

Hey friend. Welcome to the Laylee Emadi podcast. On today's snack sized episode, I'm gonna be talking about something that I have been feeling really deeply, and I know that I'm having a lot of conversations about it inside my membership and with my clients about what to do when the world feels really heavy, and you still have to kind of show up and market your business in a front facing manner.

I think a lot of us have personal brands, whether we're educators. Speakers, coaches, course creators, um, whatever kind of entrepreneur you are, a lot of us have our marketing efforts as really front facing and like I said, as personal brands. And so it, it can be really hard to balance showing up when we're feeling the weight of things that are happening in the world around us.

And so I wanted to just take a really deep breath together and have just kind of a cozy little chat about what to do in these times. Uh, first and foremost, I wanna remind you, you are allowed to take breaks from front facing marketing. This is something that I know you probably know, but that's really nice to hear.

As a reminder, I know I need to hear this on a regular basis from all of my business. Besties and my mentors and coaches, like I need to know, I'm allowed to take a break from showing up on Instagram stories or posting reels or writing newsletters, especially when the world feels heavy or maybe the world doesn't feel heavy to you, but maybe your world feels heavy.

Maybe things are going on in your personal life that make it difficult for you to show up and you're doubting yourself or questioning the permission that you have to take a break. Maybe you feel like the. Fear of disappearing. I hear this a lot from clients and from friends in our creative educator world, like that deep, almost panicky feeling that if you stop posting or showing up even just for a few days, all the work that you've built will vanish.

And like, I get it. I have felt that too, and I still do. Sometimes it's real and it's valid, but I wanna gently remind you that. These true relationships, true community and brand loyalty that you've built, they're built on so much more than your last Instagram story. The people who value you, the people who wanna work with you, they're not just following you for the daily highlight reel.

They are feeling connected to who you are and how you serve. And whether that's a few days a week, or even a month of pulling back, it's not gonna erase that. I promise you that. It's not. You are not a machine, and I know that we've been conditioned. Like in this online space, to believe that sometimes

consistency means never missing a beat, and that if we step back, like even for a second, we're gonna lose that momentum where clients will forget us.

Or maybe you're afraid you're gonna seem flaky, but I just wanna challenge that for you today. And if you'll let me, I want to challenge you to remind yourself, like I said, you're not a machine, you are a human being. You have a heart, you have limitations, you have emotions. And sometimes when the world is heavy, whether it's global news or something that's just really fresh or just tender in your personal life, it's okay to honor that.

And in fact, I would go so far as saying it's necessary to honor that. So let's talk a little bit about. What stepping back actually could look like because taking a break doesn't mean that you have to ghost people. It doesn't mean you're burning it all down. It might look like pausing stories for a few days, um, not showing up on social media, but you're still showing up with your clients.

You're still answering emails, you're still answering inquiries. You're not burning your business down, but maybe you're taking that front facing piece out of it. Maybe you're rescheduling the email newsletter that goes out this week for next week. Maybe you're showing up in a more passive way. Maybe you're resharing old content or you're having a team member.

If you have a team, um, reshare old content, repurpose things instead of creating something new. And if you don't have a team. Maybe you're just taking a breather. You don't have to tell anybody you're taking a breather. You can if you want, but you don't have to. And more often than not, people don't even really notice.

So I would say in my humble opinion, I wouldn't even let people know like, Hey, I've been gone and now I'm back. Unless there's a purpose behind it. Um, I know a few weeks ago I actually did this myself where I went on and I was like, Hey, I'm just gonna keep it real with you guys, like. The country in which I was born, there is a lot happening there.

It is a very heavy in the world, but personally for me, it's very heavy and I don't really know how to show up here while still honoring that. So just so you know, like I. It's not gonna look the same as it always does on here. And I wanted to share that because I wanted people to get to know why I feel the way that I do.

But in times where the world is just heavy and I don't feel like I wanna share that personal connection, I don't have to. Like, there is no right or wrong here. And I wanna give you the permission slip that like there is no right or wrong

and you don't owe anyone. Anything. I also wanna share a little bit about why I think it's actually really powerful to allow yourself to take the break.

I feel like a really big part of building a sustainable business is the fact that you can take breaks and that if you push through every single time, you feel overwhelmed or you feel like things are heavy, you're teaching yourself that you only matter and your business only thrives when you're constantly performing.

And I. I don't want that for you friend. So when you step back, you're proving to yourself that like your brand is bigger than the day-to-day that you can build something that supports you and that doesn't drain you. And that's real longevity. Like that is how you're going to keep doing this work for years to come and not just in this season.

This is how you're going to prevent burning out for future. You at the end of the day, what I want you to hear. Is that you're allowed to press pause on being front facing when life feels heavy, period, full stop. Like your worth is not tied to your output. Your impact is not gonna vanish overnight, and your community will still be there when you come back, whether it's one day, one week, or a month.

It is so often that in the real moments that. We have built the deepest trust because people can see that you're human. They can relate to that, and we're all sharing the world that we live in. So more often than not people are gonna get it. Before we wrap up this week, snack size episode, I do just wanna leave you with a question to just kind of like tuck into your journal, or if you're not a journaler like I am not a journaler, just kind of like.

You know, put it in your mind. Give it some thought. What would it look like to care for yourself? Well, this week, even if it means stepping back from being seen, maybe it's taking the weekend off of stories. Maybe it's feeling like you don't have to comment on every heavy headline. Maybe it's turning off notifications.

Maybe it's asking a business bestie if you don't have a team member to help watch your inbox for a day because you have permission from me. From this community, and most importantly from yourself to be a human being. Like, let yourself feel your feelings. Let yourself take, take breaks where you need them.

And again, I'm not saying to neglect your clients, I want you to take good care of the people who invest in you and your business. But when it comes to showing up in a marketing manner with a front facing personal brand, you have

the power to decide. When and where and how often you show up. So take a break if you need it.

All right, friend. That is it for today's snack size episode. If this spoke to you, do me a favor, share it with someone else who might need the same reminder. I know I've needed this reminder a lot lately. Um, let me know how you're taking care of yourself. DM me. I wanna hear from you. As always, I'm always so grateful to be in your corner, and I will see you on next week's episode.

Thanks for tuning in to the Le Li Imadi podcast. If you found value in today's episode, it would mean the world. If you would leave a review or share it with a friend who's on their journey to becoming an industry educator or speaker, want more support as you grow. Head to [le li imadi.com](https://leliimadi.com) for free resources and more information on how we can work together.

Until next time, keep showing up, keep sharing your voice and keep leading with purpose.