

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

00:00.00

BRIAN

Hey everybody I am really glad to say that today. My guest is Dallas Travers who I know so well thank you so much for being here first of all, ah ah oh real. Oh I thought I was I was always scared so so just okay, let me just set the stage here.

00:09.33

Dallas Travers

I'm happy to be here. Thank you for inviting me. Finally.

00:17.96

BRIAN

Dallas has been my coach for 4 years something like that right? Um I mean she met my boyfriend before he was my fiance and like we've known there for a long time and um Dallas has been such an integral part of the.

00:19.21

Dallas Travers

Something like that.

00:32.21

BRIAN

Impact that I feel like I'm making or that I hope that I'm making in the team that I have and the business that I'm hoping to create and what I want to the Mark I want to leave on the world I would say if I can say that Dallas and um I was really excited to have you come on the podcast and I was not only because you worked with actors for a long time and I think kind of created an industry.

00:52.20

BRIAN

Um, and there's going to be tons of people who want to hear your voice and hear where you're at and all that that's why I thought to get us started. Um I would love for you like I just feel like I would hand you the mic and be like I'll listen the whole time I could just be like talk what about whatever you want because everything you say means something to me but I thought to get in case. There's anyone's listening who doesn't know.



Ep. 60 - Being Brave with Dallas Travers - Transcript

01:11.64

BRIAN

And there's probably some pieces. Maybe you can tell us the story just over the last fifteen years of building three six figure businesses from scratch what that impact was and you know what this is meant to you and that a broad enough question so far like I kind of want to I want to leave it really broad so you can take it where you want.

01:21.46

Dallas Travers

and yeah don't go yeah yeah I'll and I'll answer it through the lens of actors because that's the majority of your audience. Um, so I started a business. Helping actors find agents this was back in 2001 because my I don't even know if you know this story ah about the job I got with a talent agency when I that took me from Northwest Washington down to Los Angeles and it was a scam company. Yes, yeah.

01:55.70

BRIAN

Yeah, they were scummy I remember like like yes.

01:59.59

Dallas Travers

So I got this job working at a challenge agency and I was bartending at the time so that sounded cool right? and I worked there for three weeks and then I I didn't get a paycheck I got a roll of hundred dollar bills with a rubber band around it from a guy named big big bill.

02:11.70

BRIAN

Wait wait I didn't know that part of the story. It sounds like a drug deal or money laundering or something.

02:16.28

Dallas Travers

But them completely. Yeah and I'm like this I don't think this is how this is supposed to go long story short this was one of those like we're going to promise you the fame but you have to pay for photographs first and our photographer is conveniently in the alley as we speak.

02:32.34

BRIAN

Ah, yes, okay.

02:35.15

Dallas Travers

Give us all your money right? So I laughed and I was really motivated to buy 2 things. My mom was like this is sketchy. Don't take this job so there's nowhere I was moving back home and I felt disgusting and I saw so many actors.

02:54.52

Dallas Travers

Walk in and just put their hopes and dreams and common sense in the hands of somebody else because they cared so much about being able to do this thing. They were literally born to do so this So I started this marketing service to help actors. Legitimately find an agent and that just took me on a journey where I started people started asking me career advice and I was not an actor or a casting director like I had no business giving people advice but I just used my entrepreneurial skills and this advice started working for them. So like being this outsider helped gave me permission to like it was my playground to design what intuitively felt right and tested instead of like following the rules. So you know I got to work with actors for.

03:34.22

BRIAN

And right. Right? okay.

03:48.29

Dallas Travers

Forever right? So two thousand like fifteen years sixteen years and you know I wrote a book and all of these fun things and it was just so joy-filled for me because actors are so filled with purpose.

03:51.75

BRIAN

Okay.

04:04.15

BRIAN

Um, yeah, yeah.

04:05.70

Dallas Travers

Right? And I loved that work and then my daughter was born and I started to love Los Angeles less and I started to love the entertainment industry less for me, we threw our television away when she was born. So suddenly like I'm working in this industry but not.

04:19.39

BRIAN

Wow.

04:24.69

Dallas Travers

Connected to it and not seeking one and that felt incongruent so I closed the doors close the doors and while that was happening I also was beginning to mentor other coaches at first coaches like yourself who serve actors and it's expanded much more.

04:24.97

BRIAN

Um, yeah, yeah. Okay.

04:43.14

Dallas Travers

From there. So it's been now twenty years. This is this 2022 will be my twenty first year in business. Yeah, and it's just she can do yeah I um, it's just been like a combination of.

04:48.64

BRIAN

Wow Wow She can drink your child can drink. Ah.

05:03.80

Dallas Travers

Creative Intelligence a strong work ethic and trust in my intuition knowing that nothing I no mistake I make will break me that it really has allowed and this goes I don't care if you're an artist or an entrepreneur or.

05:22.62

Dallas Travers

Seeker a spiritual seeker. It doesn't matter though if I had to pick the things that have helped me be successful and stay myself. It would be those things.

05:29.80

BRIAN

Yeah, what I heard you saying that is the not. There's no lack of there's no risk, you're not, There's nothing to be afraid of is kind of what I hear or say like um, you're not afraid to take a risk to put to make a mark to say something different to let's try this and if it doesn't work.



Ep. 60 - Being Brave with Dallas Travers - Transcript

05:39.36

Dallas Travers
Right..

05:47.60

BRIAN

I'm not gonna end up on the street with pushing a cart I'm gonna like there's something gonna it's ah land on my feet somehow and so we' and so will my clients in a way almost there so were the people that'm. Ah you know we will together. Um, as we talked about you know before we got on the call. We talked a little about what we want to talk about today and one of the things that came up was this idea of all those iterations of you.

05:48.64

Dallas Travers
Plan. Yeah. Move.

06:05.97

Dallas Travers
Yes.

06:06.76

BRIAN

Doing this is really like it. You know it's when I say the word rebranding it really sounds like who would you think you are Pepsi Cola but honestly it is. You're honestly saying like. This is who I am right? This is the Mark I'm leaving here or so I'm trying to attract in I think that that's what a brand is what it's trying to attract in and each of these times you had to say okay, that's not me anymore I'm now doing this. That's not me anymore I'm now doing this and I think that this audience like really gravitates to those kinds of conversations because they can see.

06:34.48

BRIAN

Almost their career happened in phases at times like I used to be the anjanu and now I'm here I don't want to quite embrace that yet because I want my pictures to look young. So I have more in it and it can be hard to to chur the go to the next door almost and not that it's always that black and white. Let's be really honest about it. But I thought having conversation around this might.



Ep. 60 - Being Brave with Dallas Travers - Transcript

06:45.30

Dallas Travers

Most when I'm gonna look.

06:53.53

BRIAN

Just open some things up for this audience today. So if you were to take me back like it know if I want to go to the bartending days. You tell me if that's worth looking at cause that feels like that was really like up against your values clear decision like I have to get out of here. But when you were going from actors to saying I'm gonna go all in and I can help coaches was there any like.

07:02.78

Dallas Travers

Yeah, yeah, yeah.

07:12.10

BRIAN

Cognitive dissonance like what the heck do I think I'm doing imposter syndrome here we go I'm going to be poor I'm going to fall apart. What's gonna happen.

07:12.70

Dallas Travers

But it was less that and more navigating the letting go. And the guilt I felt about abandoning people I really cared about it actually makes me emotional to think about it because I haven't in so long but I probably knew I was meant to make a change for 3 years before I got the courage to do it. Because I had such a have such an affinity for that audience and I really was afraid that they would think I would have but I was abandoning them. Yeah.

08:01.31

BRIAN

Yeah I can so relate to that I so relate to that Even when I thought about making a podcast where I only wasn't talking about acting I could so relate to like oh are is anyone going to be mad or think that I don't love them anymore. So so it held you held you in place for a few years there.

08:13.14

Dallas Travers

Mm Yeah and there's another side to it that maybe some of your listeners can also relate to which is the I've put so much work into this so far and it's.



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08:27.78

BRIAN

Yeah, right.

08:28.34

Dallas Travers

Going? Well it was going really well. Um, it was wild that I even decided to close that business down just if you looked at it if I was a business person and make profitability decisions that was not a smart one. Um, and I think for a lot of performers in particular.

08:36.53

BRIAN

Yeah, right right.

08:47.58

Dallas Travers

There It can be this feeling of I've put So ah I've put so much into getting this far I can't I cannot give myself permission to change gears. So it's like.

08:54.51

BRIAN

Um, yeah.

09:02.72

Dallas Travers

Abandoning of 1 ne's self where it was me feeling like I was abandoning people I think a lot of us can there's a mourning process and are ah rumbling right with that feeling of abandoning our former self like what does it mean about me if I change gears now.

09:10.29

BRIAN

Um, yeah, yeah, yeah, right and I know we both listen to that podcast where they talk about the science of quitting right? What is the name of the podcast. It's called.

09:21.47

Dallas Travers

Yeah, it's called a slight change of plans and it's it's fantastic. It's Google board.

09:28.24

BRIAN

Right? Yeah, it's fantastic, right? And then the science of quitting they talk about how once you're on a path our brains want to stay on a path So that's not even our brain isn't helping us with our emotional experience in that moment right? that we'd rather. Yeah yeah.

09:38.47

Dallas Travers

Yeah, not to mention society right? Like we people win awards for their perseverance right? like is there a quitter award the congratulations you've changed gears 27 times you know.

09:45.85

BRIAN

Totally yeah yeah, and is there not right right? Yeah yeah and I can also even see that wait I was excited I can see that.

09:58.30

Dallas Travers

So there's pressure. There's pressure and I don't know go ahead.

10:04.37

BRIAN

And actor and I wonder if you with with the coaches that you work with and I wonder if this comes up at all. But I can see how an actor even with their family who I think actors trying to say this is what I do to your family can feel like let me explain to you what it means to be an outlaw like families don't understand so often. But I'm wondering but at least your family gets that you're like working at it.

10:22.25

BRIAN

Like they can kind of see like oh you're working at it. You're like pursuing it does this come up a lot in the coach audience that you're talking to because I can imagine saying your coaches is it is it the same kind of coming out party that you need to have with your family that you do when you're an actor like it feels like you have to people can be still I don't understand what you do I Still don't get it.

10:36.20

Dallas Travers

And. Yes, and there's 1 big difference. We've all seen an actor like we've all turned on the television or seen a film or even like a street performer on Bird Street Promenade we have seen acting and we've seen it enough that we think we know it.



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10:41.41

BRIAN

Right.

11:00.60

Dallas Travers

So it's even more confusing like coaching What are you a soccer coach like and then it's sort of like okay I don't I don't have a reference point for that. So it's okay that I don't understand my dad does not understand what I do at at all at all.

11:17.69

Dallas Travers

Still, he never did he never has but for actors there's this extra layer because acting is familiar to all of us and so I think I know.

11:28.50

BRIAN

All right.

11:31.92

Dallas Travers

And then I think it's just like don't you just print out your resume and walk into Sony pictures and give them your resume like you would for a receptionist job somewhere. So I think it's a harder. It's ah it's a harder conversation. My experience is it shows up for coaches but it doesn't stick where with actors. There's this.

11:38.80

BRIAN

Yeah.

11:52.50

Dallas Travers

Stickiness when it comes to there and also a need to be we all want to be understood. So when there's someone in your life who does not get it and they don't know that they don't get it that can be that can be painful.

11:57.44

BRIAN

Yeah.

12:05.75

BRIAN

Painful, Totally painful. Yeah, and then you can also anything they say is like a total slap in the face like oh are you still pursuing acting oh actually I made money last year I'm not pursuing it I'm doing it like that whole conversation like the the the lightest language use can be in a front right.

12:16.66

Dallas Travers

Um.

12:22.70

Dallas Travers

Totally and even when they think they're being supportive like sit down and we watch Gray's anatomy and I look at you and say you should go on that show. It's like oh great idea Grandma. Thank you I know.

12:24.97

BRIAN

So what? So yes.

12:32.39

BRIAN

Yeah, and also you like hate her at the same and like you you cannot see past that What they really want is like you would be really what they really don't want to they. It's hard for it's hard for us to see that they're saying great. Yeah I think my mom has even abandoned even understanding my work sometimes.

12:48.75

BRIAN

She really wants to but she so what? So she's heard me on a call before so she kind of gets what it is right? So as we're talking about this rebrand I Want to come back So as we just talked about were you having any frustrating conversations with anyone with yourself besides yourself I should say when you were like I'm gonna do coaches I'm gonna go all in like.

12:54.39

Dallas Travers

Yeah.

13:05.83

Dallas Travers
But is.

13:07.61

BRIAN

Was it just you you were looking at a mirror or were there was there anybody else you were wrestling with or was the big wrestle with you.

13:13.16

Dallas Travers

It was with me I can talk a pretty good game but right that's ah, it's like a strength and a weakness I see in myself where I can make a convincing argument meaning I can argue for my limitations and you're just going to like it's a sound argument and you're going to support it.

13:30.97

BRIAN

Yeah.

13:32.35

Dallas Travers

Right? So I had like there was no one to convince but me and then there was the logistics conversation of the rebrand how do I want to feel that's the question to ask first.

13:37.77

BRIAN

Sure How do I freakin do this? How do I But what does it look like how do I make this happen. Um, yeah, yeah.

13:48.47

Dallas Travers

So I'm just trying to bring this back to your listeners right? If it's time for me to let an agent go or take a hiatus or throw out the beautiful headshots that I spent way too much money on because they're just not getting me calls like.

14:02.48

BRIAN

Right? yeah.

14:05.97

Dallas Travers

Ah, the first question I always ask myself is how do I want to feel about this decision and that usually then connects back to my values and everything I do runs through my values and then it makes the hard decision really simple.

14:08.15

BRIAN

Yeah.

14:19.90

BRIAN

Um, so this came up a lot for you as you were you know, just rebranding your podcast and the name of your business and everything recently? yeah I see frustration on your face. You guys can't see the face I saw a little bit of like ah yeah, what tell me what that was.

14:26.80

Dallas Travers

Yeah I mean.

14:33.80

Dallas Travers

I Do not have a tolerance any longer. So I tolerated misalignment. Yeah like I tolerated like okay I feel so back when I was the last year I was working with actors I I.

14:40.94

BRIAN

In your own self is what you're saying like me being that a.

14:52.67

Dallas Travers

Did not feel I could tell that I was not aligned I showed up and I delivered but I could tell that I was moving elsewhere and I don't have the tolerance for that feeling anymore. As soon as it comes up Brian I got to make a change and so like the eye roll you saw.

14:55.86

BRIAN

Depth. Is. It.



Ep. 60 - Being Brave with Dallas Travers - Transcript

15:11.90

Dallas Travers

Was just me having compassion for my team because I'm like up this doesn't fit anymore and they're like great. Let's remake everything again. Moon Yeah so I my signature program for coaches.

15:16.92

BRIAN

Ah, yeah, totally can you do you want to share a little bit of that story.

15:29.94

Dallas Travers

It was called the six figure coach club which and I did all the market research around that right and that was this shared goal that my audience had and it was a solid name and the industry that I am in it's. Was too open to interpretation meaning like Slick Slick Rick selling you a bag of goods and promising things that may or may not actually happen and also one of my core values is belonging.

15:55.41

BRIAN

Got it. Yeah yeah, yeah.

16:02.55

Dallas Travers

And what I found as the program grew was it was creating. It was working against the idea of belonging because now here I am telling you your goal instead and another core value of mine is agency this freedom of choice. So I'm actually not in charge of.

16:20.19

Dallas Travers

Your goal but I can create an environment where any goal is possible. So we and as soon as I realized that the name had to go the name went.

16:21.80

BRIAN

Assess.

16:27.56

BRIAN

Were you like the name and did you also get like the name has to go was it like how fast can this happen can we make this happen faster was it like that kind of no.



Ep. 60 - Being Brave with Dallas Travers - Transcript

16:33.60

Dallas Travers

Yeah, ah completely yeah and which is no small feat because the program is like 72 training videos with worksheets and branding and I had a podcast name to match and all of things.

16:46.83

BRIAN

Yeah, yeah, yeah.

16:50.37

Dallas Travers

But I just want to say all of those inconveniences are nothing compared to what it feels like to run a business that aligns with your values.

16:57.50

BRIAN

Just and everyone and I want to make sure that everyone's relating this to themselves in a way if there's actors listening like this goes so far as like what is on your resume. What does your headshot look like who are the agents that you work with what are the artists you surround yourselves with who are the coaches that you're listening to and.

17:00.70

Dallas Travers

Anyone.

17:16.57

BRIAN

Um, you see this, You see this when you see someone who's not in the right place I mean I'm sure you notice a coach who it does not when you're coaching now that you've I'm sure you were always in touch with your values. But now that your values are really leading the course for you when you're in a conversation with a client or a coach I should say are you so clear when you can see like oh this is.

17:36.60

BRIAN

This isn't what you like this isn't what you really drive towards is it to come very apparent when you're working with someone.



Ep. 60 - Being Brave with Dallas Travers - Transcript

17:39.33

Dallas Travers

Yeah, and it just manifests in stuckness right? like my daughter's 7 and what it looks like is me trying to put her shoes on it doesn't matter like what I do my feet are not fitting into those shoes.

17:56.51

BRIAN

Oh.

17:58.96

Dallas Travers

And forcing it and I saw this with actors too because there's so many shoulds and be careful and you don't want to and all of that crappy advice. Um, it's really easy. Let's imagine a falling feather.

18:16.37

Dallas Travers

So If you and I are sitting on a feather that is slowly falling to the ground it floats so softly and slowly that sitting on the feather. We don't may not even notice that we're sinking right? We can see it from the outside but on it. It happens so slowly. You don't even notice and that's what it can look like when you don't take the time to let to clarify what your values are and give them precedent so that little fudge of a co-star to a guest star on your resume or that little like just these little.

18:47.78

BRIAN

Um, yeah I like hearing a coat a man meet with a manager agent who says something you're like oh that sounded a little racist to me or that sounded a little exclusionary to me. But.

18:53.99

Dallas Travers

Um I don't know please questions specific. Um, yes, yeah, Jeff or even someone who like doesn't a manager who doesn't respond to your emails when you when you reach out right.

19:05.28

BRIAN

Maybe I didn't read that right? or note that can't be what I'm hearing this is a manager I want to give all my power to and I'm gonna say or or whatever it is like I'm using an extreme here. But.

19:17.00

BRIAN

Yeah, and you're like oh I need to deal I need to live with that. That's okay.

19:20.26

Dallas Travers

But yeah, it's pilot season I haven't booked in a while so we make these small concessions and in the moment it's it is the most convenient and the easiest thing to do but it's calling feather. Syndrome.

19:30.46

BRIAN

Yeah, yeah, yeah, Dallas or um fornet brown says it is ah living up to your values isn't always comfortable now.

19:40.16

Dallas Travers

Oh gosh and I'll tell you it's not um, it's obvious but not easy right? I said earlier about hard decisions become really simple but it's because they're clear. It doesn't mean that they're going to be fun. Yeah.

19:50.33

BRIAN

Yeah, yeah, the executing them is not going to be like 1 2 3 and I'm done right? right? right? or right? Yeah wow. So I as I was thinking about this conversation I was then one of the things that you model for me is this fearlessness this willingness to take a risk.

20:08.56

BRIAN

But I mean is there anything that scares you I mean I'm not talking like whole wide world I guess I must say like like your whole? Yeah yeah, yeah, yeah, yeah, yeah, that kind of right? Good job with the whole wide world and climate change. There's good connection there. But I mean like but in general is there something that that that you get scared of in the is it I'm one curious.

20:11.43

Dallas Travers

Ah, like climate change scares me.

20:23.49

Dallas Travers

Um I have never thought about this quality in myself. But I don't I used to really care about what people thought of me. And that might show up a little bit but it's like an old tired habit instead of any sort of baggage I'm 45 I'm like I'm over that So I'm not. We do think of you but I yeah I think that.

20:47.20

BRIAN

Um, yeah congratulations. That's a big one for every lot of us. Yes, yeah.

21:00.82

Dallas Travers

Here's why I'm I'm when it comes to the way I live my life and the way I run my business I'm fearless because I've gotten the more benefit from my mistakes than I have from my successes but then.

21:13.60

BRIAN

Oh everybody listen to that underline that that so it's it isn't just the pits I mean it's wonderful and it's the pits at the same time like it is so true. Yeah.

21:21.96

Dallas Travers

It's the words. Yeah so I know now that I I can recover I can recover I can recover and so I would rather have to recover than live with not.

21:36.96

Dallas Travers

Doing the thing it feels so cliché as I say it. But it's just what it looks and feel your artists can relate to this. It's what it looks and feels like to like lead with purpose.

21:41.52

BRIAN

Um, yeah, totally yeah and yeah, but you know some you I want to bring something up I'm to recall something you said which is like oh you shoulda could or what is the things you can't do or don't do that or you might not like they really permeate a lot of actors' brains right.

21:55.69

Dallas Travers

Leave when.

21:58.46

BRIAN

And what I'm just realizing is each actor has their own blacklist here's the things that I will get blacklisted for and that that's their black like they have their own blacklist inside of their head of the the bad things you can do where you end up on the blackest and each of us have created from the mists that we've seen are there. Any.

22:16.37

BRIAN

And all the work that you've done on the coaching event is there any things that just seem like consistently on everyone's blacklist. You're like oh that's where you get blacklist. You see that. That's everybody's fear.

22:25.40

Dallas Travers

I Don't know if I understand your question So are you asking? is there actually something that puts you on the black one or you're asking like what is the the what you people think.

22:29.52

BRIAN

No, no, no yeah, what's like what is a fear you have heard repeated since time immemorial in your coaching business that is the fear that people speak outlet that you see each person did I mean I have the one that I imagine that I hear a lot I'll just share mine to get it started is like.

22:45.66

Dallas Travers

Just in here.

22:47.93

BRIAN

I mean it's almost always showing up like being seen am I willing to be seen am I willing to be seen is there another one that you've picked up on or a theme that you hear a lot.

22:54.18

Dallas Travers

Yeah, visibility is the big one and it's like catastrophizing it. So if I go live or make an offer or fill in the blank do anything right? I face rejection and rejection.

23:05.16

BRIAN

Um, yeah.

23:11.47

Dallas Travers

Is I cannot recover from rejection. That's the big one fear of rejection and fear of I don't want failure is too generic but feel a fear of making a miss a permanent mistake if I if I could wave a magic wand it would be for.

23:13.27

BRIAN

Yeah, yeah, yeah.

23:29.65

Dallas Travers

Everyone to understand that no mistake is permanent if especially if you're someone with a heart you can fix I've screwed up right? big time and I've been able to repair right.

23:34.75

BRIAN

Ah, yeah, yeah, yeah, yeah, it's also interesting as you say that because I think so I forget the woman's name right now. But I'll try to remember for everybody but the woman who talks about the science of apology.

23:51.34

Dallas Travers

Um, right.

23:52.96

BRIAN

And how we don't have a lot of practice with apologizing and so the idea that I might make a mistake and then I have to like this. What is an apology but like what does it mean to say I'm sorry like it's a very big. It's probably less hard than writing the email and sending the email just so you know.

24:05.81

Dallas Travers

Ray with more women.

24:07.94

BRIAN

And I send an email and you write they send doing whatever the big or scarier thing is that you're scared of doing or reaching out to the casting director or whatever that is right? Yeah yeah.

24:13.75

Dallas Travers

Yeah I have a story so this to me is an actor's worst nightmare no so I'll call this actor Wilma. So Wilma had an audition.

24:21.54

BRIAN

Okay, great. Can't wait. Okay.

24:31.44

Dallas Travers

And I don't know how this happened but wilma fell like during the audition trip fell hit some sort of breaker on the wall and the power went out.

24:41.23

BRIAN

No no oh my God This is like a cartoon This is a like ah um, ah yeah, yes, totally Yes, yeah.

24:46.54

Dallas Travers

Yeah, like an snl skit or slump thing right? and ah it was about a year so wilma is dead to that casting office in her mind right? Like how do you recover from that.

24:58.56

BRIAN

Yeah.

25:02.50

Dallas Travers

About a year later she booked a job through that office and Cassie when they brought her back in the casting director said I've just been waiting for a chance to bring you back because that was terrible right? So I think we have to all remember when it comes to this fear of mm.

25:20.15

BRIAN

Yeah.

25:21.29

Dallas Travers

Visibility right? and like the risk we face when we put ourselves out there like humans in general we root for each other right? So we gotta give casting or agent X or whomever.

25:34.14

BRIAN

Right? Yeah, oh per oh yeah, I love to do it. You know I have my own triggers of who I love to make it up about but what you just tech made me think about is how 1 lesson you've taught me is people really respond to your striving. Not just your achievement.

25:36.24

Dallas Travers

More credit than we often do because in our minds right? Brian we make up the most grotesque stories of.

25:50.26

Dallas Travers

Yeah, right.

25:53.90

BRIAN

Right? And that's the big journey that ah the so many actors that I've been on is like your resume doesn't have to be perfect if you can be explicit with where you're heading or where you're going a manager agent can see you and better understand who you are like it's and it's almost like proving your metal but I don't love that phraser but it's almost like I can understand the actor you are because.

26:13.35

BRIAN

Of where I see you going not just exactly the steps. You've not exactly just every accomplishment you've made on the way.

26:17.30

Dallas Travers

Right? So how do you navigate that with your clients because they are acting as their purpose. So the stakes are naturally higher than like I'm gonna start a business and see how this goes and if it doesn't go like I can try another business. There's like.

26:34.27

BRIAN

Yeah, you're really breaking character Dallas asking me questions right now. So really I really I love it I love I love it. No, it's perfect. We're really living out the title of the show. Um, you know there's 1 thing that actors have that coaches.

26:35.19

Dallas Travers

More pressure. So as a coach. How do you navigate that layer for people. Oh sorry I'm just no I'm so curious to know.

26:53.31

BRIAN

Don't exactly which is an actor can say oh I'm gonna go to acting class day I'm gonna act today I'm gonna find a space to act I'm gonna find a way to act today so that they get to be aligned with that purpose even if there's not the exact audience that they want in that moment. It's not a screen. It's not on camera or it's not on the stage I can go to acting class I can make something with my friends.

27:12.34

BRIAN

There's a little bit of freedom in that piece of it. But then the other piece can you ask your question in another way.

27:14.51

Dallas Travers

A. Yeah I Just I am I'm just aware that we're talking about.. There's no mistake you can't recover from and what matters is that you're striving like this and I don't want it to diminish the purpose behind what so many actors feel I Just think the stakes are naturally higher.

27:24.97

BRIAN

Yeah, yeah, yeah.

27:37.19

BRIAN

Totally.

27:39.37

Dallas Travers

So I just was wondering what kind of role those higher stakes play and how you help your clients live this.

27:44.25

BRIAN

Yeah I You know what's interesting is at someone us that cart before the horse like what is your purpose right? What what is your? and so it's so I think sometimes actors can stop at my purpose is to act and to make an impact with acting actually.

27:57.11

Dallas Travers

Ah.

27:59.22

BRIAN

What is the purpose of you acting in the impact you want to make it's not the same as the actor right next to you on this coaching call with me right now because she is hoping that 13 year old girls who popp up like there's ah, there's I want yeah right and I think that getting into that idea of who you're hoping to affect or what you're hoping this who will.

28:04.20

Dallas Travers

He said you are.

28:18.45

BRIAN

Embrace your art. Yes, we want masses to embrace your art and then also who's the person in the audience of thousands that you're actually thinking about and so if we can make that purpose bigger than the stage of the screen then it lose the striving becomes.

28:36.25

BRIAN

It's almost like what James clear says of atomic habits I'm very into atomic habits right now which is that you that you create habits that are of the person you're wanting to be as opposed to goals that that person achieves so the person I want to be is a person who.

28:38.20

Dallas Travers

Okay.

28:51.15

BRIAN

Acts Twenty Twenty hours a week or 5 hours a week or whatever and so that you are working towards that and it doesn't diminish an accomplishment in any way shape or form but in an acting career I think this differs a bit from coaches is we know there is so much to chance around you getting apart like that is in many ways a miracle and an accident at the same time because.

29:02.88

Dallas Travers

Yeah, and 1

29:10.84

BRIAN

You weren't the other girl had blond hair. We didn't want to look like the day or she look like someone I know or whatever right? and it should also rely on the fact that you're freaking awesome and and you're talented. Of course it relies on all those things but it's not the only piece of the pie here and so this way if you the solid ground that I think you have to live on or that I want you to live on or that I coach people to live on is.

29:29.81

BRIAN

The impact that you're making and the purpose that you're right? So it has to be louder. It has to be louder than the other piece of it I don't know if that quite solves it enough I think it happens through experience more than it right? But the other answer also I'll just the other answer is if I have to meet an actor who's feeling cranky like right.

29:30.71

Dallas Travers

Yes. Guy. Yeah.

29:46.88

BRIAN

So this beginning that you were talking at the beginning of the year right? 20 beginning of 2022 and I had a coaching call at the beginning of January and multiple people on the call were like I'm feeling not great and should I be an actor into that there a lot of uncomfortableness with their purpose and I was like oh oh took me minute but I was like oh.

30:05.77

BRIAN

Y'all haven't acted in a long time. Have you? Yeah, you've been on. You've been in vacation mode. You've been at home. We've all been home but like you've been in your couch and watching Tv and there hasn't been acting class and they haven't had audition like of course you have not had a time of day where you are executing your purpose.

30:05.80

Dallas Travers

Oh you could smell it on them. Ah hard.

30:22.42

BRIAN

And so the safest easiest place to look is business business business but the real truth is where's where's the craft right? How does this? How does? yeah yeah.

30:25.99

Dallas Travers

Yeah, the real reason you're doing this right? Yeah, so what I heard I Love it is this idea of creating a cause right? so that the stakes can be high but they're actually so high that they're not even about me anymore. That's really.

30:34.81

BRIAN

Over.

30:41.65

BRIAN

Yeah, yeah, it's about yeah how am I changing the world I mean how am I changing the world without that sounding trite. Honestly, how do I helping to affect the world also otherwise acting becomes some super selfish. What are you doing this for and do you just want to be like rich Angelina Jolie which also I think Angelina do lead does wonderful things. So I'm not trying to put her down but like are you just looking for fame.

30:45.58

Dallas Travers

Cool with me. Yeah.

30:57.19

Dallas Travers

And well and just that the business of acting is inherently so self-centered submitting on actors access. You're just staring at photos of yourself right? and like.

31:01.12

BRIAN

Which is go be on a reality show right.

31:09.44

BRIAN

Yeah, totally right.

31:13.43

Dallas Travers

And so it's inherently self-centered which can be a slippery slope right? If you're not connected to that purpose.

31:18.12

BRIAN

Right? And it can make you feel like I'm not who I'm really meant to be because who you're really meant to be is not to be solely so affecting I believe is not to be only focused on yourself. It is why is submitting this photo connecting to and I get let's just be real. No one has a stamina to think of this all day freaking long right? You have to have some kind of solidity to this is this.

31:23.66

Dallas Travers

Right.

31:32.68

Dallas Travers

Last and just.

31:37.42

BRIAN

For coaches who are really on a purpose which is what a lot of what your laguaging is right? That's in your new podcast right? Not new but new name coach a mission That's right Yes Coach a mission right? So these are heart centered coaches I Imagine who really believe in the impact they're having does this does there lack of.

31:39.61

Dallas Travers

Yeah coach coaches on a mission coaches on. And yeah.

31:56.86

BRIAN

Coaching hours show up to something not Matt like like not in terms of professionalism or good at it or expertise but in terms of like I'm not feeling good about my business right? as we did. Do you ever know it is ever in relationship to well you need to coach somebody. You've been not doing it for a while does that ever.

31:57.32

Dallas Travers
Right? I think.

32:09.84

Dallas Travers

Yeah, it's interesting as I was listening to you I thought yeah, that's right coaches can't just go like what am I gonna do go downstairs and coach my husband and not stay married for very long. So.

32:24.35

Dallas Travers

Yes, and what I see with coaches is a hiding behind coaching I mean just can come up with some actors too where it's like I'm in acting class all the time and I'm lugging furniture to to do my scene and like way I'm doing the work but I'm not putting myself out there.

32:34.67

BRIAN

Right? I'm doing the work I'm doing I'm carrying the stuff. Yeah.

32:42.53

Dallas Travers

I Think it's that more for coaches because they can do market research and they can give complementary sessions and get all Coachie coacherson but and hide behind the visibility hide away from the visibility piece. So when I was listening to you I Thought oh right? So a coach's answer to.

32:51.44

BRIAN

Aha.

33:02.33

Dallas Travers

Come on, you gotta just act you can act every day would be take your creative intelligence and your purpose how you show up Naturally when you're coaching someone and funnel that into your marketing so that you can because unlike actors where so much is left up to chance with coaches. You can find a client.

33:02.97

BRIAN

If it.

33:10.21

BRIAN

Ah.

33:22.40

Dallas Travers

You have to put yourself out there and like trial and error and do do some strategy but it's it's kind of guaranteed right? So it's just like put that same hit. We get when we're attuned and really coaching that feeling needs to be.

33:27.68

BRIAN

Effect. Okay.

33:40.70

Dallas Travers

Funneled into the client traction piece in the marketing.

33:40.85

BRIAN

Yes, which you're so good at what you love? Do you love? Ah you love to do that. Do you love it when you see I know one of your values in your business is spark. Can you just describe that for people because I think everyone can relate to that.

33:50.58

Dallas Travers

Yeah I couldn't think of ah and I'm still open if someone knows the word for this moment I'm totally open to that but I didn't know Yes, totally Um, but there.

33:58.73

BRIAN

Um, you can hit up Dallas on Instagram with a what new word if if you find if you think you got 1 for her right.

34:08.44

Dallas Travers

I Live for those I call them Spark moments and it's where a thing happens and now the way I see myself is just different and there's no going back. So the best example I can give of this is when my daughter taught herself to ride a bike.

34:23.59

BRIAN

Oh.

34:26.56

Dallas Travers

She woke up that morning and she was a kid with training wheels that was her identity. She was cool with that. But there was a flat tire situation and a mom who felt like challenging her a little bit so I came out of the garage with a bike with no training wheels on it and the look on her face. Was like shock and horror. Really, She just didn't didn't know what to do didn't feel ready and I was just curious and so it didn't go well on the street because I'm trying to hold the bike up and I'm not fit or fast. So I'm like dragging her. It was not good.

34:53.00

BRIAN

Right.

35:04.49

Dallas Travers

But then we went in the backyard. So there's grass if she falls she's fine. It's also really hard to pedal on much harder to pedal in grass than on concrete alone for 10 minutes she's riding back and forth in her red swimsuit on this bike.

35:09.72

BRIAN

Really hard. Yeah.

35:22.33

Dallas Travers

Like nobody's business in the end of that day. Um, she's like dad watch this and she just cruised down that street and now she's a kid who rides a bike and that's how she saw herself her relationship to the bike to her body.

35:31.74

BRIAN

Aha.

35:40.33

Dallas Travers

To her being was completely changed forever because that thing happened and I love those moments.

35:44.92

BRIAN

Yeah, yeah, yeah I can just relate to the moment that one of the times I see people do this is inside a program called Agent goals which you all have heard about before but where people are sharing their story in front of other people in their life people that they know and.

36:03.35

BRIAN

So much Buildup and fear around being honest with their story and then the moment that they share it and people like jump out of their seats to say oh my God that was amazing I can't believe how much I knew how much more I want to know about you and everyone leans in and it was all this like oh I was carrying all this and didn't think any of this was valuable and look what it made these people feel without me even making it performative. But.

36:13.84

Dallas Travers

And yes.

36:22.42

Dallas Travers

Right now. It.

36:23.26

BRIAN

Me with me just doing it right? and they can that once that's done. It's like okay, great. The rest of this program's a breeze because I can't go back to the person who didn't love their story before or understand their story. Yeah yeah.

36:31.62

Dallas Travers

Right? You know there's something else I want to say about this because sometimes spark moments aren't magical in that way but they're just as powerful so Instagram reels here's an example for you.

36:41.40

BRIAN

Um, yeah, everybody wait everybody needs to go washed out watch Dallas's Instagram reels because she puts them out like crazy I feel shame when I watch them and also joy because they are so fun in there I can tell you're having a good time. I can tell you're feeling silly I mean am I right? when I say that because it looks like it.

37:01.20

Dallas Travers

Ah, my husband is so confused he's like you are a you are a business owner. This is what you do now he does not he doesn't have an Instagram Account he does not get it He's so confused creating reels is like a highlight of my life. It is so fun for me. I'll watch my own reels like 27 times and crack myself up every single time I love it six months ago. There's no way ever that I would have ever thought to do that I'm too old and on and I don't want to and I'm too busy in all the things. But so I did a real right and it got like 3 views and like my mom thank goodness for our mothers right? like Harley Shasta Shelby liked it. Those are the names of her 3 dogs. So and I survived.

37:55.71

BRIAN

Yeah.

37:58.73

Dallas Travers

And that was equally a spark moments like oh this thing that I thought was gonna be so hard and so embarrassing and so pressure filled. It was actually just a thing. It actually didn't go well but it was the thing and that changed how I saw myself? Oh I can totally.

38:09.73

BRIAN

Yeah, yeah, um.

38:17.40

Dallas Travers

Put myself out there. The worst thing that's going to happen is Harley Shasta shelbys going to like my post and no one else is even going to know it happened so this place where I was like taking myself so very seriously and it felt.

38:22.56

BRIAN

Ah, yeah.

38:30.73

Dallas Travers

Super risky that Spark moment was just a reality check like oh it's no big deal. So now I can just mess around and I have so much fun messing around on reels. It's like I do I wake up in the morning with Reals Audios in my mind instead of actual music. It's like a kardashian.

38:45.52

BRIAN

Ah, right? Yeah, ah so yeah.

38:48.80

Dallas Travers

Playing over and over in my mind like love it so much So that's another example like it doesn't sometimes Spark moments are the most mundane things ever.

38:55.22

BRIAN

Sure I mean I'll share an mundane one for me the day that I realize a countertop in the kitchen is a countertop in the kitchen and it's allowed to get dirty like I was resentful I was life changing I was resentful of Jake every day don't this counter right here I Hate to wash off because it's too far from the sink and other than I can't use this sponge and.

39:02.52

Dallas Travers

I Told you.

39:14.20

BRIAN

Keep that I don't make this counter dirty and I was like one day I was like this is a kitchen counter. We're gonna not have this moment anymore. What is the point of this. Why am I like so the New York Times is not coming to take a photo shoot of your house right now calm down right? So wait. So.

39:28.42

Dallas Travers

Yep, and please.

39:30.42

BRIAN

But I heard and you just said though I want to repeat back. Something is like you had a lot of fear around this thing of being seen in some weird way and the Spark can't do you find that Spark often comes from a confronting because like even my story that I just said I know we're talking this out in real time right now. But even in my stories like people are afraid to tell their story. They tell their story afraid to get on the bike.

39:42.70

Dallas Travers

Remove like to print.

39:50.10

BRIAN

Afraid of the real I Wonder if there's something I mean I wasn't afraid of anything with that counter. So maybe it is a little more monday. Yeah, yes, yeah, yeah, and also being seen there's something about me in my house like when it's.

39:53.47

Dallas Travers

When you were you asked about confronting you you were confronting your own control freak issues right. Um.

40:09.13

BRIAN

I Feel like look at the house I'm in like not that I have this like fabulous Palace or something but like I feel really good about my life when my house is clean I'm sure this has to be with being of a child of a divorce family and being a de latchky kid and cleaning the house before Mom came home or some bullshit like that. But when the house is clean I feel like.

40:27.37

BRIAN

I can feel comfortable right? So I'm sure it leaving the countertop dirty leaves me feel a little less safe right? So there's a fear there. Yeah.

40:35.91

Dallas Travers

There's a confronting. Yeah so I'm thinking about american idol I don't is that show still ah at all so like Ruben stuttered the the original american idol so those are look or the olympics.

40:39.75

BRIAN

I think so yeah, yes, yeah, yeah, yes.

40:53.13

Dallas Travers

Right? when someone or the great bridge bake off which I love where we see someone who works really hard for something and then they achieve that is also a spark moment. But I think that is also confronting something.

41:00.20

BRIAN

Yeah, yeah, well you know and great British Bagoff is a really good example if anyone's not watching it go watch because you see them spark 3 times an episode because everyone who wins the challenge is shocked that they won the challenge almost always.

41:13.87

Dallas Travers

Left. Yeah yeah.

41:19.54

BRIAN

It's without fault so you could see them like oh Wow I'm on the British bake off and I could get I could do that like you. So I think that's part of why the show so enjoyable is that ability to see people continually go Oh wow. Yeah, yeah, yeah, yeah, yeah, yeah, cool.

41:26.66

Dallas Travers

Um, yeah, they're like sparking in real time right? Yeah you that's interesting to think about there is something about kind of like confronting one's identity right? and whether that's. Looking in the mirror and accepting it fully like my daughter's story like I am a bike riding kid or looking at the kitchen counter and getting over yourself right? There's a shift that happens. Ah.

41:46.42

BRIAN

Um, yeah, yeah, right, There's also confronting even when you said even around forna riding the bike is like.. There's also direct fear like I'm going to fall and hurt myself. There's a confronting of like if I have if I have a skinny am I Goingnna get over like am I going to Cry am I going to like what's I don't know what that pain. That's like when people would play baseball and throw a ball and I'd be like no like don't now don't get me right? like get away from the but I'm afraid the ball's gonna hit me in the face but something about the magic of what you just described as a spark is it's also.

42:05.79

Dallas Travers

Yeah.

42:21.15

BRIAN

Not something at least what I'm hearing that you knew you were afraid of like you wouldn't have been able to articulate it beforehand like would you've been able to say I'm afraid of being seen as not a classy business lady for doing a real or no tell me true. Yeah yeah.

42:34.20

Dallas Travers

I was afraid of wasting my time Boy yeah we need to talk like this more often I'm really enjoying this. Ah yeah.

42:40.58

BRIAN

Maybe sometimes it can this is fascinating though I know I love it. Yes, um, look I don't want to keep you too much longer. But I want to ask you another question and in the work that you did I'm gonna ask you 2 part question. Okay in the work that you did with actors.

42:53.72

Dallas Travers

Okay, thanks.

42:57.50

BRIAN

What's the biggest thing that they taught you.

43:01.76

Dallas Travers

I Mean so many things but I got reflected back to me every single day.

43:14.99

Dallas Travers

What it actually looks like to hear that inner voice calling and do something about it. That's why I love actors and coaches have that too but actors. It's like in such a pure.

43:26.82

BRIAN

Yeah, yeah.

43:33.62

Dallas Travers

Purposeful I'm gonna go all in sort of way like how many other people would sign up for grad school spend 3 years rolling around on the floor like wholeheartedly like that willing to go for it right? and I got that reflected back to me every single.

43:43.89

BRIAN

Ah, yeah, yeah, yes, yeah.

43:53.20

Dallas Travers

Day like what is it? Actually you look like to listen to a calling and do something about it. It's beautiful.

43:57.74

BRIAN

Yeah, that's beautiful I Really appreciate you saying that for me is as for me I always say I'm the selfishest coach in the world because I get to have clients who are going all in and also actors are super emotional and it's so much more joy to be with someone who's willing to show you what's going on with them and where they want to go which is such a.

44:17.51

BRIAN

Fun space to coach them so now with your audience of coaches. What are they teaching you.

44:28.32

Dallas Travers

I'm sorry I'm not going to cry about this one um a couple of things but the big one is the importance of learning in public. Yeah, so.

44:39.59

BRIAN

Get talk more stuff. Um, we understand.

44:46.16

Dallas Travers

If I'm a coach and I'm trying to figure out my niche right? I I could read books and listen to podcasts and try to figure it out. But I'm not really going to know until I start coaching until I pick a niche and start coaching a niche and then I odds are I'm gonna have to course correct.

45:00.17

BRIAN

Ah.

45:05.78

Dallas Travers

Because it it rarely happens that the first answer is the best answer right? and so and then I'm a coach and I'm gonna go live right because and I and I don't know how to do it right? and then someone calls in the middle of my live and my live drops and I feel like a fool like I'm running a business.

45:07.87

BRIAN

From home and yeah.

45:25.48

Dallas Travers

I say this often but running a business is the act of figuring stuff out in public. That's what we do as entrepreneurs is make mistakes in front of people because that's the only way you get feedback. So I just get reminded of because I can have perfectionist tendencies for sure.

45:30.91

BRIAN

Not enough. Yeah, yeah.

45:43.51

Dallas Travers

I Also like a clean kitchen counter I Just get reminded over and over again of the value and actually the essentialness of making mistakes in public.

45:54.22

BRIAN

Um, so Good. So good and the thing that keep hearing in everything you said is just the courage and bravery. It takes to do any of these things right? that you would do it so much so much too And for many people it can be like this is easy and then then then suddenly the big thing comes or. I Oh but that was one fear I didn't have in front of myself. Oh I didn't realize that person's gonna react or people can have the this per this one person is the reason I'm not doing anything my business because their voice is really loud for me and I just see the the continual need for courage in this whole process. So I appreciate that? yeah.

46:22.74

Dallas Travers

Leave me who yeah yeah, it's just like it takes work to sing your song That's like no small feat and.

46:41.33

Dallas Travers

Like and it's hard and it's like the easiest thing and the hardest thing all at once right, it makes your life a thousand times better and a hundred times more difficult. Yeah no.

46:51.40

BRIAN

Ah, yes, so Dallas I am sure a ton of people are going to feel inspired by this conversation today. Obviously we're already following you on Instagram but just in case, anybody didn't know your handle and wants to watch all these reels can you tell them where to go.

47:03.94

Dallas Travers

Yeah, well and it's a new handle so you got to make sure you don't go to my old account my new where all the actual yeah I just I break stuff I break stuff start over as often as I can so it's Dallas Travers Biz mentor

47:08.12

BRIAN

Okay, rebranding. She just she can't stop rebranding people. She just can't stop right? Cannot have perfect is what you expected to hear today. Everyone.

47:20.53

Dallas Travers

Is where you will see the Kardashian lipsynching happening.

47:26.92

BRIAN

Is there anywhere else. They should be looking for you I Know your website has great resources. Is there anywhere else. They should be going. Great.

47:30.31

Dallas Travers

Yeah, <http://dallastrars.com> especially if I know you from my past life. It would be so nice to hear from you I would love I would love love to hear from you. Yeah.

47:41.70

BRIAN

Great I love that I love that so much. Thank you so much for staying this time with me. We don't get to talk like this very often because we're always we're working on stuff and so this is a real joy and I I just appreciate coming on the pod and sharing really what your stories I think people see a lot of value out of out of today. Um.



Ep. 60 - Being Brave with Dallas Travers - Transcript

So thank you for coming on bright and also for breaking the character today taking the question and giving it right back to me I'm into you know, really living out the title of the show today. Thank you Thanks sure.

48:03.63

Dallas Travers

Good I try I Try Thank you for having me This was fun.