

Ep #1: Handle With Care: YOUR MOST IMPORTANT BUSINESS ASSET

Well hello. I'm so glad you're here.

Welcome to the first episode of the thriving empire podcast. I'm so happy to be speaking with you!

I'm not going to waste time telling you who I am, what I do and why because I think you'll get a clear picture of that throughout this and the next few episodes...

... and anyway this podcast is all about YOU!

This show is all about **thriving** while you launch your ideas. Why? So you can live & work with passion, purpose and vision, and minimize the pain, drama and burnout of launching your ideas. If you like the idea of changing the world — because you're ideas are game-changing right? — drama-free, you'll love this show.

I started this podcast because when I first started my online business in 2014 I brought so much drama to the process and burnout within 3 months. I had to develop my own strategy for staying in the game until I got the results I was looking for. As I worked with more and more clients on their business strategy, I realised they were experiencing the same.

Here's the thing.

There are 2 ways to approach our business — a theory taught to me by my own business coach — and that's with the maths - the units we have to sell to make the money we want — and the experiments those equations inspire - and the drama - the self doubt, the fear, the overwhelm — which doesn't help us grow a business at all.

The more we focus on the maths and the less we focus on the drama, the more likely we are to succeed.

My personal goal became to minimise the pain, drama and burnout so I could focus on the maths. So my strategic imperative became to take extraordinary care of myself. When we do that, we thrive on all levels — physically, mentally, emotionally and spiritually — which means we're less likely to indulge in the DRAMA!

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We are hard-wired for drama, so we have to consciously re-wire ourselves.

Imagine how much more simple and fun life would be if we showed up for everything 100% drama free?

So let's make sure you're in the right place. Your time is precious and I'm obsessed with using our time for what matters most.

You're in the right place if you're one of two kinds of people:

You have a soul-deep impulse for change. You love the idea of starting your own business and being your own boss but you don't know what that could look like yet, or maybe you have an idea but you have some pretty BIG reasons/excuses/fears/challenges as to why you haven't started yet.

OR.

You're in the midst of the beauty and chaos of launching your ideas. It's fun, but you haven't yet seen the results you were hoping for. Maybe you haven't generated momentum; and you'd love it to come together more quickly. And you just want to FEEL amazing and enjoy life while you're at it.

Do one of those descriptions sound like YOU?

Amazing, I'm so glad you're here.

If not, I'm sad to see you go but I refuse to be a distraction to what matters MOST to you. So go and do that instead.

Are you still here? Then you are my people. Double welcome to you.

So let's jump in.

This first podcast's topic is...

Handle with care: your most important business asset.

Can you guess what that it?

It's YOU.

You knew that's it's YOU, right?

The magic that makes everything happen is YOU.

So your most important business asset is YOU.

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[THRIVING EMPIRE PODCAST SEASON 1](#) with Stephanie Holland

Because when you thrive on all levels physically, mentally, emotionally and spiritually:
You can live & work with passion, purpose and vision.
You can make smart, decisive and aligned decisions in your life, work and relationships.
And you can stay in the game until you get the results you're looking for.

If you stay in the game for as long as it takes, it's INEVITABLE you get the results you're looking for.

Prosperity
Impact
That feeling state you're aiming for.

Even if you change trajectory 50 times before you get to the finish line, which I hope you do, because that means you're following the breadcrumbs my friend. Your flexibility, adaptability and agility will serve you well as your ideas unfold in the world around you. You'll throw them out there, you'll see if they stick, the world will co-create them with you, and you'll iterate iterate, iterate. And sometimes start from scratch. Several times over. Until you are making and creating in your sweet spot - that middle ground between what you REALLY want to do and what your AUDIENCE can and really want to pay for.

Why does no one actually tell us all of this point blank BEFORE we start?

Or maybe they do but we're so gung ho we're not even listening. And before we know it we're flailing in the chaos & madness of the world - which actual isn't happening in the world, it's happening in our own minds. And that's a whole other podcast topic, too.

The challenges of starting up can be frustrating until you realised that business is simply a very visceral and sometimes extremely brutal way of discovering who you are and finding out EXACTLY what you're made of.

When that clicks you think: Ooooooh, ok, I get it. Bring. It. On. All of it!

But what makes that attitude easier - that whole "bring it on, show me what you've got" when you show up 120% to work, thriving on all levels, with passion, purpose and vision.

So you can show up inspired & creative & focused,

So you can be productive, efficient and effective.

So you consistently show up to work like that even when you don't feel like it. Because the results you envision are so powerful they create a driving force that propels you through every single roadblock.

To show up like THAT, you have to make sure you do ONE thing.

Fiercely protect your most important business asset.

Your brilliant, extraordinary SELF.

So let's cut to the chase.

Do you take extraordinary care of yourself?

Are you thriving on all levels?

It's probably easier to Now it's probably easier to share with you the RESULTS you get in your life and work when you've not taking extraordinary care of yourself or some of the signs and symptoms of not taking extraordinary care of yourself, and realising

When you're not here are some of the thoughts, feelings and tendencies that are symptomatic of not taking extraordinary care of yourself.

As I go through the list you can mentally tick all that apply:

- You think that life keeps getting in the way of your plans and decisions.
- I'm not sure what I really want to be doing, to start a business or just change career?
- You're afraid to invest time and energy and not get any results
- You don't know how to be consistent & organised
- You have too many ideas and too many things going on
- Your other commitments stop you from focusing on your ideas
- You feel insecure and frustrated and yet a lot of pressure to move forward fast
- You're not great with follow-through and completion
- You tend to wait for permission to get things done, or procrastinate
- You feel like your life is happening on autopilot
- You work long hours without getting much done
- You might even be conscious that you sabotage your efforts to get going
- You feel adrift with making plans
- You're not sure where to start
- You've reached a turning point professionally and personally and not
- You feel your time is limited.
- Everything you attempt seems overly time consuming and you end up feeling frustrated
- Lack of energy
- You have a lot of ideas but are feeling a bit flat and behind energetically.
- You feel stuck, uncertain and worried about the future.
- You tend to get overwhelmed and end up doing nothing

So here's my question for you:

What could you create, make, achieve or accomplish if you didn't think and feel these things?

Because let's face it we're not going to show up our best with these thoughts & feelings... and likely our efforts will fall flat. We need to show up inspired, empowered, creative and energised FIRST. And it's my guess that you're waiting for commercial success before you give yourself permission to feel that way.

What if you showed up with passion, purpose and vision regardless of success or failure? Wouldn't that change everything? How much space, time and energy — your most important resources that come from YOU — could that create in your life for everything you want to do? How liberating would that be?!

Well, I've come up with a framework for creating extraordinary care of yourself that will liberate you from the thoughts and feelings that cause pain, drama and burnout.

I call it The Freedom Philosophy.

I didn't come across it by accident. It's a collection of strategies and tactics I've used to consciously cultivate passion, purpose and vision in my life, and show up 100% for every decision, project and business idea I've had.

It helped me:

- Quit my corporate career 12 years ago to study aromatherapy.
- Launch an aromatherapy blog.
- Start freelance writing for lifestyle magazines in US, UK and Australia.
- Launch my consulting career with 'good business'
- Write my first book.
- Launch a coaching business.
- Write my second book.
- Create 2 online courses.
- Re-launch my consultancy.

Essentially it helped me follow the breadcrumbs to where I am today, consulting and coaching with startups & individuals. And I'm still following those breadcrumbs. This podcast is funnily enough, a humble breadcrumb.

And BTW I don't think your path is linear, either. It's just the next step you have to take, and so if you're procrastinating around that, STOP THAT RIGHT NOW!

And let me tell you something, because when you're free of all those hijackers, you really can move forward with passion, purpose and vision and skillfully navigate and circumnavigate the EXTERNAL obstacles in your path.

That's what you need to conserve your energy for.

The real world challenges, like which audience to focus on, what they want, what they can pay for and what they are WILLING to pay for. The skills & knowledge you need to learn and master to get your ideas out there!

And not spend your energy going round and round in circles consumed with self doubt, fear and imposter syndrome.

So how can you use my framework to create your own freedom philosophy?

So simple. It happens in 4 parts.

1. First. Focus on Building a freedom life - first, before you build a business - thrive first, build your empire second.
2. Second. Craft a thriving lifestyle - so you can truly thrive on all levels and align every tiny decision in your business with your big picture vision of your life and work
3. Third. Failure-proof your mindset so you can use failure as a tool to shape the future
4. Fourth. Focus on Building a freedom business so your biz supports the life you want to create.

It's really so beautifully simple. When you know it. And as I share it with you over the next 20 episodes — maybe 24 if I intersperse it with interviews — you'll kick yourself for not realising it sooner.

So yes, friend, handle yourself with care. You are your most important business asset. And taking care of yourself is 1000% within your control. Which is such good news.

So do this now, put your hand on your heart and say: I'm 1000% committed to taking extraordinary care of myself. You get to decide right now if you take extraordinary care of yourself. If make it part of your operating system - yes, it's the DNA of your business model. If you make it part of your operating code - yes, it determine how you live and work every single day. This creates absolute FREEDOM for you in your life and work.

So that's enough for the first podcast, I hope you enjoyed it. It's been so fun to kickstart the process of taking you through the freedom philosophy framework. Honestly I've wanted to do this for ages and so it tickles me pink to have realised that vision today.

If like me you're a super nerd and you love learning, experimenting and integrating new ideas into your life and work to maximise your results on all levels, I've created The Freedom Philosophy Study Pack. You'll get a digital copy of the book for all e-Readers, the MEGA comprehensive workbook, the audiobook, a breathwork video series and a meditation videos series, and tons of other bonus content, resources and templates that I don't offer anywhere else. Just come over to this episode's page stephanieholland.co/1 and use code **podcast** to get \$20 off the study pack.

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Thank you for listening and I'll see you next time. Bye!

Oh, and PS. if you liked the episode I'd be even more tickled if you'd take a moment to It would be incredibly awesome if you would take a moment to write a quick review on iTunes. Head over to <https://stephanieholland.co/review> to do that.

For any questions or comments you'd like tackled on the show, you visit me at <https://www.stephanieholland.co/one> and contact me there. Bye!