

Your FAKEST You — Why are you lying to yourself?

By Megan Galane Featuring Jessica Hurley

Megan: Hello everyone! Thank you for joining me today on Refuse Defeat. Today I have Jessica Hurley here and we are going to talk all about what her refuse defeat moment when she had to decide if she's going to go into business. Would you like to give a little bio about yourself? Give people that intro!

Jessica: Yah sure! Like Megan said find across a way to get the message there. I'm a previous Tedx speaker and I'm the host of The Stranded Phase.\

Megan: And she's also one of my good friends who...we are hosting a Mastermind in Clearwater Beach together and we met in crazy way. If you go to the stranded phase, you can hear all about our stories in our blind date, how we got set up to meet and how we are now doing business together. But we're going to get into, actually, what we do or just face failures. How did you start in business?

Jessica: So I could have credit a lot of people for starting in business, however, I have to say it was because of my son and my boyfriend but mostly, my son. My boyfriend and I have been together for 4 years now and our entire relationship, he was an entrepreneur - a digital marketer by trade literally online - facebook ads, instagram ads, all about virtual wholesaling, you name it he did it. I thought it was such a life scam, fufu world, whatever and I was like no...get me away from it, I don't wanna hear how you scam people. I love you but no, I don't wanna hear it and I have forever my life worked in a non-profit sector helped to get rescues. So that was sooooo opposite of what I ever done.

Megan: Which if you go listen to her Ted talk, I'll add the link in the bio.

Jessica: We had my son 3 months early totally by accident. We're gonna admit you and watch you with all these internal issues I was going 6 months pregnant and less than a week I had my son. He was born at 27 weeks which made him like 13 weeks early and so he was born almost 2 pounds. Just made his life incredibly half in crazy and so he spent, just to wrap up all, he spent 82 days in the incu and so imagine my boyfriend being in my ears for 2 years about jumping on his journey and I was not here for it. All of a sudden, I have to put my entire life aside and my career aside because I just want my son to survive. The turning moment for me was visiting there everyday but when were about 2 months in, I just remember the doctor talking to me and he was like "You know I had all these ideas about your son and all these things that are typical by nature and what the stat say about your son is just a monster, he's resilient. I just sat there at home that night because I could never take my son home. I'm just visiting him and going home and I'm sitting there thinking...If my kid can be this resilient, what am I doing with my life. If he can do this, I can do anything and I went home and thought about it a couple of weeks and I was like that's it. Like I don't ever wanna live my life by someone else's schedule

especially when something this accident'll happen. It caught me so off guard and it has to be with the love of my life and from that night I was like "That's it! I'm gonna spend my days and nights building a business that will give the freedom to spend more time with my son and if he can be this resilient and save his own life then I can never give up getting on this journey.

Megan: So what was your biggest failure in business when you're actually getting started?

Jessica: My biggest failure was most definitely not starting soon enough. Because now that I have started I just realized that...one — I've got to skip the line. I live, eat and survive with someone that knows this business or this way of business in and out. So I found myself later on when I finally dove face first into it that I actually know more than most people know which is such a benefit because learning this by hand because that's what entrepreneurs do, right? They research, they jump on the plan, they prepare it on the way like how prepare the sheet down, they'd figure it out as they go. My boyfriend has figured everything the hard way for me. So I get the benefit of coaching free. So for now that I'm in it and just trying to go to the process and get through the time of pitch and you got a time, you got a time like ...God! I would have done this sooner! You know so a part of it is not starting sooner. The other part of why I didn't start sooner and now that I understand how to develop your mindset is that it was Imposter Syndrome. I have so many skills, I have so many things to offer to this world and I was always like...the bottomline to my boyfriend is I was like I can't do this because who am I to do this? Who's gonna listen to me? Why me? You know even when it came to the Tedx it was like...Okay, but nobody's gonna listen to me speak and I have nothing important to say. I don't have this big story to tell anyone and that was a lie. That was a lie I was telling myself. That was a lie that was holding me back. That was a lie to justify my lack of self confidence. That was my biggest failure is that had I just been willing to read more, be more self aware and own controlling my thoughts. I would a lot further than I am now and it's not considered as failure because I wanna bum-rush this process but it's considered a failure because I could have jump the hoops of filling forward and giving the best version of my business already instead of just doing it now.

Megan: It's alright! You have to start somewhere and make you have that well. Jump ahead of the talks...What way or what one piece of advice could you give the audience now who's listening to help them either overcome Imposter Syndrome? Or scared of failure to launch basically? Or just more forward.

Jessica: I would say really investigate what you are feeling and understand where the lack of confidence comes from because if you just keep on digging down on levels as to why the answer is no, it all comes back to your responsibility, right? So we'll range on everything from — I don't have the time, I have a fulltime job, I have 3 kids — those are not excuses because there's more that out there with 4 kids with banging businesses so you can knock one right out. Then there's — Who's gonna listen to me? Who do I think I am? I'm not successful. No one's gonna hear me out. — That's bias because the only person that feels that way about you is you. You have to take full responsible for that. So it's digging down to a level to understand that all of that coming, all of this excuses is coming from one full place and it is the way you feel about

yourself and the thoughts you allowed to control your mind. Right now, think honestly and openly about how you feel about yourself and then how can you change that. Because if you can dig deep and change that business then purpose and passion will come next. But if you don't operate in a clear mindset and having faith and love and self-awareness for yourself, none of that will come naturally. You will just be walking through life like a zombie. It doesn't work! So really understanding that about yourself is key. So if you're sitting there wondering like you know — what is my passion project? What am I supposed to be doing and how do I launch something if I don't even know what I care about? — Focus on that deeper level of self-awareness and confidence now, the rest will come naturally.

Megan: To figure out where I wanted to start was learning about myself and connecting myself with my audience and figuring it out that way versus I'm just doing this and throw it there and how I figure out how to connect.

Jessica: Well, vulnerability is connection and connection is what operates off. You dig deep and you can be self-aware, honest with yourself and whatever way you do this whether it's writing in a journal or it's preyin' to a higher power whatever it is you choose to dig it's plain research. When you found out what that is and then you can take the steps to resolve it, you may realize that that actually might be your passion. That might be someone's way of telling you — okay when you have an issue with self confidence, you were into terrible divorce, or you walked away from someone telling you that weren't in love with you anymore, how can you turn around and empower other woman to never feel this way when they walk away from a relationship like that. That might be it! You might dig deep, find your problem and then help other people and have them solve it and that might be your passion. You'll never know!

Megan: So, you have a freebie on how to get your first Tedx.

Jessica: Absolutely! So after I did my first Tedx which was in April of 2015 and a lot of people reach saying it's their dream goal which I completely understand because this what I'm into you. I did it a lot faster than I expected and the process is a lot easier than I thought. So I put together 8 quick steps to on how to understand and get to your first Tedx talk. Anyone that have this undervision board and it's a freebie. It tells you exactly what to do, how to get there and how to curate your message. So you can get my freebie at thestrandedphase.com/guide.

Megan: It's also in the show notes description so if you wanna click there or get a hold of Jessica, you can do that. Here Instagram handle and website is also listed below on the description. Now, something that I have warmly don't have on this podcast is a little bit about my business and my ventures that I'm in. I'm really into keeping this Refuse Defeat but I do wanna show this just to can I have a Mastermind coming up. It's Passion to Profit and it is hosted by Lady Boss Motivation which just an inspiration to female entrepreneurs and this kind of different way of motivation. I mean we can all talk money and heels and nice cars but the serious mind changing motivation stuff. About our Mastermind is on October 20th at — in two different event in morning and night — so if you want more information, you click the link below and it will give

you all the information. We have a few different things we're bringing for this amazing event. Three personalized strategies to power your business forward. These are personal hotseat strategies. You get to stand up and talk about your business and we will give you 3 specific personalized strategies to power your business forward. You'll leave to Lady Boss Binder with the best practices and all your notes in one spot. How to grow your social media following by the thousand in just two months. This is not a concept. This is something Jessica and myself have used. We tested the same method just to see if it work for both of us in personal and businesses. It's not just grow your likes or to grow your following, it's to really grow the foundation to business so you can turn those like or those followers into money buying people, money buying clients hopefully. The best goal of it — we also are going to have a guide and meditation natural Doctor. One day I'll have her on my show but she helped me overmind fatigue and my hormonal imbalances and also my vitamin deficiency. So love what she does. She teaches mind, body and spirit type of stuff, not only giving you a medicine to solve a problem. She get down deep to really fix the root and she does that in meditations. We have powerful networking with female entrepreneurs in Tampa Bay Area and we have couple people flying in from other places as well. But this is the place for you to grow your network while increasing your network, like that. Really though! Being a female entrepreneur is really hard sometimes finding people that you can connect with and getting excited for your wins or understanding your wins and this is going to be a community of strong entrepreneurs that are going to cheer on other work. We are going to have other special guest who will teach you how to make 250 thousand in your internet business in one year. So this person was able to do that and he's going to come share he's in and outs and how he created an online business and make over 250 thousand in one year. Of course you'll have — depending on which time you come either on brunch or cocktails and cordoves. Wine and Mastermind so depending of when you come to inside the penthouse here in Clearwater Beach with a beautiful view so we'll leave a beautiful pictures as well. So interesting!

Jessica: They'll be more encourage about their ideas. You're discouraged because you don't know the steps. That does not mean that inadequate. That just means you need business.

Megan: And we are all here for growing and assistance of our business. So I decided to host that and if you have any questions, click on the shownotes below or you can contact me or Jessica in our websites or via social media and let us know if you have any questions. Thank you so much for joining me today on Refuse Defeat. I'm excited to share this podcast with you and continue learning on entrepreneurship.