

# Swell AI Transcript: #40 - A Day In The Life: Cracking the Code of Emotional Intelligence as an Entrepreneur

**Intro** What if you could build a business in the modern world as big or as small as you want without having to compromise the things that were the most important to you in the very beginning? This is the Wealthy Consultant Talks podcast with Taylor Welch and Mike Walker, and they share with you today their learning lessons from stories in their experiences over the past 10 to 15 years and share with you right here, right now. Let's get into it.

**Mike Walker** What is going on my friends, Mike Walker here, Client Services Director at The Wealthy Consultant. And this of course is the TWC Talks podcast where we dive into the mind, the life and everything in between as it pertains to the entrepreneurial lifestyle, the entrepreneurial journey. It's a wide topic, one that obviously we cover mindset, we cover tactics and strategies and new developments in the space. We go pretty broad here in terms of everything that you're going to feel as a consultant, as a business owner, as an entrepreneur, even an aspiring entrepreneur, maybe you're working inside of corporate America or corporate wherever, right? And you're working for somebody else. There's an entire layer of intrapreneurship where you are, you know, part of a larger organization, but you can take ownership and really make that space yours. There's so many things here. I just love it. You know, I've been in the entrepreneurial space now for over 25 years. and have learned a lot across a lot of different verticals, the brick and mortar, the wholesale distribution, the retail, the online e-com space, you name it, been there, done that. And that exposure to such a broad, diverse ecosystem, if you will, of the marketplace has brought me a lot of insights from a lot of different people and places that I've had the opportunity and the privilege to work within. And this one today is certainly gonna be one of those. And I would say, It's probably the most wide felt, the most easily identifiable, regardless of where you've been in the entrepreneurial journey, whether you're not even started out yet, you're thinking about it all the way to, like myself, you've been in the game, been there, done that kind of experiences the peaks and valleys. And those peaks and valleys are exactly what we're going to talk about. So today's episode, I've titled it a day in the life, cracking the code of emotional intelligence as an entrepreneur. And this is something that working with our modern day consulting clients, our top tier clients here at TWC, where we go in depth one-on-one. We spend a lot of time curating a experience and curating curriculum and support for these individuals within their business. And regardless of their success, whether it be 6, 7, 8, 9 figure businesses, today's topic resonates with every single one of them. Okay, so that's a pretty unique thing, right? Where you can

have a business owner that, again, regardless of scale of revenue and size of team and even industry, this topic today is experienced by all of them. So isn't that kind of unique? And isn't that kind of interesting? So I wanted to cover it because this is something that I too am certainly very much confronted by every single day having, you know, operating multiple businesses and helping other people grow their own. These things that we're going to talk about today are absolutely felt by all. And my hope today is that you'll be able to extract some key insights that you can immediately plug into your own life, your own thinking and your own business so that we can get you better and stronger than where you were when you first listened to me. Okay, so let's get right into it. Our intent here with these podcasts, of course, is to be short, insightful, powerful, and let's just get into it. All right. So again, a day in the life, cracking the code of emotional intelligence as an entrepreneur. Now, I don't know if you've seen this or not. If you haven't, you know, just go on to Google when you get a chance and type in a day in the life of an entrepreneur, and then go look for images under that search. And you'll very quickly find a whole bunch of things that look very, very similar. And that is this, it's almost meme culture now within the entrepreneurial space where you kind of get this really jagged spike, you know, going from left to right, kind of up, down, up, down, up, down. If you're watching the video here, We'll cut in a graphic that you can very quickly see what I mean. But even if you're not, even if you're driving or whatever, of course, be safe. But if you can just imagine, you know, this jagged line moving from the left side to the right side of the screen and kind of going up and down, up and down, up and down, right? And at each peak and in each valley, there's a little statement here. And so I'm going to read these off. And I think you'll very quickly be able to visualize what I'm talking about here. I'm excited. And it goes, it jags down. It goes, oh, this is hard. And then it goes up a little bit and says, oh, it's working. And then it goes back down a little bit and like, oh, I messed up. And then jags back up again and says, well, give up the great or give up the good for the great. And you're kind of excited, feeling some momentum. And then it quickly drops really quickly down even further. And it's like, oh, I think I'm going bankrupt. But then you get a little bit of momentum, he goes, shoots right back up. I'm good. I don't know why I get so down to myself. And then you get this jag back down. Oh, I was wrong. I suck. You know, it goes right back up again. And the final one here up to the top says, wait a second. My life is great. Right. And this is in a day. All right, this is in a day you can imagine the roller coaster. They call it the roller coaster of emotions for a reason, right? Like this is exhausting if you are experiencing this. And now hopefully, you know, you're not necessarily running this dialogue through your head every single day in just the same fashion. That would be pretty rough. But regardless, the point is made, right? It's a roller coaster and it's something that we all have to face. And so what I want to do is just very quickly cover a few key elements that I've learned for myself to navigate these ups and downs, because invariably you're going to experience it to some degree, some greater than others. Unless, unless you are one of

those extremely rare unicorns that just has, you know, undefined and just undominable, just belief in yourself. That's like, no, I'm great. Everything's perfect. And it's going exactly as planned all day, every day, all month long, all year long. It's all good, right? high five through the microphone here if that's the case for you. But for most people, I feel fairly confident in saying that regardless of how experienced you are, regardless how intelligent you are, regardless of your pedigree, you're probably going to experience some ups and downs. And if you're not, well, again, be wary when you're at the peak because the fall down can be tough sometimes. So I just want to encourage those that if you are going up and down, if you are facing this roller coaster, number one, You're very normal. All right, we're gonna start there, but let's dive right in. One of the things that is a key element here is just simply deciding that you're worthy. That's a big one, deciding that you're worthy. And notice the keyword, decide. It's a decision. It's not a feeling, it's a decision. It's something that you go, no, I am that and I'm deciding that. Regardless of how I feel in the moment, I have decided that I am. Okay. And you need to impress that upon your brain. You need to just make it part of your DNA that no, I am worthy. Now, what is it that would possibly support that decision though? Right. Because I can just sit on the couch all day, flip channels and say, I'm worthy. I'm worthy. I'm worthy. And of course you and I both know that that's not necessarily going to net the results we're looking for. Right. Well, what comes from feeling a worthiness is doing the work that you know it's going to take to attain it. You already can get what you want. You already essentially have it in the quantum world if you define it clearly enough. What's not there yet is doing the work so that you then catch up to that idea that you can see, you have to see it in your mind before you can hold it in your hand. So once you've made that definitive decision in your mind, I am worthy and this is where I'm going, then it's just a matter of doing the work to prove that you actually want it. You already have it, but you have to put in the effort. You have to exchange the energy from the ether of thought into the physical form of what it is that you want. And so, one of the best ways to do that is simply to envision exactly what you're wanting to work towards and then do the work. You know, when you feel worthy, you'll do whatever it takes for however long it takes to get what you want. Let me say that one more time. When you feel worthy, you will do whatever it takes for however long it takes to get what you want. And it's that commitment and consistency that will make it reality. All right, you have to have that indomitable feeling of just, I am worthy of this, and I want that and I'm going to do whatever it takes. Okay, so that's the first thing is we have to start with the end in mind, we have we can't hit a target we can't see. So we need to get really, really crystal clear on what is it that we're working towards, and have a very defined reason of why we want that. Now, it almost immediately, you're going to have self doubt kicking in the almost like, I mean, I've really experienced this myself. As soon as you make that decision, like, yeah, that's what I want. I'm worthy of, that's what I'm going towards. Within fractions of a second, you're almost certainly going to be

confronted by feelings of self-doubt. Like, well, hang on now, because in the past, blah, blah, blah, or because, well, you don't have this, or you don't know that person, or you haven't done this yet, or blah, blah, blah, blah, blah, blah, right? And your brain's immediately going to try to protect you from that uncertainty by kicking in a whole bunch of self-doubt. Say, no, no, no, that's a little beyond your reason. That's a little bit beyond your scope. Here's all the reasons why and I'm trying to protect you. Here's the thing. It's okay to have these self-doubt. There is not a person on the planet that has experienced anything or achieved anything of significance that has not encountered these feelings of self-doubt. The difference is they didn't listen to them. You can hear them, but you don't have to listen to them. There is a difference. You will absolutely hear them, because that's just human nature. That's just how the brain works. It's trying to protect you from any kind of failure or fear. However, you can hear them, but you don't actually have to embrace them and listen to them. And so I want to encourage you to learn to move despite. move despite. I hear that, but I'm not listening to it. I'm not going to believe it. I'm not giving it any kind of concrete power into my decision-making. I hear it, but I'm not going to listen to it. I'm going to move despite. This is a clear one. I was reading through an article the other day and I found this to be kind of cool. It's kind of a funny insight. If you're not familiar with her, she's a really famous actor, Tina Fey. She's, you know, Saturday Night Live, lots of movies, etc, etc. I'm sure most people know who she is. And she said this about self-doubt. She said, you know, the beauty of imposter syndrome is you vacillate between extreme egomania and a complete feeling of I'm a fraud. Oh God, they're on to me. I'm a fraud. So you just have to ride the egomania when it comes and enjoy it and then slide through the idea of fraud and doubt. Isn't that interesting? Someone so famous, someone that's been there, done that. I think by most people's standards, you would consider her fairly successful in her particular field as an actor. So that's something I've heard a lot too, by the way, especially people that are on stage a lot. People that would be viewed as famous or very influential in their particular field or in a certain industry. Almost without fail at every time they express a feeling of like, man, I don't feel like I'm the person that I am pretending to be on stage. It's almost like it's a second character for them. I know several boxers and fighters say that they'll get physically sick before a bout because they're really nervous or they're worried or whatever. But then they just switch it on. They make that decision. Nope, I'm this person and they go out there and do it. So they move despite. And this can be a really critical thing to understand, especially for newer entrepreneurs that... just because you feel something doesn't necessarily mean you have to believe it. Just like we talked about earlier, you can hear it, but you don't have to listen. Well, you can feel it. And that doesn't mean that you have to believe it. Okay. So I really want to encourage that any feelings of when those spikes go down, you're like, Oh, I messed up. Or, Oh, I think I'm not going to make it. Or I suck. I'm, I was wrong. I didn't, I'm not as good as I thought I was, whatever. Just know that that number one is a

hundred percent normal. And number two, you can You know, feel those things. You can hear those things, but that doesn't necessarily mean that you have to believe them. You just go, go, Oh yeah, yeah, yeah. Okay. Whatever. And then just keep moving. All right. So another one, Brene Brown, you know, um, talk to yourself like you would someone you love. This is another key thing is we have to remember that there is no one that has our attention more than our own self-talk. We hear ourselves, we have our most peaked attention 24 hours a day, right? That's just the human brain. And so we really need to watch that self-talk and make sure that we're compassionate towards where we're at. And there's a fine line between just like, well, there's no weeds, there's no weeds, there's no weeds, and it's all good, and everything's fine, even though maybe it's not, right? So you can't just be blind to what you're dealing with. You can't just pretend something negative hasn't happened. But again, that doesn't mean that you you have to embrace and go, Oh, this is this defines me or this defines my abilities. You just go, Oh, yeah, that was a bad one. All right, let's keep moving. You know, move despite I think you can start to see a theme here. All right, last one, guys, let's dive right into this one. And that is the The importance of getting outside your own head. I had a discussion with one of our clients the other day and they were mentioning how at the end of the day, sometimes they just hit a wall and their emotional state is just really drained because of the exhaustive amount of work that they're doing throughout the day. And you really need to watch out for this, where if you are pushing it, we kind of live in this grind culture, 24 seven, just hustled, keep going, you know, no sleep club, whatever it is, right? Be very, very cautious of that. Because when you push your body to the point of total exhaustion, your ability to withstand these peaks of ups and downs in the emotional roller coaster effect becomes lessened. You will be weakened and your resilience to those down periods will be less. And so this person was experiencing that to where at the end of their days, they're really dealing with a lot of depression and self-doubt and like, man, this is just hard. And, you know, every day they're getting themselves into this state. And it's because they weren't allowing themselves time throughout the day to kind of recharge what we call buffer time. We do a lot of training here at TWCU about, you know, time management and whatnot. If you haven't gotten Taylor's training, by the way, on peak productivity, phenomenal, like life changing stuff. Peak productivity. Check it out. You can go to [WealthyConsultant.com](http://WealthyConsultant.com). Just search for it. It's right there. Phenomenal, phenomenal. Life-changing regardless of where you're at in business. But all that to say that you have to develop a schedule that allows you to recharge and to ride these roller coasters in a more stronger, resilient way. And so just be wary of how you're pushing yourself and make sure that you don't get yourself backed up into a corner where you're physically and mentally exhausted to the point where you don't have any resilience left. You do need to have a little bit of charge left in you to withstand these ups and downs. So, you can't underestimate the importance of that. But at some point, thinking about it and dealing with the ups and downs, I messed

up and all this is awesome and this and that, it's going to get tiring, right? And you're going to be thinking about it a lot. But at a certain point, thinking isn't going to be doing you any more good. All right. Thinking about it isn't going to do any good. You need to just move through them. Remember what I said, move despite, we call it emotion for a reason, emotion, motion. When you move just because you feel some way, it doesn't mean that you need necessarily need to act on that particular feeling. So you can feel down, you can feel like, oh, this is so hard or I'm not doing very well, but that doesn't mean that you don't have to Or rather that you have to act that way. You can just go, okay, I feel this way, but I'm going to act the way that I want to feel. And learning to differentiate the feeling to the action is a really key high IQ element for the entrepreneur because it will separate you from the masses who are basically just running on their feeling like, oh, I feel down. So then what happens? Their productivity, efficiency, belief systems, everything just kind of goes down the toilet because they don't quote unquote feel good or they don't feel like it's good. Well, look, I guarantee you there's countless times throughout the day, week, month and year that I don't feel like something, but I'm going to move despite those feelings. And invariably I'll get above and beyond to the next peak much, much faster because I don't get myself into a spiral that way. Right. So learn how to move despite how you feel. Um, and then lastly, I'll give you like a little pro tip guys. If you are dealing with self doubt, if you are dealing with the feeling of inferiority or you're just, you're like, man, I'm this roller coaster is like nothing but down, right? Like you just one after the other, you're just not feeling the strength. I'd really encourage you to turn your focus on other people. As entrepreneurs, as creative minds, as people that are in charge of other organizations, other people, etc. A lot of our thinking can go towards like, well, what am I doing about it? Am I a good leader? Am I this? Am I that? Am I capable? It's all about us. It's very inwardly thinking energy. And I want to encourage you to actually flip that around and put out the energy towards others. In particular, like giving and as kind of like a little hack, this is more on the tactical hack side of things, if you will, a life hack is if you're feeling that state in a negative state, or you're just frustrated, whatever, go out of your way to do something for somebody else. That could be as simple as a know, Hey, I was just thinking of you. Here's a Starbucks gift card or you see somebody that's in need outside, you know, stand outside store, give them some cash or whatever. Right? Like it, it doesn't matter necessarily what it is and it doesn't even have to be that big of a thing. But if you proactively go out of your way to do something for somebody else with no strings attached, that's not business associated, if you do that, almost instantly, you're going to get a lift from that. And that lift has a huge impact on how you feel inside. And then all of a sudden, it's almost like a switch. And many times I've experienced this myself, where it's literally like a switch almost instantly. And that switch changes your state. And that change of state will change your attitudes, thinking, and beliefs. And what happens when you have a better attitude, thinking, and beliefs, right? Well, obviously you're



going to start moving in the right direction. You're going to get right back up to peak state. So always consider what can you do for others. That gratitude is going to change how you're thinking, your level of worthiness, and again, the ability that you have to withstand the ups and downs. Consistent charitable giving can serve as a powerful inoculation against the entrepreneurial roller coaster. So as humans, we'll often fight harder and longer for others than we will for ourselves alone. This is a key component. As humans, we will often fight harder and longer for others than we will ourselves alone. So make your mission greater than just yourself, and that vision will put you through and pull you through the inevitable ups and downs. So when you associate that success, that end goal that we talked about earlier, that, yeah, I want that thing, whatever it is, a particular level of revenue or whatever it is in your business, if you can make that more than just about you and its impact to others, it's going to pull you through because now you're going to fight longer. You're going to fight harder to reach those things. And just like I said at the top, when you feel worthy, you'll do whatever it takes for however long it takes to get what you want. And it's that commitment and consistency that will make it reality. All right. Hopefully this was helpful guys. I know there's a little bit more on the mindset type of thing, but it will absolutely help you navigate the days. If you can navigate the days well, successfully, you'll navigate the weeks well. And those weeks compound to months, the months compound to years, and you will absolutely achieve what you want. You're going to have the ups, you're going to have the downs along the way. But to navigate this more powerfully and efficiently is a key component of the entrepreneurial success. And my hope here today is that there's just a few 1, 2, 3 insights for you that you can take with you on your journey. If this was helpful, if you feel that it might even help somebody else in their life, please don't hesitate to drop a comment, give us a like, give us a follow, share it with somebody else that you think it could empower somebody in their own journey. We don't go out of our way to advertise this too much. It's a labor of love, and we hope that you get enough value out of it that you can share this with others, all right? Awesome, guys. Have a blessed day, and I look forward to seeing you on the next episode. Take care.