



EPISODE 23:  
FOR YOUR  
CONSIDERATION

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*Full Episode Transcript*

WITH YOUR HOST LAUREN CASH

## YOU ARE LISTENING TO THE EFFECTIVE ENTREPRENEUR PODCAST WITH LAUREN CASH, EPISODE 23: FOR YOUR CONSIDERATION.

Hey, how's it going? How's your week? Hope you're making it amazing, and I hope your year is going well so far. So did you know that podcasting has a lot of requirements around sound? There are so many things that can go wrong with sound. Like right now, I'm wondering if my heat is a problem and if I should have turned it off before I recorded. And I just ordered a whole bunch of sound panels for my new office, and I'm going to order a new rug that's much larger than the one I had previously so that you all can listen to me and have it be way less Lauren sitting in a very open room with hardwood and recording her podcasts. So things you don't know about podcasts before you get started. And I'm sure there's a lot of other things about other parts of digital entrepreneurship that I have not yet discovered, things like if I ever want to start a YouTube channel, I'm sure there's so much to learn there, as well.

But anyway, enough about me. Let's read a quick review. If you want yours shouted out and you want more about you and what your Instagram handle is, so we can all connect on Instagram, feel free to submit it to [www.vivere.co/review](http://www.vivere.co/review) and I will be happy to shout it out when we get to yours. So this review is, of course, a five-star review. Thank you very much. LMcClain said, "Added to the rotation. Loving having a regular dose of Lauren's wisdom and powerful questions in my ear. A must listen." Yay, I'm so glad. Thank you for the reviews. It helps other people find this podcast, so help them out, share it on Instagram, write a review, do the things and help those folks who need to find this podcast, find this podcast.

Alright, so today's episode is a little bit of an extension from Episode 4, The Mind and The Intuition. I find that I reference that episode a whole lot. So if you have not listened to that episode, you need to go listen to it now, because we talk a lot about the difference between the mind and the intuition, or what we also call the inner voice. You can also hear me talk about that on some other episodes. I think it's Episode 16, with my friends Jennifer and Patti, and also the guest episode with Dorothy, Episode 20. You can listen to those to get a little more of a taste about what's happening with the mind and the intuition or the inner voice.

But clients and I often give our minds more of a say than it is meant to have. It is not meant to be the only tool to have in our bodies and for use around decision making. We are not meant to live from our minds all of the time. It is just one tool that we have to execute and to use in life to carry out what I like to think about is what the intuition tells us, or what the inner voice tells us, or what our authorities tell us if you're into Human Design. Whatever that is, then we have the mind to help us execute that and carry it out. But often, the mind is not on board right away with what the inner knowing or what the intuition is telling us.

And what I find so fascinating is when I am coaching other people, is that they so easily believe everything their mind tells them. Every single thought their mind offers them. Their minds are always going to give them all sorts of thoughts. All of the sentences in your mind that your mind gives you, you're always going to have those, unless you have like a total awakening, like Eckhart Tolle. I don't know how to say his name correctly, but you know who I'm talking about. The Power of Now is written by him. But why are you believing all of that chatter, conversation, sentences in your mind? Why are you believing it? Are you starting to separate it out from who you are, who your essence is, your inner voice? Are you separating that out? Are you taking that mind's programming, and bringing it outside of your body and looking at it and really questioning all of it?

One way that's really nice to do that, and I talked about it earlier in the podcast, as well, when we talked about the difference between the soap opera and the numbers, is to do a thought download, to get those thoughts out of your mind and onto paper. That can help you to really physically become the watcher of what you're thinking. So why are you believing your mind? A lot of times, my clients will come to me with things they're thinking, and if they just fast-forwarded the model, which I taught you the model in a very roundabout way, and this is the Self Coaching Model that we teach at The Life Coach School.

The way in which I coach a lot of my clients infuses this model, and I taught it to you in Episodes 5 through 9, whether you realized it or not. If we fast-forwarded the model, which is if we noticed what we were thinking, the sentence or phrase in our minds, and we knew that that sentence, we feel something and then we will do or not do something from that feeling, and then we will create a result or reality from that thought. We can often really easily just fast forward the model and look at the thought, the phrase our mind is offering us.

And then we can see what would this create if I put it through that model? What is the impact of this thought in my life? What reality does it create, if I believe this belief? Do I want to opt into that? You can do that really quickly, the more that you are able to become the watcher. So slowing down, breathing, breathing out the thoughts like we do in inner voice sessions, listening to your inner knowing, and then questioning all of the thoughts, this is going to be key for you and for your business. Because often in business, especially, we have so much mind programming that's happening. We hear so many statistics from experts and gurus and conversion rates and you can count on this many people if you have this size of audience. You need to make sure you have this size of an audience for this kind of a launch. You need to do X, Y, Z if you want your goal to be a reality.

But that's not necessarily true. And so, even as you're managing your team and things you assume, like that email is necessary is one that you can look at, too, that this is just the way we do things in our industry. What if you didn't believe those things? What if you started to question it all, all of the assumptions that you have, and started to separate yourself from the things that your mind has to offer?

I was coaching someone this week that was trying to convince me that because they're on lockdown, because they have kids home that are homeschooling, while they're running their business full-time from their home, and one of the kids also has a broken bone of some sort, that they wouldn't be able to sign their remaining few clients in the last, I think there were like two weeks left of the month that we were coaching in. They thought that that meant they weren't going to sign those clients.

But that's because there was this assumption from the mind that there needs to be a certain amount of free time, a certain amount of time doing specific types of offers. They just believed they weren't doing enough. They weren't going to a place where, "Of course I create the remaining few clients in the last half of this month while taking care of myself while taking care of my kids in the ways that I choose to." And then opening themselves up to all of the magic and possibilities that are there for them, if they were to create that and believe that, the belief work that's necessary, but also the creative solutions that if you believed, you would come up with, because you were acting from the belief.

One example I love to talk about with my clients all of the time about believing the mind is this whole concept of it giving you things for your consideration. If you're not believing it, you can start to see it as your mind is just offering you things constantly. It's like, how about this? How about this? What about this? How about this? I want you to consider this, and what if you considered this? And what about this? A lot of those offers or things it's asking you to consider, you do not see as something being offered as consideration. You believe that it's just the way the world is. You think it's just the facts, the weather, the day of the week, which, that has even changed, my perception of that, when I teach coach certification programs and I've even had clients from other places in the world, and it's not even a fact what day and time it is. We don't have that in common. That's really fun to be able to discover.

But if your mind is just offering you all these things for your consideration, then you begin to see them as options. We don't have to flip out, either, that our mind is offering us those as options. That's its job. People start to flip out when they know the model. And especially if they're perfectionists, I used to do this all the time, notice something in my mind. Then I'm like, "Wait, that thought's going to create a terrible result. I don't want that thought, that thought shouldn't be there. Oh my gosh." And then I would like freak out. No, that's not what we mean. We mean, if there is a thought there that you then feel the feeling, do the things, don't do the things, and you create the result all the way through, if you play that code of the model all the way through, then yes, you'll create that result. However, if you notice the thought or you notice the feeling or you notice the action and you're able to interrupt that model, then you won't create that.

So as your mind is offering you all these things that you're going to start noticing as offerings and not a given, not just the way the world works, then you can start to see them as somebody just offering you an hors d'oeuvre that doesn't meet your dietary specifications, and you don't get mad about it, or think you did something wrong because they're offering you, I don't know, a cheese puff, and you're not able to eat those. You're just going to be like, "No, thanks." You're not going to go on this whole thing about how the world only has cheese puffs and you shouldn't have created a cheese puff. And I don't even know. This whole story. It sounds so ridiculous now when we're talking about hors d'oeuvres or appetizers, yeah?

The other way I like to think about it is that our thoughts are like our phone notifications. So on an iPhone that I have, I don't have a lot of notifications on, but I have a few. And if it offers me a notification, it's not like I must believe it and take it right then and act on it. It's just offering me, like, "Hey, so-and-so texted you." Or like, "Hey, you just got a phone call and have a voicemail." And I can decide on the screen if I'm going to dismiss it, or if I'm going to open it.

I love to think about our thoughts and our beliefs like that. It's just your mind offering you notifications on a screen, being like, "Hey, you might want to think about this. Hey, you might want to think about this." And a lot of them are based on our past, and it's trying to save us and protect us and make sure we exist and go on. But not all of them are useful anymore. It's just giving you all of the options of the notifications. If you never managed your notifications at all and weren't aware of whether they were useful or not, you'd probably have so many notifications on your technology. That's like your mind, not being managed. That's you believing your mind. Everything for your consideration, you don't see it as for consideration. You just think it's the truth.

I also love thinking about allowing our minds to just go in the corner and color or go in the corner and hang out and read a book, like a child. We don't have to believe, like the child coming and being like, "Hey, let's go play during the workday," we don't have to believe that we have to do that right then. We can just set them up with something while we work and let them know, like, later we might do something or whatever. We can do the same thing with our minds, of like, "Hey, I know you're concerned about this, but you can just hang out here, be concerned about it. We don't have to resist it at all. We can just allow them to be there, hang out. It's not a problem, but we're not going to do that."

This reminds me a lot of the, it's a pretty famous analogy story, that Elizabeth Gilbert gives in *Big Magic* about fear. And I love that one, that imagery of fear being in the backseat, but not the front seat. It can be in the back seat. It can be super loud. It can come along for the ride, but it's not going to be the driver. We can do the same thing with any of our feelings, and also the same thing with thoughts, too. They can just be there, but we don't have to act on them. They can just be there, asking for consideration, asking for attention, and we don't have to give it to them. And we also don't have to get mad that they're there. I find that a lot with my clients, that they're like, "If this thought just weren't there, then I would be able to," but it's not true. The thought can be there. That's not a problem. You just don't have to entertain it or create this compounding baggage on top of it now, that's actually what's slowing you down and not helping you create what you want to create in your business.

So why would you even entertain any of that? There's a lot of thoughts that I hear that my clients tell me, that I'm like, "Why would you ever even entertain that you're not going to do your goal, that you're going to fail, that your business isn't even going to work? Why would you entertain that?" It's like you're driving, and you're going to turn right. And you're like, "But what if I turn left? Oh no, I'm going to turn left. I'm going to turn left instead of right. Oh my gosh." And then you end up turning left because now your perception and you're looking left, rather than right. When I learned how to drive, as a 16-year-old crying and sobbing to the sweet man that told me driving was going to be one of the scariest things that I did in my life besides getting married, he always was telling me I was looking in the wrong place for turning. I was looking shortsighted, rather than long-sighted, like where I'm turning.

You know how you do that when you drive? You have to look all the way to where you're turning, not to right here, like right in front of us. We do that so much with our goals. We do that so much with our businesses. We're so shortsighted that we're just looking at like the foot in front of us and trying to drive into that. And then we drive into the corner, rather than looking at where we're going on the next street and actually making the full turn. We do that when we entertain those thoughts that are like, "Well, we could fail. Well, we might not do well. People might think things." That's what we're doing. We end up driving ourselves into a curb because we entertain that.

So I want to invite you to start to notice all of the things your mind is offering you for your consideration and for you to start to come up with a catchphrase or an image of just sliding and dismissing on your phone, or deciding you're going to look at the long game turn. Whatever it is for to show yourself that this is not fact, that I'm actually going to create what I want to create. If I fast-forwarded this thought, it wouldn't create what I want. So I'm not going to take that offer.

Start to do that and start to see how it completely changes the trajectory of what you're capable of. You're capable of so much more than what your mind is offering you most of the time, but you must become the watcher of it and notice everything as just an offer from the mind. The mind does not know what is meant for you. It's just a tool. And if you want to create inbox zero and not have so many offers in your inbox all of the time, how's that for a transition, head to [vivere.co/email](http://vivere.co/email) and grab your free download for cultivating and maintaining inbox zero.

**Until next week, I hope you have an amazing one. You get to make it amazing, so make sure you do that for yourself. Bye.**

A handwritten signature in black ink that reads "xo, L." with a period at the end.

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