

Full Episode Transcript



EPISODE THIRTY FOUR

From Dietitian to Master Coach

*THE EASE
of hustle*

You are listening to The Ease of Hustle with Lauren Cash, episode 34, From Dietitian to Master Coach.

Welcome to The Ease of Hustle. I'm Lauren Cash. I'm a Master Certified coach, calendar queen, and multiple 6-figure digital business owner. I adore helping you create goals your mind never thought were an option by blending together spirituality, mindset coaching, minimalism, and psychology. If you're looking to go from procrastinating perfectionist to easeful entrepreneur this is the podcast that is meant for you. Thanks for being here. Now, let's get to the show.

Hey, hi, how's it going? Happy Monday. You have to tell me, have you seen our new gorgeous website yet? It has been quite an experience building this gorgeous new website for you. I have been dying to show it to you for so long. And it's here. It's up.

If you missed our launch celebration on Instagram then why aren't you following me? Go over there and follow me on Instagram. But also, go see the site because it is beautiful. It is functional. It is going to be able to help me help you even better.

So, if you haven't checked it out, go on over there because there is a shop now. What? A shop? You can now dive in, whenever you are ready to dive deeper and take this work to the next level, in the shop. And I'm going to talk to you at the end of this episode about a bundle that we are offering for the first 90 days to celebrate the launch of the shop.

So, stay tuned for that. But if you haven't checked out the website yet, you don't want to miss it. It is gorgeous. Anyway, let's dive into today's episode. So, I asked Instagram, everyone that hangs out with me over there, and my email list, everyone who hangs out with me in the emails, for a list of questions, kind of ask me anything style Q&A what questions do you have about my personal life, about time management, productivity, perfectionism, procrastination, goal creation, backends of your business systems, all the things.

And I got some amazing questions that I'm excited to use over the next little while. So, if you haven't submitted your episode request or question for the show that you really want me to cover, we're going to have a link in the show notes for you to be able to drop your request in at any time. So, feel free to go over there. The show notes also always have a beautiful transcript and any other resources that I mention, or am giving you on the episode. So, always go over there. it's vivre.co/34 to get to those.

And I had a lot of questions about how I got to where I am today. So, today, I'm going to be covering in a more story-time type episode where I'll answer why I was specializing in eating disorders, how I decided to shift my focus away from nutrition, why my focus is on my current business and what I currently do in business, and how I became a masterful coach.

So, I talked some about my story on episode 16. So, if you haven't listened to that or you want to hear more of my friends sort of interviewing me and what has unfolded for me, feel free to go over there. But today will just be more of a story-time from my point of view, just retelling the story of how I got to where I am today.

So, if you're not into story-time, no problem. I'll see you in the next episode. But if you're ready for more of a story time, let's dive in.

So, let me take you back to, I think it was probably 2011. I started a graduate program. It was a Ph.D. program in clinical psychology. And I started that program because in college, when I was between my junior and senior year of college, I had a friend who was struggling with an eating disorder.

I didn't know much about eating disorders at the time. But she had shared with me that she was struggling with one and her mom just found out. And we were always talking and I was always supporting her when we would go to coffee and stuff like that.

And I wanted to learn how to support her even better and really understand eating disorders that summer. So, I started reading everything I could get my hands on. And back then, there wasn't actually that much literature available about eating disorders. Today, there's so much more, which is so great for those to be able to be more educated and to know how to help those that are struggling with an eating disorder.

So, I was diving into it and I found it really fascinating, what I was reading about eating disorders. I found the psychology really intriguing and I also could somewhat relate to some of what they were explaining in terms of how I've lived as a woman in our society. So, I could kind of see that. And then, a lot of the perfectionism that shows up in some of the traits for certain diagnoses and stuff like that, the overlap of some personality traits, stuff like that was really interesting to me because I also had a very perfectionistic tendency, was really hard on myself, and so I could see how one could develop an eating disorder.

And yes, there's a lot more involved with eating disorders and theories about genetics and all sorts of other things that come into play. So, I'm not trying to simplify that here. But I really enjoyed learning about all of it.

And at the time, in college, I was also trying to figure out what I was going to do with my life. My dad had told me - and maybe I misremember this. But I remember him telling me I couldn't take a break between undergrad and grad school. I just needed to go straight to grad school.

And it was kind of just an assumed thing that I would go to grad school. And it's interesting too because I was paying for school. It wasn't like he was paying for it. So, I'm not sure why I interpreted that as, "You must go straight to grad school after undergrad and that is the only option." But that's what my mind interpreted it to mean back then.

So, I was trying to figure out, what am I going to do with my life? What grad school am I going to go to? And I had already changed my major. I had been a microbiology major. I wanted to be a pharmacist when I first went to college.

And then, I had changed my major to human development because a lot of people that were also still pre-health in some way were doing human development and they could also get all of the sciences they still needed. It was a really awesome major that kind of melded together sociology, psychology, and then the sciences.

So, I was doing human development and I was getting really interested in psychology. But I felt like I wasn't really allowed to do psychology because it was too much of a soft science or something like that. I don't know.

So then, I was really fascinated by the study of eating disorders. I also, that summer, was really interested more in nutrition. So, I'd been reading back then a lot about nutrition and a lot about plant-based nutrition methodologies and beliefs, philosophies.

So, I then decided, maybe I want to be a psychologist and help those with eating disorders, like my friend. So, it was either that or maybe I want to be like a high school counsellor. So, I decided to apply to both fields for grad school. I ended up not getting into high school counsellor type schools. But I did get into clinical psychology Ph.D. programs. I ended up minoring in psychology and finishing all of those classes my senior year of college.

So then, I go to the school to study psychology. And I had this really awesome research group that I was a part of that studied eating disorders and a lot of overlap with religion and spirituality, because I was at a seminary that had their own psychology program that was accredited and everything, legit. But we also would talk a lot about the overlap.

I was going to do my Master's thesis on anger towards God and the relationship of eating disorders with that, which would have been really interesting if I ended up doing that. But I ended up deciding that I did not want to finish my Ph.D. because I hadn't really researched all that was required to get your Ph.D. in clinical psychology.

I didn't realize it was such a long ordeal. I understood, like, the six years of studying part. But I didn't understand all that was involved to get licensed and everything.

So, as I saw that and as I also realized I didn't really love having sessions with people of various backgrounds and on different issues. I only at that point only really wanted to study on the food and body stuff and everything related to that.

So then, I really didn't want to be spending my days having to do practicums and things and internships with other specialties that I really wasn't that interested in.

So, I remember crying to my boyfriend at the time, not really knowing what I should do. And he asked me, like, if I would do anything, what would I do if I quit my Ph.D. program?

And I said, "Well, maybe I would be a dietitian because I know dietitians also can help those struggling with eating disorders." And I think there are even dietitians that, yeah, they know the science and the background of the food and stuff. But they really do nutrition therapy and there's still some therapy involved and all of that. Because I had been reading so much in the industry that I had already learned about intuitive eating and Elyse Resch and all of them and how they were practicing. And I was really interested in how they had their private practices.

So, I ended up dropping out of that program with a Terminal Master's, which was great that I was able to do that. Then, for that whole year. I had to do prerequisites. I had a lot of them, thankfully because of my science background. But I needed to do more prerequisites. So, I worked for a year at a law firm as a receptionist and bookkeeper. And then, I went to school part-time as I did that to finish up my prerequisites.

And then, I applied to coordinated dietetics programs so that I could finish the undergraduate work that I hadn't done to be able to sit for the RD exam. And then also do the internship that's required in order to become a dietitian and sit for the RD exam. And also, get a Master's. So, it's basically like three things in one for the coordinated program.

And thankfully, I did get in to three different programs for that and I ended up going to one of them that was closer to where I was living. So, then I studied nutrition and dietetics and always was doing all of my papers and I coordinated my internship so that I could do everything in the field of eating disorders as much as possible because I really wanted to be an eating disorder dietitian. I had no interest in any other dietetics. That's all I wanted to do. I knew it right away from the beginning because that's where I had come from, as you've heard in this story.

So, then I actually ended up getting a position as a program dietitian at an eating disorder treatment center even before I had sat for the RD exam. Thankfully, because of my connections and networking and I had also been working as a diet tech in eating disorder treatment centers and had a ton of experience, way more experience than most people in eating disorder treatment centers before graduating, I was able to get this position, which I'm super-grateful for.

And at the same time, I was also developing my private practice because I had always been interested in being an entrepreneur. Ever since I was a kid, I've been creating little businesses.

When my parents would have guests over and they would be staying in my room, I would turn it into a little business, a hospitality business, where I would put mints on the pillow, I would have a guest book, all of the things. And then I was always trying to sell crafts and babysit and turn the babysitting into a business and reading all of the babysitting business books. So, I'd always been interested in that.

And then, when I was in grad school, I got really fascinated by the online business scene. I would listen to podcasts that were related to online business. I would take courses online about online business. I built my own blog and was working on monetizing that when I was in grad school. So, I've always been super-fascinated by creating your own business and also doing it online.

So, I knew I wanted to have a private practice as a nutrition therapist, so I started that right away even before I had graduated. And thankfully, my mentor, I mentored a lot with Elyse and she helped me and let me even use her office in the beginning to see a client. And it was just really wonderful.

And a few years before - that's 2017 that I finished my second graduate program. A few years before, in this whole interest in online business, I had been listening to the Being Boss Podcast. And somebody was on that podcast and that somebody was Brooke Castillo of the Life Coach School.

And so, I found her podcast through her being on that podcast. So, The Life Coach School Podcast, I started listening to as I was finishing my graduate program. I was super-interested in it. I had even tried to see if I could become a certified coach while I was in grad school still. But as a graduate student, there was no way I was going to take out even more loans to pay for that at that time. So, I decided to wait.

And so, then Brooke came out with her Self-Coaching Scholars program and I was super-excited about that. I wanted to do it as soon as I heard about it. But I was still in grad school. So, I told myself, "As soon as you get a full-time job and you are living on that salary, then you can join Self-Coaching Scholars."

So, I ended up joining May of 2017 to start in June of 2017 in Self-Coaching Scholars. And as I was in Scholars, then I also still was on her email list. And that summer of 2017, they were rehiring customer support representatives for the school.

And I ended up applying in September 2017 and it was a wild story about how it went down. But basically, I had applied and they let me know that I needed to turn in this project ASAP on a Monday if I wanted to be considered.

And I was at work. And usually, because of my integrity, I wouldn't work on something else while at work. But I really wanted this position because I was getting to the point where the eating disorder treatment center was too many hours and I needed less hours there so I could do more hours at my private practice that was growing and flourishing.

And I really wanted this part-time customer support role because I thought it would be perfect because I could do it anywhere and I would be able to do it in between seeing clients. So, I ended up doing the project, did it super-fast, B-minus work all of the way, applying that concept that I had been learning. And I ended up getting the position thanks to Kim, who was working there at the time.

So, I was super-super-thankful that I got that position, gave notice at the eating disorder treatment center, kept building my business and was doing part-time customer support at the school.

And then, I still wanted to become a coach. I loved the self-coaching model that I've talked to you about on this podcast. And I really wanted to learn how to use it with clients. And I loved all of what I was learning in Self-Coaching Scholars and applying to myself.

And so, then, January of 2018, I was offered a full-time position at the school, which was incredible. And so, I ended up taking that and then, for the first quarter of that year, I had my part-time business on the side seeing clients. And then, I also was working this full-time position.

And working for the school was a huge blessing for me. I learned so much working for the school. I ended up getting a promotion that fall of 2018, which I'm so grateful for, as an executive director. I got to learn how to start managing people.

Then, that next year, that next summer, I let Brooke know that I wanted to start phasing out and stepping down from my position there. And as I did that, then that summer, I decided to start taking clients again because the previous year I had shut down my private practice to focus on what I was doing at the school.

And then, the next year, I relaunched my practice. And as I relaunched my practice, I actually still had one half of my business that was treating eating disorders and the nutrition therapy side of things, and one half that was coaching.

And I kept it pretty vague coaching that time, where I was doing any coaching, including coaching folks on food and body stuff. And then, of course, I am super-amazing at all things time management, productivity. And then, this whole perfectionistic and procrastinating part came through as I was coaching those folks, as I relaunched my business.

I realized a lot of my clients struggled with perfectionism, and that's why they were procrastinating. And that's why they thought they had a time problem.

And the perfectionism, I also was very clued into because of all of my work with eating disorders and seeing that a lot in eating disorders and all of my studies in psychology.

So, then I decided that I would focus more on coaching procrastinating perfectionists and I would do so as mostly a time coach. And if you don't know, I also have the Coach Tank course with Brooke and Tyson with the Life Coach School called Monday Hour One, which a lot of you I think have found out about me because of that.

So, I'm super-grateful for that. I've always been really good at time management and so I've always nerded-out on planners, on making things really efficient and effective, processes and systems. I've always been into that and I would apply things since I was a kid into how I worked on my Mac, how I studied things.

I also am super-into minimalism and simplified living. And so, that kind of combined with my interest in processes and systems and working really smoothly on a Mac or an Apple computer has always been something that I've nerded-out around.

So, taking everything that I knew and what I was interested in and then using a lot of the tools that I learned becoming a coach with the Life Coach School then fused together into this lovely area where I am so excited to be practicing now. And that is time management, productivity, looking at perfectionism, procrastination, like the obstacles that get in the way of us creating what we want to create.

And also, goal creation and cultivation and the beliefs we need in order to create those and how we can use these calendars and these time management systems in order to create those goals.

And I really love backends of companies and coaching teams and CEOs on how to manage their time, how to have better work flows, work hygiene almost. I love all of that. I nerd-out about it all.

And so, I really love doing that. And so, as I realized I really love doing that and there really is a demand for that and I got over all of my mind drama around, "I spent all this time and all this money becoming a registered dietitian with two Master's degrees," I asked myself finally last summer, "What do I really want to do?"

Because I was trying to do too many things at once, which is always my thing. I always am trying to do too many things at once because I get so excited and I love what I'm doing. But I decided, "You know what? I don't love doing nutrition

anymore and I really want to focus on coaching and I want to delve into that and help people in this arena.”

Because even within this arena, I have multiple interests, so I’m just going to focus on this. So, I decided that last summer that I would let go of the nutrition side of my business and I’m so glad I did because I still have plenty going on with not even looking at that anymore.

And so, my focus is now on my current business that is a coaching company that I’m scaling so that I can help more of you create what you want to create in your lives using not only the self-coaching model, but also combining that with other practices like tapping into your inner knowing, using your inner voice to make decisions, or your authority according to human design. And then having the mind carry out those actionable plans and helping you to create what you’re guided to.

And so, I am also studying human design right now so that I can incorporate and infuse that into my work. So, I really see the coaching plus psychology plus productivity slash time management plus human design and inner voice, like all of that coming together in this beautiful melding of modalities, to be able to help you create the life and business you really desire with the impact and the schedule that you want.

And I really want to be an example of not rushing the scale. And I’m going to talk more about that over time too, about what if we were willing to settle in and slowly scale so that we could create really sustainable businesses that we really love and manage our time the way that we want to manage our time. So, I can’t wait to talk more with you about all of that and how that’s developed and what I’ve gone through in the last year and a half or so as well.

So, that’s the story. That’s why I specialized in eating disorders, how I shifted my focus away from nutrition, how I decided to let nutrition go. I obviously still have those degrees. I’m still registered as of right now for the next five years. I just got me renewal done. But we’ll see if I hang onto that.

I love that background and knowledge, especially because I want to also study more like the female hormones and flow and cycle and how you can incorporate that into your business and how you use planning and all of your time management, if you want to, around that or around the lunar cycle.

But for the most part, I don’t really find myself super-interested in that anymore. And what’s been constant for me has always been workflows and systems and backend and creating dreamy juicy goals and coaching people around their mindsets on that and belief work and all of this has always been what I’ve been so passionate and excited about.

So, I’m so glad I’m focused on that and can help you all to create what you want to create now as a masterful coach. That was the other question that was asked, like, “How did you become a masterful coach?”

So, I think for that, one of the main things is that I have studied coaching so closely for so many years now. I would listen to every single Life Coach School Podcast. Then when I was in Scholars, I took and listened to absolutely every single thing that was in there.

And then, when I was the director of Scholars for a while, I would watch every single call. So, until really probably the last six months, I had seen every single coaching call that was in that program, which is kind of mind-blowing. That and any of the certified - we have certified calls. I have watched all of the backlog of those and watched every single one that came out. And I was always thinking critically about it. And then I also coached as much as I could as soon as I became a coach.

So, that and then I went through master coach training with the school. So, that is how I became a masterful coach. And it is still my craft to become even more masterful. I'm never going to stop learning and crafting and becoming an even better coach, incorporating other methodologies and frameworks into an even more unique blend and modality.

So, I'm super-excited for that. I hope you all are along for the ride. I would love to help you, again, create whatever life you want to create. There's so much available to you on the menu and I want you to know it's available to you too.

So, that's my story, from dietitian to master coach. I'm super-glad that I'm here and a lot of what I learned, becoming an eating disorder dietitian, I get to apply in my coaching practice now. So, it's amazing.

Alright, so, do you remember when I talked at the beginning that there's this bundle that's so exciting because we just launched the shop on our brand-new gorgeous website. And in this bundle, the launch bundle on the site for the shop, you'll get everything that's available in the shop in this bundle and you have until July 23rd 2021 to get it. So, if you're listening to this later, don't worry, come on over, and I'm sure we'll have stuff still available for you. But if you're listening before then, I want you to really consider this bundle.

Because it contains five amazing a-la-carte modules, a resource library, Cultivate Margin, Easeful Inbox Zero mini-course, and access to the community app and all of the coaching that we have available for you in these programs.

So I hope to see you there.

Hey there, thanks so much for listening. I wanted to invite you, if you are ready to integrate what you're learning on this podcast and want to dive deeper, you must come check out Cultivate Margin. It's my coaching program that's a hybrid between a self-study course and a coaching program designed just for you. Join me and the community of others like you at vivere.co/margin. And you can get that link in the show notes as well. I can't wait to see you in there. Have an amazing day.

xo, L.

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