk about these characters that after my dad had died, I did a book tour; meaning different friends of mine had me at their homes back in the day when you could go to people's homes, and we had a book talk. I realized in that talking to people, that I believe everyone has a Monger. We all have that inner critic, but some of us have a Monger who is like a demon who runs our lives and is constantly commentating. And that would be me. I would be one of those people. It was a realization for me in doing these presentations.

The more I talked about *The Happier Approach*, that there were people that could relate, and those that were, oh my gosh, this is me. I have this voice who is constantly running the show.

I realized through research and my own kind of work, I've been going to a therapist for much of my adult life and have been always talked about having anxiety, but I never related to that term anxiety because I am super high functioning. To me, anxiety is lots of panic attacks. You know, generalized anxiety disorder is panic attacks, and worrying, and you can't go

places. You have some social anxiety and you hold yourself back from doing things.

High functioning anxiety is you have that underlying anxiety. You have those feelings of dread and insecurity and doubt, but you mask them with overperformance. You cover up the anxiety that you're feeling with perfectionism and people pleasing and hustling and controlling, and all of these activities that make us super successful in our world, our corporate work culture.

Where I found the problem was, I would do all this work on my perfectionism, or I do work on people pleasing, but then the anxiety would be too much. I had these coping skills that were helping me. And when I took away the coping skill, then I was left with anxiety and I didn't know how to deal with that.

That's when I got really interested in this idea of high functioning anxiety, another term for it is hidden anxiety because a lot of people are shocked when they hear, Oh, you have anxiety. Someone recently on my podcast said, she uses the visual of the Swan. She looks really calm. But underneath she is paddling like hell, hoping people don't figure it out how messed up and awful she is.

Finka: It's interesting. You can tell me if I'm wrong in my assessment of this, but my thought or the story I make about this particular experience of having high functioning anxiety is that it also feels very lonely. When we realize that we are doing this, the people pleasing, the perfection, the high performing, to get the external things, whether it's the corner office, the big client, the new car, the home, the fancy cottage, whatever it is that we're looking to fill our external life with that we believe in the moment would give us happiness.

I like how you positioned them, they are coping skills, because we're using them actually to cope with the fact that underneath it all we're, scared to death, feeling unfulfilled, undervalued in some way, and we actually have to be dealing with that, but we're masking it with perfection, people pleasing and may not even see it.

Nancy: Yeah, and it's a compulsion, I do not want the world to see how broken I am. And so I need to be over-performing all the time. This type of anxiety is rooted in shame.

Finka: Say more about that.

Nancy: It's not the worrying of, if something had happened to my loved one or something like that, I have anxiety that I'm going to be found out for the fraud I am. There is this deep woundedness in people that I know people that have high functioning anxiety of, I'm not worthy of who I am. That's why the loyalty is so important. I'm not worthy for who I am. I need to be over-performing to build that worthiness.

Finka: That's right. Then if I have it on the outside or have it mirrored back to me in my life, then I will be or feel worthy. But at the end of the day, it never works.

Nancy: Right. It's a bottomless pit. Thus the loneliness, as you said so well, yeah.

Finka: I think of the people pleasing or even perfection, it's such a subtle line that we can easily cross, and you might not even realize it. With perfection, its like well, I have a high standard of work. I have a high quality. I want excellent work, with people pleasing. I just like helping people, I like making other people happy.

There is a line that we cross where all of a sudden when I choose to make you happy at the cost of my happiness, that's the red flag for me. Are there any other red flags that you've noticed, whether it's perfection over performance pleasing, how do I know I've crossed the line from high quality of work or just putting out my best, and serving my clients or the people that I work with, to all of a sudden it's dysfunctional behavior.

Nancy: I actually have a personal example that showed up this week of this. I'm doing a month, Live Happier through the holidays. We're recording this over the holidays and I'm doing a newsletter every day and email every day. I'm writing it and I'm recording it. One day I realized, Oh my gosh, there was an error in the copy. I recognize this at eight o'clock at night. I rewrote it to fix it. But in the recording, the error was still there. In actuality, there are like 10 people that are listening to the recording every day.

I almost wish I wasn't doing the recording cause it's not really benefiting anyone. I had to go upstairs and rerecord it because this error was there. I didn't want anyone to hear that error. My husband was like, okay, how many people are actually going to hear the error? Even in the 10 people that are listening to it, and there's only 10 people let's have some pullback, even if they do hear it, are they going to be like, Nancy's a loser because she has this error. That is an example of where high quality of work, I made the correction on the large part, and even as I'm telling you this, I'm like trying to justify why it's okay that I didn't record it.

Finka: The BFF wants to give you a good reason.

Nancy: Yeah. I don't want Finka to judge me that I didn't give a hundred percent. See that's compulsion. That's the perfectionism at any cost, that this has to be perfect. I will go against my own loyalty, my own time. This is my time at the end of the day, I'm done, the newsletter is put to bed.

I'm going to go against my own loyalty to do this, make sure this is perfect. That's what you said about the people pleasing. I think that's the sign, it's recognizing where have I overreached, I'm going against myself. I'm hurting myself by making sure this is perfect to what end.

Finka: To what end. And that's the question we have to ask ourselves to what end. I think that really brings us also back to your mantra of being loyal to yourself, because that is where we compromise loyalty. That's where we cross the line. I am willing to forego my happiness, my wellbeing, my mental saneness, health and wellbeing for the fact that I am going to make someone else happy.

I always see it as the reason I do things to make other people happy when they cross that line. It's actually for me too, it's not for them because I don't want to deal with the fact that I have to say no to them. I want to help them. But when I peel back that onion when I've overextended myself to make other people happy, it is really the fact that it's an opportunity for me to grow up and go out there and say what you want. To ask what you need and say no.

That is an adult move. I need to be adulting right now.

Nancy: Right? Yes.

Finka: I've stepped back into being eight and I am not adulting now.

Nancy: Exactly. Yeah, totally. For me, another sign of that high functioning anxiety versus you, as you said, there's a line and I think everyone has perfection and people pleasing in their basket of unhealthy coping skills. I think one of the lines is when you can't settle yourself, you can't let it go. I know for me, I had tried all the things, all the strategies to say no, and speak my needs and stand up for myself, stop people pleasing or stop perfectionism. None of them were working because underlying, there was this terrible compulsion of anxiety that I couldn't get rid of.

For the listeners, to recognize there is a difference there that is noticing, Oh, this isn't just that I don't know how to do this, or I don't want to do this. This is that I can't sit with not doing it. It is too great. The uncomfortableness inside of me is too great.

Finka: I will go back to what you shared with us earlier around the ASK method, because I think, if in that moment when we notice we are overextending ourselves, whether it's through performance, whether it's through pleasing, whether it's through perfection, whether it's the inner punisher in our head, or when we're trying to prove our worth and our value in our inner room in some capacity, it's acknowledging that feeling like what's the real feeling that's going on here. Slow down and get back in your body; connect to the rest of you and then kindly pull back the curtain and actually get that broader point of view. What's that perspective that now you have, because you've taken a moment for pause.

Nancy: Yes, right, exactly. You said it better than I do.

Finka: You just told it to me and I'm just like, it works so perfect for this.

One thing I wanted to ask you. When we think of selling and marketing and putting ourselves out there, whether it's from your experience or what you know of a high functioning anxiety, how could it show up that we might not yet be aware of it getting in the way of us putting ourselves out there, promoting our services, maybe connecting with clients. How could it be something that is maybe the thing that is standing in the way of us, of that happening?

Nancy: You and your book detail out so eloquently the fudge I think you call it, and I'll just talk about the protector strategies.

Finka: Yeah. Let me just explain that.

Nancy: Thank you.

Finka: If you haven't read the book yet, one go get the book and then second here's fudge. I define it as Fear, Uncertainty, Doubt, Guilt and Expectations. When we all eat a bit too much fudge, we know what our body feels like.

I know that something like that's happening, that's what fudge is.

Nancy: When those are kicking in, and to the point where even if you're practicing ask, you can't unhook. I think that gets into the idea of the worthiness that it's too far. I know for me, I've come a long way in this being able to sell.

I'm also interested in the *Sell From Love* and reading more about the self love. Because I can always grow on this, but I know when I switched to this concept of loyalty and I'm giving a gift to my people who want to buy for me, I have this amazing thing. Before I got to that place, I would be constantly feeling that I'm not worthy. This isn't good enough. This isn't from the right

place. All of those protecting strategies would come up and the talent of people, I think it's a talent, people with high-functioning anxiety are good at that hiddenness, we can appear like we're performing really well when we're not.

We can look like, Oh, I've created this entire spreadsheet of all the people I'm going to contact and all the things I'm going to do, and I know all of this information about them. But when it comes to the implementing of the spreadsheet and doing the work, we'll find something else to do that also looks highly productive, but isn't around the actual making the ask.

Finka: I love that Nancy. That's so good. I love that because I think this is what's happening. I'll go into organizations and I'll work with sales teams, and I'm going to pick this particular one in financial services. I asked the question around what is standing in the way of you reaching out, to connecting with more clients for you, making more calls, meeting more clients, whatever that might be. What's the thing that's standing in the way. And the number one answer that often shows up is I need more time, time management, administration.

It's all this I don't have the right products or the services or there's this external thing that is standing in the way of them actually doing the thing that they're supposed to do. And you nailed it because what I believe is happening is you make time for the things you got to get done and the things that are important that need to get done.

We will never have enough time when we're trying to avoid some of the things that we know we have to do, but fear, uncertainty, doubt, guilt, or expectations. One of those fudge players is in the room or I've got the perfect spreadsheet. I made the perfect list. I know everything about the details, but when you have to pick up that phone or you have got to send that email or hit post on that post, all of a sudden we get busy with other stuff.

Nancy: That's when the BFF comes in to be like, wow, you've worked really hard on that spreadsheet. Don't worry about it. Take the day.

Finka: Oh my God. Yes. It's exactly what it is. I think the part of how you figure this out is you have got to be aware that it's happening.

Nancy: Yeah. Yes.

Finka: right. And sometimes we're not aware of it because for so long, we're making the rational reasons, look at the paperwork on my desk, look at the administration. It's legit, it's here. Awareness I think is key, but sometimes we don't because we don't like that. We don't hear the wake up call. We're not

aware until things get bad, like bad enough that we wake up to say, Oh, this is not working.

What have you found, either in your own personal experience or as you notice with working with your clients, have you noticed another way for us to see this in action before it's too late?

Nancy: I call those smoke screens, and with anxiety, we are really skilled at creating the thing I'm going to worry about that has absolutely nothing to do with what's really happening.

When I do my to-do lists, I used to be a big fan of writing everything out and you have the whole list of all the stuff you want to do. Then it's recognizing for me, what are the things that are going to move me forward, and creating a spreadsheet of all the people that I needed to contact isn't going to move me forward. It's going to make me feel good. It's going to make me feel like I'm moving forward, but it's really not the thing that's gonna move me forward. Then it's, okay what's going to move me forward. I'm working on this right now. I'm trying to shift some stuff in my business, and I don't want to do it.

I'm fudging all over the place around this stuff. Sometimes when people will be like make it a smaller task. That system does not work for me. I love the idea of baby steps. It doesn't work for me. I have to tap into the bigger goal.

What do you want to do? How do you want to be moving forward? What is it you want for your career? What is it you want to accomplish? That pulls me to be like, okay, you need to do this work, you need to call these people today. If you want to make enough money this month to hit the goal, you have got to call these people and then it isn't making the smaller goal, I'm gonna call these people, and then I'm going to celebrate that. I did that. I'm going to pump that up big time that that happened, and I hit the courage bubble. I did the work, I got out of my comfort zone. I hit the courage place and I'm going to celebrate that because what we do and then that it feels good.

Then I'm going to do it again. Cause I get to celebrate again, regardless of what happened and that will keep me going to the uncomfortable place. I think having the bigger goal and then really being able to celebrate. Cause what we do is we'll make the phone call, and it won't go well, so we'll beat ourselves up or we make the phone call and it goes well, then we're like, well I got 10 more to make and that's all we concentrate on.

Finka: Which is a win in itself. That is the win. No matter what the outcome is. I think, especially when we're selling, we attach our value in our success to the outcome of the call, the outcome of the meeting, the outcome of the

proposal or the presentation. Actually, you don't even want to be focusing on the outcome. Your value, your worth, your ability to serve your clients is not determined by that outcome. Where you get to show up is, as long as you showed up, you put your best foot forward, you made that call. You still might have things to learn. It's like, all right, next time, I'm going to do this, or next time I'm going to try this.

There's a saying that we've been noticing happening. It's funny, we've noticed it on TV. My daughter Jelena started noticing it at school, we noticed we're saying in our household. It's where people say, I don't know Nancy, if you've noticed this, but maybe you will now. 'What's wrong with you'. This question of what's wrong with you. It's like, crap, we're always focusing on what's wrong with us because we keep asking ourselves what's wrong with me. It's actually, what's right with you.

You made the call that's what's right. Celebrate that. You finally got the courage to do that, and that actually is what builds momentum to go off and do the next one, and the next one and the next one.

I'm going to say one more thing, this is such a great discussion, and bring our conversation to a close now, but one of the things I want to just also point out as to what I heard you say is making to do lists, listing out your tasks and activities. All those things actually don't fuel you to go out and tackle the big things that you have to do, but it's looking at what are your big goals? What are the things that are most important that you need to be focusing on? Then when you focus on that, you naturally know what the to-do list is going to be like, it's almost like you don't need it.

And you know, I've been toying with to-do lists and not do lists and, I've found. I'm still working through this process, but I found I still get everything done as long as I focus on what I need to do right now and the next thing and the next thing, and that's it. And somehow things get done.

It's like maybe I don't need the stress of the 101 list.

Nancy: Right. Exactly

Finka: That'll be another podcast, we'll do that another time. Nancy, I appreciate you and thank you so much for sharing your wisdom, your knowledge and your expertise, and your openness, because I think these topics, especially when it comes in the business world, whether we're a business owners or entrepreneurs or in the corporate world.

We have bought into the illusion that in order to be successful, we need to be perfect. We need to please, we need to punish ourselves and we need to over-perform in order to get there whatever there is. The sooner we realize that it's not the pathway to happiness, success and fulfillment, the sooner we

will find ourselves in, and figure out what the life, what living happier is really all about.

Nancy: Yes.

Finka: Nancy, can you tell us where people can find you if they want to learn more about you and your work, your book, about high functioning anxiety and how they could actually work with you?

Nancy: They can find me at my website, live-happier.com. I have my book where I talk about the Monger and the BFF and all that jazz is called The Happier Approach. I also have a podcast where I talk about high functioning anxiety in more detail, and that's called The Happier Approach as well.

Finka: Wonderful. Thank you, Nancy. And I appreciate you and thank you so much for spending some time with us today.

Nancy: Thanks for having me. This was awesome.