

#001 Introduction to Refuse Defeat — How Refuse Defeat Came About

by **Megan Galane**

Hello everyone, I am starting **Refused Defeat** which is a podcast show but I also have a video portion with it for the people that are interested in having video on our interview so we're going to go with a podcast for now. My goal is to have it on iTunes and Stitch and any other place that podcast is available as well as on my website — MeganGalane.com — and if you go to the top of it says "Podcast" so, you're just lucky when you get a video.

Now, we're going to get into what it's about! So, **Refused Defeat** is all about failure in business. I will only have business owners or people who work for commission on the podcast. They will share a failure that could have killed their business and how they overcame this failure. How I got started on this topic and why it interests me is...

I have a full time job and I wanted to do a side hustle type of job so I started selling stuff online and it became so time-consuming I do not know the right way to do it and it became just a huge overwhelming task. I got crazy overwhelmed and got very sick actually from being so stressed about it and I ended up not working for full year in this business that in one quarter I made about 5000 dollars just starting out as my first quarter. So, going into that, making that kind of money in my first quarter working, not knowing what I'm going to do, not knowing my books, not knowing anything except I know I can sell this stuff online was what overwhelmed me personally. I like having everything organize and having a system to everything and I do not have that when I started so my failure was being unprepared, which can go on different ways when you really look at it but being unprepared and then having to take time out from my little side hustle business and not make that extra income was really detrimental to that business. I lost one income to I lost interest and it's not because I wasn't making money I just lost interest because of all the stress it took from me to overcome this failure and then on top of it, I learned about all these other methods to get in contact with people or share your stories online and I just thought they're so much more interesting than just selling some stuff I found at the thrift store online.

So, that business is actually still thriving. I don't run it anymore — I'm just a part of it, so that's really cool but the overall of that was I learned that, business owners have failures that they need to overcome and when you feel overly exhausted you may need an outlook you may need to see a business owner who went through this failure as well and how they overcame it. If I would have heard a story about someone who overcame disorganization and all these crazy stuff and actually getting sick because of the stress, it may help me see the light and get through my problem knowing that somebody else was able to succeed from this problem.

So that's my goal with this podcast is to give business owners starting out or even business owners that have been in business for a while that have hit a failure that they feel like is just too big to bear and we'll be talking about talking to all different business owners who have

succeeded through all these failures and how they overcame them and see you get to learn from people who did it firsthand. It's not like a self-help type of system where all this concept works, no — these are people that had a failure and they made it work and this is how they work.

So that's my goal with this and then there's also a blog portion if you go to my website — MeganGalane.com — there's a blog portion that we go along with every podcast, with the takeaway I got from it and some of the biggest lessons I learned and that may have been included in a podcast and it may have just been from conversations with the person over time where we were not actually caught in the podcast. We'll do our best to make sure that it's in there but sometimes it gets miss. But I do add it in the blog post below so you'll just check. Normally, the same day that the blog or the podcast is posted and the videos posted, the blog post will be posted as well.

So I went over a little bit so I have main question that I asked people, my goal is to have 10 to 20 minute long, not very long just get in get out, get your questions answered (*laughter*) and so questions we'll be asking, ***“How did you get started in your business? What is your business?”***

Like I said, how I got started, I actually just learned about e-commerce and I wanted to do this as a side hustle and I got started by just selling stuff online. Not going to mention the choices but I'm sure you can guess where I sold thrift store items from and book. So that's I how got started and at the next question I'll be asking interviewees is, ***“What was the biggest failure you overcame?”***

So, there'll be their failure, I shared my story, it'll be a mistake and I may tell it in story format and build up to what it actually is or they will just tell you straight up what it is. ***“What lesson did you learn from this failure and how can the listeners of refused defeat overcome this or avoid this mistake in their business?”*** — so they'll share that. How I think somebody can overcome disorganization is going something prepared. Do your research. I did not do my research at all. I got too excited when I learned all about it and just jump right in and hope for the best. That is not the best method for me at least. Some people can you know fake it till you make it. I'm not one of those people and any other details of the interviewees will be sharing any details that they feel are important to share with the viewers for business. This will be any material that they used — it could be books or courses — whatever it is that they help learn and then if we have questions submitted for these specific people, they'll answer questions as well or if I have questions then I'll ask them.

So, it's a really quick podcast, I'm not looking to waste your time or give you just fake information or complex. It's all real form of information. So again it's **Refuse Defeat**. You can view all the podcast in the blog at MeganGalane.com. Thanks for joining!