

EPISODE 69

[INTRODUCTION]

[00:00:04.1] ANNOUNCER: Welcome to the Creative Empire Podcast. Each week, Reina Pomeroy, the life and biz success coach, and Christina Scalera, the attorney for creatives, are taking you up close and personal with successful influencers in the creative community and tackling your biggest business hurdles. Their mission is to help you, creative entrepreneurs, think beyond your daily biz so you can make the brave decisions that build your Creative Empire.

[INTERVIEW]

[00:00:35.6] CS: Hello everybody, welcome back to another episode of the Creative Empire Podcast. Reina and I are here today with Kelly Newsome Georges of the Ritual Care Company and Kelly is somebody who has been mentioned on the show many, many times. So I'm really excited to have her here in person or at least virtually. Hello Kelly.

[00:00:53.3] KNG: Hi, how are you?

[00:00:54.8] CS: Great, how are you doing?

[00:00:56.1] KNG: Oh my gosh, it's so great to be here. I'm really looking forward to this.

[00:00:58.4] RP: We're so excited to talk to you.

[00:00:59.8] KNG: Yeah.

[00:01:00.6] CS: Very excited, and can you just give our listeners a background, just give them some examples of what you're doing right now and how you got there. Not the whole life history but the highlights I guess.

[00:01:12.6] KNG: Oh goodness, okay well...

[00:01:14.0] CS: I know it could be the whole episode, a really long one.

[00:01:17.3] KNG: Yeah, so just to understand what I am doing exactly right now and how I got there.

[00:01:22.6] RP: Sure, yeah.

[00:01:23.8] KNG: Man, that's a tough one. I've never quite got this elevator switch down you know? So what I'm doing right now? Right now I help new moms take care of themselves and their babies. That's the one sentence spiel. I create online courses and coaching programs and toolkits for new moms that focus on birth and babies and postpartum self-care during the transition to motherhood, which I define as at least the first year.

So this is where I am today. How I got here; I got to this space, it started a long time ago. It really began when I was nine years old. I became obsessed with birth and babies because my brother was born at home accidentally, which was quite traumatic for a nine year old to see this. But after that I wanted to read everything I could about birth and what was going on with my mom and with this baby, but I didn't think it was a real job. It just didn't occur to me. I didn't know anybody who delivered babies really.

I knew you went to a hospital but it didn't really occur to me that learning about birth or postpartum was a real job. I was told and trained I think lovingly by my parents that a real job means you make money, and you take financial care of yourself. So I decided that I would be a lawyer and that was my focus in late high school and then in college. Even though in college I studied newborns, I studied parent-child attachment, I was very into psychology and anatomy and physiology and all these things that I use today.

Those were just a gateway I guess to law school, and then I went to law school, became a lawyer, practiced privately in Washington DC for the first year and then went to New York and practiced in a big firm there. I transitioned out of private practice and went into public service at an international human rights non-government organization and I was a business lawyer during this entire time and what's really interesting is that when we had this recession, I didn't have any

work. Because I was a business attorney, so there weren't a lot of merges and acquisitions happening.

I got bored at work and I thought, "I can do something with myself in the spare time. Why don't I do like a yoga training? That would be fun." I got the money, it doesn't matter. I could leave work a little early and I decided to sign up for the yoga training and I did an intensive for a month which of course can really change your perspective. I thought that was really cool but assume that I would still be a lawyer. I took the training because it was interesting, it was a hobby but I figured that it would really only help me because I could never leave work early enough to get to class so I can be my own teacher.

So I have this yoga training under my belt and when I was at the training, one of the trainers said to all of us, "Does anybody want to specialize in anything? And my hand went up automatically as if I'd ever taken a prenatal yoga class and I said, "I want to specialize in Prenatal Yoga." Still not really making the connection here so I decided to sign up for this prenatal yoga training while I am practicing law. I go to this training on nights, weekends and while I'm on the training part of it is becoming a birth doula and I thought, "That would be fun. I'm not going to ever use it but that will be just interesting."

So I became a birth doula and I had my first birth, I mean doing all of these stuff and I'm still lawyering and then I decided to take a year off, which I did. I decided that law was, I'd used my skill set enough in that area, still not making the connection that I was going into this other field. I took the year off, came back to the States, the job market sucked. I spent one day looking for a job and I was like, "Screw this, I am starting my own business. What do I do? Oh I am a yoga teacher, maybe I could teach yoga to people. Maybe I could teach yoga to women who actually had really long hours like I did and I could give them early sessions or late sessions and I know this market," and blah, blah, blah.

So I became a private yoga teacher and it worked. It worked really well, actually within the first three or four months, I knew it was going to work and I did that for, I don't know, well I still teach occasionally but I started that in 2009 and it was awesome and of course, I had a prenatal niche that I still didn't think I was going to go into full-time because it was just for fun and I was a birth doula just for fun, as part of my smaller practice.

And then in February of this year, so this was 2016 right? I'm 38, I started liking this stuff when I was nine, feeling the need to really accomplish something because I've had a baby. I've been a mom, taken care of this baby for over a year and I felt like I wasn't doing anything career wise and I thought, "I need to write a book." So I sit down and I wrote a book in three days and I was telling one of my best girl friends about it and she says, "What is this book about?" I said, "Oh it's on birth and babies," and she said, "Why do you want to write about that?" I said, "Well it was just the easiest thing, it wouldn't take me very long. It was easy to write about it. It was fun," and it was like this explosion in my head that said, "Well yeah. Fun, easy, why not just do that?"

All of these steps, all of these years and all of this fear and I made this switch that night and I thought, "This is it. This is what I am going to do. I'm going to drop my clients. I'm going to have to go into not a new market but I'm going to really have to focus on this niche that I didn't know if it really sustain me and I'm going to have to get creative and change your copy and my website and do all of these stuff and I did and I have been working on that since February and I'm going to launch next year and I'm super, super, super excited.

[00:06:32.9] CS: Yeah, I'm really excited for you because...

[00:06:35.6] KNG: That's too long, right? Sorry.

[00:06:36.7] CS: No, that was...

[00:06:37.9] KNG: You said not everything and I gave you like every single detail of like you know?

[00:06:42.1] RP: I love the way that you just did it dialogue style rather than just telling us what happened at each point. You're like, "Okay, this is what's going through my head," and I think that we need to hear that. Somebody who's in it hears it just the way that you said it and they feel like, "Oh well I don't know what my next step is so I'm just going to figure it out."

[00:06:59.1] KNG: And by the way, it doesn't like it but I actually did skip like 30 steps. I mean there were so many other things. I mean you guys know there's so many other things that

happened when you make transitions like this that are so massive in your life. They're just moments of enlightenment or moments of total confusion and tears and there's a lot of steps along the way and it is not linear. It was not linear for me and people often think that, "Oh you're just a lawyer and then you just became this."

No, it did not happen that way. There was a lot of confusion, a lot of journaling, there was therapy, which I love. I'm a huge therapy advocate. There was a lot of talking with friends and there was just a lot of stuff that I wrap up in there but I think it really added to my practice. I know it adds to my practice today.

[00:07:41.4] CS: Yeah, what do you think is the most important thing, if somebody is looking to find what their purpose is, what are some activities that they might participate in that bring them closer. I don't want to say that they're going to find it, let's say it broke them many times or something. What are some things that they might be able to do where they put themselves in purposeful situations that lead them closer to finding what it is that they're called to like you did?

[00:08:05.7] KNG: Yeah. Oh, I love this question. One of the first things I think about is, use the internet. This is something that we take for granted but man, if this tool was available 20 years ago I think that generations would be a lot different. Use the internet. I remember sitting at my desk as a lawyer one night at 11 PM when the economy was normal because I would work that way and I was sitting there one night just like, "What do I want to do, I don't know what I want to do with my life?" and just Googling.

I was just Googling stuff that was interesting to me having no idea if there was any sustainability involved in it all. Christina you know this, I am a huge believer in starting, just starting because you might have ideas that are A or B or C or D and they suck. But if you keep going, you might get the idea like M or N or O and that's the one that really works. But you're not going to get there unless you go through the other stuff, right? And you might find a way to make A or B or C sustainable. You may never know.

So I think using the internet is really important and just figuring out what do you like to look at? What blogs do you read? What pages can you not stop going back to? I think that's really important to help narrow down your interests. I also think that volunteering is an exceptional way

to explore different fields. This is something that I did a lot when I was a practicing lawyer. I think it's important to get out and get involved in various causes that are really interesting to you.

Not because you're supposed to, because we're not supposed to. I don't care how worthy the cause is, it doesn't mean that everybody is supposed to be doing it. It doesn't mean it's your cause, you know? So I really focus a lot of children's causes, women's causes, this is something that I've always been important to me. I should probably should be more focused on the environment. I should have on eight likes right now, but I do but it's not my cause. There are other people out there that really drive them.

So volunteering with different kinds of organizations can help you see what your cause is. Those are two things that I think are crucial. I also really love journaling. I'm a huge journaling advocate. I had been for years and it took me years to actually start doing it because I thought it was so hokey. I thought it was such a waste of time when I was younger. I was always scared of somebody reading it, finding my deepest darkest secrets, thinking, "How pathetic is this girl writing about all the same like boys," whatever I was writing about right?

But the practice of writing is not only is it therapeutic but it's really exploratory and it helps you figure out what your voice is, what you really care about. You start to see patterns in your writing. You can start to see what you're repeating, what's really important to you and I think that that's huge. I think that that's really huge. It can offer a lot of clarity and this is all science aside because there's lots of really great science. I've studied a lot of positive psychology; there's a lot of great science behind journaling and how it can help you feel happier but I think this is a practical matter. It's really helpful to write things on paper. Those are the three tools that I probably recommend the most.

[00:10:51.0] RP: I love that suggestion. I think journaling and actually all of the suggestions you gave come back to the self-exploration. The self-reflection and getting it out of yourself and finding that in a different way.

[00:11:05.5] KNG: Yeah, totally and it's not to say that other people aren't important. I am also a huge community advocate. I think that my focus is on self-care, particularly postpartum self-care, and a big part of that is other people. In fact, I personally believed that part of self-care is

asking and allowing other people to help you, you know? So other people are absolutely involved in this. Whether they're helping you or whether you're sharing, I call it sharing your care with other people, talking with your best friends, you're spending time with your baby, you know? Spending quality time with partners or just other people in your life.

So other people are important too but I don't feel like other people ever had the answers. I don't mean that other people ever actually really, really know what we need to be doing with our lives and I think that sometimes when we're around others too much, we tend to make these decisions that are based on what they might approve of, or what they might accept. I think it can cloud our judgement a bit and nothing's really like that solo exploratory time.

[00:12:02.1] RP: For sure and actually that's the book that I am writing right now. It's all about what other things that are blocking you from the bigger things that you want and desire for yourself, and taking the time to admit that you want them and not letting people or your self-doubt or any of those things block you from the things that you want.

[00:12:17.4] KNG: Absolutely.

[00:12:18.3] CS: Yeah, and what does it look like — I know we talked a little bit before we got on to the air, but we heard about your corporate transition and your business evolution. But what has been like having your daughter, Sage, in the last two years or just a little bit over two years, it's October 4th, right? Her birthday? Or was it October 1st, 1st okay, sorry, four days off.

[00:12:40.5] KNG: Yeah but we didn't celebrate it until the 16th, I mean you could say whatever day you want.

[00:12:44.7] CS: Her party was so cute. Her Instagram — okay just a side note guys, you have to follow Kelly for her Instagram stories. She has a [inaudible] life and if you ever wanted to see what it's like to live in Paris, oh my gosh, yours are my favorite.

[00:12:57.9] KNG: Thank you.

[00:12:58.5] CS: Yeah but all that aside, you know, a lot of our listeners are going through the transition period where they are having kids or they've just had kids and they're very scared. A lot of us are and I know I am. Reina and I had conversations about this where, where do kids fit in with our business? Like how do this work going forward? Is this something that we want to take on this responsibility or is it even possible? Some days we think like we even have kids and a business or a do we have to pick?

Do we have to put our kids in day care and then what kind of feelings happen there and so I would just love to hear from your perspective taking such good care of these moms and with your mission. What has it been like working with moms and postpartum and how can moms in business help facilitate that transition from lady to mother I guess?

[BREAK]

[00:13:47.7] CS: Thank you so much Meg for your review. I am so excited that you left us this review on iTunes. So she gives a shout out to Abigail and Emylee of Think Creative Collective who we had back on episode seven maybe. She also says that she's been binge listening every afternoon while she's working on her landscape plans or wedding flowers and she said we're easy to listen to, we're often very well spoken, thoughtful and genuine and at the end of every episode, she feels encouraged and uplifted.

I'm so excited for you Meg and thank you so much for being a listener. Thank you so much for being a friend in real life, and for all of you out there who love to leave us a rating or a view, it takes about 30 to 60 seconds on iTunes. Super simple, super easy to do and it means a whole, whole lot to us. So thank you all for listening. Go build your creative empire.

[INTERVIEW CONTINUED]

[00:14:36.6] KNG: I think that one of the best ways to transition into being a mom if you have a business already is to recognize that it's probably all going to change. That seems like an easy way out and it's not. There's a lot that goes into this but just to acknowledgement and the recognition that things are going to be very different, I think it can be marvelously helpful and it's not something that a lot of pre-moms really recognize or accept.

What I see is that they often think, “Well, you know, I am going to be the first mother in the history of motherhood where everything is just going to be the same. It’s going to be no problem and I have this baby, it’s going to be the exactly as it was before,” and I don’t really know that that’s ever true because what I see, what I’ve experienced and what I see with my clients and students and other people that I’ve worked with is that you’re never the same person.

You really become a different person. In fact, the name of my coaching program is called *One to Three* because you go from being one person to really having or taking care of one person to having to take care of three people. You are taking care of your pre-baby self. Who is that? You are taking care of your baby, and you are taking care of this new person and try to figure out who she is and that can be a wreck transition for a lot of moms I think.

So just recognizing that things are going to change and also acknowledging that that’s not a bad thing. If you didn’t want things to change, you probably wouldn’t have a baby. I mean the whole point of bringing a new life into the world and having this new little person around is to have some kind of change, right? So it doesn’t have to be inherently be a bad thing. It can be a really incredible thing. In addition to that, one thing that women also don’t know and you might underestimate is the fact that it could be a really helpful for their business.

I think we focus a lot on how, “Oh this is going to make everything terrible, I’m not going to sleep again and I’m never going to have this. How am I going to schedule anything? How am I going to schedule my clients? I’m going to put her in day care.” There are all these worries that we have and we have to go through the worries. We have to go through that list, but don’t underestimate the amount of creativity that can arise when you become a mother. It can open up a space inside of you that really helps you define what it is that you want.

Now I believe that motherhood, particularly postpartum, is a real opportunity for extreme evolution. I think that something happens when you have a baby and your focus shifts, you know, just a little bit and you really start to really see who you are. If you go into the experience, if you really go into it, if you’re vulnerable to it, if you really get in there deep and explore “who am I now?” You can find out marvelous things that affect your business in incredible ways.

You can develop a deeper sense of authenticity about what you do and how you speak, you can get extraordinary clarity on what you want to spend your time on and what's not worth it because you all of a sudden you don't necessarily have a pocket of seven hours to do something. You might have 15 minutes. So what's really important to me in this span of time? I also think it can be a great opportunity to learn how to forgive yourself because you're always going to mess up. Because we're always messing up.

[00:17:36.6] RP: So true.

[00:17:37.5] KNG: Yeah, we're always going to mess up and that's fine. That's part of it, that's part of learning. If you watch a baby, they are screwing up all day long. They're not putting their shoes done right and they are dropping things and there's food on their face. But you know what? The amount that a child learns from the time that they are born until they are three years old is miraculous. They are learning language, I mean they learn how to walk.

My dad, he had a very serious kind of freak accident years ago and he had to learn how to walk again. I mean, it's just, to see adult do it, it's hard. I mean, to see a kid do it so much more quickly, I mean, it's really incredible. I think that it can really open you up to your business in a lot of ways but going into it, knowing that things are going to change, the change doesn't have to be fatal. In fact it can mean even more creativity, even better stuff. I think that those are two things that are really important to keep in mind.

[0:18:30.0]RP: Yeah, for me, motherhood was a lesson in surrender to let go of my very controlling tendencies of like wanting to control my environment and I know a lot of business owners who feel this way. I mean, we go into business ownership because we want that freedom or that like ownership of something and motherhood was the complete opposite, it's like a departure from that.

[0:18:54.0] KNG: Yeah, it is but you know what? Yeah, I think it really can be a departure from it in one sentence. But in another, you don't really control as much as you think with your business, right? When you're an entrepreneur you think you can have all this illusion of control, but you don't really.

But you have certainly an impact, you have the image of control over your schedule and this kinds of things. In that sense you do but in the larger sense, I don't think we always have as much control as we think and so sometimes being a mother can really bring that front and center and you can learn to surrender into it a little bit more and I think when the surrender happens right? When you have that balance of effort plus surrender, I mean, that is like how you manifest the most incredible things in life.

[0:19:36.1] RP: For sure. I totally agree with you. I think that like just surrender in general for me means just giving up the things that really don't matter and bringing forth the most important parts of the things that I love to do.

[0:19:49.4] KNG: Absolutely.

[0:19:50.8] CS: We talked a little bit about, before we got on, as well about some of the things that people have said to you that have just been completely out of line or rude even, and this is something that we hear time and time again and are field. Is like, "I can't believe someone said this to me, I can't believe someone did that to me."

So, you know, dealing with people that just have no business commenting on either your pregnancy or your business or your blog or whatever it may be, whatever struggles you're facing as a creative entrepreneur, how can someone who is just — they're starting out there in this fragile state like a new mom or someone who has a baby business or however you want to look at it. What are some things that they could do to help themselves see that this other person maybe has something going on? Or like how do you deal I guess with the people that aren't so kind to you?

[0:20:41.8] KNG: Yeah, what a beautiful question. I think that one of the most important tools you can ever use is mantra, right? So you hear about this yoga and it's kind of this fancy word, "mantra", maybe a little undertones and all this stuff attached to it but it really just means a phrase or a word that reminds you of something, that's all it is.

This can be one of the best ways to interrupt the pattern, right? When our brain starts to spiral out of control. That's really what happens, somebody says something to us that's painful and it's

only painful to us because it triggers us in some way. Like it hits some button, it hits some nerve right? Then our brain kind of starts to spiral out of control. You need something to interrupt the pattern.

I think that mantras are a great pattern interrupt. There's lots of things you can do to interrupt the pattern but I think the mantras are really great because they're always with you, you can hear them silently, you know, it's not like you have to break out like a downward dog in all the grocery store because somebody said something that pissed you off in order to calm down. Like you can just remind yourself what your mantra is.

That's really helpful and one of the mantras that I think is helpful in that context is this is not about me, right? This is a big one because when people say things to us, particularly things that are rude, it's usually not about us. I mean, it's pretty much almost always about something that they've experienced or some pain that they're still carrying or something that they saw in you that triggered them and now they feel the need to express it, right?

We never know what somebody else's background is, particularly a stranger. We just don't know. We don't know what the life experience has been. I love that quote, "Be kind because everyone is facing a hard battle," right? I think of that when people say rude things but they must be in a lot of pain today, even if they don't show it. Even if they had really good armor on or a really good mask, they must be in some pain today and so I remember that mantra. "I don't think that's about me," and that's very helpful for me personally.

And it's the same whether you have a new baby or a new business and I think that is a wonderful analogy. I mean having had both, they are different. They are not the same thing but I still think that when you have a new business, it is like a little baby you do have to protect it in the beginning. You wouldn't take your newborn out into freezing cold weather or let everybody hold him or her at the grocery store when you go. This is just not a practice and so it's the same with your business.

You don't go around and tell everybody your brilliant business idea on day two, necessarily. Or all the really cool stuff that you're creating, you don't share that with the whole rest of the world because it's fragile and it deserves to be protected just like a newborn does. And then

eventually you become more confident and you can start to take it out for testing but I think in the beginning, it's really important to keep that sacred, for you and for the sake of the business.

[00:23:21.4] CS: I love this because it's funny, when I first started and you are my mentor so you know this. But all I wanted was "to make it", whatever it was at the time. I don't even remember, honestly. But I see this a lot again with the people that are in our audience or just other people I talk to and they just want those blog views, they want that business to succeed, they want to have the speaking engagements, they want the this, the that, the other, the six figure income.

It's funny now looking back because it's like, "Well what's on the other side, what do you think is on the other side? It's just more work." If you are not enjoying the process, what's the point and so I love that you're talking about this and this fragile period because that was something that at least I don't think I cherished and I just wanted to get to that next step and looking back, it was such a special fun time, really.

[00:24:11.3] KNG: It was beautiful, yeah.

[00:24:12.8] CS: Well and it's funny because everybody just wants to skip that stuff, you know? Like they want the page views, they want the people to pay attention to them. They want to have the 5,000 Instagram followers, whatever that looks like for them. So I love that you're saying this and giving them that permission to just sit there and enjoy that time.

[00:24:28.9] KNG: Yeah, I think it's mandatory. I do. I think it's mandatory, I think it's required in order to be really fully present in your experience. You can't skip it. I always say there's a reason why you don't birth a baby and they're 16 years old on day two. You have to build up the facts, you have to build up to it and I think what you said is brilliant. When you do get all those page views and you do have all the clients, there's a certain amount of responsibility that goes along with that.

So if it happens overnight, I mean it's like overnight celebrity success. It's one of those young, who was it? The child actress that become really famous and then they freak out, get hooked on drugs or whatever? I mean it happens too fast. You don't want it to happen so fast, you need to

go through the steps. You have to go through the process. You have to go through the nine months to grow the baby before you have it, that's how it works. You can't force growth and you can't force spirit.

That's really important too because spirit is a part of all of this. Whatever you believe in, there is always something divine that happens when you have the right business. There is an energy that you have to tap into and the only way that you can really tap into it is if you do take a little bit of time to reflect and look around you and say, "What's happening here? Can I just observe it?" And trust that it's growing. There is an old saying, I think it's a Buddhist saying that I love.

It's like, "If you watch grass, you don't think it's growing, but sure enough, every other Sunday you've got to go out there and cut it," right? It's happening; change is happening all the time and it is hard to sit in the middle of it and say, "Wow, this is really beautiful." In fact I say this to clients and they get annoyed with me because they're like, "It's not beautiful. This doesn't feel good. I don't like what's happening," and that's true.

It doesn't always feel good but just because something doesn't feel good doesn't mean that it's not good. It doesn't mean that it's not meaningful and not valuable. It means that you're human. It means that you are experiencing both sides and you have to experience both sides, right? Pema Chodron says, "You can't push the pause but not happy," right? That's not life, that's fake.

[00:26:24.7] CS: Yeah and arguably, a lot of us are living in a culture that perpetuates the fake. It's just an interesting time because we're seeing a shift in the creative industry away from the perfect, especially now with Instagram stories popping up and replacing Snapchat largely, we're seeing a move away from just the perfect feeds and the Pinterest worthy photos towards like, "Hey, this is my feed but this is real life. Here is a story that is actually happening and here's the background."

I mean I think it's only a matter of time before people clean that up and edit those but at a certain — it's also a really cool time just to see people getting really authentic and giving us a peek inside their lives, and I think it's working really well for some business owners because people want that. We crave to know the real person.

[00:27:12.6] KNG: We're craving it. That's right, people crave authenticity and they always have actually. I think you're right, we've gone through a bit of a shift where people do particularly with the rise of social media, you want to see beautiful things and I love that. I love beautiful feeds. I do have a thing against super perfect feeds where everything is great all the time and my family all wears the same matching such and such every Sunday and to each it's own.

But I do think that sometimes it's just a little too staged, right? So you don't want to like the too staged because we all know what that's all about. With that said, there is this real return back to try to figure out who we really are and sometimes we figure out who we really are by looking at who other people are, right? By modeling, and I like the word that you used before. It was permission. So if we look at something on social media which I think is a brilliant tool actually and we see somebody who seemed perfect.

But then they talk about how terrible their day was or how their kid had a total meltdown in the middle of the meeting or whatever it is, right? It almost gives us permission to say, "Oh okay. I can just —", right? And we all need that. We all need permission to be human made to just be ourselves because that is exactly what people crave in anything but particularly in business. Moving closer and closer to authenticity is actually going to get you closer and closer to your ideal customers.

And closer and closer to a life that you really love, something that you really want to be in. I mean, that's the reason why you go into business is to find more of who you are and to connect with other people. I think particularly creatives, that's why they go into business and they are starting to see that authenticity is the actual beauty.

[00:28:46.2] CS: Yeah and it's funny because now we're coming full circle where you shared so kindly in the beginning about your story and how you were looking for this authentic purpose and thought you maybe have found it a couple of times and then you really found it. But what was holding you back you said was fear and so I just hear this as a theme. So full circle now, we're looking at what now our listeners can do to find their authentic purpose or whatever it is.

The authentic happiness or craving and it sounds like what's holding them back is probably fear because what you're saying is that they have to be even more of themselves, even more

vulnerable, to find the ideal clients, that's ultimately going to change their life and bring them that kind of happiness that we're talking about.

So dealing with that fear, before we wrap up, dealing with that fear isn't easy. What are some things that someone could maybe do or implement in their life to maybe not even deal with it but just help themselves accept that it exists? Or, you're much better at this language than I am, but I think you understand what I'm asking which is like how do we just invite this in instead of pushing it out?

[00:29:54.7] KNG: Yeah, how do we get rid of fear? Yeah.

[00:29:58.7] CS: I mean, or at least that we're not resisting it so much, yeah.

[00:30:01.1] KNG: Yeah, I think the answer is that you do what you say, you invite it in. You invite it into the door, you invite it in and sit down like you would say, "invite them for tea". You explore it, you make friends with it. You don't have to like it but you have to be friendlier. You notice the resistance when you feel fear and one of the things that is important is that we have this idea that all of our fear's !@#\$. You have to push through it and you have to break through.

I hear a lot of this especially in the entrepreneurial world. We have to overcome your fear and kick fear and all of these stuff and does that ever work? Does it ever work for anybody really long term with that? I don't know and in particular it doesn't work for the creative. I don't think so because fear can be such a marvelous tool when you're creating. So many beautiful things can come from your fear if you figure it out, if you take time to learn what it is and what it's about because fear is really just showing you a part of who you are and usually a part of who you are that you don't necessarily want to look at.

So if you shut the door in it's face, it's like saying, "I don't want to see that part of myself," and if you don't see the parts of yourself, then how can you create this fully? There's a quote, and I don't remember who said it. I am terrible at remembering who said quotes, but I know it wasn't me. The quote was something like, "There's fear that keeps you alive and there's fear that keeps you from living, and wisdom is knowing the difference."

And this really stood out to me when I read it I think probably 10 years ago because we have this gut reaction to fear like, “Oh this is terrible. We have to get through it,” and no, I mean some fear is good. Some fear keeps you from going down the wrong alley at night by yourself. Some fear keeps you from stepping out into the street and getting hit by a bus or keeps you from the sabre-tooth tiger. The example that everybody loves to use is if anybody has seen a sabre-tooth tiger recently.

We use all these analogies to understand what fear does and one of the things that it does is keep you alive. It's not bad, you know? If you got a pretty good gig that is supporting your family and you decide that you have to do something else that you're really passionate about and you decide to quit the job but not talk to your spouse about it, maybe the fear of doing that should keep you from doing it immediately, right?

You have to look at the fear and say, “What is it trying to tell me? Is it telling me something that I actually want to listen to or is it holding me back? And the fear that you really try to overcome is the fear that is holding you back from really living your life. But I do believe that they are two different things and I think that we have to figure out which one is speaking to us at which time.

[00:32:22.3] RP: I'm going to find that quote. It's a really beautiful quote.

[00:32:25.2] KNG: Great, right?

[00:32:25.6] RP: Yeah, thanks for sharing that. That's great.

[00:32:28.1] KNG: I feel like it's Jon Kabat-Zinn, something like that.

[00:32:30.3] RP: That's sounds about right. No but I love the distinction that you made and it's so true that when you really look at the fear and see if it's inspired anticipation or it's dread or it's really trying to keep you safe and it has a function. Fear has a function and so looking at what the function is in that particular instance.

[00:32:51.9] KNG: Yeah it does and it's okay to be afraid. I mean we talked a lot about fear I think in the last hour and it does. It's okay to feel afraid because if you can't feel afraid than you

really can't feel the opposite of afraid, which is peace. You really can't, it's a skill set that's transferable. It's just the ability to sit with whatever emotion you're feeling at this particular time and the more that you can sit with the things that are challenging, the more that you can really drink in and soak up the things that are unbelievable.

You can't really be present for the great stuff unless you have this ability to sit with the things that aren't so great because there are always going to be things that aren't so great. Again, this is part of being a human. This is part of our experience and if we try to limit it, we're limiting all of it. You can't just have 100% of one side and 20% of the bad side. It just doesn't work that way.

You have to choose one and then it goes around in a circle. It dips and it's ups and downs and highs and lows. You can do things to shift your perception of the experience, which I think that is really helpful. You can do things that help you experience that are more pleasant in life but you can never get rid of the things that are completely unpleasant. You can't ever get rid of all fear.

[00:34:04.3] CS: Yeah, thank you so much, Kelly. I think this is going to blow a lot of minds. I think is going to help a lot of people.

[00:34:12.2] KNG: I try not to go too deep.

[00:34:13.9] CS: Yeah. No, it's great. If people want to dive deeper with all of this and if they want to reach out to you or learn from you and continue this conversation, where can they do that?

[00:34:22.8] KNG: The best thing to do is to go to my website, ritualcare.com, and sign up to connect with me there. So that's the easiest way. You can also find me on Instagram @kellynewsomegeorges or on Facebook at Ritual Care by Kelly Newsome Georges.

[00:34:36.5] CS: Thank you so much Kelly and everybody listening out there, go build your creative empire.

[END OF INTERVIEW]

[0:34:44.3] ANNOUNCER: Are you ready to build your own empire? For more information, show notes, downloads, and tips on how to do it, head to www.creativeempire.co, where you can find out more about this week's episode, and the two lovely ladies behind it all, encouraging you to build your own creative empire.

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