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Want What You Want

with *Rose Watson*

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THE EASE
of hustle

Hey, you're listening to episode 40, Want What You Want with Rose Watson.

I can't wait for you to dive in and listen to this fun conversation that I had with coach, client, friend Rose about wanting and desires and whys and all of the things related to that. You won't want to miss this episode. Let's dive in.

Welcome to The Ease of Hustle. I'm Lauren Cash. I'm a Master Certified coach, calendar queen, and multiple 6-figure digital business owner. I adore helping you create goals your mind never thought were an option by blending together spirituality, mindset coaching, minimalism, and psychology. If you're looking to go from procrastinating perfectionist to easeful entrepreneur this is the podcast that is meant for you. Thanks for being here. Now, let's get to the show.

Lauren: I'm super excited to have my friend and client Rose Watson on the podcast today, chatting with us about wanting what you want and desires and all of that. So, Rose, before we dive into our chat, will you tell the people who you are?

Rose: Yes, and I am beyond honored and excited to be here with you. You are my most favorite coach that I've ever coached with so far. There are lots.

Lauren: I haven't paid her to say that.

Rose: And this is absolutely my favorite podcast as well, so yeah, I am a habit and ritual coach for overachieving women. I say overachievers as well and women who want to overachieve. And I am colloquially referred to as the Cutback Coach. I focus a lot on helping people cut back on overindulgences in their lives that they just cannot seem to get a handle on. So, you can refer to me as the Cutback Coach because I've put on that crown going forward. One of my clients called me that and I was like, "I like that. Let's do it."

Lauren: That's so good. Awesome. Well, today we're going to be talking about this topic because Rose and I actually were talking about it just in a casual chat, I think maybe three or four months ago. And I was like, "Wait, we need to record this conversation," because I think it's a little bit edgy and might help some folks to think about things a little bit differently, and that that might be useful for them.

So, come along as we chat just casually about this. So, to kick it off, I want us to chat about what you called earlier before when we were chatting before we recorded, like, why culture. Can you explain to the folks listening, if they're not aware, of like why culture? What is this whole concept about, like, needing to have a why all about?

Rose: Yes, so if you've been in self-development, in that community or in the coaching community, the life coaching community especially for any amount of time, somebody's probably asked you what your why is, or whatever it is you're

going after. Why do you want this job? Why are you a life coach? Why do you want this specific result in your life?

And most oftentimes, it's really useful because if you're processing, you're on a journey towards this specific goal or result, you forget why you're on that journey very quickly. We're humans, right? And we get distracted by the little shiny things, the behaviors that we're stuck in. And it's very beneficial to come back and figure out, what was the why? The long-term endgame.

And generally, you drill really deep with these whys, layer after layer. And the idea is that you need to have this profound, super-worthy reason for doing what you want to do. That's why culture. And if you don't have a why, then that's why you're struggling so much. That's what people say.

Lauren: Or even if you do have a why, it's not a deep enough, good enough, big enough, profound enough why, potentially, according to maybe somebody that you're talking to about this. And I even noticed this a couple of years ago in coaching.

I would notice that some coaches even would take these detours with their clients, like let's say somebody came on the call, coach-client conversation is happening, client's getting coached, and the client said they didn't do the thing that they wanted to do or they're not creating the amount of money they want in their business. And there's somebody that's been in self-development a lot or been coached a lot and they say they think it's because they don't have a deep enough why.

And then the coach, I've noticed, will follow them and believe them on that story, and then they do this whole tangential coaching conversation trying to figure out this why. When really, that's not even necessary in certain situations, including this one I would say. The only reason why you're not making the money in your business is because either you're not believing that you can create it, in many mini-models as I like to call them, or you're not following the model all the way through in some way. And we're talking about the self-coaching model, if you haven't heard me talk about that on the podcast. That is the coaching philosophy that both Rose and I are trained in, is with the self-coaching model from the Life Coach School.

So, the reason why you're not creating that result is because of those models. Either the models that are you not taking action, or the models where you basically give up and don't follow them through all the way. Or you're maybe subtracting from the results you could be creating from some other models that are happening.

And I want to backtrack though to there's this piece though about whys that can be really helpful. I don't think it's helpful - maybe we can distinguish it in between, like, I don't think this needing to find a deeper why is helpful in these types of situations where it's like a big goal, result model that you're wanting. It doesn't have to necessarily be like revenue in a company. But it could also be a

lifestyle, a particular kind of calendar flow that you want. It could be something bigger...

Rose: Losing weight...

Lauren: Yeah, losing weight, some, like, I'm just going to call it a bigger R-line, a bigger result line, a bigger intention goal, like overarching one. I don't think it's useful in that setting. I do think it can be helpful though in the microscopic setting.

And I talk about, like, mini models that create bigger goals in Cultivate Margin. And I think this is an example of that as well. It can be helpful in the day-to-day creation of that overall goal. For example, you help folks cut back on things including alcohol, if they want to cut back on that. And I think the whys can be really useful in habit loop interruption. So, can you talk more about how you see that working out with your clients.

Rose: Yes, as a reminder. It's like, when we have an urge, urges can feel super strong especially when you're first learning how to redirect your mind. And especially at the onset, when we have a physical type of dependency that we've created to break that physical dependency, it takes a short amount of time. But in that amount of time, it can feel very almost overwhelming to have an urge, to drink or to eat sugar or to pick up your phone and scroll, all the things.

And when you are doing the work of redirecting, it is super powerful to have something to come back to, especially in a physical list form and say, "Okay, this is the bigger picture. This is why I'm stopping this thing." It's just a quick reminder for your brain so it can pass through the couple of minutes that the urge is there.

And that does align with your micro models. That can help you get through those little urges, which eventually add up, you've conquered them and you start retraining both your body and your mind towards the newer habits that you're wanting and away from the one that you're not wanting.

And that's super powerful as well. I wanted to go back to when you talked about when coaches do go on a tangent with their clients and we kind of start to believe them, or we believe ourselves about, like, "Oh, maybe you're stalling because your why is not strong enough." It's a distraction because most of the time, we don't want to do the thing. We want to conserve energy. We want to avoid the discomfort. We want the pleasure now.

If we tell ourselves that we have to have some deeper why and we use that as the crutch, it just helps us stand for a while somewhere else instead of taking action towards the thing we're wanting to do. It allows you to just stop trying to go towards the thing and start trying to solve for this why, the elusive why.

Lauren: Yeah, it seems like almost the same thing to me as niche drama with folks, especially the coaching industry or any online business. They will spin

out about, “The reason why I’m not making money is because I need to have a good niche and I need to have a niche even at all, and I’m just going to sit here and spin out on my whole niche drama and not go and help people and create money.” So, it’s the same thing with any bigger goal. You can really distract yourself and go into this indulgent why drama and not make any progress.

Rose: You also expect this why to unlock this massive treasure box of motivation and feel-good emotions. And you’re like, “If I have the right why, then won’t I feel excited about this? Won’t I feel motivated and energized?” That’s why we go searching for it so hard. It’s like, it will make us feel better if we know why. And if I find the right niche, I’ll know everything. I’ll know what my copy needs to look like. Things will flow out of me like water, just pouring out all over my business...

Lauren: Clients will just come to me like magnets...

Rose: Because I will have found the right why. And I think there’s that lie too that we buy into in the why culture. You’re just putting this huge burden on your why.

Lauren: Yeah, and then you get paralyzed and have all this pressure if you’re thinking you need that first. And then, you don’t take any action. And then, of course, you’re not going to learn anything and you’re not going to start making money for that example. Because I keep coming back to that since a lot of the people listening are entrepreneurs. But whatever it is that you want to create, the why isn’t going to solve it for you.

It might be helpful in these microscopic moments when your mind wants to scroll Instagram instead of writing the copy for your sales sequence that you’re putting out next month or whatever. But reminding yourself - I almost even think that why could be that big model result.

Like, I want to send the copy out in the big model to create the amount of money or serve the number of people that I want to be able to help in that big model, so then on a Tuesday at 3PM when my calendar says it’s time to do the deep work of writing this copy, you can have the why of that bigger model R-line. And the same thing with weight or drinking.

The reason why I don’t want to believe my mind with the whole urge situation to go eat, I don’t know, this huge nacho thing that wasn’t on my plan is because I am somebody who wants to be in the body that my body wants to be in. And I know if I actually follow my plan and follow what my body feels good having, like maybe for this person nachos doesn’t feel amazing in their body and they didn’t want to plan it, then I will know that I want to listen to the deeper why, the being in the body that I feel like I’m meant to be in why, rather than this little pleasure of the nachos this one day. I’m not saying nachos are bad. You can totally have nachos, but it’s just some random example. But whatever it is that I know personally doesn’t feel good in my body and it’s just from an urge, that’s what I’m talking about.

Rose: That's what we were talking about, the big D Desire and the little D desire. Do you want to talk about the differences there?

Lauren: Yeah. I was thinking this is a great segue into that too. So, as we're talking about these whys, then the next question that comes up, at least for me and it seems like it did for Rose as well as she was preparing, is like, well why don't we just want what we want? Why don't we just get in alignment? I love that word but it's so overused in our space. But why don't we just live and create our desires. And then, when we start talking about desire, I realized we can get really confused really easily between what I'm going to call a big D Desire and a lower D desire.

So, the big D Desire, the way that I'm going to define it or call it out is I'm going to say soul-based desire that comes from what I believe, God, source, universe, that really deep true desire that you will hear from your inner voice if you're doing inner voice work, that you will know from your authority if you're doing Human Design work, that you will know from your intuition if that's what you like to call it, whatever that is, that soul-based desire is big D, capital D desire.

If we follow that desire, it will be best for everyone involved because I don't believe that universe, source, God would give us a capital D Desire that's really true for us that's not going to be good for the whole. It just would not work.

So then, our little D desire, that's the one that we sometimes get confused by because it feels really true because it's really connected to a lot of the physiological functions, I would say, a lot of hormones, a lot of conditioning, a lot of thought loops or habit loops or basically conditioning...

Rose: Neurobiology, straight up.

Lauren: Neurobiology, connections that we've made in our neurons, neurons firing together and wiring together and all of the things. So, it feels really true and it's a mind-based desire. It's what maybe our bodies are craving in terms of not craving truly, deeply, innately, but craving from the pleasure dopamine level of craving.

So, if we're used to having a drink or a couple of drinks every single night, we're going to feel like, "I desire a drink every single night." And it might not be capital-D Desire for this alcohol tonight. Not just to say alcohol. Anything really, like shopping, iPhone usage, any of that. Is there anything else you want to say about Big D and little D desire?

Rose: Little-d differentiates itself in avoidant behaviors, like where we're avoiding emotion. Whereas big-D kind of forces you to align yourself and forces you to face all of the emotions that would come with it. Big-D is usually a little bit scary but in an exciting way.

Lauren: Yeah, like you don't want to take action for the big-D Desire because of the emotions you're going to feel. Little-d, you're wanting to take action on it in order to avoid feeling something.

Rose: Exactly, and I also think that, unfortunately, little-d is vitally acceptable. Whereas big-D, we throw in a lot of beliefs and thoughts and societal conditioning into it to confuse big-D.

Lauren: Say more about that.

Rose: So, money mindset is the first thing that comes to mind for me because so many of us desire to make more money. And think of all the thoughts that you have about money, especially if you've been doing money mindset work and you're kind of opening up your awareness to limiting beliefs that you might have about money.

And then kind of list out the things that society talks about money. Money is evil. Money is hard. People who have money do bad things with it. All of these different societal beliefs kind of tie into desire. Because we desire money.

So, a lot of the time, if you are given through inner voice or holy spirit or the force that might be with you, if you're given one of these huge desires, oftentimes we might get down with our beliefs because it's kind of scary. Or we've just bought into this idea that the root of all evil is money and so if we're desiring money, we don't want to be evil. And so, we just squash it away. We hamper down that desire with all of these beliefs that the desire is not big enough, the desire wouldn't be societally acceptable. And I'm using money as the biggest example because, one, I think most of us listening to this podcast, but also in general, we have a desire for money or the things it can buy, the things it can help us do, the ways it can help us help other people.

So, we have this desire for money. But then in contrast, we have structures in place, lots of beliefs that keep us from having it. And so, I think also, like, poor big-D, it's a bad situation whenever we kind of complicate it with all of these beliefs that we unconsciously, most of the time, have in place that fly in the face of it.

And so, when you're talking about something that's a little bit scary already because it's asking you to evolve, you immediately are like, "Oh, but why wouldn't I? Let's find all the reasons as to why I shouldn't have to do this thing. That's going to be kind of hard. Even though the evolution is going to bring about the manifestation of that desire. And even though the manifestation of that desire is going to ultimately help you and everybody else.

Lauren: Yeah, and I think a lot of conditioning says that it's not actually going to help everyone else, that it's quote unquote selfish and that being quote unquote selfish is a bad thing and that they don't have that belief that I have, that if you have this capital-D desire, it will be what's best for everyone, that true inner knowing.

And I wonder even if us as women have even more conditioning around it because of the patriarchy and how women have been conditioned and you can't have desire and pleasure just to have desire and pleasure, what do you think about that?

Rose: I do believe that. It's one of those things where your desire - I wanted to say earlier, let's give ourselves permission to desire anything. Whether it's the Ember cup, which you know I'm a huge fan of. Which seems superfluous and trivial and overly luxurious and no one needs it. Yeah, you're right. But I have the desire for it. But even if that small desire, if you're told long enough that you can't have that thing, you're not allowed to, you stop desiring it.

And the solution is to open yourself up to the desire. I do think that over time we have evolved to be this way, women, mentally. And I think I do want to point out that we are blossoming, and I think of it like hatching out of an egg. But we are coming out of that. And we have been. Is there more to go? Yes. However, let's acknowledge that we are beginning to open ourselves up to desire. It's happening and we're creating things now that we're opening up our own mind to see what's available to us.

And if you start answering those small desires, like an Ember cup, when my desire comes to purchase a really large, make it like a large investment in myself, then I don't ignore that or say that I can't or let my thoughts interfere or the societal beliefs that I can't. I'm like, "Okay, I have this desire. It's for a reason. It's going to be good for me. It's going to be good for whoever ends up benefiting from it in the future." I don't need to know who that is now. I don't need to have that huge why there. All I know is this desire is enough. I can go after it and I trust that I can make it happen, just like I did the little tiny desire for the Ember Mug.

I think for sure women are - I don't want to say behind in the game because we're coming up hot and fast. But I think for sure, that does play a little bit of a role.

Lauren: Yeah, like, I'm thinking about even not being able to have access to a lot of the things that we desired maybe even not that long ago, thinking about when women could start to even get credit cards on their own and stuff, like access to the means to have the things that they desire. And these are material desires that I'm talking about here. But there were other desires too of freedom and time to be alone or time where they're not just serving the family and doing things for themselves or whatever else, travel or stuff like that, that wasn't socially acceptable to be able to just do on your own as a woman, or that you just didn't even have the access to, I think it's really interesting to think about too.

Rose: I do believe that's where we get the selfish - like the term selfish keeps coming up in that regard, where it is selfish for you to even want those things for yourself in that time and age.

Lauren: Yeah, and so I think we also have this fear - I think it's deeply subconscious and maybe even in some of our genetic of if we do the big-D Desire thing then maybe there will be some social cutoff or social death...

Rose: Ostracization...

Lauren: Yeah, and so there's that fear too of, if I actually follow this, not only will it not be good for me, or good for everyone, like there's that whole fear of it could be bad for somebody else if I follow this desire. But I think there's also this if I lived into my fullest embodiment of my desire or being fully me with all those desires, then I'll be alone, or then I'll be rejected, or then what will they think of me? We were talking about the enoughness and the why earlier. Do you want to talk more about that?

Rose: I was thinking about my own personal journey. So, maybe this doesn't apply to everybody. I - well, we have been friends for a long time and basically, you've been coaching me as a friend. I did hire you a year and a half ago or a couple of years - I don't know how long it's been. And you helped me with time. And I had this huge construct that - I'm not going to say I had it. It still pops up. It's here with me all the time. But we just have a way better relationship than we used to.

Lauren: We don't always believe it...

Rose: I don't trust this thought at all anymore. It sounds like a much better relationship, right? Zero trust. It is such a good thing. I don't believe anymore that I don't have enough time. And I used to think that I don't have enough time. I don't accomplish enough. I didn't mark off enough today on the list. And there's not enough blocked in the calendar. I'm not enough. That's a lot of enoughness going on.

And I was thinking about desire and feeling compelled, I was like, "Man, there's so many times when I had a desire and I told myself it's not good enough or I'm not good enough." Like, wanting the Ember cup at some point - I keep using this. I swear...

Lauren: I know, it's our favorite example...

Rose: #emberplug. Anybody who knows me knows I love my Ember and if you tell me you love it too, I will buy you one. Oh no, I shouldn't have said that on a podcast.

Lauren: Oh no, don't tell all the people that. No, we will give you a link in the show notes, and that is it. No, we'll link to Amazon and you can purchase yourself...

Rose: A myriad of beautiful colors... So, the small desire of when I wanted the Ember cup, in the past I would probably say, like, "You haven't earned this desire." The desire is not large enough or compelling enough. There's not a

worthy, profound, deep why behind wanting that thing. And so, you're just not allowed. Like, I wouldn't give my own self permission to go after getting the thing or creating the money to get the thing.

And I realized that it had a lot to do with, like, I'm not good enough. I haven't earned the desire to have that thing. I haven't earned it. And so, therefore, we're going to put the desire aside. We're going to ignore it and act like it's not there. and if it comes up again, we're just going to remind ourselves, we're not allowed to have that because that desire is trivial.

Lauren: So then, the question for those listening is like, what if you can just have the desire and not have to earn it? What if you don't even have to justify it? It also makes me think about, back to the money mindset stuff, of the needs versus the wants and that whole construct of managing personal finance. And I wonder, like, what if we change that? What if it's all just one? We can desire to pay our rent and to pay our utilities and also to have Ember cups and coffee.

Rose: It's them instead of the either or, it's the and but. When we're talking about big-D Desire that comes up, even if it's for something small, but we're talking about the valid desire that comes from your certainty and your inner knowing. When you feel that nudge or that prompting, knowing that every desire is worthy.

Lauren: Yeah, just because it is your desire, if you have the desire, it is worthy and therefore you can create it. And if you have the desire, there has to be a way that you can create it. You wouldn't be given a desire if it were outside of the realm of possibility for you.

Rose: Yes, and I think about that often. My inner knowing told me recently that everything that I have a desire for, if the thought has been placed inside me, it has already manifested outside me somewhere in the future. It's like somewhere out there, it's already weaving and making its way towards me as I'm thinking it. Otherwise, I wouldn't have the desire to begin with. It told me that if you have the desire, it is already out there. And it's not that you get the desire and then you go create it and make it happen. It's that it's literally already there, the resources the people are lining up to come towards you.

And with that in mind, when you don't listen to the desire, what's happening with all those pieces that are out there? All those people and all those resources and the things you're supposed to be creating for god knows why, what's happening when you don't act out on the desire?

It's a pretty big question. And you're stealing it from yourself but also the rest of us when you hold back. I wanted to talk about Steve Jobs. You want to talk about Steve Jobs?

Lauren: Oh yeah, let's talk about him.

Rose: So, we were thinking about Steve Jobs and his desire to create amazing products. And this came from reading his biography, which you are listening to right now also. And he openly talks about not creating for the sake of the consumer or what they thought they needed. He just liked to build phenomenal products. That was his motivation and his desire. And that was enough for him. His whole life mission, that was enough for him. Just to see what cool stuff could be made.

And in the manifesting of that desire, he pushed the people who worked for him, he pushed himself, and he pushed our current reality of technology to evolve, to expand, to realize their and its true and fullest potential. And because he liked inanimate objects - that's what it was. He's like, "I like inanimate objects to be as cool as possible. What can they do? Let's see what they are." We have everything that they've produced for us, the world of Apple today.

Also, everything that produced for the people who worked for him and continue to thrive under Apple. And he just really wanted to see what they could do. And so can we. Like, that's a desire enough.

Lauren: Yeah, which makes me think about just the desire to live a life for your craft or mastering that and, like, a painter or even as a coach, like, you can just have the desire to be doing your craft day in and day out and having that specific calendar flow, like, in the way that you build your business and your lifestyle and that you love the time where you get to do deep thinking work and your craft, and that's it.

And then whatever revenue is created from that, you don't even necessarily have to set a goal around that if you don't want to. You could just be dedicated to the desire of mastering your craft instead...

Rose: The joy of living out that type of life in alignment with your desire is impossible to even convey. I just think about, if you did have all these desires - which we do, right? And we weren't acting out on them in that way, how much joy is lost in life compared to when you are going after your true desires.

Lauren: Yeah, it makes me even think about some of the desires I have for the way that I run my company or the way that I design my calendar. Like, I recently have been really desiring to create more of a seasonal flow in my company and, like, I forget his name, that is the founder of 37Signals that has basecamp. Like, they, every summer, do four-day workweeks to have three-day weekends like all summer long.

And other folks do this too in the digital space where they have more of seasonal flows to their calendars with their company. And that's a desire I really want. But if I would have thought about that probably a year ago I would have said, "Well that's not possible. That's not feasible. We can't just create that. What would be the purpose of that? I need to have a reason why we do that. It can't just be just because I want to give myself and my employees three-day weekends in summers."

We only have so many summers in our lifetimes. And for a lot of folks, I don't have kids yet, but my partner does and other people do and they will only have a certain number of summers with their kids home too. So, like, what are we doing all of this for? Why do we even have the company or the job or the creation of funds anyway? What are the values?

And this kind of goes to more value-based intentions and goal-creation, like, what is the why of that? But what are we really wanting to create? What is the life we really want to live and what are some of the desires around that?

It might just be you don't want to work Fridays in a summer and then you build your company around that instead of having to build your hours and your flow of your company around some way you think you should do business.

Rose: Yes, preach.

Lauren: So, that's super fun. So, as we're wrapping up our conversation about whys and desires and wanting what you want, I want you all to tap into how can you listen to what are your capital-D Desires? Do you even have a practice that helps you tune into that? Do you have a journaling practice? Do you have an inner voice practice? Are you using breathwork, meditation? Whatever it is, are you creating the space to even be able to listen to those desires? Are you getting coaching on all the mind chatter that gets in the way? Are you processing the emotions that are maybe blocking your ability to hear that?

And if you're not, I would urge you to give yourself the gift of that space and just start to ask yourself these deeper questions, like what is it really that I desire? If nobody else knew, if nobody ever had to know what the desires are, even if they're super small, they're Ember cups, they're Fridays off, they're getting two hours of deep, focused worktime a day where I just get to hone my craft and focus on that. If it's just being able to live a life without an alarm clock before you're actually retired.

I used to think I had to be retired to be able to live without an alarm clock. But now, I live a life where I don't have an alarm clock and I'm not even retired. Whatever it is, you don't have to take action on it yet. Just acknowledge that desire to start. Anything you want to leave them with, Rose, as well, to think about before we say goodbye?

Rose: Just permission. Where are you not giving yourself permission to have the desire? And what are the reasons behind not giving yourself permission? Because when you put it like that, you realize that you're the one making the rules here. You're the one giving permission.

Lauren: And yes, there might be societal, cultural, and all of that, and thankfully there are a lot of ways that we can start to overcome those too now, if you want to.

Well, thanks so much for having this convo with me, Rose. It's been super fun.

Rose: I agree. Thank you.

Lauren: If the folks listening want to connect with you or see what you have to offer, where should they find you?

Rose: I am mostly on Instagram @rosewatsoncoaching. I would love to hang out with you there. It's my favorite place to hang out and share with all the people. I'm also at howtocutback.com online, on the interwebs, and you can find me there. But mostly, I am a people person and so, if there's anything that you want to know or discuss then DM me. That's my favorite.

Lauren: Yeah, I love DMs too. They're so fun. And we'll have all of Rose's links and stuff in the show notes, so go to vivere.co/40 and I hope you all have an amazing day. Bye.

Hey there, thanks so much for listening. I wanted to invite you, if you are ready to integrate what you're learning on this podcast and want to dive deeper, you must come check out Cultivate Margin. It's my coaching program that's a hybrid between a self-study course and a coaching program designed just for you. Join me and the community of others like you at vivere.co/margin. And you can get that link in the show notes as well. I can't wait to see you in there. Have an amazing day.

xo, L.

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