

myweeklymarketing.

Janice Hostager: 0:05

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business and life in between. Welcome to My Weekly Marketing. Welcome back to My Weekly Marketing. I'm Janice Hostager, and although we talk a lot about marketing on this podcast, we also talk about stuff that drives our business forward and, to be honest, sometimes it's not another marketing strategy that we need, it's a little more encouragement, or maybe a little more truth, or maybe a little mindset boost.

Janice Hostager: 0:49

So today I'm joined by Genevieve Skory, a resilience coach who specializes in helping entrepreneurs like us navigate the emotional highs and lows of building a business. Because, let's face it, if you've been in business for even a little while, you've probably reached a day or two where you've just felt overwhelmed and defeated. Right, you're not alone. So if you've ever felt stuck or stalled or just plain exhausted, trying to build momentum in your business, this episode is for you. So here's my talk with Genevieve. Hey, Genevieve, welcome to My Weekly Marketing.

Genevieve Skory: 1:23

Hey, thanks for having me.

Janice Hostager: 1:26

So today we're talking about resilience. So why do you think resilience is such a critical skill for entrepreneurs?

Genevieve Skory: 1:33

Oh, you know, because I will tell you. Well, can I tell a story first? I'll tell you, I'll tell you why.

Genevieve Skory: 1:39

Because it's grounded in my own experience, and that is that you know every so I never really thought I would be an entrepreneur. Honestly, I kind of stumbled into it based on a passion I had, and what I very quickly figured out was that passion was not enough to sustain the learning curve required. You know, as a marketing expert, right,

your passion only gets you like so far. And once you get to like your first big obstacle, you have to make a mental, spiritual and like intellectual decision to either figure it out or turn back around. And, and I, I actually remember thinking but everybody needs what I have. You know everybody needs it. I know for sure everybody needs it. And, and and I will tell you with every and I can go back to like a sales job that I had working for a health club where we were catering to overweight people. So it was like the people that were coming into the gym really needed what we had, right.

Genevieve Skory: 3:00

But the first minute you hit an obstacle where it's like whether it's an objection, whether it's, I've been on social media. Nobody seems to be paying attention, or it's been weeks since I had a sale, or this is the other one. My friends and family didn't quote unquote support me, which I'm kind of like. Well, they weren't really your ideal client to begin with. So you know there's that, but nobody tells you.

Genevieve Skory: 3:28

There's a learning curve, not only when you start, but with every new stage of your business, and so if you don't have a resilient plan like you don't have a resilience map that you can go back to and go I was told this would happen. I'm going to go back, I'm going to stay the course. I'm going to figure things out. You're super likely to think this isn't for you and I'll tell you, Janice, I just passionately feel like there's so many people out there with, honestly, really good ideas that they need to like bring birth that thing, you know. So I just 100% thought you know what. What needs to happen is people need to be told in advance. You're going to hit obstacles at every stage of your business and if you don't have a plan for how to navigate that emotionally, you're going to quit way too soon. You're just going to quit way too soon.

Janice Hostager: 4:27

So this is so 100% true. I always say that entrepreneurship is more of a head game than a skills game.

Janice Hostager: 4:35

You know it kind of reminds me of when I was learning golf. I would do really well when I'd be like putting by myself or driving by myself and I'd get out there in front of you know my friends who were golfers and like you know what do you call it Divot every time. You know it was just like because it was something about it. Like you, if you don't anticipate that you're going to stumble at a certain point, you know you get into your head too much, I think, and I totally see that in business.

Genevieve Skory: 5:09

Yes, and people start with a product plan. They start out with a product plan. They also start off if they're lucky with a marketing plan, which you know you're out there singing the song all day every day. So you know kudos to you, right. But nobody says you know what you also need. You need a resilience map because as you go along here, you have to be bad in order to get good. Like, nobody tells you that because, especially if you're looking on social media, you like but look how successful everybody is. And I'm like but look at you know you can't actually look at all of the behind the scenes, trauma and learning and failing that transfer, because everybody just wants to give you the highlight reel. This is my great business and like, okay, but it wasn't always great, was it it? Just you know it wasn't.

Janice Hostager: 6:09

Yeah, yeah, a hundred percent, yeah. That's why I wanted to have you on the podcast, because I really want everybody to realize this, that it's not about just checking all the boxes and doing the work. It's like you have to be ready for that self-doubt, that imposter syndrome, the criticism that can come on social media, the failures I mean. You do. You have to know that they're out there and I think that's why. So this is my third business technically and my first one I folded, like you know, just right away. It was like I don't like this. And then you know. And then again you start thinking, okay, I've got to have you know a little more, a little tougher skin. I can do this this time, and you know. But you do, you learn by doing it and you learn from your failures, that's for sure. So what is resilience mapping and like, how is it different from like mindset work?

Genevieve Skory: 7:14

It incorporates a little bit of mindset work, because your brain is the single determining factor of whether you succeed or fail. Like I really believe that 90% of your success is tied to your brain, which, by the way, is designed to keep you very comfortable. It like, literally is designed to be like Janice, don't stay where you are in your house doing the things, because we know that this will not kill us, so let's just stay here in safety. So the brain is actually wired for safety and not success. So mindset does come into play, because part of your brain does need to be rewired. But resilience mapping is about starting the conversation. From where do we want to go? Why do we want to get there? Like, like the really deep, deep, why and you know I hate to use the word why, because it's become such an overused word, but people use it very surface, level-ish. It's kind of like well, I want this to work because and a lot of times it has to do with you. I want this to work because I don't want to have to work in corporate America. I need this to work because you know we need the extra income, whatever it happens to be. Maybe you do

have a really big mission. It's like I need this to work because, like, the world needs to have what I have. But that is the fuel of the business, which gets completely disregarded in your day-to-day activity. So resilience mapping is about setting a really solid foundation emotionally and, in some cases, spiritually. I think that business is also a spiritual game in terms of, like who you have to become. But there's also this sense of, but there's also this sense of. So I think of failure as unprocessed, unprocessed feedback. So when people fail, they very typically will say I'm terrible at this, and then they won't actually look at the very piece of feedback that will help them overcome whatever it is that they're experiencing. So it's like well, nobody seems to want what I have. I feel like a failure. Your brain says great, let's go back to doing what we used to do. I told you this wasn't a good idea, when what you need to do is have systems in place that are like okay, one, I know why I'm doing this, so some real deep work on this is why I'm doing it. Two, a strategy for how you're going to deal with failure, and also because the other thing that people don't do is they really don't process their failure, and when you don't process your failure, you don't get that required feedback that you need. So we create a system for processing failure on a daily basis, right so? Yeah, right. So you know, when you have a business, you look at numbers a lot. If you're smart, if you're smart, you're looking at business numbers a lot, but this is like that soft measurement that never gets done. So what happens is you don't actually record your successes or your progress or your learning, because you didn't get a sale, you didn't get an outcome that you measured based on a number. So we create this foundation. Why are you doing it? Two, we set an expectation of who do you need to become to get where you want to go. So you have to also be clear about that.

Genevieve Skory: 11:15

A lot of times, people will quit way too early and they'll say you know well, I didn't hit my target. And when we look at it, Janice, they didn't actually have a target to begin with. Like you know, you can't miss a target that you actually don't have. All you know is, right now, it doesn't feel good. So how are we going to? You know, how are we going to navigate those feelings of not feeling good?

Genevieve Skory: 11:43

So when I have a failure framework that says, hey, listen, failure, failure is one of three things. It was either something you didn't know, so a skill gap. Let's evaluate. Is it a skill gap? It might be an identity gap. Someone you weren't being, someone you weren't being, so how did you show up in this failure? Is it skill, is it identity? Or is it courage? There was something you didn't say that you needed to say. So when you look at, so we give people a framework for failure and processing their failure so that they can move

on and go oh, my gosh, it's okay, I feel like I failed. It was literally just a skill gap. Great, where do we get that? Where do we get that? How can you practice that? And then, how do you reward yourself? Because the other component of it is a lot of entrepreneurs are type A, but we are running to the very next thing without fully processing the successes we had in the day, so have time to process.

Genevieve Skory: 12:58

These are the things that went well. Your brain doesn't measure. It's working, this is okay, this is safe, it feels good.

Genevieve Skory: 13:08

Keep going

Janice Hostager: 13:09

Okay, so it was a skill gap.

Genevieve Skory: 13:11

Yes.

Janice Hostager: 13:13

What was number two?

Genevieve Skory: 13:14

Skill gap, identity gap,

Janice Hostager: 13:16

Identity gap, courage gap. And then the fourth one. What was the fourth one you just said?

Genevieve Skory: 13:20

It was three.

Janice Hostager: 13:21

Oh, it was three. Okay.

Genevieve Skory: 13:23

Yeah, something you didn't say or do or feel for the most part, okay, yeah. And if you look at it, it's true, like, for example, when people talk about I don't feel like maybe I had a pitch, I got a sales pitch, I had a pitch and they didn't close. Well, you can actually look at it from those three lenses and find out like, was it something you didn't know? No, I, you know, I did the pitch, I did it right. I presented it in a way that felt good, great, how did you show up? How did you feel at the time? Well, I felt a little desperate, like I literally was, like I needed them to buy from me, right, and that energy is not like a CEO confidence energy, and your prospects feel that all the time Right. So now you can work on that.

Genevieve Skory: 14:20

If that's a thing, or in some cases and this happens a lot, I know, you know this in marketing on that, if that's a thing, or in some cases and this happens a lot, I know, you know this in marketing people don't actually close a sale, like, as I told you all the things, but I didn't actually tell you what your next step was to be involved with me, and so when somebody feels like their failure has a system that they can process and learn from, it extends the life of their confidence. You know, now I'm like, okay, I learned something, because confidence comes from competence. So we can get you to a place where you're like I learned from my failure. You're going to increase your confidence as you go. But most people don't talk about this. It's kind of like just get out there and show up and you know, and I'm like, yeah, but if you're not learning, you know.

Janice Hostager: 15:12

Yeah, yeah, yeah, and I think that's very much a I don't know misnomer, where, if you have a failure, you just get back up again and keep moving forward without ever taking the time to say why did this not go the way I wanted it to?

Genevieve Skory: 15:27

Right. My dog just came in. She's happy to see me, so she's running around, sorry.

Janice Hostager: 15:35

No, I don't. I can't even hear her. So no worries,

Genevieve Skory: 15:37

Yeah and we all work alone, right?

Genevieve Skory: 15:41

I don't know if you have a community, but a lot of entrepreneurs start off alone and so nobody tells them.

Genevieve Skory: 15:48

Nobody just tells them that's normal, like that's par for the course

Janice Hostager: 16:00

Yeah, and one of the things that I actually reserve this URL called Business Buddies. I feel so strongly about this is that there's just if you don't have somebody that you can talk to or say I've just had a really bad day, I need a pep talk or something you know, somebody to kind of bring you back up. It's easy to fall into that, like you get into your own head and you can.

Janice Hostager: 16:17

I've done the most damage to my own life in my between my ears you know just talking myself out of things and kicking myself for things that I've done wrong, which is that in itself is not helpful. Yeah, you know, just belittling yourself or criticizing yourself is not going to help you. You know that's going to do so much damage. Yes, so I love that. What you have is just like three things to look at you know, yes, so.

Genevieve Skory: 17:09

And if you understand the framework and I love the Business Buddies thing, so if you set that up, let me know, because everybody does now and it's like, ok, let's go through the framework. Let's process this together. We need to normalize processing failure instead of avoiding failure. As you mentioned, well, you have to have somebody to call because you're a marketing expert. And if I called you and went, gosh, I just posted this thing and it got absolutely no traction, and you looked at it and said like, listen, rookie mistake, everybody makes these mistakes. This is pretty normal. We can just tweak it a little bit. Right, that's going to give me just that. I just needed a little shot of energy, a little, someone to tell me. That's kind of par for the course. You know, I very often liken it to going to the gym, and it's like if you go to the gym and you work out and you complain about being sore, but you talk to somebody who works out, right, they're going to tell you welcome to the club, and then you normalize being sore as part of what you need to do, right.

Janice Hostager: 18:01

Yeah, yeah, so you mentioned this as being something that you do on a daily basis or on a regular basis, like what does that actually look like in a practical daily way? Do you

have like a set of habits that you go through, or do you just wait till you have something that doesn't go well and then kind of walk yourself through it?

Genevieve Skory: 18:24

Yeah, that's a good question. It really is about creating a habit. So it's not a triage thing as much as it's creating a set of success habits which starts with showing up in your day a particular way. Like I don't know about you, but for a very long time I would just sit down and start to work and what I found was I was then subject to the ebbs and flows of whatever happened, whatever showed up in my inbox, whatever my video count was like, all of those things could very easily knock me off of my game, you know.

Genevieve Skory: 19:09

So it starts off with being very intentional because, remember, failure is also one of the things is who you're being. So it's kind of like, okay, I'm going to start with being that person who is successful. So let me, let me take a minute, let me frame my whole entire day through the lens of who I want to be. I want to lead and not chase. So let me remember I'm leading and not chasing. I'm trusting my systems, I feel good about them and my job is just to lead my prospects through a journey of discovery and not chase them and not convince them. Just starting from there a lot of times makes people show up more authentically, which makes them more dynamic and creates more attraction. Right, how they show up really matters. So it starts there.

Genevieve Skory: 20:04

It starts, it continues on with a midday check-in. So at what point in the day are you going to schedule in your reframe your check-in? Because it's very easy to you know, forget that. This is what I'm intending to do. And then at the end of the day, and there could be another check-in in the afternoon, depending on how long your workday is, but at the end of the day, it's a measurement of what worked, why did it work, how did it feel? And then deliberately measuring your failures and processing them. So actually taking a look at your day what didn't go well? And let me process my failures every day.

Janice Hostager: 20:47

That's where the courage comes in, right. Like taking a hard look and it's like, ooh, it's easier just to move forward. Much easier.

Genevieve Skory: 20:54

It is, but it's kind of like, you know, driving with a flat tire, you know. It's kind of like well, I know the road is bumpy but the car still drives, so let me just keep driving. It's like listen,

girl, just get out and change that tire, but nobody you know what I mean. Like people don't learn that habit.

Janice Hostager: 21:14

Yeah, yeah, I love that you're talking about this. Nobody talks about this. I mean yeah, I mean, it's just not something that people, people don't bring it up. You know. Like you know, on the entrepreneurship courses, nobody says prepare yourself, it's going to get ugly. I love, I think it was. Who is it? I can't remember now who said this, but entrepreneurship is like eating glass and I think it. I just can't remember exactly what it is.

Genevieve Skory: 21:41

It is, though it is.

Janice Hostager: 21:43

Yes, yeah, yeah. I actually put that in the front of one of my courses because I really wanted them to be ready for that, because you need to be ready for the hard days, the things that don't work, because, especially in marketing, so much of it is testing.

Genevieve Skory: 21:59

Yes

Janice Hostager: 22:00

and we all want to go out there and put together an ad that brings in a million dollars, but it's probably not going to happen, you know, without a few iterations. I mean, there is no shortcut, and you measure right.

Genevieve Skory: 22:16

You measure your iterations Like it's an active part of marketing to look at how things performed and to tweak and adjust. We need to do the same thing on a personal level. You know if your day is a commercial for your business right. What things can you say worked well and what things need to be adjusted so that you can create a formula that you enjoy showing up for every single day.

Janice Hostager: 22:45

Mm-hmm, mm-hmm. Yeah, love that. I think about. Well, maybe you know this. Is there a point in time where we tend to kind of dip? I know Brenda Burchard always talks about

the messy middle and I feel like I just knowing that there's a messy middle has kept me going sometimes. You know, is that true, is it? I mean kind of hard to tell, it's kind of a personal thing, but the middle is the.

Genevieve Skory: 23:10

Yeah Well. So yeah, I've heard that. I've also heard it referred to as, like the field of despair, where you know, and honestly it's kind of like well here, and I think it happens regularly to be honest, and I think the more you experience it, the more you're actually growing, and so people that show up more consistently and are moving faster in their business are actually going to have more failure than people who don't. So people that have big goals actually need more emotional support because they're going to be bombarded on a daily basis with things that didn't work, that they need to kind of work through. But if this is where you are, if you're starting at point A, you want to go to point B. It looks like this straight line, but the truth is there's a big valley or field of despair between where you are and where you want to go, because there are things you do not know, otherwise you'd already be there and what we do is we glamorize the there and we disregard the value of the journey.

Janice Hostager: 24:23

I love that.

Janice Hostager: 24:23

I should embroider that on a pillow somewhere

Genevieve Skory: 24:27

Value the journey, much learning and and it is funny, and you know this as a marketer, it really is all about the hero's journey, right, every, every hero started off as a zero, and the whole point of the movie, the whole point of the story is that person overcoming and becoming someone different. And in business it's like if you want a sequel, you gotta you gotta master those skills for the first, you know, for the first movie, and then, and then you gotta take on another journey and master those skills and and so on, and the longer you do it, I mean, do you remember I remember being afraid of so many things that are now commonplace? But, you know what I like. You're like, oh, that was, I remember when that was really scary. And now you're like, oh, girl, that's nothing.

Janice Hostager: 25:22

Totally. Even podcasting. I mean really, you know getting a camera and talking to somebody and putting it out there, I mean that was terrifying to me at first.

Janice Hostager: 25:31

You know

Genevieve Skory: 25:32

Yeah, but seeing, yourself, listening to yourself, judging yourself, all of those things, and if you're like me, you probably recorded at least three podcasts and didn't have the microphone on. Like I, literally I like fail, fail again, fail again. Oh, you know.

Janice Hostager: 25:55

Yes, yes, I redid my first episode, I think four times. It was like cause? I thought I well, I remember I wrote it, scripted it all out for word for word, and then realized the whole podcast was only like three and a half minutes. So I was like, okay, I probably should add a little more meat to this, but anyway. So you mentioned the word goals and somewhere on your website or somewhere I read that goals don't work. Did I see that right? Okay, so tell me why that is. Why does traditional goal setting not work?

Genevieve Skory: 26:31

Because what people tend to do is they set goals in a very transactional way and they're very tactical. So the the brain is is wired again to keep you safe and it's wired to make sure that you aren't doing anything outside of your comfort zone. Goals actually are a really great idea when they're structured properly and they include things that aren't numeric. So a lot of times we're like my goal is, you know, \$100,000 a month in sales, and until I'm at \$100,000 a month in sales, I haven't reached my goal and therefore I am not successful. You just have to be very careful that you are including measurements around progress, including measurements around progress and the attainment of the goal, which most people they don't do and then it becomes goal setting is no fun because I don't reach my goals. Goal setting isn't fun because it doesn't feel good to not reach your goals and therefore I'm not going to set goals or targets. And if people aren't careful, they can weaponize their goals against themselves.

Janice Hostager: 27:56

Mm-hmm, I am very familiar with that one yeah.

Genevieve Skory: 27:59

And the brain uses that as evidence that you should not continue, right, yeah?

Genevieve Skory: 28:04

Danger.

Genevieve Skory: 28:06

Stop setting goals and it's like, well, let's just reframe the way we set those goals, let's make sure that there's progress markers in there and let's measure how things feel as well. You know I come from. I'm a reformed toxic hustler. I still go to the meetings. I still go to the meetings because I had set up my business in a way that was not authentic with who I was. I wasn't taught to measure how things felt. I wasn't taught to trust my gut. I wasn't taught to enjoy the process. I tied my self-worth to the attainment of a goal, and if I didn't hit that goal, then my self-worth, my confidence, got shot, and so I did everything I could. I missed dinner with my families, I worked over vacations and what happened was I created this toxicity in myself where I literally could never rest. I felt guilty resting, and so you know, there's just this whole. It just leads down a really ugly path. So I'm a reformed hustler. I will, you know.

Janice Hostager: 29:28

Girl, we are cut from the same fabric. I can tell you that one for sure.

Janice Hostager: 29:32

Yeah, yeah,

Genevieve Skory: 29:34

Life is actually better on the other side. I'm like, oh my gosh, this is so much more fun. Like my husband and I just took a trip to Vegas and I've been to Vegas a million times for conferences, conferences that I ran and coordinated and spoke at all the things, and I literally was like I actually get to go and enjoy myself. This is a whole different experience. So it is about, you know, showing up, enjoying the process, and not everything being hustle, hustle, hustle, measure, measure, measure, attain, attain, attain. You are actually worthy and perfect the way you are and if your business makes you feel less than like it crosses over into, you know, toxicity, which to me, is part of the resilience mapping is like let's get back to, but remember, the reason you're doing this is this and, you know, let's make sure there's alignment, because a lot of resilience mapping has to do with alignment as well.

Janice Hostager: 30:47

Interesting. Yeah, I mean, what you're saying about your trip to Vegas reminds me of, well, any trip I try and take because I never give myself. So I was telling a friend that my goal was to take off one day a quarter. Because I thought like I was super proud of that.

I've been there, I know, and she's like that's all. I was like, well, I thought that was doing pretty well and it's so sad, right? Because when I did and my husband and I just went to the beach we live in Austin, Texas, so the beach is like three and a half four hours away and I took a Friday off to go do that.

Janice Hostager: 31:31

And when I say I take a Friday off, I just meant that I'm not in my office, but I still had my computer with me, I still had my iPhone going, but I realized that it just felt strange not working. It feels almost like when you have a child and you feel guilty for going to work. Well, this is kind of how it was. I felt guilty for not being in my office, I was leaving my baby behind and it was a horrible place to be, horrible mindset, but I think I need to go to those meetings that you're going to be.

Genevieve Skory: 32:18

I'll sponsor you. I'll sponsor you. It's what was really interesting, Janice, was. I went on my social media and I posted I'm going to Vegas and guess what not coming with me for the first time in 10 years... my laptop. And I know like you feel this sense of panic. I always felt this sense of like I need to do enough and like here's the big deal. Rest in my head was always earned. It was not part of my strategy. Now rest is part of my strategy.

Janice Hostager: 32:56

I love that and you know, cognitively I understand that and you do. Even on Mondays, my head is so much clearer than it is on a Friday afternoon by a long ways, and so I know that just having a couple days, or sometimes just one day, to just clear my head and not think about work is so invigorating for your creativity, for your clarity. So so helpful. So I love what you said too about that, because I tend to like for next year, I'm like, all right, so I need to schedule like a few days off after my next launch, you know, or something like that, or after this big project. But you're right, that's framing it as a reward, so I just need to prioritize my, my own self-care.

Genevieve Skory: 33:50

Yeah, so what was interesting to me was I learned this a long time ago and I rejected it. Rejected it was that you need two days off in a row to increase your productivity.

Janice Hostager: 34:04

Good to know,

Genevieve Skory: 34:05

Two days in a row. So you know, if you have to start with one, we'll accept that, but you really do want to work up to two days in a row? No working, no working, just being existing, recharging, you know, enjoying life, Like there was that. I was like wow, wow, I'm missing out on a lot by being so, you know, I don't want to say assertive, but so goal oriented, Like that was it. Everything was about the goals.

Janice Hostager: 34:45

Yeah, yeah, that is a hundred percent how I'm built as well. It's just like that's what I think about when I'm on vacation.

Genevieve Skory: 34:52

Have me on speed dial. I can chalk it down, like, Janice. Go have a beach time without your computer or phone. It's weird at first because the brain honestly, what's happening is your brain is saying this isn't safe. It's not safe to relax, it's not safe to be untethered to your phone. It's not like I used to have a watch that, you know, buzzed me off. I stopped wearing my Apple watch.

Janice Hostager: 35:26

Yep, got one right here. Yep, well. And the really interesting thing not interesting, sad, really is it puts you at the edge of burnout, and if you burned out then it's pretty hard to get back from that. Not impossible, of course, but you really do need some serious downtime to take care of that.

Janice Hostager: 35:48

I had just finished a big project a couple weeks ago, something I've been working on since December of last year, and that first week when I did not have this project to work on, it was like my whole body was in a state of like, not despair. It was like my body wanted to go. My body kept telling me to do these things. My head kept saying, no, you can relax now, you should relax now, read a book, now, you know something. And it was like I was not adjusted well because I was so used to that pace. It was sort of like when I was in college and you have finals week, right, and so you're cramming and you're up all night and you're eating poorly and you're not exercising, and suddenly you're all done with finals and it's like what do I do now?

Genevieve Skory: 36:45

Women are good at that, yeah, yeah, we're good at being and the reason that happens sorry to interrupt, but the reason that happens is because your brain releases chemicals in that frenzied state that you actually become addicted to, and so it doesn't feel normal

when it's not flooded with those chemicals any longer. So it's telling you like you better hustle, you better hustle because I need more of those chemicals, and it's like it's a total rewiring. It really is. It's a total rewiring because it does lead to burnout and so many women and I think it's particularly something women are more prone to because we have multiple roles. So we're already like, I'm being a mom, I'm being a wife, I'm being an executive. Or, I'm being a mom, I'm being a wife, I'm being an entrepreneur. And we're always doing three things at once. 'Cause I gotta tell you, my mom radar, never off. Like, never off. I'm always scanning the environment for my children. And what's safe for them, what they are doing, what's going on. So I think we tend to be more prone to that.

Janice Hostager: 38:24

Yeah, that's absolutely true. So, moving back a little to goal setting. Well, it's all good stuff. Very good stuff. And it's all integrated and it's all important for sure.

Janice Hostager: 38:27

But so you recommend, you know, setting more achievable goals. Is that kind of what you said is like, which kind of goes against the message that we're getting all the time, which is aim high, you know, and, and but, and, especially relevant in marketing, because we like to set goals in marketing. So how do you, how do you get to that place where you're saying, okay, well, I was hoping to make you marketing. So how do you? How do you get to that place where you're saying, okay, well, I was hoping to make you know 10 grand this month, but do you just say, well, maybe I'll make seven or what? How do you get to that point, like, how do you...

Genevieve Skory: 39:01

Yep

Genevieve Skory: 39:02

And I want to be fair, I think. I think the way we set goals is very one-dimensional and I think a good goal has more dimensions to it. So if it's, I want to make \$10,000 in the month, yeah, you got to kind of look at like, well, what was last month and does it really make sense that I can get there, or am I already setting myself up for success? But let's say that it's reasonable? You also have to create progress goals around that particular goal. So for me it would be did I show up regularly from a leading position or am I chasing? So if 90% of your goals is your and I believe it is is your psychology and your state, 10% of it are your skills and your tactics.

Genevieve Skory: 39:59

How do you measure who you're showing up as? So did I reset at the end of every night? You can measure that. Actually, it's something you can choose to do. I sat down every night and did a debrief with myself of my day. Great. I showed up every morning with intention. Great. I made X amount of sales calls, if that's part of the equation. So what is required to get to that 10,000 and are those things also being measured? Those are part of the dimension, because maybe you didn't hit that number but you can now see a better path to that number because you're emphasizing the progress and you're emphasizing the learning and your focus just shifts a little and that long term will actually help you get to that \$10,000 a month, opposed to just it's \$10,000,. You know, sink or swim.

Janice Hostager: 41:08

So good, makes me want to put a sticker chart on my journal or something to just kind of like keep track of it. Because for me that's I don't know why it's really motivating to just be able to track something. I guess it's a goal setter in me, right?

Genevieve Skory: 41:21

Well,

Genevieve Skory: 41:22

and I am actually working on a journal, a confidence journal, that starts off with these things that someone can measure every day and actually work through the habit of like, instead of just running, feeling, stopping, breathing and creating success in a sustainable and healthy way.

Janice Hostager: 41:46

Okay. Well, if somebody is listening today and they realize that they need to rebuild their internal monologue, where should they start?

Genevieve Skory: 42:01

They should start with. What feeling am I trying to achieve by hitting a particular goal? So and I also I'm going to say this I think a lot of what we learn is from men in business, and I think that men are wired very differently than women, and I think what's happened is there's just been a bit of a lag for us women where we're like okay, that worked for like a little bit like that. But now I'm ready for impact. Like, if you actually surveyed most women, most women, if you said you can make a lot of money or you can make decent money and create an impact, which of those two things would you want? Most women

would say I would like to make decent money and create an impact. I want to have time with my family, I want to have time with my friends. I want to create an impact.

Genevieve Skory: 42:56

There's a feeling associated with success that isn't typically measured by a number, and men are just driven and wired differently. They can do one thing, one thing, only focus on that one thing, and they can do it to the exclusion of everything else, which is good and bad. But women, we're multidimensional. So somebody and in particular my audience is women. I would tell them let's start at the very beginning. Why does this need to succeed for you? What is the feeling of success? So for me, for example, I value security. Like. Success to me is security as in I don't have to worry about can we pay our bills? I don't have to worry about, you know, is there going to be food in the fridge? Like. I'm looking for security, which, by the way, isn't actually a great goal. Because business is anything but security.

Janice Hostager: 43:59

It's true. Actually entrepreneurship, yeah.

Genevieve Skory: 44:01

To be clear, right, but really, what I enjoy is this feeling of impact. Like for me it is impact. I want to know that I'm helping other women who, like me, needed something different for their lives. And so I think about like I had this happen yesterday. I was just sitting around and I was like, oh, you know, because we do. I mean I'd be lying if I said we don't all have days where we're like you know what? I think it's time to get a job. Like we all have days where we're like I don't know, is this going to work out.

Genevieve Skory: 44:37

And I got an email from someone who said you know, I was listening to your podcast and I have to tell you I was crying because you accurately summed up what I'm experiencing and I just want to thank you. And this was a woman, a young woman, four kids, husband, who is, you know, not healthy and she needs her business to work. So that drives me. Like I'm like I don't even care if I make money today. That's why I work, that's why I show up. So you've got to get really clear.

Genevieve Skory: 45:09

I would tell people, get to a point where you are very, very clear that, even if you didn't make a sale, what would make you happy today, and I would tell everybody that needs to be your driving reason to wake up every day with authenticity and to continue going. So

that would be the. That would be where I would tell people to start. And if you pull most people, Janice, they don't know, they really don't know, and I think that puts people at risk because it's like that's your lifeline, that's your fuel, that's the baseline, that's your energy.

Janice Hostager: 45:49

So good, oh my gosh. Well, I could talk to you for another hour, but where can our listeners connect with you, or do you have any resources that could go deeper into resilience mapping?

Genevieve Skory: 46:01

I do.

Genevieve Skory: 46:03

I have an imposter syndrome checklist for people that they can start with. So if they connect with me on any of the social media platforms and mention your and I can send you a link you can put in the notes so people can just click right there and get the imposter syndrome checklist, which will reset why you're doing what you're doing and help you understand that you're actually doing the right things and how to stay on that path. But I'm out there as Genevieve underscore story on Instagram, on Facebook, and people can contact me there and, of course, I have a podcast that people can listen to called Fix this, Grow Fast.

Janice Hostager: 46:46

So love it, love it. Thank you so much. I will put all the links to everything we talked about today in the show notes.

Genevieve Skory: 46:52

Thank you for having me.