

Here's What I Learned: Believing It's Possible with Gail Key...

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SPEAKERS

Jacki Hayes, Gail Keyes Allen

Jacki Hayes 00:02

This is Here's What I Learned a podcast that explores the lessons found in business in life. I'm your host, Jacki Hayes, a business consultant and strategist, a reader homesteader and superhero fan. In this show, I talk with coaches and service providers, we explore the lessons they have learned running an online business, embracing feminist business practices, rejecting hustle culture, and embracing their roles as CEOs. Welcome to another episode of here's what I learned. Today I'm talking with Gail Keyes Allen, about working without shifting out of corporate habits, and experimenting and entrepreneurship. Gail is a multi six figure life business and money manifestation coach, she works with coaches, creatives and consultants to help them generate 100k Plus in their business by reprogramming their money beliefs and falling in love with themselves. I hope you enjoy today's episode. So Gail, the first thing I want to ask you is what is something that you have been learning about right now?

Gail Keyes Allen 01:14

Oh, wow, is probably gonna surprise you. About I have been learning about. And working with doubt. And that just because I have doubts, doesn't mean that something has gone wrong. And I've noticed that those doubts come in waves. And so the thing is, and I noticed this, my clients too, they want to quit when they have doubt. And I am learning how to work through the process of still showing up with doubt, no matter what it looks like, no matter what it feels like, and just doing the work that hit through it.

Jacki Hayes 02:03

What do you think, usually? Is there a common theme to your particular route? Because I know I have a common theme.

G

Gail Keyes Allen 02:13

My common theme is common with a lot of people. And that is never having done it before. And not knowing what it's going to look like or how to do it. But having that goal, and knowing knowing you can accomplish that goal. But there's no instructions that come with life. And so, you know, navigating how to get through it, that's really I noticed the theme of my doubts.

J

Jacki Hayes 02:42

And what are some of the tricks that you have employed when it comes to working through your doubt?

G

Gail Keyes Allen 02:50

Not believe it, like consciously know that nothing has gone wrong. But that also doesn't mean that it's a problem or that whatever the towel is around that it's true. And most most of the time, it's like, oh, I don't know if I can do that. I don't know if somebody's going to buy that from me. That's a big thing. You know, I don't know if I can make money with that, or anybody's gonna sign up. And so I just do it anyway, instead of following the doubt and believing it. I push through it and do it anyway. And I tell people all the time, I'm like, across the street, like a walk towards them. Just our brains trying to keep us safe. And we misinterpreted we think that it is very unsafe, as well. But actually, nothing's gone wrong. We've just picked them in the next version of ourselves.

J

Jacki Hayes 03:48

A conversation that keeps coming up in my life recently is that that people will discover that they don't need somebody else's permission. Like they're, it's along the lines of oh, you mean I'm allowed to do that? I'm allowed to set my own schedule. I'm allowed to say no to something I'm allowed to. Literally five conversations in the last three days have been around Oh, you mean I'm allowed to do that? Yes. So I think a lot of our socialization and comes into play as to what we're allowed to do and not allowed to do which is you're allowed to do what you need to do.

G

Gail Keyes Allen 04:30

Totally, with ads that show up for you?

J

Jacki Hayes 04:34

Um, I think for myself, it's one is I'm allowed to take the time I need to take I don't, I don't need to respond to a request immediately. If I am in the middle of you know, my flow or whatever, I don't need to stop that to respond to a client in that moment. if it's an emergency, there's other ways to get a hold of me, you know, and let me know. But generally, for the most part, nobody really has that kind of an emergency. So that's a big one for me.

G

Gail Keyes Allen 05:14

That comes up for me, and I'm working through it. Because I think working in corporate, and I work for a law firm, it's like, as soon as a partner wants something, you have to drop everything, it doesn't matter what you're doing. It doesn't matter how important it might be, you'd have to drop, respond, deal with that issue, whatever. And still, initially, I was dealing with clients that way, like emails that way, clients that way, but it was more of a habit. And like you said, Now something's I don't respond to people saying some crazy stuff. Like crazy requests, I don't even know you, right. And before I used to feel like I had to say, oh, no, thank you for thinking of me or something like that, like I really had problems with not just responding but also saying no, like that, and and being in a position of growing my business. I want certain requests, but not other requests. So navigating, like, where's the priority? Where do I want to say no, where I want to say, yes, that's really has been a balancing act. I'm getting much better all the time, like, I think might have mentioned that, oh, I'm allowed to do that. Like, I'm allowed to work shorter hours. You and I have talked about that, you know, it's like, now I'm getting, like, very protective of my time, I saw some things on my calendar, and I'm like, nope, a movement moving. Who am I? What happened? But you have to do that, in order to protect your energy. Otherwise, we'll go all day and half the night. And you won't be any good friend. But.

J

Jacki Hayes 07:07

Yep. I think to the allowed to set your own schedule in the like, when your work hours are because, you know, you and I have both had a lot of experience out there in corporate and things along those lines. Where are the hours are this and these are the hours that you work, it doesn't matter if those are the best hours for your energy cycle or not. And I'm a morning person, but I am a morning person that I have to go slowly into my morning like, and yeah, so it's like, really, if you want the best out of me, it's probably between like 10am and noon are my best hours. But if I rush right into my morning, and you're I'm not I'm not focused enough to really be of service to myself or to my clients or to anyone. So to be able to say no, it's okay. If I start work at 10am. That's perfectly fine. It's fine. If it takes me three hours, my morning routine, it I mean, that includes, you know, taking care of my chickens and everything. But it's okay, I'm allowed to do that.

G

Gail Keyes Allen 08:06

Yes, I can still relate because now I work 11 to five. I work I wake up early in the morning, but I don't want to rush out of bed. And some of it I feel like it's PTSD from corporate and having to get up at the crack of dawn and commute into DC for so many years. But I've moved slowly to and my family, they always tease me about it. But I could wake up at six and not get out of bed till eight. But I'm thinking it's like a spiritual time for me. I'm processing things, some some my best business ideas come to me at that time of mourning. So instead of fighting it, and trying to like schedule, put on my calendar, oh, this is the time that I work on this. And I do do that sometimes. But I can't. For me, I can't just sit at my desk and come up with these amazing ideas. I have to let them drop into my spirit when they show up at me. For whatever reason. They usually show up early in the morning. When I'm just relaxing in the bed. I listen to music. I just take that time for me. It's very peaceful. And I don't rush I refuse to rush. I refuse. Yeah.

J Jacki Hayes 09:24

Yeah, because I had a commute of about 45 minutes driving. And I had to be there at eight I had to drop my son off at school across town. And so it was every morning was a rush, rush, rush, rush, rush. And then there was a point in my life where I was trying to get to the gym before and so I was getting to the gym at five o'clock in the morning. So I was waking up at 430 in the morning. Just trying to fit it all in, you know and so now it's like no, I can also go to the gym in the middle of the afternoon, which is when my body actually wants to go to the gym.

G Gail Keyes Allen 09:55

Definitely yeah, I would be at the gym at six when the door would open I did that for a long time, same thing, my daughter I was telling her to do. Like she has a short commute right now, my commute could end up being two hours each way, that's how bad it was in the DC area is really bad traffic. But I was telling her, I just couldn't do it anymore. Like, feel like you're gonna lose your mind after a while, and then you lose so many hours of your day. So I feel so blessed to be working from home. And on my terms, it just blows my mind after being in corporate for so long. And so many people think they can't do this, that they can't have this lifestyle. But literally, we get to choose whatever we want for our life. And no one ever told us that.

J Jacki Hayes 10:51

Yeah, I mean, growing up it was you get a job, you know, in my generation Gen X it was you go to college, you get a job, you work for somebody, and my generation was one of the first to be like, you know, no, I'm not doing this living thing, because with a company because they're not taking care of us like they used to. But I did not grow up with any entrepreneurs in my sphere at all. And so I never even considered it as an option until I started blogging and starting to see people who were building online businesses, and I'm like, oh, wait a minute, that's an option. And for a really long time, I didn't take that option. Because I was a single mom, raising my son with a mortgage, and I was terrified of the insecurity, quote, unquote, insecurity of being an entrepreneur, the not having health insurance was silly, because my son was covered by my ex. And it was just me I needed to worry about but it was just all this, like worry about money, where's the money gonna come from? And now that I'm an entrepreneur, yes, my life is set up in such a way where I have a little bit more cushion. But I'm like, I can be a lot more creative about how I bring in money. And so if it's really an issue, one, I can always go back and get a job watching, you know, 2008, recession and everything and like, those aren't secure either. So my brain is the secure thing and my ability to make money as a secure thing.

G Gail Keyes Allen 12:25

So totally see, I'm like you, I'm a baby boomer. And really, when I was coming up, it was like, go to school, get a husband be a stay at home mom. And when I found that I didn't know this at the time. But the year that I graduated from high school was the first year 1974 Women could get credit card. And I was blown away. So didn't have that financial independence. My mom used to clean people's homes and work as a nanny. So I, I never even knew it was called like,

really, she was an entrepreneur. She didn't have benefits she found those people to work with though she put herself out there. It's like I'm available. She would work because where I lived in New Jersey, she was a lot of rich family. And she would work dinner parties and serve people and that kind of thing. So I just always thought, oh, I want some money. Let me make some jewelry. Like I would always teach myself how to do something. And I never thought about it in terms of being an entrepreneur. Or when I went to college, I went to school for business, but I only thought about running other people's businesses until I started getting a little older and then like maybe my 40s or so when I started dabbling. I was a personal trainer. I baked I baked so like zucchini bread like all these different kinds of breads I used to bake and pick what order them from the I tried all kinds of things. silver jewelry, I learned metal smithing.

G

Gail Keyes Allen 13:58

So I just kept experimenting. I owned a franchise at one time when I was married and I'm divorced now. But I just always experimenting. But this current experiment is way more than an experiment. Currently version of my business and leaving corporate. I've went into it like this is all I'm putting my all in it. I'm tired of someone else telling me what to do. I'm tired of someone putting limitations on how much money I can make. And like you are I became a single mom, my daughter was 50. But I took a safe job that I knew was me well, but I knew it was safe and secure. And then I'm there same thing I have a mortgage and the car note and my daughter and all the things and it's like oh I can't How can I lose my job? And I just thank God for thought work. For people listening that don't know what that is. The Self coaching bottle. Brooke Castillo, once I learned it, it was like it saved my life, which is not an exaggeration. It's like it gave me permission to choose what I want, no matter what anybody else thinks whatever, that doesn't matter what somebody else says, You cannot put a limit on how much money I make, I get to decide. And that's, that's the beliefs that allow me to leave my job behind and jump and do my own thing.

J

Jacki Hayes 15:35

Do you feel like the all the experiences that you had prior has made it easier for you this time around as opposed to the? Because like you I was a personal trainer, I did website design, you know, I've dabbled in trying. And I think a lot of entrepreneurs experiment, and I think we should be, we should give her self permission to experiment until we find the thing that fits. But do you feel like all your experiences in corporate and those dabbings have made it easier with this this iteration?

G

Gail Keyes Allen 16:15

In some ways? Yes. And other ways? No, mean? All of those iterations, I didn't have technology. So technology gets in a lot of people's way, especially my age, I'm in my 60s, it gets a lot to stop people in their tracks, right. So I made I did learn technology in corporate, but it's a whole different technology than online. And selling in person and having a brick and mortar business is totally different. But I think the idea that I'm capable of doing it, I knew I was capable. Like, I think some people that especially people I work with, that are new to entrepreneurship, they don't even know if they're capable. Whereas I've, I've experimented and I know I could sell something. I most of the things I saw were lower ticket ticket items. So I still have my doubts

about higher ticket items. But yes, it's, it did help me in a lot of ways. And, and I think my results, you know, I made a lot of money pretty quickly. Yeah, I think it did help me in a lot of ways. But in other ways, I think the old knowing the old school where I had to relearn everything too. So I think there's pluses and minuses, the thing that I really think is a benefit is my wisdom. I really think that me trusting myself, and having life experience and wisdom has served me very, very well. Because I'm not afraid to make decisions. And one thing I noticed with a lot of people's especially starting out is they're afraid to make decisions. And they want to think about things for a long time. And one thing I say is you got to make quick decisions. You have to make quick decisions and just keep going and be willing to fail. And I think because I failed a lot of my life, and started over and failed and started over, I'm not afraid of failing either. So I think those things you don't hear much about in the entrepreneurial space. But I think if people knew nothing's gone wrong, fail, nothing's gone wrong, nothing will go wrong. You just decide, like if you just check in with yourself and decide and that ask everybody there. Or think about it. When you say think about it, it's like I'm just not thinking about it doesn't really do much of anything. Nobody knows what to do from the beginning. So I think it definitely believe my wisdom has helped me a lot.

J Jacki Hayes 18:54

I think making this transition, so I made the transition into a full time business owner in my mid 40s. Prior to this was in a job for 14 years. I think, because of my age, I have the ability to go back and look at all the times that I have overcome hard things and look at what was the worst thing that happened. And I didn't die. I'm still here, I'm in a better place that I was I pulled myself through that and I learned my lessons. And so again, if if this doesn't go in the direction I want it to go in, or if it gets hard, I can look back and be like, I've done it before I figured it out. I can figure it out again.

G Gail Keyes Allen 19:44

And I love that because I think it helps a lot. For some people. They haven't been through hard things and it's a scary thing for them to transition out of their job or even even as someone to pay them for their services, there's so many people that are afraid to do that. But I've been in tough situations where I had to, like, figure out how to come up with money in a short period of time. It's the same thing in business, you know, we have to constantly be bringing in revenue. Yes, we got to be of service, but you can't have a business without creating revenue. So I definitely think the hard thing, the hard things just prepare you. The foundation for business a lot. A lot of

J Jacki Hayes 20:38

What do you feel like? Besides, you know, just doubt. What are some of the the things that you think keep people from giving themselves permission to live the life they want to live?

G Gail Keyes Allen 20:57

They don't believe it's possible. They eat me, even though there's plenty of evidence out there now. But they think that other people that are doing it are special. They just they just don't

now. But they think that other people that are doing it are special. They just, they just don't believe that they can do it, they just, and the only way you're going to change your belief is to decide to change it. It's not just happen out of the clear blue sky, I think it's intentional, and you have to be intentional. And so I really think you just have to go out there and be all in. And it's not like, it's not something you can learn, it's something you have to do.

J Jacki Hayes 21:49

Yeah, I know, I spent a very long time researching for a big part of my life. So I would know all the things. And you're never going to know all the things.

G Gail Keyes Allen 22:02

Never, and the things that you learn. So many other things come up, that you couldn't have anticipated, it's never gonna look like what you think it's gonna look like. And at some point, and I see that with my clients, they're having to give up on wanting to know more. You don't need to know more, you just need to jump in feet first. And you learn by doing, really, that's how you learn, you learn by doing. And that's, that's one thing that I've been willing to do. And then the other thing is not really care what other people think about. That's a big thing that stops people in their tracks. They're worried about, you know, what the family friends, random people on the internet, they are petrified of what other people will think. And I told someone the other day, you could write a whole 100 Page dissertation about how horrible I am. It wouldn't bother me. Because people don't really know you. They just know what they see. And that's their opinion. So what, but it scares people, it scares them a lot. And I believe that fear means go not stuck. Like fear means I just haven't seen this before. I haven't felt it in my body, and I haven't been there. But it doesn't mean that we're not, it's a different than the fear of someone with a gun to your head. This is running a business, this is transforming your life. It's gonna be scary, because you never did it.

J Jacki Hayes 23:44

Yeah, the whole what people think of you, you know, I will sometimes get into that spiral of, of, of that. And I was in therapy at one session one time, and I was talking about, you know, about being I don't know, exactly what, what my wording was, but then I stopped and I'm like, you know, I have friends that have actively chosen to keep me as a friend, and stay in contact with me for over 25 years. So if I was really that awful, you know, so and so says this, or whatever, I'm like, these people wouldn't have continued to actively choose to have me in their life. So obviously, you know, it's still, you know, kind of external validation. But at the same time, it's like, you're not for everybody.

G Gail Keyes Allen 24:34

Oh, so I don't have a problem with external validation. To a certain point, I considered looking for evidence, which is really what your brain wants to do anyway. So you found the evidence that people people have been around and they fit in your life and they've been your friend, and they're still here and they still love you. Let that evidence hold us back. Let that evidence kind of move us forward propel us forward. We don't need like, we don't need everybody. I say I'm

not everybody's labor. Like, I think of ice cream. Like, ice cream is amazing. But not everybody likes chocolate or they, your favorite might be strawberry or butter. Pecan doesn't mean that there's something wrong with other flavors. That's how I think of myself as a flavor of ice cream. Okay, you have to like my flavor, but doesn't mean something's wrong with me.

J Jacki Hayes 25:36

Yep, yep. That finding evidence too, when it comes back to not knowing enough. It's amazing. I know, when I started my business, it was the first time I had this particular title. And I have had a lot of different titles over the years. But when I sit down and find the evidence of like, what I actually did in all of those jobs, there's a key theme that keeps coming out of like, even No, it may not have been like the official thing I was supposed to be doing. I was doing this, you know, or X, Y, or Z. And it's like, there's a key theme. If I if I take the time to write down the evidence, you know, I am highly qualified.

G Gail Keyes Allen 26:18

But I think we're used to someone else telling us what we have. We're qualified, like, Oh, you got to have this certification. And you have to have this, and this many years experience and all the things. And we get to say, No, I don't know how to do that. Like I used to joke thing. As an accountant. I worked in a law firm. And I used to say I can't rich people's money. And I was joking at the time. But now it's like, oh, I help people make money. Right? I've always been helping people make money on some level, because they couldn't have made the money they make without the people in their finance, accounting and finance department. They can't. So it's how do we want to frame it? We want to look at it. Because we could choose, say, I don't know enough and keep chasing? Or we could say, I know plenty I'm gonna work with the people that I'm two steps ahead. Or five steps ahead or whatever. There's plenty people when I would tell him I was an accountant. They go, Oh, you like numbers? I don't like numbers. I used to get that so much. Oh, you like numbers? I guess. I mean, it was fun. To me. It was like putting together a puzzle. Because everything had to balance you couldn't not close out for the month if it didn't balance. So I used to view myself more as a detective, like, how can I figure this out? How can I use those skills in my business? I'm always looking at things and getting curious and figuring it out. I'm not looking to someone else to tell me how to do everything. Like, what's what's showing up? And how do I want to solve it. And I think it makes it a lot more fun to and it builds your self esteem. It really builds your confidence. And so

J Jacki Hayes 28:12

I think as we're talking to it reminds me of things that I have seen where people who are have been socialized as women, when they look at job descriptions, they're like, I'm missing two of those qualifications. So I better go do that before I apply for the job. Whereas men are people who have been socialized at men are like, Oh, I've got 25% of these qualifications, I'm gonna go ahead and apply. So.

G Gail Keyes Allen 28:34

It does have to do with our socialization, but now we're aware of that. I think for me anyway

it does have to do with our socialization, but now we're aware of that. I think, for me anyway, for a long time, I wasn't aware of that. I just thought it had to be that way. Like, oh, if I don't have all these requirements, I can't I can't apply. And then I see, like you said with a lot of men I've worked for I had a lot of male managers that were dumb as a doorknob. Like, really didn't have a clue. And they look to the women to make them look good. To really fill in the gap. I worked for a guy one time. And he used to say, I'm getting ready to have this meaningless sentence such What do I say about this? And I would look at him like, he's serious. Like, really? And I actually work this was a woman though. But I worked for someone before she was my manager. And my first day on the job, she asked me, how could she find out what the balance in the bank account was for the company's bank account? She was my manager. And I'm thinking well, like, we sell ourselves short, so much, we we know so much more than we give ourselves credit. And I think the way to just do it is to is to do it. But just know that if you don't know everything you can figure it out. So that's my motto. I'll figure it out. No, I might not know how to do that. But I surely can figure it out. As somebody learn, look it up, whatever. Because in business, so many things are gonna come up. We don't know. We don't have all the answers. But we don't have to have all the answers if we're working in corporate either. We just thought we had to have all the answers.

J Jacki Hayes 30:27

Okay, well, where can the audience find you if they want to look you up?

G Gail Keyes Allen 30:31

The best place is Instagram, Gail Keyes Allen. And I'm going through a whole rebranding even you don't know about this yet. But I've gone through a whole rebranding a new podcast, all the things. So I am the 100k Coach. And I'm coming out with a mastermind 100k my way. And so they go to Instagram or really, they just google me. My website is my name. My Instagram is my name everything. Come learn how to make a lot of freaking money.

J Jacki Hayes 31:11

That's awesome. Thank you so much for being here today.

J Jacki Hayes 31:20

Thank you for joining us for another episode of here's what I learned. If you enjoyed this episode, please be sure to follow and leave a review. Remember, there's always something new to learn. Stay curious and never stop asking question.