

Full Episode Transcript



EPIISODE FORTY FOUR

Unrealistic Money Goals

*THE EASE
of hustle*

You're listening to episode 44, Unrealistic Money Goals.

Welcome to The Ease of Hustle. I'm Lauren Cash. I'm a master certified coach, calendar queen, and multiple six-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.

Hey, how's it going? I hope you're having an amazing week. I am drinking more caffeine again. Uh oh. I don't know how this started, but I definitely have been increasing my caffeine intake again, and also my anxiety has been higher this week. I bet there is a relationship there. You would think that I would decrease my caffeine when I'm noticing my anxiety increase, but nope, I'm just all about the caffeine again. I need to chill out and not drink so much caffeine, but I can't help myself sometimes. I just love coffee. And yes, I love MUD/WTR too still, but I've been drinking a lot more coffee lately.

I just can't help, but want to go to Dutch Brothers every day. If you know what Dutch Brothers is, you know how amazingly yummy it is. I've been telling myself, "You can wait until Friday and get Dutch Brothers on Friday so that I can celebrate Friday." But every day I think of a reason why I should go get Dutch Brothers. Are you like that too with some of your habits or I don't know, indulgences for lack of a better word? You're just like, "Well, today's a hard day, so I should get it. Today's a good day, I'm celebrating, so I should get it." Our minds make up so many funny stories. Anyway, let's get to today's episode instead of talking about my caffeine intake and the way that I let my mind convince me of getting Dutch Brothers.

I received a bunch of questions that made me create this episode. One question was, "how do you set money goals?" One was, "Do you try to balance or alternate between being realistic and reaching for the sky goals?" And then, "When you blow past a goal, like when you doubled your annual revenue goal last year, how do you take that into account for future planning?" So today I want to talk though about "unrealistic money goals," and sort of the answer to that second question, but at the same time, it does answer the other questions as well. We also go into how to set goals in Cultivate Margin too if you're interested in that.

Let's start with what is "realistic." When we decide what is realistic based on what we have primarily done before, it's funny because we didn't use to do this when we were younger. Think about skills that we learn as a kid. We always talk about the walking one, but we could even think about learning to ride a bike, learning how to swim, learning how to write. We don't ever think that that is unrealistic for us because we've never done it before, but somehow when we're older, when we're adults, we take this "I've never done it before" as the reason why it is not a "realistic" goal.

When we're younger, we sort of borrow this belief of others. Our parents are like, "Well, of course, you can write." Our teachers are like, "Well, of course, you'll learn to write." We see older children writing. We see pretty much everyone around us doing that thing, so we borrow that belief and we're more likely to use that as confirmation that we can as well. But then as adults, we decide what is realistic primarily on what we've done before and what we have created evidence for ourselves in the past that is "realistic."

But if we only ever considered what our minds believed was "realistic," we wouldn't have a lot of things that we have today. If everyone always was just doing what their minds thought was realistic based on what they have done before or what they see maybe a lot of people in their life doing, then we wouldn't have things like tech advancements. We wouldn't have the iPhone, for example. We wouldn't have medical advancements, because if everyone just believed, "I can only do what's realistic," we wouldn't ever create anything new.

Now when it comes to goals, you'll often hear arguments for team, I'm going to call it like, team realistic, and you'll also hear arguments for team unrealistic across the personal development and coaching space. I don't like the reasons why folks argue for team realistic, team realistic goals. It's usually because they're afraid that their minds will totally flip out and that they'll end up in inaction and not create anything, or they'll create far less than what the "realistic" goal would have been. They're like, "We might as well create a "realistic" goal so that at least I create that so I don't create nothing."

We end up agreeing with and playing into the previous mindset we're desiring to change by doing that. We keep ourselves small. We continue to create the evidence that's in alignment with our default thinking by doing that. It plays into our self-concept that, "I'm somebody that can "only" create this "small" goal." All these things are just thoughts, but I want to really show you how when we agree with that, it keeps us stuck in this realm of belief that we've already placed ourselves in.

If we just set "realistic" goals, we'll always be setting goals based on what we previously thought was possible for ourselves and we won't grow at all. We won't expand. We won't create larger capacities for ourselves in this world. We'll just keep ourselves in the same reality, in the same self-concept, in the same belief system if we don't expand that. We will then just be coaching ourselves and getting coached on the same things over and over again. We won't really be bringing up the deep, challenging inner work if we stay realistic to the mind.

Instead, I say we set the "unrealistic" goal. Of course, it will be unrealistic if you're growing and going beyond where you are currently. You'll need to coach yourself and get coached on all of your attempts to self-sabotage, all of your attempts to think it's too much, all of your attempts to think it's unrealistic and that's why you're not accomplishing the goal. There's this tendency to blame the goal as to why you're not making progress towards it. You'll blame the goal and say, "Well, I set too large of a goal so I freaked myself out so I didn't make any progress on it."

But that's not true. Even if you would have set a what a goal was realistic to your mind, you probably wouldn't be making progress then either because of whatever you're telling yourself about that goal as well. Whatever you're telling yourself about the actions you want to take, about how you want to feel taking those actions, you probably wouldn't have been making progress there either. So don't blame where you've set the goal for your lack of progress. Take ownership of your not taking action. It's always within your control. It's never the goal's fault. Don't blame the goal.

You also want to make sure when you're setting goals, that you're setting clean goals. This is the problem I think a lot of the times is that when you're setting a what your mind thinks is an unrealistic goal, you then blame the goal for it when it's not the goal's fault, but maybe you've set a dirty goal. It's not the same thing as it's an unrealistic goal problem. It's not that unrealistic goals are a problem.

All goals should be unrealistic in terms of, "I've never done that before. I've never created that before. I need to create a new self-concept in order to create that goal. I have to have a complete identity shift in order to be somebody that is in the world with that goal, that makes that amount of money, that has that many clients, that works that many hours and makes that much with that kind of team. I am a person who works out that much, and is that strong or has that relationship with food or is married or has a partner or lives in Bali." Whatever it is that your goal is if it is expanding you, if it is calling you to your next level of growth, it should be unrealistic. But at the same time, we want to make sure those unrealistic goals are not dirty goals because that's where you can really get yourself into, we'll call it trouble, is if that unrealistic goal is a dirty goal, not just a clean, unrealistic goal.

If you want to learn more about Clean Goals, listen to the podcast episode by that name. We'll have it in the show notes. Also, we cover how to set a clean goal more in-depth in Week One of Cultivate Margin.

If you go to work truly creating the unrealistic and you don't hit that goal, you don't create that goal your first attempt, not only will you have created a lot of results and done a lot of work with yourself, a lot of inner work, a lot of what's required to start to change that identity. You'll also probably will have created a lot of results that are way closer to getting to your unrealistic goal than you would have created had you just set something that was realistic for yourself.

To go back to what this one person asked me about when you blow past a goal, like when you doubled your annual goal, how do you take that into account for future planning? I think I set a "realistic" goal. It was much more in the realm of realistic last year when I set that goal.

I took that into account this year and set much more unrealistic goals to my mind. Who knows if I'm going to actually create them? I'm going to go to work doing all the belief work with myself to believe that it's absolutely possible to live a projector lifestyle, working significantly less than I used to work last year when I ended up burning myself out and having adrenal fatigue.

That I can really work closer to part-time hours, that that is possible for me while I expand the revenue of my company significantly, that that can be possible. That actually the less I work, the more value I can create, because the more space I have to create better ideas, to think of amazing things for my clients, to create more useful programs, to be able to manage my team better, to be able to rest and really enjoy life and share that with you all, and you will all desire to be more in alignment with your energetics as well.

I am working on being the person that that is true for. That that actually is the less I work, the more I make. That that is my reality. That that is true for me, and especially in alignment with my design as I'm learning more about human design.

But that's the opposite of what my mind thinks is true. It's flipping out this week like I was talking to you at the beginning of the episode about my anxiety. As I've changed my business model, as I've launched this gorgeous, amazing Shop that I'm so proud of, my mind is flipping out. Even as a master coach, the mind is still like, "This is totally unrealistic. We're not going to be able to do this. People aren't going to buy the things in The Shop. You're not going to market enough." And having all these "marketing" issues to the mind that, "You can't really work that little." It thinks that that's really little. "That you can't really work that little. That you can't really help that many people. That it's not going to work out." It's freaking out.

But at the same time, I know that it's absolutely possible. It wouldn't be possible for me to be given my design, to be given the desires that I have, to want to serve you all and help you all create very similar things, living in alignment with your design, the businesses that you want to create, the goals that you desire that are completely unrealistic to what you have right now.

I've seen that to be true with a lot of the clients I've worked with. I'm thinking about one of my clients that just posted in my current group program, that she ended up creating what she thought was completely unrealistic before. Creating six figures in her first year in business. She just realized that she created that by doing some math because she realized she wasn't including one of the numbers that she needed to include in the numbers.

I want to invite you all to set the unrealistic goal. Of course, it's going to be unrealistic to your mind. Of course, you haven't done it before. Why else would you be setting the goal? If it's going to be rinse and repeat what you're already doing, I don't think it should be a goal then. Why would it be a goal if you are just going to do it? It's just the status quo. That's just, we brush our teeth. That's not the point of goals. The point of goals and intentions is to expand our capacity, to urge us into our next evolution, to bring up all the work. Like I was talking to you about, it's bringing up all this work for me.

It's showing me where I have a lack of trust in God, in the universe, in myself. Where I don't trust that I have created something amazing maybe. Maybe it's where I don't believe that I'm capable of a new business model. That's so ridiculous hearing that, but it is showing me all of the terrible thinking that's there under the surface that I wouldn't be called to work on had I just stayed the same, had I just kept the same business model I was working from.

Let it bring up all of your stuff. Don't tell yourself, it's the goal's problem, that you set a bad goal because now you're freaking out. No, that's the point. We want you freaking out so that you can master that, that you can get coached, that you can coach, that you can evolve past that freakout. I'm not going to change my goal just because my mind is flipping out. I'm not going to decide I want to drop the human design experiment that I'm playing with just because my mind is freaking out. No, that's why I'm doing it. I want to freak my mind out and show myself what I'm capable of.

I want to invite you to do the same and I hope you have an amazing week. Talk to you next time.

Hey there, thanks so much for listening. I wanted to invite you if you're 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. You can get that link in the show notes as well. I can't wait to see you in there. Have an amazing day.



WWW.VIVERE.CO