

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil



### Full Episode Transcript

With Your Host

**Rachel Rodgers**

[Million Dollar Badass](#) with Rachel Rodgers

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

Kara: Perfectionists are so afraid of failing. And I do teach, and I know you do, you've got to fail all the time so that you don't do the ultimate fail of giving up before you succeed. You've got to fail your way to success and that's what massive action is about. So if we know we're never giving up until we get it, then there's just so much less drama and negotiation with ourselves about, like, what to do and when and is it right – it doesn't matter because we're never going to give up, so we're never going to stop, so we don't need to have a whole debate about it.

Welcome to *The Million Dollar Badass Podcast*. I'm your host, Rachel Rodgers, wife, mother to four children, lover of Beyoncé, coffee drinker, and afro wearer, and I just happen to be the CEO of a seven-figure business. I am on a mission to help every woman I meet become a millionaire. If you want to make more money, you are in the right place. Let's get it going.

Welcome, friends, to another delightful episode of *Million Dollar Badass*. Today, I'm interviewing the wonderful Kara Loewentheil. And her business is called Unfuck Your Brain. Kara is a life coach, a master certified life coach. She has a Bachelors from Yale and a JD from Harvard Law. She practiced law for quite some time as a women's rights lawyer, and then eventually decided that she really wanted to be a coach and help women to unfuck their brains.

And so what that means is basically helping women to be less anxious, to think better of themselves, to get a hold of their minds and really love themselves. And so, of course, we totally agree on that. And Kara and I had the pleasure of working together. Kara's been in business for, I think, about three years now, maybe a little bit more. And I worked with her, I think maybe at the year and a half point.

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

And she was on track to, I believe, make \$200,000, so she was on the journey to six-figures. She knew she would break six figures that year when we worked together. And what she wanted to do was sort of discover what her niche was going to be, like where was she going to focus, who were her ideal clients – because she was working in three different areas, so she had three different offers to three different types of ideal clients.

And she wanted to sort of choose, like, what was the thing that she was going to do, and then also do it in a way that was scalable. And so we worked together. We did a VIP day together and that included a little bit of follow up, and she went on to scale her business to a million dollars over the next 12 months, scaling that one offer that we created together during that day.

And Kara, she'll talk about it. A huge reason why she was able to get those results is because she is always working on her mind. She's always doing thought work and getting her mindset into the right place and not believing that her circumstances are determining what's possible for her, but really understanding that she is the creator of whatever journey she wants to have.

And so, you know, your thoughts are just thoughts; that's it. They're not necessarily reality. And sometimes, we take circumstances, we have thoughts about them, and we make them mean something. And often, we make them mean things that doesn't serve us and that keeps us small and that keeps us from taking massive action, like Kara talks about on this episode.

So, what you are going to hear on this episode is Kara's journey, what she wanted to be when she grew up, and how she parlayed that into her profession that she is enjoying right now. She talks about what it looked like to leave law practice. I know there's a lot of lawyers out there. And even if you're not a lawyer, you might be a doctor or a nurse or other licensed

[Million Dollar Badass](#) with Rachel Rodgers

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

professional, or just someone who has done the thing that you're currently doing for a long time and it's really scary, the idea of leaving that thing, leaving that tried and true thing.

For a lot of us, we've followed all the advice. We did what we were supposed to do. We took the traditional path and it's not working for us. It's not what we want. We get there and we realize, actually, this is not what I want to continue on with. And so, that requires leaving that profession sometimes or really shifting how we're practicing that profession. And that can be really scary. So Kara really unpacks what she did and how she went about actually leaving law practice.

We talk about mindset work and what does that actually look like to do some of that mindset work, and this is what Kara does day in and day out. We also talked about some of the failures that Kara had along the way and why failure is such a key piece of reaching success and why we, as women, have such a hard time with failure. Like, what is our deal with not ever wanting to fail and wanting everything to be perfect?

And then, she really shares with us what her business model looks like and specifically what it looked like on the journey from 100K to seven figures. So, please enjoy this juicy episode with Kara Loewentheil.

--

Rachel: Hello friends, and it's another lovely day in *Million Dollar Badass* podcast land. And we're talking to Kara Loewentheil today. Welcome, Kara. I'm so glad you're here with us.

Kara: I'm so excited to be here.

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

Rachel: So, we're going to talk about Kara's journey from 100K to a million and what that looks like, to build your business and scale pretty rapidly. You scaled like in a year, is that right, 12 months?

Kara: Yeah, my first year in business, I made \$50,000 and then my second year was \$200,000 and then my third year was a million.

Rachel: Awesome, I love it. And three years to a million is pretty quick. Awesome, we're going to unpack that whole journey. But tell me a little bit about how you started your morning today. You were telling me about some team reviews that you're doing. Tell us about that.

Kara: Yes, it's six-month review time, so I was chatting before and saying I think everybody should hire people so they can immediately find out how inadequate they are as a manager and everything they need to learn; not because there's anything wrong with us, but it's just a whole new skill set. So yeah, it's been really interesting to go through that process and I've been working with an executive coach because I walk my talk, everybody needs a coach, and kind of learning how to professionalize a little bit. It's like, people become an entrepreneur and up to 100K, you maybe don't need that much help or you just need a few hours, you're kind of like a cowboy in the Wild West. But then you get to a million, all of a sudden you need employees and processes and reviews and all that stuff that I think we give a corporate bad name, then it turns out they do it for a reason. It's really helpful.

Rachel: Yes, so there is a big learning curve with having employees, managing employees, going through that whole experience, communicating what you need. It requires way more communication than you think is going to be necessary. And you can 100 hustle your way to 100K and have half-assed people that do a half-assed job. And you can still get to 100K no problem. But to get to a million and to also maintain that

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

million, you've got to have a great team and you've got to learn how to manage them.

So I totally agree that the sooner you hire, the better, so that you can start working on that skill set. And that's why I always tell people, hire a personal assistant, do it early, five hours a week if you want to start there. But you've got to start outsourcing so you can start having that process of communicating what you need, learning how to delegate, you know. So what's one takeaway that you're taking away from your first time doing this six-month review? I'm assuming it's your first time.

Kara: I did one a few months ago, but I think that the biggest thing I'm taking away is that having some grace for myself in this process because I'm learning as a boss and developing as a manager. And I think, especially when you've been an entrepreneur who just does everything in your business yourself and you're just implementing your own ideas, so nothing's ever lost in translation, it's just you. And learning how much it's your responsibility to communicate clearly, to set up structures and processes for your employees, like, this has been definitely a journey of taking responsibility for everything in my business, the same way I do for the rest of my life.

It's just like trying to outsource your emotional – you know, like marrying someone and saying, “Okay, now you're responsible for all my feelings and throwing the secret birthday party I want and knowing how I like the dishes done, so just do that.” I know that work in the personal realm, but I'm learning it as an employer too, like, “Oh no, all that shit is my job.”

Rachel: Yeah, it is really good, and I went through that when I scaled my law practice and hired attorneys and had to manage attorneys and supervise them, and then also had admin staff and that was two different types of supervising that was happening there. And I totally bumbled my way through it. And, you know, I've lost good people as a result of not

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

knowing that I was overloading people or not communicating, and then I've also, you know, had the experience of having to let people go, that whole journey.

And the sooner you do that, the better, because you are going to learn, I think, giving yourself grace is super smart and it's all part of the journey, you know. You're just kind of learning how to CEO. That's what we're doing here. That's what we're doing.

Kara: Yeah, like anything in business, you only learn by doing. You can't get perfect at it ahead of time in a vacuum and then bring it into the work.

Rachel: Yes, but you know what, as high achieving women, we would love that.

Kara: Oh yeah, like here in this little lab I have become perfect at this, and now I will open the doors. But that's not how it works.

Rachel: Not at all. You open the doors and it's a hot fucking mess.

Kara: Exactly.

Rachel: And then you're like, but I'm still making money and this business is still running, look at that, you know.

Kara: I'd like to say, you'd be amazed what you can accomplish with a half-managed mind.

Rachel: That's exactly right, I totally agree. Alright, so tell us, what did you want to be when you were growing up? What did little baby Kara want to be?

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

Kara: Little baby Kara, I think she wanted to be a writer probably. And that wasn't necessarily because I felt like I had things to write, but I was a huge reader. I still am. But I was the little girl who was like, I'm seven and I want to, like, read this 400-page novel on the playground during recess and not play with any of the other kids, which is pretty much still what I'm like.

So I think I wanted to be an author. And then when I was like – I never went through the, "I want to be a ballerina or princess" phase, partially because my father's a rare book dealer and antiquarian, so I didn't have a TV, I just had, like, Little Women. So that's what I wanted to do. I think that was probably that first thing and I think I was sort of holding onto that until maybe even college where, once I started to meet actual writers and hear about it, I was like, "Oh, well I don't have any characters in my head, so perhaps this is not exactly the best fit for me."

But I do think one of the things I love about literature is that it exposes you early on to the idea of what is the interior of somebody else's brain like. Like, what is the human experience as lived by someone else, which continues to be my main preoccupation and curiosity in life, and that's what being a coach is all about. So, it's sort of like I've figured out a way that matches my talents better to explore that.

Rachel: Yes, I love that. Okay, so you wanted to be a writer and then you became a lawyer.

Kara: Obviously, I don't know what's confusing about that, Rachel. I wanted to be a writer, now I'm a coach, and in between, I was a lawyer. That's what you would do, obviously.

Rachel: These are the real career journeys that none of us...

Kara: this is how you plot it out when you're seven. It totally makes sense. I'm going to be a ballerina, and then president. So I come from a family of



## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

lawyers and law school graduates. Like, out of the five of us now in my immediate family, four of us have law degrees, which is too many for a family. That's not a good proportion, even though only two of us ever practiced.

Really, what happened was I've always been, like, my two preoccupations have been that more narrative human mind thing, and also social justice and women's rights in particular. So I've been a professional feminist one way or another my whole life. And so the real reason I went to law school was that I was pursuing that kind of journey. So I was working in the reproductive rights movement and much like a Jewish family, you could be a doctor or a lawyer. Those were kind of the two things to do. I was not going to be a doctor, so I became a lawyer to do reproductive rights work, which I did for a while before I inevitably jumped ship and became a life coach, obviously.

Rachel: Yes, so tell us a little bit about that as you graduated from law school, what did you do? Tell us a little bit about the work experience you had.

Kara: I, like, was doing all the gold stars, brass rings, just collecting all the little trophies, just waiting for them to magically turn me into a happy person. So I clerked for a Federal Appeals Court judge. I clerked on the 5<sup>th</sup> Circuit in New Orleans for two years for one of the only liberal judges left on the 5<sup>th</sup> Circuit. And then I had a litigation fellowship at the Center for Reproductive Rights, so I had my dream job.

I had gone through law school and been very strategic about getting this one job in the country I wanted, and I got it, and I'm sure a lot of your listeners and you can identify with this; when you still think that external things will make you happy, you get the long-awaited thing and then you're like, wait a minute, something's wrong. I'm still having the human experience, I still feel anxious and stressed out sometimes, what's going

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

on? So I litigated and then I thought it was because of the job, like, maybe that's my problem. So then I went into academia because I naively thought I would have my summers off. Of course, if you know an actual academic, all they do is work during the summers all the time. That's when they do their writing. So I became an academic and I had a fellowship at Yale and then I did one at Columbia where I ran a think tank, and then I quit my job to become a life coach.

Rachel: So you had your dream job, and then your next dream job, and then your next dream job, which is a theme on this podcast. A lot of the *Million Dollar Badasses*, seven-figure entrepreneurs that I interview, a lot of them get their dream job and then they're like, nope, this ain't it, you know? So tell me, what were those things that made that job feel like it wasn't fitting for you?

Kara: Yeah, I mean, ultimately I now know it was my thought process. Like, I was just trying to drive myself with anxiety and perfectionism and achieve my way into liking myself, which, pro spoiler tip, does not work. So if you're trying that right now, stop it and hire a coach. That doesn't work.

But, you know, it's easy to believe that it's the job because we all talk about it, like, jobs are stressful and cause our feelings. And lawyers in particular, it's like endemic among lawyers to...

Rachel: It's like a badge of honor to be miserable as a lawyer.

Kara: Right, and to believe that – and everyone around you is miserable, so it seems all the more believable that it's law jobs that make you miserable, whereas actually I started my business coaching lawyers and I have a whole soapbox theory about how law school trains your brain to make you miserable. But it makes sense that you think it's the job because everyone else around you also is miserable. So it was, like, I thought it was that and then I thought I just don't like litigating, I don't like conflicts, maybe I might

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

be an academic later – also hilarious; all academics do is argue with each other all the time. It is not a conflict-free zone. But of course, I didn't really know that. And the stakes are lower. It's just like your prestige. It's not like abortion access in Missouri, which is what the first job was.

But, I mean, through that work, I think that was around when I was – and I see this in my clients too. It's like late 20s, early 30s is around when I think a lot of women at least start to be like, "You know, I checked all those boxes and I did all those things," and it's career but it's also, like, "And I got married," or, "And I had a kid," or whatever...

Rachel: And I've got the picket fence and the perfect car, you know...

Kara: And I still seem to be, like, being a human with some emotions I don't like and this is terrible, what went wrong? And I think that I went through that process. And I'd always been interested in coaching and, you know, the mind. But it was around that time that I found my first – not my first coach, I had had several coaches before who ranged from good to totally ineffective. Then I found my current teacher and coach's work, Brooke Castillo, and it just blew my mind and I kind of applied it to my life, not planning to be a coach, just like I'm going to be an academic, but this is helping me feel happier and get my work done better. I was a huge procrastinator. But it was so powerful that I eventually, after about a year, I was like, this is what I want to teach.

Rachel: Yes, so you signed up for Brooke's program or did you just read her book? What was it that kind of shifted things for you?

Kara: It's really hilarious because I'm a body-positive coach who doesn't teach weight loss. I'm like a health at any size coach. I mean, that's not what I coach on, but that's how I deal with weight and body and food stuff. And Brooke used to have this course with Susan Hyatt called – I forget what it was called. It was some kind of weight loss course. Weight School.

[Million Dollar Badass](#) with Rachel Rodgers

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

Rachel: Weight School, yes.

Kara: Weight School, so this is back in the day, like, 2013, 2014. It was the last thing I did to try to lose weight before I discovered health at any size and body positivity. So it was just kind of hilarious. I was like, oh this weight stuff is bullshit but this thought stuff is really amazing. And if I, like, extract that and I combine it with all this body positivity and fat radical activism, all these theories I'm learning, that is so powerful and I use the thought work on my body image stuff first. So that's how I – and also, just Brooke's podcast, honestly. I listen to her podcast religiously. I applied what she was teaching to my own life.

Rachel: Yes, awesome, okay so you're working your job. And I'm totally interested. I have to just ask this quick aside; do you disagree with Brooke's theories on weight loss? I'm just curious because I feel like you guys are teaching two different things when it comes to...

Kara: We are teaching two different things – well, some of the stuff we're teaching is the same and some of it is different. I do think that – the places where I would say we overlap, I certainly think that some people use food to buffer, which is what we call it in our world, but just meaning when you don't want to have your feelings, so you eat or you shop or you watch Netflix. Give humans any technology, they will figure out how to use it to buffer. So that's what we do to try to get dopamine and try to avoid our feelings. I totally think people use food to do that, just like they use booze or Netflix or shopping or porn or anything else...

Rachel: Overworking...

Kara: Overworking, 100%, yeah, sleeping, you could use anything if you're trying to get away from your feelings that distracts you. So I totally think people use food to do that. I also totally think – I'm not surprised that I think probably if they did a survey, more of the people who have used Brooke's

[Million Dollar Badass](#) with Rachel Rodgers

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

work would keep weight off longer than the general population because you're learning all these emotional coping tools that most people don't learn when they go on a diet. They stop eating something, haven't dealt with any of their feelings, and then it backfires.

So there is some overlap. I think probably where we differ is – I don't even know if it's differ, it's just she doesn't talk about it this way. I think, for some people, a history of dieting raises your set point and changes how your body processes food and how your insulin works and all of that. and I think for some people, it's easier for some people than others to lose weight and keep it off based on a variety of factors – environmental, genetic – and I think if you're running a weight loss program, you get a disproportionate – like, the people who lose weight stick around, and a lot of the people who don't leave. So you don't get an accurate reading of things for a broad population.

But I also think people misunderstand Brooke's work in that they skip over the part where she says you have to love your body first before you try to change it. They're like, "Yeah, okay, I like it, time to cut out sugar and flour now." And then they don't understand why that backfires. So she and I did a whole 90-minute podcast about body image in December that's on her website and on her podcast where we kind of dig into how we have a lot more in common than people think.

Rachel: Yeah, that's interesting. I think that that's important because I do agree that – and this is an important branding message too, that sometimes perception is reality, right, for your potential customers because if they see this or if they get a glimpse and they don't get the full picture from just kind of engaging with your brand or whatever level they are, that's their truth, you know.

And so I feel like, on that level, just skimming both of your work or scrolling by the marketing that's happening, you guys seem like you're talking about

[Million Dollar Badass](#) with Rachel Rodgers

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

very different things. So I think that's interesting and I love that you guys did that podcast. I think it's super smart. And Susan and Brooke also disagreed.

Kara: Totally.

Rachel: And I think that that's interesting. I think it's important to disagree and have those conversations, you know what I mean? We all don't need to be on the same page in order to be friends.

Kara: Well that's what I love. I think my relationship with Brooke, we're super close. It's such a testament to the power of coaching that we're totally like, I love you and your totally different opinions that I think are wrong. I'm sure she thinks that about me, and that's totally fine. And I'm in between Susan and Brooke a little. I'm also just not really an ascetic. I'm not into no booze, no sugar, no flour. I'm a little more hedonistic. So I'm a little bit in between them. And to some extent, there are things where it's not even that I disagree with Brooke, I just don't want to live that way and so it's not what I teach other people to do. And it's not because there aren't good reasons to live that way if you want to. People just have different values about their life and how they want to live it.

Rachel: I agree. I'm with you and I think I've just got this innate rebelliousness that, like, as soon as somebody says, "No, don't do that," I'm like, "Fuck all the way off."

Kara: Not just halfway, fuck all the way off.

Rachel: But to my detriment, right, because sometimes that's not in my best interest. Okay, so back to your journey. So you discovered coaching. You're like, I love this work. This is so exciting and interesting and I want to know more and you do coach training, and then you're like, I want to leave my job. Tell me a little bit about that because I have to tell you, I coach a lot

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

of lawyers and I know there's a lot of lawyers listening to this podcast and they have a very hard time with not being lawyers anymore. It's no ingrained in their identity and, you know, the world celebrates it, right? Like, we get so much praise, like, "Oh you're a lawyer? How fancy," you know. And so I think we have a hard time letting go of that identity, even when they realize, like, okay, I no longer want to do this work, but they cannot. They'll build a whole other business but keep holding onto the legal stuff. Like, they won't let it go because they feel like, I worked so hard for it, I spent money for it. So part of that is just letting go of this, you know, sunken cost. But I think part of it is just the industry itself. So tell us a little bit about what that was like for you leaving law practice.

Kara: Well, I think it's also that lawyers are risk-averse and a downside of being trained to be super logical is that we trust our brains way too much. So we're like, if my brain is telling me that these are the risks then that must be true. Like, this is a special fancy trained brain, so I have to believe everything it says.

Rachel: I totally agree. I think law school can really fuck you up, honestly.

Kara: Oh my god, we could have a whole other podcast where I talk about the four ways that law school trains your brain the wrong way.

Rachel: Exactly, because it definitely fucked me up and I feel like I had to undo a lot of work to then get to a place where I could basically be happy and do other things.

Kara: It trains you to be like a perfectionist paranoid depressive, basically.

Rachel: Not a great combo.

Kara: Not a great combo. Yeah, I actually decided that I was going to do this before I went to coach training. This was my experience, which was

[Million Dollar Badass](#) with Rachel Rodgers



## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

really fascinating about how our brains work. What my lived experience was, my subjective experience was that I woke up one morning and I was like, that's it, I'm going to be a coach. I'm not going to be a law professor. I had this – I mean, I had what was, in some ways, kind of a helpful deadline in that I was finishing up this fellowship, I was supposed to go on the job market, which is a huge endeavor. You've got to fly all over the country and give a job talk. And it was like, if I'm thinking about doing this, it would be crazy. And then, you know, you've got to, like, move to Kansas and teach torts first. Almost nobody goes to Harvard right away. So I was like, it would be crazy to go through this whole thing, move to Kansas and teach torts for two years and then quit to become a life coach. It's like, now or never.

But I did sort of feel like I woke up with this, like, received revelation that this is what I was going to do. But then a few months later, I was telling a friend who lives in California, and I'm a terrible long-distance correspondent, so we basically don't speak unless we're in front of each other like every six months.

Rachel: I have a really good friend like that, by the way.

Kara: Yeah, it works great, we totally snap right back into it. So I was like, oh my god, crazy big news, you're never going to guess this thing. And she was like, "You've been saying you're going to be a life coach for years." And I was like, "What? What are you talking about? Like no, I was going to be a law professor." She was like, "You're always saying someday I'm going to quit my job and move to Costa Rica and become a life coach." And I totally realized I had been just saying that as an aside for like a decade. Now, I do not want to move to Costa Rica. That is craziness because the humidity and my hair do not get along. And I like cities.

But I totally, it's like I had this dream back there that my lawyer brain was shut off from, so it could only come out as this joke. And she was like, you've been talking about this forever. So my brain knew before I did.

[Million Dollar Badass](#) with Rachel Rodgers



## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

Rachel: Isn't that funny? Because I felt the same way. My first confession that I wanted to be a coach, and not a life coach but a business coach, and I confessed to Susan Hyatt. And I sent her a message and she was like, of course, you should totally do that. I see that in you. And every time I told somebody, they were like, of course. Even my clients, my biggest client who I was terrified of telling, like, I'm not going to re-up on your retainer because I'm going to change my career trajectory, you know. And so even in that process or with that client relationship, they were like, yeah, I totally see that for you and in fact I want to keep working with you but as a coach, you know. So it's amazing how a lot of times the world can see our talents even when we can't.

Kara: Totally.

Rachel: So you knew you wanted to be a coach. You kind of went into training with the expectation that you were going to leave your job. How did people respond to that? How did your parents respond to that?

Kara: My parents were actually better than – my favorite was telling, I mean, I was running a think tank at Columbia Law School. I was surrounded by law professors. Telling a law professor that you're going to not become a law professor, you're going to become a life coach instead, it's like watching someone lose the ability to control their face in real time. They, like, can't control their facial features. It's like they're having a stroke. People just did not – yeah, so my colleagues were mostly just like, what the fuck... They would be like, great, okay... Also, law professors think being a law professor is being Socrates, so it's really even more offensive that you would possibly do something else.

Rachel: Yeah, it challenges their whole life view, you know what I mean?

Kara: Exactly, well there's no money in it, so it has to be the prestige. That's what they say about academia, that the stakes are so high because

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

the stakes are so low. Anyway, I love academics and I am, in some ways, what I do now is similar to teaching. Anyway, so my parents were like, I mean, they were a little nonplussed. This is not – you know, there were so close to having a law professor for a child. Being Jewish parents, they were pretty excited about that. And listen, I don't blame them. It sounded insane. I mean, I had no background in psychology or coaching. I had demonstrated no entrepreneurial abilities or interest whatsoever. I basically didn't even balance my own checkbook. Like, in retrospect, I think they were pretty good about it. They were definitely a little concerned. And they're parents. I think they were kind of like, are we supporting you? Are you going to be able to make any money? What are you talking about? But as soon as I started, like, making some money, they kind of were okay and now I think they're super proud of me.

Rachel: Yes, well, as they should be. So tell me, during that period where you did have people looking at you like you had two heads, I feel like this is something that people really struggle with. Like, they struggle with the idea of, I'm going to disappoint all these people or all these people will think I'm crazy, maybe I am bugging and I shouldn't do the thing that I desire to do. How did you kind of handle that? Or did you just have these amazing new life coaching tools that helped you do that?

Kara: I'm guessing it's the life coaching tools. Like, I'm a mindset coach, so I did a lot of thought work before I started declaring to people that I was going to do this. I mean, what's always really true is that you only care about other people's opinion to the extent that you share it or fear it's true. So if I said to somebody, "I'm going to become a life coach," and they were like, "What, I thought you were going to be, like Halliburton's counsel instead." I would not have been upset about that opinion because I would never do that.

It's only the things that you fear. So I think part of it was that, recognizing that this is about my own thoughts about this. Of course, this sounds

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

insane to everybody else. And my friends were actually pretty supportive, but, of course, your friends are like, “Sure, that sounds good,” and it’s your parents or mentors that are going to be like, what are you talking about? So I think it was that partly.

It was also, one of the reasons that I was successful so quickly I think, is that I did the work so thoroughly on myself. The way you can – and I had no background in selling. You know, I work with – I have colleague coaches who are like Stacey Smith sold Shamwow in Target for 10 years. She can sell anything. I’m not a natural born salesperson. I can sell something when I truly believe in it, and with this work, I know this changes your life. I did it to myself and my brain, like, I had a lot of privilege in some ways, in a lot of ways, but not brain privilege. My brain was, like, crazy. And I brought it here so I know it can be done.

So part of it was that. And I think the third piece was really, like, I have a whole bunch of coaches now in The Clutch, which is my feminist coaching community. And I’m coaching them all the time about this idea. They’re like, well I don’t feel totally confident yet, so it’s not time to put myself out there. This is going to feel like dying, no matter when you do it.

Rachel: I totally agree with you that the mindset work is one of the reasons why you were able to scale so quickly, because that is a huge part of the battle. I mean, you need a strategy that works, but you have to believe in the strategy. You have to believe you can do it. All of that stuff has to come first, otherwise you’re never going to take the action. I could give you all the strategies in the world and you’ll be like, bitch, you’re bugging, and not do any of it. Or, be like, that sounds amazing, and then day after day, you’ll show up at your desk and not do it. So that mindset work is crucial. It is so, so, so important. And I would love to hear, what did that actually look like? Was it just practicing when you had this negative thought, practicing believing something else or saying something else?

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

Kara: Yeah, I think it's both. I feel like we could have our own whole podcast just with 100 million episodes.

Rachel: 100% yes, totally agree.

Kara: So the short version would be, yes, it's about learning how to practice new thoughts, and as the very skeptical lawyer that I was when I found thought work, I spent a lot of time on it and I work a lot with my clients on what I call neutral thoughts, or like baby step thoughts. So it's as opposed to trying to go from I'm going to not make any money and die, to I'm a billionaire in your mind right away, focusing on what is a thought I can believe right now that I can practice over and over?

So yeah, there was a lot of that rewiring and I think just not – I mean, I think one of the most powerful things I've learned in life is to be willing to feel negative emotion and keep going, which a lot of people are really good at, especially your kind of listeners, my kind of clients, there's an overlap, they're really good at white-knuckling through negative emotion and fighting themselves through it and then feeling exhausted and burned out and not getting the results they want. And they think that that's what it means to have negative emotion.

But really, there's a whole different way of living where you allow the emotion, you're not scared of it and you don't think it's a problem. You don't make it mean anything has gone wrong. And I teach actual tools for doing that. But I think one of – as I watch, I work with Brooke on some coaches who are trying to get to their first 100K and then I have coaches who are my clients who are in that in between 100 and one million, and the most, you need the strategy, you need a good business coach, like Rachel, you need a lot of things. But I think that the main ability or skill you need is the ability to feel discomfort and keep going and not make it mean that anything has gone wrong. Because if you white-knuckle through discomfort, you will burn out and you won't get the results you want.

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

So I think that I was well prepared in that I did not have this fantasy that declaring I was a coach and starting a business was just going to feel like rainbow and sherbet and lying on the clouds and I didn't think that's what was supposed to happen. So I was prepared to feel very uncomfortable, and that's what it felt like.

Rachel: Yes, I think, for sure, a huge part of the battle is being comfortable being uncomfortable and getting comfortable with risk. This actually, this entrepreneurial journey is a lot of fun. I find it super fun and exciting every single day. Crazy shit happens and, you know, you could have a day where you're like, holy crap, I just landed an enormous client or an enormous media opportunity or whatever. Things can fall into your lap. And then, you know, you can have shit shows unfold too. And the more shit shows that you handle, you're like, "Oh, I've got this, I can do this. This is not going to take me out and it doesn't mean I'm doing it wrong. It just means I need to pivot, I need to shift. Let me try this other strategy, whatever it is."

And you talk about that as well. So one of the things I wanted to talk to you about was rebranding. So, you went from you were coaching lawyers, and then you were also coaching women on dating, which sounds like a lot of fun, honestly, and also it would drive me nuts. It's like both.

Kara: It's both those things.

Rachel: Listen to what I'm saying, don't send that text.

Kara: The amount of time you spend talking about text messages when you coach on dating is extraordinary.

Rachel: It's like 80% of the coaching is...

Kara: Dating coaching before 2001 was very simple I bet because you did not have to talk about text messages.

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

Rachel: I love it. Okay, so you were doing those two things, and then you went into this new brand and things started to really shift for you. Tell me a little bit about that because, I think, that's one of these things too with getting attention in this world where there are so many coaches and there are so many professionals doing the various things, right, and it feels like the world is saturated, which hello, it's not, it's just who you've surrounded yourself with.

Kara: Oh my god, yeah, I mean, the amount of coaching posts on my Facebook timeline right now would make you think that 99% of the world is coaches. But of course, they're not, that's just my social circle.

Rachel: Exactly right, those are your friends. That's who you met at the last conference you went to. But the rest of the world has never heard of this concept and they are desperate for your services, you know. So anyway, I completely forgot where we were going.

Kara: We were talking about rebranding, so I'll take over here. Here's what happened; I was coaching women. And I'd be interested to hear, you may or may not have the same recommendation, my teacher, Brooke, her recommendation was when you're first starting, you commit to your niche for a year because it's so easy to just be like, "It's not working, I must need to change my niche," and then you spend all year making new PDFs. And meanwhile, you haven't made an offer actually asking them to give you money.

Rachel: Yeah, exactly, and it's so funny because I come up against this a lot because I have a lot of people from The Life Coach School who join my program and they're always like, "But Brooke said... should I follow Brooke's advice or Rachel's advice?" And I'm like, "Let's just figure out what the right answer for you is."

Kara: People love to confuse themselves.

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

Rachel: Exactly, and I'm actually not against that. I see the wisdom in get your offer out there. I think that's how I kind of communicate it is, like, what are we selling? Let's sell it now, not next week or five years from today, you know?

Kara: Yeah, so I did. And I'm glad I committed in that way because I learned how to build that business. Yeah, there's nothing wrong with changing, but it just sets you back because now you've got to start all over again in a way. So it's like – and in the end, I did change it, which is why I'm always like, listen, there's not such a big rush. So you spent the year on a niche that isn't your favorite thing in the world. Unless you're dying of terminal cancer, we have a little bit of time.

Anyway, so I was working with lawyers, but as you said, it's like I kept wanting to do other things too. So I didn't abandon. I did keep lawyers as my main focus, but then I was doing body image coaching and then the dating coaching. And I was really stuck – and Rachel's being modest leaving it out – she's the person who helped me rebrand. So you and I had a day together and it is one of the powerful things about having additional teachers is that I definitely was kind stuck on this idea that you need to solve this concrete problem. And I was coming from this world where a lot of people are, like, lose weight coaches, stop drinking coaches, make more money coaches. Like, it's kind of very concrete.

And I really had gotten myself stuck because I had this optional thought that confidence was no concrete. And so even though I had, when I came to work with you, I think I already understood that what I was doing was helping high-achieving anxiety-prone women deal with their anxiety and self-confidence. But I had, in my head, that that was not a niche basically...

Rachel: Right, that you couldn't sell that, like no one's going to sign up for that and spend money on it...



## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

Kara: Yeah, and it did take a while to figure out how to sell it will. Like, my first attempts definitely took refinement, but two million dollars later, it turns out that is a thing that people will buy.

Rachel: And I just have to pause and say one of the things that you told me was that people are going to spend that if it's not to make more money or they'll do that to make more money but not for this. And I was like, I disagree, let's try it.

Kara: I had a lot of thoughts, yeah, that's why you need a coach, because you believe all your thoughts.

Rachel: Exactly.

Kara: Totally. That whole day, I was like ill that whole day and I just felt like dying, so I was like, this is what it's supposed to feel like, okay. And then I remember this moment, like, 3pm we went out to get coffee and I was like, okay what if this totally fails? Then I was like, okay, then I just go back to coaching lawyers.

And after that, I was like, alright, this is the worst-case scenario. But you have to have that conversation with your brain because humans hate failing and rejection and risk because your lizard brain, your primitive brain, the brain stem, your limbic system thinks you're literally going to die, so it's normal to feel like that.

So that's really what happened. Then you and I did that work together. And then we came up with kind of that framework. And then, you know, this is part of what we were talking about in the very beginning of, like, nothing's perfect in isolation. You've got to go out there and start trying to...

Rachel: Sell it.



## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

Kara: Yeah, so my first set of webinars were not that successful and it's because I hadn't yet refined how to talk about it and how to sell it and how to offer it. And that's part of why I think it's good to sometimes, for a brief period at least, commit to doing one thing because you've got to refine it through trying and failing. If you just keep changing the thing, you never get to that part of the process. And I think it comes from the fantasy that there's some perfect niche out there where you're not going to have to fall on your face a bunch of times to sell it. And that, my children, is a lie; you're always going to have to fall on your face to make some money. So just stop thinking that if you had your niche right, you could sit at home and people would knock on your door and hand you piles of cash. That's not going to happen.

Rachel: Yeah, and a huge part of it is the commitment. Because people are like, is this a good niche? And I'm like, first of all, I can't say for sure. I mean, I've worked with a lot of women entrepreneurs and helped build a lot of businesses. So yes, I can tell you, like, just my initial perception or ways we can make it fresher, more exciting, but at the end of the day, you're going to have to go out there and sell the shit. You know, no business coach has a crystal ball where they can tell you your future.

And you also have to commit, right? Like, you have to be able to go out there and do it. And so you had your webinars didn't go the way that you wanted to and you didn't throw out the baby with the bathwater. You're like, okay, this isn't working the way that I want it to, but that doesn't mean I have to quit, I'm going to keep going. So that, I think, is so important. And I think that's exactly why you're where you are, because you don't quit and you're like, okay this is not the way but I'm going to find another way. I'm going to find a way. Can you tell us a little bit more? You have this concept that you practice which I think is super important.

Kara: Massive action, yeah, which, with all due credit, I learned from my teacher, so I did not make it up. But I think we teach it a little bit differently.

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

So, for me, what massive action means is that – and here’s why I think my particular take on it is, because all of my clients are perfectionists, like me, high-achieving perfectionists. I’ve found there’s two big groups of people in the world for coaching purposes, and one is people who aren’t doing anything and need to start doing something, and one is people who are working way too hard and don’t know how to release a little bit and think that working harder is what will get them results.

So, my group is the second group, is the perfectionist. And what I find is they get paralyzed because they want to know what the right action to take is. They want to know, what’s the right thing to do to get my result? How do I know what the right thing to do is? I have two ideas, how do I know which one will work? They want to know all that shit ahead of time and they think there’s a right answer.

And so then they get paralyzed because what if they do the wrong thing and it doesn’t work. And for me, what massive action means is you are going to keep trying shit until it works, until you get the result, the end. And what’s so beautiful about it is actually, if you really internalize that as a perfectionist, it takes away your whole big reason and argument for not doing anything because it doesn’t matter. It’s supposed to not work. You’re just going to keep going, so it doesn’t matter, if you’ve 12 things you could do, it doesn’t matter which one you do first. You’re just going to keep going, and if you get to the end of 12, you’re going to do 12 more.

In a weird way, it’s like perfectionists are so afraid of failing. And I do teach, and I know you do, you’ve got to fail all the time so that you don’t do the ultimate fail of giving up before you succeed. You’ve got to fail your way to success and that’s what massive action is about. So if we know we’re never giving up until we get it, then there’s just so much less drama and negotiation with ourselves about, like, what to do and when and is it right – it doesn’t matter because we’re never going to give up, so we’re never going to stop, so we don’t need to have a whole debate about it.

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

So many people – I had a client once, she loves when I tell this story I'm sure, she knows I tell it all the time and that I love her. But she gave me her – she wanted to make some money. She's not an entrepreneur. She has a teaching job but she wanted to make some money on the side. And so she gave me her plan and then this was her question – she was not being funny. In her brain, this totally made sense. She was like, so here's what I'm going to try, how do I know when it's time to give up? And I was like, that's what most of us are thinking. I'm going to try some, I'm going to try until my mom tells me I did enough, I'm going to try until my friends say yeah it's really hard. I'm just going to try some and then I'll debate constantly whether or not and when to give up. And if you take that off the table, it frees up so much brain space.

Rachel: 100%. I love this quote. I can't remember who I heard it from. But it was a quote by some businessman who is like, "I wake up in the morning and I look to see, am I on the cover of..." I can't remember what magazine, but I just insert for myself Black Enterprise. So I'm like, "Was I on the cover of Black Enterprise? No, well then, let me get to work."

Kara: Oh I love that, yeah.

Rachel: And you just keep going, the end. And it has to be non-negotiable. And you almost have to have your kung fu grip on the future you want for yourself and just refuse to let go. There has to be conviction there. So that way, if you run up against issues, if you do something wrong, if you have a failure, if you have a launch not work the way that you want it to, if you hire somebody and they sucked and you had to let them go and it was a whole drama, who cares? You're going to keep going regardless.

I've run out of money so many times and then got more and I just refuse to quit. And because of that, I know that I will reach my goals. It's not a well I, if I, you know, let's see if it works. It's 100% I will get there, whatever that next goal is, it will happen, the end, because I'm going to keep going until it

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

does. And that's exactly how you want to approach your business and your future and the future that you want for yourself. I love that.

So I want to unpack just a little bit about, like, because I know people want to know, what did you actually sale? Like, how did you go from having several offers in body positivity, your offers for your lawyers that you were working with, and then also dating, and then you have that – like, tell us what you were selling to be able to scale and have a scalable model, because I know that is one of the things that people are always struggling with is, like, how can I take this business and turn it into one that can get to seven figures?

Kara: Yeah, so I scaled, and I scaled my business to a million just with a small group high-end program.

Rachel: Okay, so let's just repeat that. There was one offer, is that what you're saying?

Kara: There was one offer. There was one offer for about six months. Eventually, there was one other very small offer that wasn't even on the website that just existed for a Facebook ad funnel.

Rachel: So a feeder offer, basically?

Kara: Yeah, and it was like 5% of my revenue. It was, like, not a lot of money. There was one offer. So that's what really Rachel and I worked on and that's why, if you have this problem, you should work with Rachel, is that one of your brilliances, I think, is helping distill things and put them together and strategize. And I think what the story – I think what our story should demonstrate to everyone listening is you can have all the ingredients. I came to you with the drive, the motivation, the mindset, like, I had all those ingredients. But I didn't have what I needed from you, which

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

was – and this is what any great coach does really – was your ability to see where my thought that I believed was true was getting in my way.

I was like, this isn't a niche, people won't pay for it. And you were like, if they did, we have all the other stuff that will make it work. So if you're wrong about that part, then this is a good recipe. And that's what I needed.

Rachel: Tell us a little bit about the program.

Kara: So I originally, when you and I put it together, it was a four-month program for \$6000 in installments or \$5400 up front...

Rachel: Which you were like, you're crazy if you think anybody's going to pay me that.

Kara: I know, and then just wait and hear what happened. Yeah, that's where we started. We started there. And I gave myself a runway, which I'm really glad I did. People who are like, I'm going to do a whole new thing and do the whole launch in two weeks, I'm like, nuh-uh, because you're going to learn some shit along the way. So I had like a three-month runway for it. And during that time, I was bringing in revenue from selling it. I was still finishing out all my one on one clients and I actually had started – like, I gave people, like, if you signed up in the beginning of October for a thing that started in January, I was giving them like a bonus boot camp or whatever. I was over-delivering too much.

So I did that on consult calls. I have never – also, for anybody who's like, "I'm not amazing at selling," let me tell you that I made a million dollars never closing more than a third of my consult calls. I am not amazing at consultation calls. I'm not terrible. I'm like slightly above industry average. I'm not amazing.

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

Rachel: A 30% enrolment rate I think is amazing. And I think what matters more is are you getting the right clients in the door, which I imagine you were.

Kara: Right, I think that's important.

Rachel: Exactly, so I think 30% is fantastic and...

Kara: I guess it's all perspective because I'm around these people who – like, Stacy Smith closes like 90%. Maybe 30% is good, but the point being, like, I did a lot. I did a lot of consult calls. I must have done – I go 24 people, so 75 or 100. I did a lot of consult calls. I tried webinars. My webinars were not very successful because I wasn't good at webinars yet also. It's a skill you have to learn. And then I basically just did everything I could think of. Like, I emailed my list every day for like two months. I did a free audio coaching call.

Rachel: Sorry, I just want to pause and say that you emailed your list every day for two months and they didn't all run away and leave and say fuck you, Kara?

Kara: No, and if they did then they don't want to hear from me.

Rachel: Exactly right, so who cares?

Kara: Right, we all spend all this time being like, "I don't want to offend the people who don't really care what I have to say."

Rachel: And it's like, well, I want them to go away. If you don't like what I have to say and you hate me, great, hate me from over there. Like, that's cool.

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

Kara: It's like when my clients are like, I don't want to tell men that I want a relationship and a family because then if they don't want that they won't go out with me. And I'm like, right, what the fuck are you going to do if some – what are you doing with a guy who doesn't want that? How is that useful to you?

I emailed my list all the time. I was like, what can I say to them today. I sent so many emails. I did a whole bunch of other things, like I did a free five-day challenge with the Facebook group and I coached a lot in the Facebook group and I got – it's like everything I did, I hustled. I mean, I had to hustle it. You've got to hustle your first 100K, but also sometimes you've got to hustle your first launch. So everything I did, I would get two or three people. So I did the webinars and I got like two or three people. And then I did a free coaching challenge and I got maybe five people, and then I did a free audio coaching call people could call into and I got like one or two people from that. I don't even remember all of the other things I did.

Rachel: I love this so much because that is literally how it works, you know. You just keep trying things and you want – because what we would all love is to have those 24 clients just be like, here's my credit card, and just be done with it. Like, you want the first thing to work perfectly and to be done with it. And that's just not how it works, so I love that so much.

Kara: So I hustled that and I filled that first group. And then I remember, like, when winter break was over and I came back and my bookkeeper was like, "What are these \$10,000 charges?" and I was like, "Oh I decided now it's six months and \$10,000 just because I don't know, let's see what happens." So in the four-month program, around month three with them, which is right around the time I started selling the next, I was like, oh, they're not going to be ready. This was too short.

Rachel: Yes, I am a big fan and I always try to push people to do longer because it does take longer than you think it's going to.



## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

Kara: And I had never worked in a group. So one on one, I can get somebody to a certain place in six weeks, but now I've got 25 people. So with that group around month three I was like, y'all need more time, and I offered them an upgrade for an additional \$1000 to add a fifth month and almost all of them took it. And then in month five, I was like, okay another month might have been nice but this is pretty solid. So then I changed it to six months with \$10,000.

And then here's the other thing that allowed me to scale to a million which I think is important and like my brain needed so much work on is that eventually what ended up being my problem was I was doing so many – so I decided to make this rolling model where I put six people in a month, which meant at the \$10,000 rate especially, that I needed to be doing about 20 consult calls a month, which is 20 hours a month, which is not nothing, especially for a high-end program. They're kind of long. And for me, they were always the most emotionally demanding part of the job, so it was also my emotional energy.

And so I had a mastermind with Susan Hyatt and I was like – I got advice between her and Brooke, but basically, it took me four months to get my brain around the idea that maybe I didn't have to do all these consult calls. And then I think Susan was trying to help me get them down to like 20 minutes, which I did a few times. But that was like, you can occasionally run a fast mile, but not all the time. And then I finally got my brain in gear enough to try a video funnel, which meant people would apply and I just sent them an email back with some personalized content based on their application and a link to a video of me doing all of my part of a consult call without them; just me describing it, telling them where they were, because then they think I'm psychic, what they're experiencing, what the program does, all of it on that.

And my close rate went down, but you have so much more time and I had enough applications coming in. So I think that's really what allowed me to



## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

get to a million that year. My goal that third year was not – I was trying to make half a million...

Rachel: That was the goal. You said \$500,000 when we met together, that was your goal.

Kara: Right, well also, hilariously, I am bad at math because I did the math based on if six people start each month and three of them pay up front and three pay installments, that's like \$45,000 or something. And so I did that math and my bookkeeper was like, "Okay, Kara, but the installment people keep paying installments, don't they?" And I was like, oh...

So then that plan, six a month got me to like \$750,000 or \$800,000 and then I was like, I'm so close, I'm going to make this extra two just to do something else just to get there. But that video funnel was really hat freed me up and allowed me to really scale. And I had so much mind drama about it. Like, I did it three months later than I could have because my brain was just – and my close rate on calls was like 30% and my close rate on the video funnel was, like, 15%. So for the time I got back, it was so worth it.

Rachel: Yeah, for sure. And I love that and there's more than one way to solve a complex business problem. So you can hire a salesperson, you could do a video funnel. We teach automated webinar funnels in our mastermind and they work really well, especially if your program is under \$15,000 it works. And you could also have a salesperson come up as a cleanup crew on the backend. So there's always more things to try and more things you can do and you've just got to be, you know, you keep going, but these are great problems to have.

Kara: Yeah, and believing that that's possible, like, I think I was the first person I knew to do a video funnel for a high-end offer and now a bunch of people from The Life Coach School also do them. It's like, we just have to

[Million Dollar Badass](#) with Rachel Rodgers

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

see that it's possible. But for you as the entrepreneur on the frontend, you've got to do that for yourself.

Rachel: Exactly, and get yourself to that place. Thank you so much for being with us today. I think this was so valuable for people, especially about how to shift their mind to get to a place where they can receive seven figures in a 12-month period. So tell us, if people want to learn more about you, tell them where to go.

Kara: Yeah, well I have a podcast called Unfuck Your Brain. So that's kind of self-explanatory. You can listen to it. So if you're interested in this mindset and thought work, and you and I didn't even have time today to get into all the money mindset stuff and how women and other marginalized people devalue themselves inside their own brains. That is the work that I really do through the podcast. That's really the best place. And then also, if you're already sold, come hang out in The Clutch, which is my online feminist coaching community and really my mission with all of this work is to liberate women from the inside out. We have to free ourselves and our own minds before we're going to be able to build the business empires, create the social and structural change. You've got to blow your own mind before you can blow up the world, so that's what we're doing.

Rachel: I love it so much. Go check out Kara and continue to learn from her. Thank you again for being here today and I'll talk to you soon.

Kara: My pleasure.

--

How amazing was that episode? Wasn't it so fun to hear about Kara's journey and really how she uses mindset work to really fuel her future and create the circumstances and the success that she wants in life?

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

So, I've got a follow-up homework item that I would like for you to do based on some of the things that we discussed in this episode. So, here are the homework items that I want you to do. It's a journal exercise that I think will really help you to sort of uncover ways that you are keeping yourself small.

So this is some mindset work that you can do on your own. You can grab a pen and paper. And here's what I'd like you to do. The first thing I want you to do is make a list of things that you are currently doing to get away from feeling your feelings. It might be sleeping the day away. It might be watching endless amounts of Netflix, even if you're not enjoying it. It might be busying yourself and turning yourself into a workaholic or taking care of everybody so that you can be very, very busy and never be alone with your own thoughts and feelings. It could be drinking too much. It could be eating too much. It could be any number of things. And when I say eating too much, I mean eating when it's not for fuel or satisfaction, even pleasure and you're just eating to kind of stuff down those feelings.

So, we all have our drugs of choice. All of us have, I believe, addictive behaviors. Technology is another one, social media, being on our phones just scrolling constantly, just mindlessly. These are the things that we do to numb ourselves. And here's the thing; what I can tell you for sure is that getting to a place of a really high-level of success and enjoying it is going to be really challenging for you if you're afraid to feel your feelings. So you've got to start allowing yourself to feel. And this can be really challenging when we've had tough childhoods, we've had maybe traumatic experiences and we've dealt with some stuff that causes us to create this protective shell.

But the reality is that we can't lie to ourselves and we have to be free and raw and open with ourselves, and that means facing the feelings that are coming up for you and just talking about them. So I think step one is creating that list. What are those things that you are doing to distract yourself from doing what you really need to do? And create that list and just

## 024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil

be aware of it. Just go through life being aware of it, being aware of those habits that you have. The awareness alone is the first step to starting to shift some things.

And then the second question I want you to answer is, where are you currently procrastinating? What are some things that you really want to do that you are scared to do, or for whatever reason you are not taking action on right now? So write that list down. What are some things? Maybe it's just five things, three to five things, really it doesn't need to be more than that because it's really hard to have 12 different goals at the same time. But list like three to five goals or three to five things that you really want to get done that are important to you that you've been procrastinating on. Okay, so you're going to write that down.

And then, the last question is, what's one thing that you can do right now to take massive action on one of those things? So what's one of those things that you can choose that you are going to just keep trying things to make that happen? That you are going to stay in motion and allow yourself to get some momentum because every time you give up, every time you quit, every time you beat yourself up and say, "This is never going to work," and you put your head under the covers and you forget about the thing and then you come back 30 days later to pick it up, you're losing momentum and you're making it harder and harder to make it happen.

So what I want you to do is stay in motion. *Million Dollar Badasses* stay in motion. Keep taking action. Take massive action towards the thing that you want. It doesn't have to be the perfect thing. It doesn't have to be the exact thing. You just have to keep taking action and keep trying things. You'll have some failures along the way. Great, you've got to collect failures to get to that place of success. And then it will start to unfold and it will start to happen. And a lot of times, it's much sooner than you think it will.

## **024 Scaling to Seven-Figures (in 12 Months) with Kara Loewentheil**

So those are my three questions for you today. So do that journal exercise and see how that helps you to start to work on your mind, start to be aware. One of the things that I've heard said is be a watcher of your thoughts. Take yourself outside of yourself for a moment and just see what tape is playing in your head every day. And just be aware of it as a starting point to start to shift those thoughts and make them more positive.

And thought work is incredibly important. Mindset work is incredibly important and that is why I have master certified life coaches and a therapist in my mastermind because mindset work is a huge part of the work and we do a ton of work on mindset inside the program.

If you would like to work with me to scale your business to seven figures, like Kara did, then what you can do is go to [helloseven.co/apply](https://helloseven.co/apply). We have opened up our calendar, this week in particular. So if you'd like to have a call then book a call with us, fill out the application, and we can talk about how we can help you, whether we can help you, to scale your business to seven figures.

We don't work with everyone, so we're not going to try to pull your arm and twist your arm and convince you. We are not heavy-handed, you know, used car salesman. Instead, we're going to have a conversation about what your vision is and see if we're a good fit for each other. And if we are, we'll invite you in to work with us. And if you're not a good fit, then we'll try to point you in the right direction to another resource or another coach that might be able to help you.

So again, if you'd like to join one of our programs or work with us, see if it's a good fit to scale your business to seven figures, the first step is to go to [helloseven.co/apply](https://helloseven.co/apply) and fill out the application, then on the next screen you'll be able to book a call and we'll take it from there. So I hope to see your applications coming in soon. Bye, guys.