

FYI: Timestamps listed here are not correct, but know that all of the content from the interview is here.

1

00:00:04,280 --> 00:00:08,453

[brian]: he ah and welcome back to brian
brakes character i'm really glad you're here today

2

00:00:09,195 --> 00:00:15,982

[brian]: i'm also frightened you're here today because
i'm going a kind of spell the beans

3

00:00:16,522 --> 00:00:20,566

[brian]: i guess on something that i've hinted
at on a couple episodes here but haven't

4

00:00:20,586 --> 00:00:26,156

[brian]: been super forthcoming about because it's super
vulnerable for me and scary i'm afraid even

5

00:00:26,216 --> 00:00:29,391

[brian]: if i say it out loud right
now i might not come through with it

6

00:00:30,333 --> 00:00:36,060

[brian]: so i'm gonna spit it out and
it is i am writing a book um

7

00:00:36,420 --> 00:00:38,904

[brian]: and i felt the shivers go down
my spine as i said that out loud

8

00:00:39,525 --> 00:00:44,761

[brian]: so i've been working on this book

for a while and i'm going to share

9

00:00:44,821 --> 00:00:48,447

[brian]: a bit about the book a little
later in today's podcast episode it's just you

10

00:00:48,487 --> 00:00:51,852

[brian]: and me here today so i can
get super vulnerable and honest with you i

11

00:00:51,913 --> 00:00:54,657

[brian]: mean i'm just you know staring at
a camera in a microphone right now it

12

00:00:54,697 --> 00:00:57,903

[brian]: feels super safe but there's the other
part of me that knows you're out there

13

00:00:57,963 --> 00:01:03,134

[brian]: listening so what i want to share
about the book i'm goin a share towards

14

00:01:03,154 --> 00:01:06,280

[brian]: the end of the podcast episode today
but what i'm what i wanted to get

15

00:01:06,360 --> 00:01:12,454

[brian]: to is you know this month we're
talking a lot about birting something big or

16

00:01:12,555 --> 00:01:18,241

[brian]: saying yes to your calling in in
a bigger way and so what i'm goin

17

00:01:18,261 --> 00:01:20,685

[brian]: to talk about today is one of
the things that i call my signature process

18

00:01:20,946 --> 00:01:24,111

[brian]: in the way that i coach people
and this is specifically the coaching that will

19

00:01:24,131 --> 00:01:27,076

[brian]: be doing inside of the master mind
and i wanted to use this as a

20

00:01:27,136 --> 00:01:30,341

[brian]: way you know you can apply this
to what or that thing is you might

21

00:01:30,382 --> 00:01:34,428

[brian]: be thinking about maybe you're writing a
book maybe you want to start a dance

22

00:01:34,488 --> 00:01:40,358

[brian]: studio or start a self tape studio
you want to write a film or get

23

00:01:40,418 --> 00:01:43,105

[brian]: your film into more of those you
want to go big with your one person

24

00:01:43,205 --> 00:01:46,875

[brian]: show or something that you want to
put into the world you want to start

25

00:01:46,895 --> 00:01:51,384

[brian]: your own coaching practice right and what
i know about when those ideas come to

26

00:01:51,484 --> 00:01:57,995

[brian]: us is it is freak ing vulnerable
sometimes it can feel unreasonable to say yes

27

00:01:58,075 --> 00:02:05,497

[brian]: to it and what comes up pretty
quickly is well if i'm going to do

28

00:02:05,577 --> 00:02:09,223

[brian]: this i need to look good at
it before i've even started or another way

29

00:02:10,085 --> 00:02:14,391

[brian]: to say that might be to be
successful i need to look successful uh like

30

00:02:14,431 --> 00:02:21,140

[brian]: it might be like i've got the
perfect instagram and exactly zero clients right or

31

00:02:21,340 --> 00:02:27,691

[brian]: even it can be as insidious as
in order to write a book the way

32

00:02:27,851 --> 00:02:31,417

[brian]: that i write that book has to
look like x y z one two three

33

00:02:31,858 --> 00:02:34,607

[brian]: or the way that i write my
film has to look like the way that

34

00:02:34,707 --> 00:02:38,351

[brian]: i've only been the way that i've
taught and i think what you and i

35

00:02:38,451 --> 00:02:44,624

[brian]: both know is the things that revolutionize
us the things that blow our minds are

36

00:02:45,305 --> 00:02:49,282

[brian]: things that let go of the status
quo i'm not saying you have to be

37

00:02:49,322 --> 00:02:54,070

[brian]: a disruptor to be artistic or be
disruptor just to be creative but i want

38

00:02:54,110 --> 00:02:58,818

[brian]: to be very mindful of the idea
of when something the more you whatever it

39

00:02:58,858 --> 00:03:03,561

[brian]: is you're creating is the more people
are attracted to it unless you're trying to

40

00:03:03,601 --> 00:03:07,768

[brian]: make another you know like lulu lemon
and like a big company it like we

41

00:03:07,828 --> 00:03:10,071

[brian]: got all cloths that look kind of
the same and you know that hey'regonno fit

42

00:03:10,112 --> 00:03:12,395

[brian]: like this an here the fabrics and
like no shade to lulu lemon i wear

43

00:03:12,415 --> 00:03:15,721

[brian]: it all the time right but that's
not who you're to be you're trying to

44

00:03:15,741 --> 00:03:19,968

[brian]: make a mark of some sort right
some kind of mark or impact in the

45

00:03:20,008 --> 00:03:27,020

[brian]: world and so when we drift from
ourselves when we drift towards that which we

46

00:03:27,121 --> 00:03:35,387

[brian]: think is successful or looks successful we
are inspiring ourselves to stay small were inspiring

47

00:03:35,447 --> 00:03:42,899

[brian]: ourselves to water down our unique and
creative ideas the problem here is you can

48

00:03:43,120 --> 00:03:48,948

[brian]: end up making a beautiful instagram feed
that has nothing to really do with you

49

00:03:49,488 --> 00:03:53,535

[brian]: or create a business that doesn't actually

satisfy you or get anywhere closer to the

50

00:03:53,615 --> 00:03:57,422

[brian]: impact you're trying to have great kind
of looks a self type studio but i

51

00:03:57,502 --> 00:04:00,206

[brian]: really wanted it to have an impact
so that when people come here they feel

52

00:04:00,347 --> 00:04:04,273

[brian]: safe and cared for and taking care
of which isn't the same as just one

53

00:04:04,353 --> 00:04:07,118

[brian]: de crate self type studio right i
made it look like the other persons because

54

00:04:07,138 --> 00:04:13,963

[brian]: theirs was successful and so i find
this insidious i think it's like comparison inspiration

55

00:04:15,167 --> 00:04:21,946

[brian]: to ruin us because then we retreat
from that big idea because suddenly we're not

56

00:04:21,986 --> 00:04:24,951

[brian]: familiar with it anymore doesn't look at
any more and we get on this endless

57

00:04:25,052 --> 00:04:29,018

[brian]: pattern i'm sure that raise your hand
if this is you or you know praseyriseyour

58

00:04:29,038 --> 00:04:33,105

[brian]: and the heavens if you say like
oh yeah i've been inspired and i've walked

59

00:04:33,185 --> 00:04:36,010

[brian]: towards my big idea and then i
walked it back i got closer to it

60

00:04:36,070 --> 00:04:38,434

[brian]: than i walked away because i started
to not like the way it was looking

61

00:04:38,474 --> 00:04:42,821

[brian]: at started to not make me feel
good that's the actly the kind of thing

62

00:04:42,861 --> 00:04:47,807

[brian]: i'm talking about where we have this
inspiration we walk towards it we lose our

63

00:04:47,887 --> 00:04:51,504

[brian]: stamina because it's not looking good anymore
not looking good to us any more it's

64

00:04:51,665 --> 00:04:57,692

[brian]: looking like someone else's business or looking
like somebody else's inspiration so what i found

65

00:04:58,312 --> 00:05:02,959

[brian]: to help my clients in the way
that i work with people is something that

66

00:05:04,140 --> 00:05:06,283

[brian]: gives me a lot of joy and
i hope it'll give you some joy to

67

00:05:06,383 --> 00:05:13,054

[brian]: and tons of permission which is to
be a vulnerable rebel around your process so

68

00:05:13,115 --> 00:05:17,782

[brian]: what does that mean being a vulnerable
rebel to kind of shut down all these

69

00:05:17,822 --> 00:05:22,650

[brian]: voices is to say to yourself okay
great i know there's all these other businesses

70

00:05:22,731 --> 00:05:25,435

[brian]: or people who do it that way
and they make this much money and they

71

00:05:25,495 --> 00:05:29,141

[brian]: have this many clients or they have
this great film let's go all these festivals

72

00:05:29,281 --> 00:05:31,884

[brian]: cool i know that that exists i'm
not going to pretend i'm not on this

73

00:05:31,944 --> 00:05:39,431

[brian]: planet right now but i'm also going
to honor me doing my thing probably means

74

00:05:39,532 --> 00:05:44,365

[brian]: letting go of looking perfect being perfect
and it might look like flying in the

75

00:05:44,485 --> 00:05:50,455

[brian]: face of what's normal i might really
need to be a rebel here right i

76

00:05:50,515 --> 00:05:55,544

[brian]: might need to do this in a
really weird way um my system around this

77

00:05:55,584 --> 00:05:59,911

[brian]: might look different than anybody else s
my dance studio might a class that's taught

78

00:05:59,991 --> 00:06:04,038

[brian]: half on zoom and half in real
life or like to really give ourselves that

79

00:06:04,158 --> 00:06:09,467

[brian]: permission to go big or small but
just to do it in a rebellious way

80

00:06:09,567 --> 00:06:13,901

[brian]: to fly in the face of what
we it has to look like right and

81

00:06:13,961 --> 00:06:16,425

[brian]: if this can be tough to do
so i'm gonna give you some steps here

82

00:06:17,026 --> 00:06:19,751

[brian]: right to kind of get started but
first i just want you to grasp on

83

00:06:19,791 --> 00:06:24,238

[brian]: to the idea that being rebellious will
help you and i want to just make

84

00:06:24,258 --> 00:06:26,902

[brian]: sure you hear me say this there's
like a cave out here it's not just

85

00:06:27,143 --> 00:06:31,590

[brian]: be rebellious to be rebellious i'm using
the word rebel to give you that gigantic

86

00:06:31,871 --> 00:06:36,879

[brian]: huge bill board sized permission slip to
honor that which you really want to do

87

00:06:37,200 --> 00:06:40,165

[brian]: what you really want to create we
need that sometimes you need somebody right next

88

00:06:40,205 --> 00:06:42,549

[brian]: to you saying it's okay allow me
to be that right now in your ear

89

00:06:42,629 --> 00:06:48,058

[brian]: buds right like you have permission to
do this your own way this isn't just

90

00:06:48,118 --> 00:06:52,564

[brian]: rebellion for rebellion the rebellion part is

like letting go of other ideas being saying

91

00:06:52,644 --> 00:06:59,033

[brian]: yes to what you're truly aching to
give birth to right so here's some steps

92

00:06:59,534 --> 00:07:05,444

[brian]: to get you started with this the
first one is throw out all of the

93

00:07:05,524 --> 00:07:10,332

[brian]: ideas of how to do the thing
right so one of the ways i say

94

00:07:10,392 --> 00:07:14,098

[brian]: this is start doing it your own
way if at first you don't succeed try

95

00:07:14,319 --> 00:07:19,748

[brian]: try again but in your own way
and in your way that delights and energizes

96

00:07:19,848 --> 00:07:26,332

[brian]: you what might that mean so let's
pretend you are gonna write a film or

97

00:07:26,372 --> 00:07:28,334

[brian]: let's not use writing because i'm going
to talk about my book in a minute

98

00:07:28,354 --> 00:07:32,881

[brian]: let's use like you're going to start
a dance studio okay and you're like okay

99

00:07:32,961 --> 00:07:35,605

[brian]: i'm going to rent a space and
we're goin to we're going to do it

100

00:07:36,948 --> 00:07:39,893

[brian]: every other wednesday and i'm going to
teach you this kind of style and it's

101

00:07:39,913 --> 00:07:43,158

[brian]: going to be jas contemporary and i
want twelve people in my class and do

102

00:07:44,160 --> 00:07:48,386

[brian]: i run to the models we've seen
in the past well i happen to know

103

00:07:48,506 --> 00:07:53,494

[brian]: a dance teacher who does three or
four retreats over the course of the year

104

00:07:54,275 --> 00:07:58,883

[brian]: and they go to locations all over
the world and she developed at first by

105

00:07:58,983 --> 00:08:04,672

[brian]: having short zoom classes where she teaches
specific dances they get to all come together

106

00:08:04,813 --> 00:08:09,460

[brian]: in real life at these retreats a
few times a year now i would never

107

00:08:09,560 --> 00:08:13,247

[brian]: have imagined that if i just sat
there i make it lo ike every dance

108

00:08:13,307 --> 00:08:16,292

[brian]: class i've ever been to i also
would i've been like well zoom can't work

109

00:08:16,352 --> 00:08:20,859

[brian]: i could never teach on zoom right
so that's space to first throw out the

110

00:08:20,980 --> 00:08:25,187

[brian]: ideas of what you've seen in the
past and to move towards what's important to

111

00:08:25,227 --> 00:08:29,774

[brian]: you so for this dance teacher she
really wanted community to be a piece of

112

00:08:29,834 --> 00:08:34,322

[brian]: this so she built the community online
and then she took that community to retreats

113

00:08:34,482 --> 00:08:38,188

[brian]: all over right so what you want
to think about here is how did she

114

00:08:38,268 --> 00:08:44,234

[brian]: get there what delighted and energized her
made her go i'm excited about this so

115

00:08:44,274 --> 00:08:49,122

[brian]: as you're thinking about writing that film
as you're thinking about creating that self type

116

00:08:49,182 --> 00:08:53,008

[brian]: studio launching your stationary business what delights
and excites you oh i want to go

117

00:08:53,209 --> 00:08:58,478

[brian]: to yuh like conferences where people set
up their tables and i've got my stationary

118

00:08:58,598 --> 00:09:01,443

[brian]: sitting there and i want to talk
to people about why i chose the paper

119

00:09:01,563 --> 00:09:05,890

[brian]: or i want to create a gift
wrapping stations i'm making this up right right

120

00:09:06,211 --> 00:09:08,975

[brian]: i want to be there and ive
notes to people that say to from so

121

00:09:09,015 --> 00:09:11,760

[brian]: that they can see a little bit
of what my business looks like they get

122

00:09:11,800 --> 00:09:14,304

[brian]: a taste of it when i'm doing
that right so these are some ideas for

123

00:09:14,344 --> 00:09:17,229

[brian]: you or maybe you want o be
really of service and your stationary company is

124

00:09:17,249 --> 00:09:21,155

[brian]: going to be at like a food
drive or something and give everyone who donates

125

00:09:21,476 --> 00:09:24,721

[brian]: some kind of thank you car that's
on your stationary to help publicized it because

126

00:09:24,781 --> 00:09:27,827

[brian]: it's important to you to have service
be a part of your work and these

127

00:09:27,847 --> 00:09:31,535

[brian]: are just kind of peppering in some
ideas the first step is throw out the

128

00:09:31,616 --> 00:09:34,003

[brian]: ideas of how to do the thing
and i'm going to give you a quote

129

00:09:34,043 --> 00:09:39,335

[brian]: here that i rely on very often
as from madeline le angle she wrote a

130

00:09:39,375 --> 00:09:45,345

[brian]: wrinkle in time right the quote she
says is inspiration usually strikes or i'm sorry

131

00:09:45,625 --> 00:09:52,512

[brian]: inspiration usually comes during work rather than

before it i'm gonna say that again inspiration

132

00:09:52,873 --> 00:09:59,484

[brian]: usually comes during work rather than before
it so so many of us myself included

133

00:09:59,524 --> 00:10:02,149

[brian]: will be like well i'll do that
when i feel like it or i'll get

134

00:10:02,209 --> 00:10:04,733

[brian]: started on my book i get an
idea or i'm inspired i have to work

135

00:10:04,773 --> 00:10:09,260

[brian]: when i'm inspired and if that is
the case you're gonna be sitting around a

136

00:10:09,320 --> 00:10:13,507

[brian]: lot and not getting a lot done
because you and i both know it's hard

137

00:10:13,548 --> 00:10:18,115

[brian]: to feel like it the feel like
at moments are like flashes it's like lightning

138

00:10:18,175 --> 00:10:23,164

[brian]: struck for a second right you and
i both also know or maybe we can

139

00:10:23,204 --> 00:10:27,830

[brian]: get you to admit right now while
we're while you're listening to this podca that

140

00:10:27,931 --> 00:10:33,095

[brian]: when you're working on something when you're writing it you're designing it you're imagining it

141

00:10:33,475 --> 00:10:39,782

[brian]: you're putting on paper your ideas around it more inspiration comes and that's exactly what

142

00:10:39,802 --> 00:10:44,449

[brian]: madeline langis saying to us here inspiration usually comes during work rather than before it

143

00:10:44,930 --> 00:10:48,636

[brian]: my belief is the moment you start to make this real on the planet whether

144

00:10:48,676 --> 00:10:51,641

[brian]: that's writing it on a screen in your computer a note in your phone around

145

00:10:51,681 --> 00:10:57,070

[brian]: a piece of paper it becomes magnetic for other earthly thoughts to make it more

146

00:10:57,170 --> 00:11:01,938

[brian]: real you're translating that which is divine into real which is why inspiration is going

147

00:11:01,978 --> 00:11:07,254

[brian]: to strike them more you get it on paper right now second step in this

148

00:11:07,294 --> 00:11:10,620

[brian]: process first throw out the ideas of
how to do the thing and be willing

149

00:11:10,700 --> 00:11:16,831

[brian]: to find your own rebellious process to
do it second step is make space to

150

00:11:17,012 --> 00:11:22,733

[brian]: do the thing so you and i
both know if i was like you were

151

00:11:22,773 --> 00:11:27,461

[brian]: like i have this big idea brian
i can't wait to make it real and

152

00:11:27,762 --> 00:11:32,149

[brian]: i have to work forty hours a
week and i don't want to i've got

153

00:11:32,189 --> 00:11:35,935

[brian]: vacation coming and i don't want to
do it in the evenings or i don't

154

00:11:35,955 --> 00:11:38,279

[brian]: know if i can do i in
the evenings and like you and i both

155

00:11:38,319 --> 00:11:41,905

[brian]: know those are not excuses that's real
life but to make space to it make

156

00:11:41,945 --> 00:11:46,559

[brian]: space for it can look like i
am giving this in two hours every sunday

157

00:11:46,680 --> 00:11:50,991

[brian]: come hell or high water or to
make is a little easier on those of

158

00:11:51,051 --> 00:11:55,395

[brian]: you who it be striving for structure
and then rebell against it i understand what

159

00:11:55,435 --> 00:11:59,159

[brian]: it's like to be creative i'm giving
this thing two hours of my time a

160

00:11:59,259 --> 00:12:04,206

[brian]: week i think i'll do an hour
on tuesday and an hour on saturday but

161

00:12:04,246 --> 00:12:09,655

[brian]: i'm actually looking at my calendar to
make space for the thing and i want

162

00:12:09,695 --> 00:12:12,540

[brian]: to be really mindful of the fact
that making space for the thing might be

163

00:12:12,821 --> 00:12:16,747

[brian]: actually doing some work or writing it
might also be imagining and dreaming letting that

164

00:12:16,787 --> 00:12:20,313

[brian]: divine have a voice one of the
ways that i think it's important to make

165

00:12:20,373 --> 00:12:24,260

[brian]: space to do the thing is to
remove the obstacles that will keep you i'm

166

00:12:24,440 --> 00:12:28,907

[brian]: doing it so i'll let you a
little bit into my process here around the

167

00:12:28,968 --> 00:12:34,136

[brian]: book is when i'm at home the
kitchens right down the hallway my dog is

168

00:12:34,216 --> 00:12:37,362

[brian]: here i get my fiance and the
the house he works from home with two

169

00:12:37,923 --> 00:12:42,490

[brian]: lot of nice beautiful distractions also i
can get pissed off at him if he

170

00:12:42,550 --> 00:12:46,096

[brian]: comes knocking on my door when i'm
trying to work on it right lot of

171

00:12:46,136 --> 00:12:48,620

[brian]: distractions here i can go on to
go the kitchen and get my a chip

172

00:12:49,061 --> 00:12:52,405

[brian]: have a little homes have a moment

for myself and oh it's self care and

173

00:12:52,465 --> 00:12:55,889

[brian]: i can disguise it as self care
because i'm hungry and the thing never happens

174

00:12:56,670 --> 00:13:01,698

[brian]: right so make space to do the
thing means also we're moving obstacles or distractions

175

00:13:01,738 --> 00:13:05,625

[brian]: that keep you from doing it when
i'm writing the phone is off i have

176

00:13:05,885 --> 00:13:09,190

[brian]: one tab open on my lap top
and i am sitting at a coffee shop

177

00:13:09,651 --> 00:13:15,080

[brian]: and let me tell you every time
i order my late in pasadena copa de

178

00:13:15,120 --> 00:13:20,389

[brian]: vita which is where i love to
sit i will literally be like i am

179

00:13:20,449 --> 00:13:24,716

[brian]: giving such a huge gift to myself
and i'm aware of it that is a

180

00:13:24,776 --> 00:13:32,651

[brian]: delight in energizing moment so making space
to do the thing means removing obstacles and

181

00:13:32,671 --> 00:13:36,000

[brian]: then the next step of this process
on number one throughout the throughout the ideas

182

00:13:36,040 --> 00:13:39,208

[brian]: of how to do it number two
make space for when you're going to do

183

00:13:39,288 --> 00:13:46,821

[brian]: it number three is notice what works
and what brings the most output slash result

184

00:13:47,021 --> 00:13:50,267

[brian]: so what does that mean so i
notice you know i didn't like i know

185

00:13:50,327 --> 00:13:52,430

[brian]: the answer is going to be for
me going to the coffee shop that's going

186

00:13:52,450 --> 00:13:55,115

[brian]: to be all solid solution to all
my problems no i was like okay i'm

187

00:13:55,135 --> 00:13:58,080

[brian]: gonna try go to the coffee shop
t think there's too many distractions here there

188

00:13:58,100 --> 00:14:02,206

[brian]: was a lot of ease in me
try trying again to see if it would

189

00:14:02,287 --> 00:14:05,171

[brian]: work so when i went to the
coffee shop and i said there was like

190

00:14:05,392 --> 00:14:09,979

[brian]: oh cool when i sit here the
distractions out here actually i'm seeing that i'm

191

00:14:09,999 --> 00:14:14,687

[brian]: writing a page or two each time
i do this oh let me notice when

192

00:14:14,787 --> 00:14:20,882

[brian]: i give myself about nine minutes that
means about two pages cool okay good for

193

00:14:20,942 --> 00:14:24,528

[brian]: me to know so that if i'm
predicting this chapter is going to take twenty

194

00:14:24,588 --> 00:14:27,593

[brian]: pages i can almost predict how much
time it's going it's going to take for

195

00:14:27,634 --> 00:14:32,802

[brian]: me right so i'm noticing what is
the system i'm suddenly noticing oh brian you've

196

00:14:33,183 --> 00:14:39,302

[brian]: unlocked a system that satisfies your spirit
you love to get your late you love

197

00:14:39,342 --> 00:14:42,928

[brian]: to sit there you love to do
the writing while you're there and in a

198

00:14:42,989 --> 00:14:47,055

[brian]: ninety minute session you get two pages
done that's an entire system that i worked

199

00:14:47,356 --> 00:14:53,244

[brian]: out by noticing what worked right i
can also say this can happen in the

200

00:14:53,284 --> 00:14:57,992

[brian]: afternoon writing for me in the morning
i am way better writing in the morning

201

00:14:58,012 --> 00:15:00,436

[brian]: than i am in the afternoon so
this thing needs to happen at nine a

202

00:15:00,576 --> 00:15:03,261

[brian]: m eight m right after the gym
something like that so that's another part of

203

00:15:03,281 --> 00:15:06,791

[brian]: the system because i've tried it three
or four o'clock in the afternoon and my

204

00:15:06,892 --> 00:15:11,211

[brian]: brain is like apple sauce is just
not happening so that's another thing that works

205

00:15:11,271 --> 00:15:18,380

[brian]: on noticing my system all right step
for of this process grant yourself permission to

206

00:15:18,521 --> 00:15:26,133

[brian]: do it all the way so again
there are days when have a book coach

207

00:15:26,153 --> 00:15:29,138

[brian]: that i'm working with right there are
days and like i'm meeting with her tomorrow

208

00:15:29,258 --> 00:15:34,026

[brian]: for example while actually while i'm recording
this i'm thinking about that right and today

209

00:15:34,147 --> 00:15:37,174

[brian]: and it's one thirty six p m
i record this and i'm meeting with her

210

00:15:37,214 --> 00:15:42,651

[brian]: tomorrow like shoot i didn't get to
write this morning so mad line the angle

211

00:15:42,911 --> 00:15:45,456

[brian]: i'm a little pissed at you but
i'm gonna put my butt in a seat

212

00:15:45,556 --> 00:15:48,260

[brian]: i'm gonna go to the coffee shop
this afternoon and i'm going to write for

213

00:15:48,341 --> 00:15:51,586

[brian]: ninety minutes because we have a meeting

tomorrow and compeller high water it will get

214

00:15:51,646 --> 00:15:55,793

[brian]: done but the gift that i have
given my in terms of permission because i

215

00:15:55,973 --> 00:15:59,900

[brian]: worked out the process of throwing out
the idea i try try it again i

216

00:15:59,980 --> 00:16:03,566

[brian]: made space to do the thing by
making space on my counter this afternoon to

217

00:16:03,606 --> 00:16:08,354

[brian]: go to it i noticed what's worked
and what doesn't the permission i give myself

218

00:16:08,474 --> 00:16:12,180

[brian]: now is i get to go brian
you're going to go to the coffee shop

219

00:16:12,601 --> 00:16:16,467

[brian]: and you're going to write even though
you know your brain might be a little

220

00:16:16,588 --> 00:16:22,151

[brian]: apple sauce but it's going to mean
something that you've done it so i get

221

00:16:22,191 --> 00:16:28,021

[brian]: to be in relationship with my work
instead of being mad about the fact that

222

00:16:28,061 --> 00:16:32,268

[brian]: it's the afternoon okay great maybe maybe
you won't get two pages today because you're

223

00:16:32,288 --> 00:16:37,155

[brian]: gonna have that apple sauce brain right
so i hope i'm illustrating these four steps

224

00:16:37,195 --> 00:16:40,220

[brian]: i'm going to say one more time
just to they really land with you if

225

00:16:40,320 --> 00:16:43,666

[brian]: you've got that big idea and i
know you do that other thing you're trying

226

00:16:43,706 --> 00:16:48,574

[brian]: to birth right now and you can
let go the solution to trying to look

227

00:16:48,674 --> 00:16:55,245

[brian]: successful to be successful to having it
be perfect before it's even created is to

228

00:16:55,305 --> 00:17:01,665

[brian]: be a vulnerable rebel around your process
so step one throw out the ideas of

229

00:17:01,705 --> 00:17:07,573

[brian]: how to do the thing or do
it the right way make space to do

230

00:17:07,874 --> 00:17:11,680

[brian]: the thing in the way that works
for you make the space on your calendar

231

00:17:11,901 --> 00:17:18,712

[brian]: make the space on your desk right
notice number three notice what s about your

232

00:17:18,792 --> 00:17:24,361

[brian]: process what produces the most output or
the most of the result oh brian noticed

233

00:17:24,442 --> 00:17:27,667

[brian]: he's not as good in the afternoon
as he is in the morning right and

234

00:17:27,707 --> 00:17:31,393

[brian]: then the fourth step is rant permission
to do it all the way and to

235

00:17:31,553 --> 00:17:35,680

[brian]: be in relationship with it right i'm
going this afternoon i'm going to get something

236

00:17:35,700 --> 00:17:38,305

[brian]: done maybe now that i've talked about
it so much with you i'll even get

237

00:17:38,345 --> 00:17:42,892

[brian]: those two pages done in the ninety
minutes i'm giving myself right so i want

238

00:17:42,952 --> 00:17:46,518

[brian]: to give you a little bit more
about my rebellious process here because even more

239

00:17:46,619 --> 00:17:50,725

[brian]: came from this as i worked with
my coach so one of the things like

240

00:17:50,806 --> 00:17:54,271

[brian]: as i'm thinking about being a thinking
about being a writer you know the first

241

00:17:54,311 --> 00:17:57,196

[brian]: step i had this vision of like
okay well being a writer means that like

242

00:17:57,557 --> 00:18:02,826

[brian]: i probably wear a tweed sweater and
glasses and there's a fireplace next to me

243

00:18:03,507 --> 00:18:08,415

[brian]: and like i'm giving you like earnest
hemming cable net sweater bibs and like that

244

00:18:08,495 --> 00:18:10,879

[brian]: is what it means to be a
writer and like i'd better be reading a

245

00:18:10,939 --> 00:18:14,906

[brian]: lot right now because writers have a
really big vocabulary and what am i reading

246

00:18:14,946 --> 00:18:17,590

[brian]: to really inspire me but i can't
read books that are kind of similar to

247

00:18:17,610 --> 00:18:20,615

[brian]: what i'm talking about ecause that will
confuse me so that's part of what i

248

00:18:20,655 --> 00:18:23,340

[brian]: need to have to have to make
this be a good book to come up

249

00:18:23,360 --> 00:18:27,647

[brian]: with a good book that has to
be happening okay cool next step of it

250

00:18:27,687 --> 00:18:32,560

[brian]: was my coach as a very specific
way that she uses google dox and i

251

00:18:32,620 --> 00:18:37,248

[brian]: was like no i do not like
that way it was not working for me

252

00:18:37,268 --> 00:18:40,373

[brian]: and i had to get really clear
it was like oh i like the document

253

00:18:40,413 --> 00:18:44,280

[brian]: to be one long document not multiple
documents because it helps me to back track

254

00:18:44,500 --> 00:18:48,468

[brian]: and read and kind of give myself

an on ramp into the chapter that i'm

255

00:18:48,508 --> 00:18:51,855

[brian]: reading right and that took a long
time to figure out ease i was just

256

00:18:51,875 --> 00:18:58,287

[brian]: trying to stay organized organization is not
always your friend it is a form of

257

00:18:58,367 --> 00:19:02,333

[brian]: resistance taking up the time for you
to be doing the thing and that's what

258

00:19:02,353 --> 00:19:07,282

[brian]: i was discovering for myself her desire
to be organized was over ting my way

259

00:19:07,342 --> 00:19:10,447

[brian]: of creativity so we got really clear
on that together we kind of come up

260

00:19:10,467 --> 00:19:13,893

[brian]: with a nice hybrid version of this
right and then the other thing that we

261

00:19:13,953 --> 00:19:16,377

[brian]: do together is you know i had
this vision that as a writer i need

262

00:19:16,397 --> 00:19:19,823

[brian]: to write by myself and sit air
and sweat it out in my chair and

263

00:19:20,084 --> 00:19:23,501

[brian]: figure it out and that's what it's going to be in when we work together

264

00:19:23,762 --> 00:19:29,191

[brian]: many times i'm saying out loud as i type what this i'm speaking out loud

265

00:19:29,251 --> 00:19:31,755

[brian]: the actual words that are going to be in this book and saying it out loud

266

00:19:31,815 --> 00:19:35,261

[brian]: to her so she's listening and i'm listening and now to this word as we're

267

00:19:35,301 --> 00:19:39,247

[brian]: working we're editing in real time that is not ever how i imagined i would

268

00:19:39,287 --> 00:19:42,252

[brian]: write a book i thought i'm like i need to go whole away in some

269

00:19:42,373 --> 00:19:47,922

[brian]: cabin for six weeks right so all these ideas right like how to it has

270

00:19:47,982 --> 00:19:51,648

[brian]: to look this way for it to work i had to walk through these steps

271

00:19:52,410 --> 00:19:56,518

[brian]: first throw out the idea this cable
net sweater throw out the idea of these

272

00:19:56,859 --> 00:20:03,323

[brian]: these google docks throw out the idea
of of having to write on your own

273

00:20:03,970 --> 00:20:07,415

[brian]: right make space to do it my
way so first of all as like i'm

274

00:20:07,455 --> 00:20:10,210

[brian]: goin to wear what i'm goin to
wear not going to lie when i go

275

00:20:10,250 --> 00:20:12,814

[brian]: to the coffee shop i like to
wear a cute outfit because it makes me

276

00:20:12,874 --> 00:20:16,360

[brian]: feel good so i will put on
a cute outfit but that is to feel

277

00:20:16,480 --> 00:20:19,325

[brian]: good it is not because i need
it this afternoon i'm probably not going to

278

00:20:19,345 --> 00:20:21,729

[brian]: look that cue probably is going to
go there right so please don't come to

279

00:20:21,749 --> 00:20:25,515

[brian]: the call you have to say hi
today now when it comes to the google

280

00:20:25,556 --> 00:20:29,182

[brian]: dox it took a while for me
to figure this out as i was sitting

281

00:20:29,202 --> 00:20:32,928

[brian]: there writing i kept getting frustrated opening
up another document another decade ike why am

282

00:20:32,988 --> 00:20:37,997

[brian]: i not delighted and energized by my
process oh i figured out i needed that

283

00:20:38,298 --> 00:20:42,105

[brian]: on ramp so i threw out this
idea hey i can't do those google dot

284

00:20:42,626 --> 00:20:47,267

[brian]: let's make it into one google dock
this works better for me what's the permission

285

00:20:47,347 --> 00:20:51,580

[brian]: i need to keep going there to
keep saying yes to that idea right and

286

00:20:51,620 --> 00:20:54,745

[brian]: then again saying it out loud has
been such a gift to me because again

287

00:20:55,086 --> 00:20:59,253

[brian]: writing by myself is not the vibe
for me that is absolutely not how i

288

00:20:59,493 --> 00:21:01,917

[brian]: ever imagined that i would be writing
them going to talk it out loud and

289

00:21:01,957 --> 00:21:05,623

[brian]: write at the same time to make
space to say great that means you're probably

290

00:21:05,644 --> 00:21:08,027

[brian]: gonna do the coffee shop and then
when you come to your sessions with your

291

00:21:08,108 --> 00:21:11,293

[brian]: coach yure goin to say some things
out loud let's make a lot of space

292

00:21:11,373 --> 00:21:14,278

[brian]: for that instead of her just being
an editor you're going to make sure that

293

00:21:14,458 --> 00:21:18,387

[brian]: some of each of those sons is
open to you all talking to reading the

294

00:21:18,427 --> 00:21:23,035

[brian]: book out loud right and then i
go great that creates an output i'm going

295

00:21:23,095 --> 00:21:26,480

[brian]: to be giving myself permission to do

it that way again and again so i

296

00:21:26,641 --> 00:21:31,990

[brian]: could today go to the coffee shop
this afternoon cranky because it's the afternoon try

297

00:21:32,070 --> 00:21:34,732

[brian]: to fight my way through two pages
and then be like e're gonna go through

298

00:21:34,752 --> 00:21:37,574

[brian]: all two pages and just edit those
in our time together instead of knowing what

299

00:21:37,634 --> 00:21:41,878

[brian]: i know about myself which is i
might not get two pages it's going to

300

00:21:41,918 --> 00:21:46,688

[brian]: be great for us to edit them
and then also talk out loud and where

301

00:21:46,728 --> 00:21:49,615

[brian]: whatever the fuck i'm going to wear
to that coffee shop and having read zero

302

00:21:49,695 --> 00:21:55,846

[brian]: books before i get there so nailing
into your rebellious process is so important i

303

00:21:55,886 --> 00:21:59,011

[brian]: hope that this has inspired you a
little bit and for you to kind of

304

00:21:59,072 --> 00:22:03,779

[brian]: get started with this if this sounds
like just acknowledge the way you like to

305

00:22:03,980 --> 00:22:07,986

[brian]: work one thing about the way you
like to work don't just grab my don't

306

00:22:08,006 --> 00:22:10,991

[brian]: get contagious from my coffee shop fantasy
because i can't do all kinds of work

307

00:22:11,031 --> 00:22:13,776

[brian]: there there's only certain work i can
do there right i can't get on zoom

308

00:22:13,836 --> 00:22:17,622

[brian]: and talk to someone on my team
or coach one on zoom right i can

309

00:22:17,682 --> 00:22:22,427

[brian]: only do this work there so be
mindful of what actually energizes you maybe it's

310

00:22:22,548 --> 00:22:27,524

[brian]: always to have someone with you and
this is the exact process that i'll be

311

00:22:27,605 --> 00:22:31,772

[brian]: working through inside of my master mind
this like the third step inside of my

312

00:22:31,872 --> 00:22:36,219

[brian]: signature process here so if this excites
you if you got that idea you're ready

313

00:22:36,259 --> 00:22:40,346

[brian]: like i want to do this work
i'm ready to jump into this this this

314

00:22:40,586 --> 00:22:46,015

[brian]: terrifying and exciting field of i can
put this into the world and i want

315

00:22:46,075 --> 00:22:49,862

[brian]: someone alongside me i want a community
of people who operating at this level who

316

00:22:49,922 --> 00:22:54,810

[brian]: are saying this is important my input
my impact on this planet is important then

317

00:22:54,890 --> 00:22:58,736

[brian]: head on over to brian breaks character
dot com back slash apply and we'll set

318

00:22:58,777 --> 00:23:01,802

[brian]: up a call to see if you're
fit one of the spots in this master

319

00:23:01,862 --> 00:23:07,651

[brian]: mind my whole hearted intention is that
the people in this master mind are embracing

320

00:23:07,711 --> 00:23:11,979

[brian]: that which is unique about them and
what is uniquely gifted to them to put

321

00:23:12,079 --> 00:23:14,483

[brian]: into this war old and so i
want o create the space where that can

322

00:23:14,523 --> 00:23:18,850

[brian]: happen create the accountability the fierce accountability
and give you the know how how to

323

00:23:18,950 --> 00:23:22,957

[brian]: go public with that thing so if
you're sitting on that tiny idea you got

324

00:23:22,997 --> 00:23:27,456

[brian]: that big idea that's screaming anywhere on
that continuum this is a great place for

325

00:23:27,496 --> 00:23:31,004

[brian]: you all right thank you for listening
today to this part of the process go

326

00:23:31,124 --> 00:23:36,554

[brian]: out there be rebels around what satisfies
energizing and delights you so you can create

327

00:23:36,574 --> 00:23:39,298

[brian]: the thing you were born to create
all right i will see you next week. Be good.