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| Speaker 1: | Welcome to Build Your Tribe with your host Chalene Johnson. |
| Chalene: | Hey there, welcome to Build Your Tribe 2.0. In this episode instead of talking at you answering random questions and not having someone to hit me with a follow up question I like to mix it up so that you have a chance to feel you're actually a part of a real conversation. That's what I love about coaching entrepreneur, it's that, it's conversations because I'm always going to give my advice and I'm going to share best practices and guidelines but at the end of the day we all have to factor in our own heart, our own experiences, our own dreams, desires and what's most important to us. That's why I love conversations like this one. |
|  | In this episode I chat with a member of our 3 percenters' mastermind. That's an invite only mastermind. We invite people to that based on how they perform and how they contribute when they're a part of our team Johnson coaching group, which is solely for entrepreneurs who are in a, quote on quote, partnership. Meaning they're either married or long term committed relationship. FYI, that's not a plug because it's not currently open, we're not taking applications. However, he's also a long time student of the marketing impact academy and a great friend. This is Jimmy Hays Nelson, you've heard him on previous episodes. He can be found at 5daysfire.com. Jimmy is the master question asked, because he coaches a team of both seasoned and novice entrepreneurs, I think he's perfectly positioned to be hearing the struggles and ask the questions on your behalf. |
|  | In this conversation we're going to talk about to shut off work mode so that you can learn to relax and not drive your partner crazy, my personal policy for selecting a mentor, how using the excuse that I'm not a, quote on quote, numbers person helped to almost bankrupt us at one point, and how all of us can level up when it comes to goal setting. Phone's ringing, let's get that call. Why are you calling me? What do you want? |
| Jimmy: | I'm calling to let you know that my view is probably betters right now for once in my life. I am in Cancun Mexico staring at the ocean from my room. |
| Chalene: | What? |
| Jimmy: | Yes. |
| Chalene: | I need Jimmy Hayes Nelson's life. |
| Jimmy: | Well so many people say that Chalene. It really is a [theme 00:02:23]. I thought, when else in my life have been able to say, "My view is better than Chalene's right now." I had to call and rub it in. |
| Chalene: | It's awesome, I love it. Okay, what do you want to ask me? |
| Jimmy: | We're talking vacations, can you tell us your favorite vacation spot, or the best vacation you've ever taken? |
| Chalene: | Yes, let me says this, I used to have vacations. Vacation to me sounded like death by relaxation. I couldn't do it. I think there's a certain element for all entrepreneurs to recognize if you've gotten to a place where you don't know how to relax anymore. If that sounds true to you, if someone says, "Hey we should take a vacation," and it makes your heart race and you think to yourself, "I can't because I'll miss out on things. I need to work," et cetera, there's a problem and I was there once. I would fake it, I'd be like, "Oh that sounds like so much fun," but in my mind I was super stressed out to think about unplugging. I just couldn't, it meant the world could crumble, there would an opportunity I would miss, I would be so far behind that it wasn't worth relaxing. Because if I unplugged from work I would get back a week later and be overwhelmed. |
|  | Here's one thing I would say before we talk about location, is the way I've learned to fix that, number 1 is to transition into a place of smart success where I don't need to do more, God will reward me if I just understand I am enough and I do what's right, number 1. Number 2 I would say this, and I don't know if this is true for you Jimmy but, I need to spend about 30 minutes every day on vacation just checking in. If you let me do that I will enjoy my vacation. If I don't do that I have this fear in the back of my head that the building is burning down and my Facebook page is turned into, "We hate Chalene." But just give me 30 minutes and number 1 I'll come back rested, and number 2 I'll be happy all day. What is your policy on checking work while you're on vaca? |
| Jimmy: | For me vacation, and the thought of unplugging and doing nothing, still drives me nuts. In fact as I'm sitting here in my room I'm looking and my wife is already propped on the bed with a book, and that's- |
| Chalene: | Hi Kelly. |
| Jimmy: | Chalene says hi. That's where she will be for the next 5 days. Now that version of vacation would drive me nuts. I don't always have to check in on work, so this is where it's different, I was going to ask you was it being still? But it sounds like it wasn't about being still for you, it was about not having access to work and the control part of that. For me I know I will spend most of my time, I will find where is the pool, where the music's the loudest and the drinks are flowing and the party is going on, and that's where I will want to be. That's vacation to me, where Kelly wants to be on a beach with a book, very quiet. |
|  | But as far as a policy goes with business, I let most of the people that I work with know, "I'm unplugging," because I feel like it's important for me to model to them that if I'm talking about really creating a life of my own design, but I never truly unplug from that, what I'm advertising and what I am executing are 2 very different things. But as far as actually doing work, no not too much. |
| Chalene: | Okay, but will you do a little something each day? Do you have a limit? Do you have a number of minutes, or is there a, "Okay I can do it while Kelly's in the shower?" |
| Jimmy: | I think the most I will is probably shoot little videos here and there. Really going through both smart success and marketing impact academy we've built a team, and we haven't had a team in the past, and I trust my team and my team rocks. I really- |
| Chalene: | What? What? |
| Jimmy: | I know, right? I really can just enjoy my vacation, it's crazy. |
| Chalene: | It is crazy. It's pretty cool. That's awesome to hear. My favorite location. |
| Jimmy: | Right. |
| Chalene: | I like to go to Maui. I like to go to Maui, however my favorite place to vacation is someplace where I can be doing something, kind of like you, so I love to snowboard. I love any place where we can strap on boots and it's an all day adventure. I love snowboarding vacations. If it's a warm vacation, honestly I love going back to the mid-west because I can waterski and I can wakeboard and I can be on the lake, just be active and run through the woods. I like places where I can be active. |
| Jimmy: | All right, you ready for another question? |
| Chalene: | Sure. |
| Jimmy: | Okay, here's one that came across as I've been collecting questions for Chalene is, do you have a mentor? If you do what is it that you look to them to learn right now? |
| Chalene: | I do. I have mentors in every area of my life. I don't believe any of us should have just one person who is everything obviously. I have business mentors, I have parenting mentors, I have spiritual mentors, I have nutrition mentors and I have fitness mentors. You can pretty much pick any area of my life that's important and I have identified someone who I'm looking to, just because I feel like I'm a couple steps behind them and they're generous with their knowledge and they're honest in their opinion. Sometimes these are mentors from afar, but I can learn from them and feel like they're speaking truth to me and there's room for me to be better. What was the second part of your question? |
| Jimmy: | Basically what do you look to them to learn? If it was one person, but I think you covered that because in all these different areas I know when I've been around high achievers that tends to be something they have in common, that they're always looking to get better, that they never feel like they've completely arrived and there's always room to grow. |
| Chalene: | I will say this, when I pick a mentor I can't pick a mentor who there's no way I could do what they're doing because our circumstances are completely different. For example it doesn't make sense for me to have a fitness mentor who isn't married, doesn't have children, has never given birth and is a fitness competitor, because I can't be that, that's not my lifestyle. It's ideal for me to have someone who is a fitness mentor, who has given birth, has had kids, lives a lifestyle that isn't revolving around just them, their schedule, their food prep, et cetera. They have to live a life within their family. That makes sense for me. |
|  | Now I'm not saying at all, I want to clarify, I'm not saying at all that I can't take advice or to look to someone as an expert if they haven't given birth, that's not what I'm saying, if they're not a parent or if they haven't given birth, that's not at all what I'm saying. Certainly there are experts who I look to, but when we're talking about a mentor, the way I define mentor is someone who I can aspire to be like them, I can aspire to live like them, I can aspire to adopt their habits, their lifestyle and I can look at where they are and I can say to myself, "Okay, I can do that too." I can look at a fitness expert who is ripped and super lean and their life revolves around their own food prep and going to the gym and all these other things. I can look to them for expertise but it's not likely I will look to them as a mentor, someone who's footsteps I can follow in. |
|  | Additionally, this is just my personal policy, I can't have a business mentor who's been through multiple divorces, cheats on their wives, it's all business and their family is a byproduct, because whatever you've done in business you've left a trail of destruction and I'm not interested in that. |
| Jimmy: | Yeah, that's so good. In fact that's where I was going to go next, was can you separate the two? If you see somebody that you admire what they do in the business realm but their personal is a mess. |
| Chalene: | It tends to be the case that when I think of someone as a mentor and I try to compartmentalize this area of their life ... Let's go into politics for a second. There's a whole bunch of people who love Bill Clinton and they're like, "You know but he's so charismatic and he's this great leader. If you can separate the fact that he is a womanizer or was a womanizer, I personally can't separate the 2 because I think your integrity, your cloth, who you are, is who you are. If you're going to throw away and treat poorly the people who should matter the most in the world, what are you going to do to me? You didn't make an oath to me before God. It's really hard for me to fully stand behind a leader who I don't agree with most. I don't have to have the same religious beliefs. I don't have to have the same guiding principles in all areas but in most areas. I find it really hard to separate if I don't like who they are and what they stand for. |
| Jimmy: | Really the separation of your personal life and your business life, it's a mirage, it really doesn't exist. You have to find ways that those 2 things work together, that it's not, I think the word balanced gets used so much. Balance is something like a state you achieve and it's hard to hold, where really I feel like what we're trying to achieve is harmony between the 2. That it all ebbs and flows together. I think that's really key and it's one of the reason I work with you and Brett, because you guys walk what you preach. I've been around your family enough to know, "Okay, what they advertise is exactly what you guys execute," and that means a lot. |
| Chalene: | Thanks. That's awesome. |
| Jimmy: | Yeah, yeah. |
| Chalene: | May I ask you a question? |
| Jimmy: | Of course. |
| Chalene: | Okay, because I know a lot of people struggle with this, and I know it's almost like sometimes a default, where we want to compare our own success to someone who's further ahead of us and we fail to recognize sometimes our own amazing accomplishments because we're like, "Yeah, but there's somebody who's my age who's done this," or, "There's someone who started after me and they've already accomplished all of these things." How do you avoid comparing yourself to others? |
| Jimmy: | Great question, and very timely. I'm going to use an example, it's going to come back around to business. Yesterday on my Facebook page I posted a picture of me after I came out of a recent fitness test group. For those that don't know me and my story is, I grew up extremely overweight, I was a 100 pounds overweight at one time. That sexy, sleek, visible 6 pack washboard abs is something I've literally had one time in my life, and I'm not proud to say it wasn't in the healthiest ways of getting there. Earlier this year I was asked to be a part of a test group where a very hard work out, follow the meal plan to a T, and literally got down to single digit body fat and still didn't have that cover of Men's Health 6 pack, even though I was single digits. |
|  | Still it drove me nuts, so I posted on my Facebook page the other day about, "Do you define fitness by if somebody has a 6 pack?" A buddy of mine who I have always admired his physique, just abs for days, admitted to the fact that he really struggles if he doesn't have the full 6 pack, sometimes an 8 pack. We got to talking on the thread there, and he said, "But what's really Jimmy," he said, "I've always admired your arms, or your chest, or your shoulders," and other things, where I just assumed, "This guy has the perfect physique. He loves what he sees in the mirror." I think that correlates to business a lot also, is that we see somebody that we perceive is ahead of us in an area. Maybe going to the mentor example, maybe their home life is falling apart but they're the cream of the crop when it comes to their industry, or maybe they're internet famous right now, or maybe their income's great, but you don't know that their marriage is falling apart, or their kids don't know who they are. |
|  | The other part that I really had to come and really get a grasp on is ... A perfect example, a mutual friend of ours, she's been on your show before, Melissa McAllister and I are really great business buddies. There was a time when we first started brainstorming and working that I got so frustrated that I couldn't run my business the same way she did, until I sat down and go, "Wait. She has 2 grown children that are out of the house. I have a 4 year old." At the time Kelly, my wife, was still working in corporate America before we brought her home. I was like, "We can't operate the same way," kind of like what you were talking about when you looked for a fitness mentor. There's so many variables that we really have to take into account, that we can't necessarily execute the way somebody else is because our circumstances are different. |
|  | The second part of your question. Absolutely, so often we're chasing that thing that we wish we were like somebody. I wish I spoke like them, or I wish I had this. When we really kick ass in an area that comes so naturally to us, that we take it granted that we don't realize we're amazing. Instead of focusing on where you struggle, go find ways to make the thing that comes naturally to you 10 times better. |
| Chalene: | Yeah, that's so true. That's so insightful and that's super ... I wish everyone, we could all be that safe aware when recog- We could just catch ourselves a little quicker and go, "Wait a second, yeah I love her hair but look at how jacked up her thumbnails are." You know what I mean? I wish you could catch yourself sometimes. It's hard I think for a lot of people to avoid comparing themselves to other but that was a great reminder, is to remember that unless their circumstances and their DNA and the moment they are and the season that they are in in their lives is identical to yours. It does, it robs you of your happiness. |
|  | It's hard to feel grateful, you can't feel grateful and you can't feel blessed when you feel like you're not enough, when you feel like everyone else is doing better than you. I think the only way to do that is to just keep reminding yourself that, "I'm not in their shoes and I am enough." |
| Jimmy: | The other thing that really has been a big ah-ah for me, kind of the season I guess I'm in in my life right now is learning to enjoy the journey. We all have goals and we're all trying to get somewhere. Financially we're trying to get to this, or maybe we're trying to achieve some kind of rank or recognition, and this has been something that I have just recently started doing. Is where you step back for a second and go, "Wow, I'm not where I want to go but I'm rocking this right now. This is fun along the way." |
|  | I was watching a football documentary about Jerry Rice not long ago. Jerry Rice is considered the greatest football players of all times, and outworked everybody. They were interviewing Deion Sanders, Deion Sanders has a very different personality, really flamboyant, out there, always enjoying himself. They were talking about when Deion Sanders joined Jerry Rice on the 49ers. Deion said, "By far Jerry is the greatest football player that has ever played the game, but he never enjoyed the ride. He never enjoyed the relationships, the guys around him. He never enjoyed what it was he did, he was almost always tormented and it was always the next level with the next thing." I think it's important that we take and enjoy the ride along the way. |
| Chalene: | You are dead on. It is the journey that makes it all fun. If you can learn to enjoy the sights along the way, then wherever you end you won't ever be disappointing, because you've had this amazing journey on the way there. |
| Jimmy: | This goes right along what we're talking, is enjoying the journey. I don't know that everybody has heard your story, or know really financially where you and Brett started out. It was a while before I realized how much debt you guys had accumulated or where you came from, because it's so easy to see you guys and go, "They're the rocking power couple and they've always been this rocking power couple." What would you say has been the biggest change in you from Chalene at the beginning to the person that we know and see now? |
| Chalene: | A couple of things. Number 1 with finances, we didn't have a budget and I was the person in the marriage who would say, "He'll handle the numbers and the budget and the bank accounts and I'll stick my head in the sand and I'll work hard or whatever, but that's his department." It wasn't like he was trying to hide anything from me, I just was like, "I don't want to know. I don't want to know." Then once I did finally say, "Okay, how bad is it?" It was bad. It was really bad. We were in a lot of debt. I still feel embarrassed to say that because it was a combination of things. It was really bad decisions. We're talking about, our finances as a couple, we weren't even on the same page. I would say, "I just want to be creative and I want to build the business," and because we didn't communicate in that area, and I don't want to go into too much detail but I will say this, our financial troubles were the result of bad choices, associating with some really bad people, bad decisions. |
|  | Ultimately I think there were the result of complete lack of communication. I thought we were doing really well, and that was because I saw what was coming in, but I had no idea nor did I want to know what was going out, because that was what I chose. I made a decision not to look, not to communicate, just to say, "Okay that's his area." That was a very important time for us as a couple, to grow as a couple, to grow as individuals. It's one of those times that looking back on when we were in it, it felt dark and it was hard and it was painful, but from those things if you don't give up, if you stand by each other and you look at each other and you realize your own personal responsibility, and that you have to change, that's what makes for a really rewarding marriage. That's what makes it so beautiful today. |
|  | We owed a lot of people a lot of money, and I was angry and I was upset, and it was hard. The final analysis, I had to take responsibility for my own ignorance, to say, "I don't want to know about the numbers," or, "I don't have to worry about the finances," that was really irresponsible. We both wanted to do the right thing. We wanted to get back on track. We talked about filing for bankruptcy. We made a list of everybody who we owed money to. We put together a plan. We just wanted to start fresh and make every decision a decision that we could be proud of, we could lay our heads down at night and go, "That feels good." We put together a plan and we both had to do some personal work. |
|  | That changed us, it improved us. It made us stronger as a couple, and in less than a year's time we had paid back all of our debtors, every single one them. Except for one family member who said, "You don't need to repay me. This was a gift." Eventually we repaid them too because it felt like the right thing to do. That changed us financially. The next change that I would say is pretty huge from where I was and who I am today is realizing that it wasn't success that I wanted, it was a feeling. I became very goal driven without much thought or regard for, "Why do I want to accomplish this? What will it make me feel? What will I have to sacrifice in order to accomplish this goal?" Brett and I had accomplished so many things in our business and our lives that didn't give us any space or room to breathe, or make us feel good. |
|  | To drive the cars and to have the big house and to have all of these employees and all of these people we were responsible for, it didn't feel good. It felt like we couldn't breathe. It felt like we couldn't enjoy life. We started over, and it was really about learning to begin with, instead of setting a goal on, "What do I want to have," now we set our goals based on, "Ultimately what do want to feel? What we do we want our life, our day to feel like?" Because we do that instead of thinking about success, the irony of it all is that we do far less and we have more success financially, which gives us more opportunities to help people and do cool things. It gives us the opportunity to say no. That's cool. Again the irony of that is that we didn't start by going, "Okay, how can we be more successful." When we redesigned our lives we started by saying, "What do we want to feel between the 2 of us and in our family?" It's paid off. |
| Jimmy: | That is so huge. Sometimes the littlest mind shift can take you in a completely way, and one thing I've always admired so much about the both of you is that you were willing to shift how you did things in the midst of being, quote on quote, successful in the eyes of the world. All of us on the outside looked and goes, "Man they got their stuff together, they are rocking everything." Most people aren't willing to tear down the thing that they have built to rebuild with a strong foundation. Most people are masking taping and praying that the house of cards doesn't fall over. |
| Chalene: | That's right. Yeah. I like to say that we had our rock bottom at the peak of our success. The reason why we, together, had the courage to disassemble that, really my fear of losing my family or damaging my marriage, my fear of that was far greater than my fear of losing everything else from a financial or toys or things. When I reached that decision, I really mean it today even when I say, I didn't care if I lived in a cardboard box, in a warm environment. That was okay if that was the risk, but I was not going to risk losing what was most important to me, which is confident, healthy, happy kids and a marriage that was fulfilling. We realized, if neither of us are happy this is dangerous. |
| Jimmy: | That's so good. Man Chalene I love our chats. |
| Chalene: | I do too. I guess you've got to go back out in the sunshine, or have a cocktail or something. |
| Jimmy: | There is a pool and there is a beach, and there are cocktails. |
| Chalene: | It sounds like fun. |
| Jimmy: | Yeah. Thank you for letting me powwow with you while I'm sitting here in paradise. |
| Chalene: | I love it. Thanks Jimmy I'll talk to you soon. |
| Jimmy: | All right, take care. |
| Chalene: | Thanks for listening to Build Your Tribe. This episode is sponsored by courageousconfidenceclub.com. It is a club. It's a club so we can invite cool people and we can kick you out if you are a trouble maker. It's the club to belong to if you want to learn how to get rid of self doubt, learn how to feel more confident, more self assured, to find yourself in social settings feeling like you're the person who everyone wants to talk to. You feel much more comfortable about everything you have to say and do, not just in social settings but in business. It's the key to just about everything. Not just raising confident children but to feeling good about who you are and what you're doing and taking those risks, eliminating fear, knowing that you can't fail you can only get better. This is a club to be in. I hope you'll check it out by going to courageousconfidenceclub.com. |
|  | This is my show so it is my prerogative to tell you at the moment I'm releasing 5 episodes a week. That could change. Why might that change? Maybe my family could change, maybe I can't get out 5 episodes next week. They're a priority but if time permits, you'll get 5 episodes a week. That's Tuesday, Wednesday, Thursday, Friday, and Saturday. If you are so inclined to make a donation to the show in the form of a compliment, that's right, you can do so and I would be greatly appreciative. All you have to do is go back to iTunes and write a review for Build Your Tribe. That would be the ultimate gift for me. Listen I promised I would try to be brief, be bright, be fun and be done, so we're done. |