



EPISODE 7:
ABOUT FEELINGS

Full Episode Transcript

WITH YOUR HOST LAUREN CASH

YOU ARE LISTENING TO THE EFFECTIVE ENTREPRENEUR PODCAST, EPISODE 7: ABOUT FEELINGS.

Hey there, how's it going? Happy Monday. I hope you made it an amazing weekend. I had a great weekend myself. The weather has finally toned it down a notch in Southern California and actually is feeling like Southern California in fall if that's even a thing, but it's starting to smell and feel like crisper weather. I actually had my hoodie on for my walk this morning. I'm really excited to be breaking out more of the autumn colors for my nails. You can see those on my Instagram if you follow me. I'll share those in stories from time to time, if you're into that sort of thing. I'm really enjoying the cooler weather and breaking out the tea and stuff like that, that I haven't felt like I wanted to embrace that at all. I've been wanting all the iced beverages, all the cold beverages for a long time because it's been really hot here.

Today let's talk about feelings. I always think about my roommate when I was in grad school for psychology. She and I would always, when we were studying feelings in grad school, we would say, "Feelings," to each other across the apartment. It was always really funny. So whenever I say that word now I'm always thinking about her.

We need to talk about feelings because they actually are extremely important in being effective and being able to create our business goals. We often think that feelings have no place in the business realm, but this is not true at all. Feelings are always there, whether or not we're talking about them or acknowledging them, and they're actually at the core of everything that we create. So we need to pay attention to them because they're foundational for our outcomes that we're looking to create in business.

Now, let's talk about what I mean when I talk about feelings, because this can get really convoluted and challenging, especially if you've been around personal development, psychology, etc. There are a lot of different conceptualizations about feelings and it can get confusing if we don't talk about the way in which I'm speaking of feelings. So feelings, I want you to think of them as interchangeable with emotions. We're just going to simplify it. Feelings, emotions, same thing. They are what happens in our bodies, an energetic vibration in our bodies, when we think a sentence in our mind. So when we have that soap opera, that we talked about before, happened in our minds, then we have immediately a feeling or a vibration in our bodies that we label with a word that, of course we have to make up in our minds, for that vibration in our bodies.

Now the feelings we're talking about are different than sensations. That's not the same thing. Sensations, like being hungry or having pain in our bodies or having some other ... like having a fever, things like this, those are not feelings; those are sensations. And we're also not saying that feelings are what sense that we get from the intuition or inner knowing. So your deepest, calmness voice underneath all of the mind drama that we talked about when we talked about *The Mind and The Intuition*, there's often we get a sense or a gut knowing from our intuitions, there's that underlying just knowing. We often talk about it like we feel that like, "I just felt that way." Or, "I'm just feeling that this" and that is different than the mind's creation of feelings in the way that we're talking about them here. So separate that out if you know it's your inner knowing sensation, sensing force, that is different than a sensation like you're hungry, and also different than a feeling because you're thinking a thought.

Another thing that we do as humans, especially in the English language that can be extremely confusing when we're talking about feelings, is that we will say sentences that start like, "I feel..." and have then a whole thought that's actually just a thought that we're thinking in her minds that creates a feeling. But we'll say something like, "I feel like this is going to be hard." But really it's not that we're feeling hard, that's not the feeling, it's really just that we're thinking the thought, "This is going to be hard." And then when we think, "This is going to be hard," we might feel something like resistant or something like that in our bodies.

So we have that handled. We have, when we think something, we have a feeling in our body, the feeling in our body is an energetic vibration that we give a simple one word label to, something like frustration, anger, happy, sad, shame, etc. That's the type of feeling and emotion we're talking about today.

How we feel, so when we're feeling something, the actual feelings that we're talking about, it connects us with what we do immediately. So from a feeling, if we go with that feeling, it's going to create an action. We're going to do or not do something from that feeling state. That's why it's ultimately creating all of our results and all of our business outcomes by way of what we do and don't do. So we have to stay really connected to our feelings and know that our feelings are not being created by the numbers like we think they are. We talked about this, the difference between the numbers and the soap opera. The soap opera in our minds always is creating our feelings. And if we just go with that soap opera, those feelings, we're probably not going to create the goals or the revenue or whatever we want intentionally to create on purpose and new if we just go with the soap opera, and what feelings it produces and what we would be doing or not doing if we went with that.

There's a difference between the numbers and the soap opera. Our numbers never create our feelings. We get really confused about this. We think that the number of people who sign up for our webinar, the number of people who signed up for our program, how much money we made last week, we think these things cause us to feel a certain way, but that's never the case. We never feel something because of numbers outside of us, or because of the past, etc., which is really, really good news because if we had no control over that, we would have no control over what results we can create on purpose in our businesses. And if we want to scale our businesses, then we're going to have to learn how to choose what we want to think and feel, and how we want to act on purpose so that it's in alignment with the business we want to create with the impact we want to have, with the hours we want to work, and everything in our lives that we want to have set in place in a certain way.

The other thing that we have to know about feelings is that we do everything in our lives because of how we're thinking it's going to make us feel. A lot of us want an "ideal schedule" because of how we think we're going to feel once we have that schedule. We think that schedule is going to create our feelings, but it doesn't actually create our feelings. Our thoughts about that schedule creates our feelings. Our thoughts about how much energy, etc., is taken or not taken, is what creates how we feel and how we are in our lives. That's the same thing with our business revenue. The only reason why we want to create a certain amount of revenue is because of how we think we're going to feel when we get there. And then when we get there, and we actually don't feel that way unless we've changed our thinking about things and about businesses and about our impact or whatever it is. So we have to be clear on that.

Our goals once accomplished, don't actually ever create our feelings, just the way that we're thinking about them do. And what we are chasing often now is so that we can feel a certain way but the thing that we create will not create that feeling. So we might as well be cultivating that feeling right now. And as we cultivate feeling that way now it'll probably make it more likely that we actually create the outcome that we also thought we wanted at the same time. That's the funny thing is that once we create that feeling, we end up getting the result anyway. So we have the best of both worlds, but it's not that we create the result first and then have the feeling like we so often think is going to happen.

Our soap opera about things, about the numbers, about the goals, don't cause us to feel the way that we do. It's super important that we separate this out. We separate out the numbers and the soap opera. That's why I had you do that activity of starting to highlight where are the numbers and where is the soap opera, because that comes into play here when we're talking about feelings. We want to acknowledge that the numbers are not creating our feelings; only our thoughts do, and we get to choose whether or not we still want to think those or not. When we are aware that they are present.

We can also fuel things in very different ways. This is the other thing I just want to hit on before we wrap up today, is that we can want to create a goal, like let's say a revenue amount of money that we want to have our businesses make. We could have a thought that could be relatively similar as somebody else and create that result, but we could drive it with very different feelings and very different ways in which we go about creating it.

So for one person, they could end up creating a million dollars in revenue and really burn themselves out because they've been using scarcity and fear to drive their action and self-flagellation and really giving themselves a hard time, always beating themselves up. Maybe they're also working a lot of hours, etc., when somebody else could have a totally different experience believing it's possible for them to create a million dollars as well. Similar thinking, similar belief system, but they are driving it with love and compassion and not being in a hurry and really calm and grounded and know that there's no rush, no hurry, for sure they're going to create the million dollars. They don't need to work extra hours. They're going to work however many hours they set. They're just in a very different energy.

I would even say that probably most likely the grounded, calm energy will end up attracting more business, most likely, than the hustling out of fear type energy in the other person. So they might end up actually even creating the million dollars even faster because they're doing it from that vibe that is very calm and grounded and attractive to other people. This is really important in business. We can go after and try to just do the things that other people are doing and they could be potentially not even resulting in what we want or they could result in what we want, but maybe have byproducts that we don't love, just because the way that we're fueling that action or behavior is very different than someone else.

I'm thinking about like, Gary Vaynerchuk, on his YouTube had said something recently. I had listened to about how he would post 2 to 3 times a day on Instagram and thinks everyone should be doing that if they're serious about their business. He's very in his vibe when he's doing that, that's just in his energy. He probably has a lot of energy and it feels really good for him to be able to do that multiple times a day. It just flows for him and is really fun and engaging for him.

But maybe somebody else, like me for example, might try to do that just to hit the two to three posts per day, because I heard Gary Vaynerchuk's idea. In order to pull it off, I have to hustle. I might have to write more captions than I really want to ideally. I might have to end up writing them on a weekend because of how full my calendar is during the week, and then I might be kind of bitter or resentful that I'm doing it, etc. And then maybe the posts end up not even having that much engagement because of the energy in which I did it. It's not because Gary's two to three times a day is any better than mine, but it's just because of the energy, the feelings, that we're using to fuel all that action.

So this changes a lot. You're going to see a lot in business is somebody could do the exact same launches, have very similar numbers as you as far as email list and followers on Instagram, etc., but they could have a very different conversion rate just because of their energy and the way in which they're feeling as they're going about their launch. We'll talk about that a lot more as we get into this podcast about goal creation and how we can create our goals very differently, and that some feeling states are going to be more useful than others, and that we really need to look at why we want to create the goal in the first place and if it even makes sense. Looking at, "Are we in a rush? Are we in a hurry to create it?" That's really going to change how we actually go about creating it.

Alright. To summarize, you have feelings, these are vibrations in your body from what you are thinking, a sentence in your mind that you think that then creates that vibration. That's different than saying, "I feel blah, blah, blah." That's different than the inner knowing, knowing sense that you feel something that's different than that. It's also different than a sensation from a physical something happening in your body. It's super important for us to pay attention to our feelings and business because they drive all our actions, which create all of our results. We can really be driving similar actions, same actions having very similar goals, but we can do it with very different vibes, which are going to create a completely different experience for us and probably for those who are receiving it, which will ultimately impact the results that we're getting long-term as well.

Alright. This week, I want you to think about, What are you thinking and Why do you feel the way that you feel? Do you think it's because of the numbers that you're feeling that way? Do you think it's because of something on your calendar that you're feeling that way? It's not. Let's figure out what are you thinking that's creating that feeling. What are you thinking that's creating that feeling? And get really curious about, What are you often feeling while you're working? How are you driving your launches? What feelings are driving them? What feelings are driving when you post on Instagram, when you write your email, whatever it is that you do in your business, when you write up a t-shirt that you have on sale, when you put your art out there into the world, whatever it is, what is the feeling? What feelings are coming up and let's figure out why and see if those are the feelings you want to fuel your business ideally.

Alright. Have you entered the giveaway? I'm doing a launch giveaway for the podcast. I'm giving away a grand prize of a Movado Watch. It's gorgeous. You have to see it. It's on the website page that I'm going to tell you about. Also giving away two Apple gift cards so that you can buy BusyCal or some other app that's going to help you be more effective in your business. All you have to do is rate and review on Apple Podcasts. Of course I hope you're going to do five stars, but give me your honest feedback. Then you'll submit the form. And immediately, once you're done submitting the form, you're also going to get desktop and smartphone wallpapers that say, "There is no rush. There is no hurry." I hope you enjoy that gift. Also I hope you win. You have to go to Vivere.co/podcastlaunch. So that's V-I-V-E-R-E.C-O/podcastlaunch to enter.

Thanks again for listening, and I can't wait to talk with you next week. Bye.

xo, L.

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