

So Here's the Thing Episode 141

Welcome to so here's the thing, the podcast for small business owners, entrepreneurs and creative educators who are ready to take their business to the next level, through candid conversations, tactical approaches and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love. I'm your host, Layli Ahmadi, a coach for creatives and founder of the creative educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode.

Hey, friends, welcome back to so here's the thing, I am so excited because this is our first episode in our new format, where every other week on the show, we're gonna have what's called a snack sized episode. And I am pumped about this because what we're going to do is I'm going to be pulling from my real conversations that I'm having, whether it be a question that I receive in my DMs on Instagram, or a coaching question from one of my clients, maybe something I'm asking my own coach, or just a conversation I'm having with my industry peers that I think you guys would find particularly interesting. And I'm so excited about this, because they're going to be really short episodes, like think between five and 10 minutes max. And I'm just going to be sharing kind of like the real behind the scenes of the conversations we're having.

If you guys are longtime listeners, you'll know that this was kind of the heart behind the conversations that I wanted to bring to the podcast almost five years ago now. And when we first started the podcast, and so I'm really excited to be able to bring that back. And really just tap into those organic conversations that I'm then able to share with you guys and really lift that veil on what people are talking about and the important conversations that we don't actually get to participate in necessarily on a day to day basis as entrepreneurs. So in today's episode, we're going to be talking about something that I thought was really interesting, when I was chatting with one of my business besties. And we were talking about how what I'm doing now looks absolutely nothing like what I was doing 10 years ago when I started my business. And that got us to kind of like evolving the conversation around. Why are entrepreneurs so one afraid of change to?

Why are we so fearful that whatever decisions that we make our decisions that we have to stick with forever. And while I think a lot of us know that, like no decision we make is forever, we still let that fear really hold us back when we're making choices and decisions in our businesses. And so I wanted to clue you guys in on this conversation and where we landed on it and how it was so interesting when we were chatting about how, in the beginning, every single decision I made and not even in the beginning, I would say up until recently, anytime I wanted to like make a leap, whether big or small in my business, I would always hold it against the standard of well, is this something that I'm going to be able to like live and die with?

Is this something that's going to be something I can do for 1020 30 more years? And while the answer could be yes, we have the incredible freedom as entrepreneurs, and for myself in particular, in education, and I know a lot of you guys listening and in speaking course creation, whatever it is that you're doing, to be able to pivot and to change and to, you know, make turns as we need to. And I think that that's something we often forget, because we want to make sure that what we're doing has

longevity to it. But we also don't know if the thing that we want to try has the potential for longevity, if we don't actually give it a chance. So in particular, this conversation stemmed from what I'm doing right now, I've taken on a corporate client for something that I didn't really think I would be doing at this point in my career and how much I'm actually really loving it and how there is so much potential in what I am tackling now for future projects.

And for, you know, work down the line that I never would have known or been open to, if I hadn't been willing to just try to test something to experiment to get my hands dirty, you know what I mean? And so I feel like, oftentimes, especially, I mean, this isn't even a conversation for beginners, really, it's the longer we get into our business, the more we get stuck into our processes, maybe we're very streamlined now. And maybe we think of everything that we do as just being so copy and paste day to day like we're really established in our processes. And I think that sometimes when that happens, we forget that that entrepreneurial spirit that got us started in the first place was something that we could be tuned into no matter where you are in your journey.

And so I think, you know, just leaning into the freedom of, of opportunity of chance of trying of experimenting is such a worthwhile way to spend your time. And I think the more that we can remind ourselves of that as we move forward, the more opportunities we would be surprised could open for us in the future. So that's your snack for the day and I hope that it's helpful. I'd love to hear from you if there are topics that you're interested in questions that you have things that you think should be get a snack episode, let me know. And if you're excited about this format or you want to share feedback, I'd love to hear it. Please hop into my DMs at Layli underscore Mati. Alright, so here's the thing podcast, and I will catch you guys on the next full episode next Monday.

For show notes and resources mentioned on today's episode head to so here's the thing podcast.com. This show is brought to you by the creative educator Academy, where we teach creative entrepreneurs how to teach, because I believe that industries thrive when experts can share their knowledge. Well, if you're enjoying the podcast, I'd love to read your review in iTunes or see your rating on Spotify. Thanks so much for listening, and I'll catch you on the next episode.