



Success With Soul: Episode 3 - Part 1 - Why I Don't Believe in Hustle

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Well hey, there it is Episode Three of the successful solo podcast and I'm your host Kate Kordsmeier. You know how on doc shepherds armchair expert podcast, which is one of my favorite podcasts. By the way, if you don't listen to it, he calls his listeners cherries, like arm cherries. I feel like we need something like that for this podcast, right? I want to be able to call you guys something. So leave a comment in the show notes or write a review and suggest a name for what all of my beloved listeners could be called. I think it'd be super fun to see what comes in. Okay, so today we are doing a two part episode. The first is what we're going to talk about today, which is basically why I don't believe in hustle and what to do instead. And then next week, we're going to do part two of this series and it's all going to be about Time management strategies based off of working from a place of rest and not hustle, and doing less to achieve more. So let's get started.

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You're listening to the success with soul podcast with Kate Kordsmeier, ex journalist turned CEO of a multi six figure blog in online business. But it wasn't that long ago that Kate was a struggling entrepreneur who lacked confidence, clarity, and let's be honest, the money. But all those failures, experiments and lessons learned helped Kate create a thriving business that impacts thousands and brings freedom, flexibility and fulfillment to her life. If you're ready to do the same and make something happen with holistic, soulful, step by step strategies from Kate and other experts, you're in the right place. here's your host, writer, educator, Mom, recovering perfectionist, bookworm and sushi connoisseur.

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Okay, you know, they say you teach what you need to learn yourself. And that is absolutely what is happening in this two part series on why hustle isn't the answer and what I believe in instead. And I just want to preface everything I'm about to say with this. So especially as a type three on the enneagram and an INTJ on the Myers Briggs, I am known for being an overachiever and overdue or I often rat myself worth up in what I accomplish, how much I earn, how much I'm doing. I have a very hard time just being right. So I am speaking as much to myself here as I am to y'all. I definitely don't have it all figured out. But I have learned a few things along the way. There's some teachings that I want to share with you that I've gleaned from others who have excelled in this area

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bit more than I have. And there's just some things that are like I know to be true, and they're going to be reminders to myself as much as they are to you. So let's get started. There is so much talk these days about hustling, and everybody has a side hustle. And as much as I can somewhat relate to having a business that's often considered a side hustle or entrepreneurs. I feel like you're either in one of two camps. You're either everything's like hustle, make shit happen, get it done, work hard. Or maybe you're in the other camp where it's a little bit more about get into flow and alignment and people are always a little confused about what does that mean? And I don't feel like the terms hustling and side hustle and all that they just don't resonate with me why All about putting in focused work. There's a difference between working from a place of stress and speed and scarcity, rather than from a place of rest and alignment and abundance. And I am always trying, trying being the operative word to fall into the latter camp. It doesn't always happen that way. But I believe that is the quote unquote better way to be. Now it could just be a semantics thing, but I associate hustle with having to work harder than anyone else at the expense of your joy, your family, your health, etc. all just to get ahead. And while I'm all for hard work, and a little hustle never hurt anyone. What I have learned for myself is that rest and rejuvenation does way more for me than hustle ever did. It allows me to create this From a space where I feel inspired and excited, I'm more clear and focused and honestly, I'm more efficient and productive. So saying hustle as the name of the game is a very dangerous message to me. I think this mentality may lead to a temporary bump up in productivity or revenue, especially if you're somebody who struggles with taking action. But I think the long term effects can be really devastating. Things like burnout, negative health consequences, depression and anxiety, negative impact on your relationships, and overall just a loss of passion or drive or energy for why you want your business in the first place. I also think one of the problems with hustle and the hustle mentality is that it makes us compare our hustle to someone else's hustle Comparison never leads to good outcomes. Life really isn't a competition, there is room for everybody. And just because somebody else finds success, even doing almost the exact same thing that you do, does not mean you can't also find success in that same space. So I think that's really that idea that life is a competition, you have to be the very best, there's only room for one at the top. That is nothing but a scarcity mentality. I like to come more from a place of abundance, there is room for everybody. Like I was just saying. So a message we often hear from this translates as something like this hustle like the successful people do, right? If you want to be successful, you got to work hard, you got to work your butt off. Or maybe if you aren't constantly grinding and putting in work, then you believe that you're doing destined to fail. So these messages, we internalize them, and they create this belief that will only be successful if we work our asses off 24 seven, or if our hustle looks like someone else's versus staying true to ourselves. Plus, I think it insinuates that if our businesses aren't where we want them to be, the answer must be to hustle harder, right? Oh, if I just worked a little bit harder, my business would be more successful. But honestly, that is very rarely the solution. I mean, just because you work 90 hours per week doesn't mean you're going to be successful. And usually I have found in my business and my friends, businesses, my peers, that usually the answer is changing something to work smarter, not harder,

more hours, it's not always going to correlate to more success. So this is dangerous, right because this can become identified with our own outward success being needed to give us value as a person. This is where my type three enneagram really comes in. Because I feel like if I don't look successful from the outside and also have actual success that I need to know that it's true and real, but I feel like if I don't have those things, then my worth isn't as high and pennies is not the truth, right? I know it's not the truth, but I have a hard time convincing myself of it on a daily basis. The truth is, we are inherently worthy regardless of our success. We all are born with worth and value no matter what we do or don't do, set a different way. I think this hustle can perpetuate a belief that we have to prove ourselves. So yourself this is hustled just another way of getting my validation from external sources when true validation only comes from within. Again, a lot of this if others any other type threes listening here, I think you can probably relate to this one in particular, I have spent honestly a lot of time and therapy working through some of these beliefs and trying to figure out if I'm not worthy because of what I do. What does make me worthy and so needing that external validation is a huge part of my I was gonna say my problem but it's just it's just a challenge. It's something I struggle with. So stop working like you think you should and like you think you see others doing which of course, we're only seeing what they want us to see. We all know social media is basically a farce right? So redefine what hustle means. to you. And I want to just give you an example here of when this really rang true in my life. So I started routing rebel, my holistic wellness blog at the end of 2015. And I loved working on it. Oh my gosh, I wanted to spend, I wanted to spend all of my free time working on the blog, I was having so much fun with it. And the more I worked on it, the less I wanted to do my prior job, which was a freelance journalist. And so by the end of 2016, I decided that starting in January of 2017, I was going to go full time with Rutan rebel, I was going to give up all of my other writing assignments, and just go all in with the blog. But as I started thinking about doing that, of course, I started feeling like okay, well, I've got to do this and that I've got to launch a podcast. I've got to add a course I've got up my affiliate game. I have to get more sponsors. I have to do this I have to do that the list just started growing and growing and growing. And I felt like I've got to add a challenge. I've got to, you know, figure out my email list. And I wanted to do it all at once because I was really scared about going full time with my blog and knowing that I would need the income, right. So I got really stressed out. In fact, I got so stressed out that I started having panic attacks for the first time in my life. And they were debilitating. I mean, to be fully transparent. I had a hard time leaving the house for a while. It was a very physical stress response that I experienced, even though it was hard for me because my very logical mind couldn't understand like What are you afraid of? Anyway, that's for another episode. The point is, all of this hustling and this adding more more to my plate, thinking that if I just did more and worked harder, I will Have a full time income from my blog. It was killing me. Pretty soon after this started happening, I just decided, Alright, you know what, screw it. I am going to stay full time with the blog, but I am going to simplify the hell out of all of this. I'm not going to launch anything new. I'm not going to add new products or challenges or update, like I am just going to put my head down, simplify and work on my blog and just create really great content. That's my only job right now is create really valuable content that's going to attract readers. So that was all I did, and I kid you not. Within two months, I started making double what I was making before when I was trying to do all the things. I just simplified. I stopped all the hustle I started taking care of myself and really prioritizing self Care and movement and nourishing my body which was screaming at me that I could not keep going as I had been. And miraculous things happen, right? It's like I did less, and I made more money. And that was just such a powerful example to me of simplifying, doing less prioritizing, working from a place of rest, putting your body first all of these things, none of it had to do with hustling harder, or working more hours, right. So I am all about working smarter, not harder. I think a sustainable business truly does require self care and play and creativity, restorative rest and purposeful actions. Setting intentions and goals is so key. And really also making time for personal growth and personal development means Truly, there is no better personal development period in your life than becoming an entrepreneur, you will learn more about yourself and what you can do to grow as a person when you become an entrepreneur. So I want to talk about this though, because if you're anything like me, as much as I am into Whoo, and spiritual manifestation and all this stuff, I also am a very like Western raised logical, give

me the facts, the science, you know, I want to know how to do something I want to know what does this really mean? So what does working from a place of rest really mean? What does that look like? Is there this balance of taking action and doing or is it all just surrendering and trusting and manifesting because at the end of the day, like we still have to do something, right. You can't just sit there and believe that you're going to be sick. stressful and do nothing. So how do you balance the two? The first thing and I'm going to reference one of I don't know this woman personally but I call her a mentor because I really follow a lot of her advice and I've learned so much from her so she's the manifestation babe, is her website manifestation babe calm, I'm gonna reference a few things that she's taught me about how to make this balance work. And the first thing is getting into alignment and clarity. So there's a couple steps that I want to talk about. The first is getting super clear on what you want. A lot of us are really good at understanding what we don't want. But what do you want? And I think a great way to think about this is to journal for a while about some of your hopes and your dreams. What is your dream destination? What would it look like and be released? Specific. So don't just say I want to start a blog. You could say I want to work for 10 hours a week on my holistic wellness blog where I teach X, Y and Z. And I make X number of dollars and you know, be specific. Okay? And Catherine from manifestation babe, she recommends involving as many of your senses as you can. So this is really important because getting back into our bodies and really feeling or

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what's happening in our bodies can be really powerful.

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This episode is brought to you by my free blogging quiz. Have you been wondering if you can actually make money blogging, maybe you have a blog, but you haven't really earned anything from it yet. Or maybe you have an existing business and you're curious of blogging could create an extra and more passive revenue stream. If you're feeling unsure of blogging as a business. This is right for you. Take our quiz at KateKordsmeier.com/ready, you'll discover if you have what it takes to turn your blog into a profitable business in less than five minutes. And it's free head to KateKordsmeier.com/ready to find out if you're ready.

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The other thing she recommends is asking yourself,

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what would the version of myself who is already living this desired dream outcome be doing? This is something that in the book, atomic habits they talked about a lot too. And we actually talked about this in a forthcoming episode with my friend Danica Brescia. But the point is, instead of saying like, the goal is I want to lose 10 pounds or I want to make \$10,000 instead, you think of it more like what type of person would do this. So I am a healthy person who makes time For exercise and nourishing food, or I am a business owner who works from a place of alignment and abundance and given those things, then you can figure out. So what do I need to do? What do I need to think? How do I need to act? You can even go so far as like what does this person dress like? You know, because this person probably doesn't sit in their pajamas all day in front of a laptop. So think about things that maybe don't even seem relevant. And then based on your answers, you can start to tap into and then embody this version of yourself, who is already living your dream life. That is one of the fastest ways to align with the vibration of the desired end result. And a big part of this is going to be working through any doubts or fears or limiting beliefs that come up, and then put up this wall between you and your goals. Catherine from manifestation babe says to ask yourself, why do I believe that I can't have it? And think about like what's coming forward? What's that limiting belief in charge? from talking to a lot of my students I know a lot of the limiting beliefs are, I don't have time. I can't afford it. Blogging is dead or oversaturated. there's not room for me. Why would anybody care what I have to say, I'm not expert enough. I don't have the support of

my spouse or my family or friends. time and money usually is the biggest one. But a lot of times, we actually have a blog post about this and I'll drop the link in the show notes. But it's about limiting beliefs holding you back from creating a profitable blog in business. So I want you to check that out because we provide kind of ways to work through each of these limiting beliefs and bust through them so that you can actually reframe the belief into something empowering. So again, a lot of this is coming back to like getting into alignment. And I think a lot of people hear that. And they think that getting into alignment means Okay, so I'm not going to do anything, I'm not going to put in any effort or action. Because if I did do that, I would be hustling and I don't want to hustle. I don't want to work too hard. I don't want to burn out, right? I want to take care of myself. So I'm going to get into alignment and that means doing nothing. So here's the truth. I think that alignment and inspired action go hand in hand. So Catherine had this great email recently that really resonated with me and I'm going to kind of paraphrase some of it here. She said, yeah, it's possible to work a 12 hour a day and still be in alignment. It's also possible to work a 12 hour day and not be alone in alignment. There is a difference distinction there, that's very important. And one of them is hard work alone is not the key to success. So that effort in itself is not guaranteed to yield any kind of results. And if you're hustling, and especially if you're hustling too hard, it's actually pointless, because you're not leveraging the power of your mind and the universe and the energy to help you see those results faster. So the word alignment. Let's talk about this for a minute. Alignment really means to be in line on a vibrational level with your desires, meaning on a vibrational level, you are an energetic match to your desires, your thoughts, your feelings, and your actions. And these match up to those that you'd experience when you've already achieved those desires. Does that make sense? Again, I'm paraphrasing this from manifestation, babe, and you guys should definitely check her out. But I think the key distinction that she makes and that I totally agree with is that the difference between being in alignment working a 12 hour day and not being in alignment working a 12 hour a day is that you are taking action when you want to. You're working when you feel inspired to and you're putting in that effort when you feel guided to. So that difference between want to need to the shoulds, right? That's where the real paradigm shift comes in. Because a lot of us will say, well, we feel guilty if somebody else is working a 12 hour day while we're working a two hour day. Even if we're achieving the exact same results. We might feel like Oh, I should be working more. And this is especially true because particularly in the United States. We are so conditioned to believe that the 40 hours Work Week is how we should all operate. Which if you think about it is kind of crazy. Like, why would we assume that every single job in every industry, no matter if you're the boss or an admin, no matter what you're doing, no matter what your niche, no matter anything else, everybody needs 40 hours to get their job done. I mean, how does that even make sense, right? So I know that I've struggled, I mean, I've been self employed working from home for the last 11 years. And I still struggle sometimes of like taking a break during the day to watch TV or get my haircut or go to a yoga class or have lunch with a friend or just like taking a day off because I don't feel like working. And it's hard because it's like, well, everyone else is working. I should be working. I haven't put in my 40 hours this week, I should put in 40 hours, right so we're conditioned To work for the sake of receiving some kind of external validation, again, from Well, obviously from outside sources, it's external, but we just think everyone is doing it. So that's what we should do. But this is true. I said this all the time and still do with wellness is like, just because something is common doesn't mean it's normal or right. And what I mean by that is like, if you are having digestion issues, for example, a lot of doctors will tell you, that's really common, as if it's not a problem, because a lot of people have digestion issues. And it's like, well, a lot of people have digestion issues, because of our modern lifestyles and stress and you know, eating crap food and not taking care of our bodies and all this stuff. That doesn't mean it's right or that that's the way our bodies are meant to be right and the same is true for business. So just because it's common to put in front 40 hours of work a week does not mean that's what you need to do that that's normal or right. So think about what do you want to do every day? And what are you doing? Because you just feel like you should be doing it. Are you just working for the sake of working? Or are you following your intuition? Are you working because it's that social norm and you want to just be accepted and loved by others? Or are you working because you have a clear goal and mission and you know that by putting in this very specific work, you will get to that end result.

Again, another analogy from manifestation babe that I love, as she says being in alignment is like flying across the country in five hours, rather than driving in a car for 72 hours straight. So in both situations, you're still putting an effort, you're still taking action, but you're working smart. are not harder. you're leveraging resources, you're taking shortcuts, you are taking inspired action. So, hustle is like driving to your destination and alignment is like flying to your destination. Isn't that great? I love I love that metaphor so much. So what I recommend is taking inspired action in the direction of your goals and dreams. So if you have any urge or guidance to take action on something, if you feel called or compelled to do something from within and not from these external voices telling you what you should or shouldn't do, do it. Do it in a big way. That's the universe delivering you exactly what you want. When you're working on manifesting something, you're going to get those intuitive nudges to take that inspired action. And the great thing here is that when You're following your intuition and you're taking that inspired action, you're not contemplating or over analyzing and worrying about how or if the action you're taking is going to get you to the desired result. inspired action kind of releases all of that how, and it's more like doing without asking questions. Now, a lot of this is kind of tapping into both the masculine energy, which would be hustle, and the feminine energy, which would be more flow. And regardless of whether you are a man or a woman, we all have both masculine and feminine energy within us. My specific personality type has more masculine energy, it's more natural for me to be kind of aggressive and go after what I want and hustle and work hard. It's not as natural for me to slow down Be and be in my flow, right? So I am always working to tap more into my feminine energy. And I think there's a couple of ways that you can do this. And one is that you can switch throughout your energies, even on a daily basis. So, like on Monday mornings, when I wake up, I try to wake up slowly, I come down, I have my coffee or my tea, I get out my journal, I pull some cards. I meditate. I fill out this planner, where I'm looking at what's happening with the phases of the moon, where am I in my menstrual cycle? What's happening in my environment? How does my body feel? What kind of mood am I and what's my energy? So that's all me getting into my

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flow

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and it's really figuring out what I want to do for the day. I tried to sit in stillness and get into that receiving mode to gain that clarity. So I know what kind of inspired action I should take. And I think that this is really powerful because then after I've had 30 to 60 minutes of this time, then I get into my hustle mode, right? I've figured out I pick like my big three things that I want to do that day, and then I start knocking them out. And after a few hours of work, I come back into my feminine flow, and I take a break, I go get some exercise or go just be in nature. I'll eat some lunch, I'll call a friend. I'll do something that will re energize me and rejuvenate my energy. And then when I'm feeling inspired and aligned again, I can get into hustle mode again for a few more hours. And that way, I'm not burning out. There's both In each day, and this can also be seasonal. So there's some times in my life like actually right now, the time of this recording, I am 33 weeks pregnant. And I'm gearing up to go on maternity leave. And so I'm in a season of hustle right now, because there's a lot that I need to get done in advance of my leave, so that I can actually take off and have this season of rest. And again, you can even go so far as to sync the seasons up with the phases of the moon, what's happening in your environment where you are in your menstrual cycle if you're a woman, and I'm going to talk a lot more about how to do this in part two of this series. But I want to leave today with a couple notes. So one is, again, overall, this is why I believe hustle is not the answer and why I am constantly working to get more into my feminine flow work from A place of rest, alignment abundance and less from that speed, masculine hustle, scarcity mindset, right? So that's kind of To sum it up a few resources that have been hugely helpful to me in doing this or at the manifestation babe as I've already mentioned many times, and also my mentor Kate Northrup, she has an incredible book called do less I have her do less planner, which I was referencing earlier that helps me track a lot of this stuff. I highly recommend reading her book and joining her origin community. And then also Michael

Hyatt I read his book free to focus earlier this year. So in I think, January of 2020. And it totally changed the way I was approaching my business. And we're going to talk again, more in the next episode about the specifics and more of the how the tools and the resources that have helped me do less and achieve more, but I wanted to kind of do This intro to why this is important in the first place, and kind of give you a little teaser into how you can have a more restful yet successful and productive business. So that's it for me today. I hope that that resonated with you guys, and I'd love to hear from you. If so, So reach out in the Facebook group or leave a comment on the show notes or a review in iTunes or wherever you listen to podcasts. I would so appreciate it. Love connecting with you and I will see you next week.

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Thanks for listening to the success with soul Podcast the place to be for holistic online business strategies and achieving more with less. If you like what you heard today and you want to take it to the next level. Go check out the episode show notes over at KateKordsmeier.com we've got a killer if I do say so myself. pdf freebee with all the best key takeaways from this episode, as this show is a brand spankin new any and all support is greatly appreciated. So if you haven't done so already, please subscribe on the apple podcast app, Google podcasts, app, Spotify or wherever you listen. This makes it possible for me to continue to provide free helpful content and bring you amazing guests. You can also give us a rating and review with your honest feedback so we can improve and better serve you in the future. Plus, you could be featured on a future episode during our listener spotlights. Your reviews are super helpful and motivating to me personally but beyond that reviews help with rankings, which helps others find the show and allows me to keep providing you with free content every single week. Share the podcast with your friends, family, coworkers, dogs, cats, neighbors, whoever. And don't forget to join the free success muscle Facebook community at KateKordsmeier.com/Facebook We have follow up conversations about the podcast episodes and I often go live to answer your burning questions. Plus, you'll get to hang out with like minded bloggers and heart centered online business owners exchanging priceless feedback, encouragement and other golden insight from the trenches. That's KateKordsmeier.com/Facebook. Until next time, remember to celebrate your progress, not perfection.