

SELL FROM LOVE PODCAST - Transcript



Ep 11: Settling Into the Unknown? Take Time to Find the Desire for What's Next with Jennifer Louden

Finka: Welcome Jennifer Louden to the Sell From Love Podcast.

Jennifer: Oh, excited to be here for so many reasons.

Finka: Oh, so am I, I'm so excited to have you here because I want to share so much about you and your work, but also, hopefully somewhere in between we'll have a little bit of how you've completely up-leveled and transformed my life and my work. Hopefully we will have a moment to do that, but I am extremely grateful to have you here to share your wisdom.

I wanted to start with, if there was a year to write a book; 2020, is that when you launch a book? maybe? I think about the perfect book to write in a year like this year, is the book that you wrote, *Why Bother?: Discover the Desire for What's Next*. When I look through it right now, I've highlighted and post-it notes all over the place. It's such a beautiful reminder of when things get really hard, when we are faced with these unprecedented challenges, sometimes we can throw our hands up in the air and say why bother? What do you make of all of that?

Jennifer: I think that that is the cycle of life, and that's one of the big points I tried to make in the book right off the bat, is that 2020 certainly has shown us that, that we are going to fall down, we're going to fall apart. Life is going to be unfair. We are going to suffer. We are going to lose our way. We're going to lose our juice, our joy, our purpose. What we do is we personalize it and we think that we're unique and we believe that we won't ever move on. Sometimes it happens in a big way. I mean, there's stories of that happening to me in a big way in my life, where it went on for years.

I was doing a presentation and I asked a question and they said, how about decades? Right. It was funny and sad because we all know people who have fallen into Why Bother; who are settling for less in their relationships, in their work, in how they sell and how they run their businesses. You look at them and you go, it doesn't have to be this way, but we also have Why Bother come through for a year, like it did in 2020 for some of us, a lot of us. And we also have it come through for an afternoon. Should I write the sales page? Why Bother? My whole point is, it's actually a fantastic question to ask.

The reason why it's a fantastic question to ask is because you're asking it anyway, but you think you know the answer to it. And you think the answer is no. There is no reason to bother. This is going to suck. It's never going to change. They're never going to change. There's no point, we tried it three years ago.

And instead, if the question is arising, if something doesn't feel juicy or meaningful or clear, then you need to pause and inquire.

Finka: I remember having a moment of Why Bother. I would say a couple of years ago, I'm very goal oriented. I want this in my life, or I want this in my business, or I want this in my career for my family. I go after it and I get it. Part of it was that we wanted to move out of the city and into the country. I wanted to start my coaching and training business, and a couple years into achieving that goal, I was sitting on the porch and it was like that's it. I got it. I literally felt this moment of void and this emptiness and I had my Why Bother moment. When I read your book, what I loved about it is you didn't make me wrong for not feeling ambitious and goal oriented and knowing where I was going in my big life plan.

It's okay to not know where the heck you're going or what you're doing. You gave me permission to be okay with that. Now I know for the next time it happens, because I know it will, it is a part of life in this process, but now I know the next time it happens, that this is a good place to be.

Jennifer: Right. Exactly. That's such a beautiful story Finka, because truly, one of the people I wrote the book to is people like you who have success, they set a goal, they get there and they're like, okay, now what? Those people, and that has been me as well. The lost person and the, Oh my gosh, I did it person, they can actually get into more of a Why Bother period, because they're so used to certainty and knowing, and they don't realize that these moments of not knowing are so darn important. What I wanted to give people was a road map through these periods where the not knowing, sometimes called like fertile confusion is the whole point because you need to give yourself the time and it might be an afternoon. That might be a year who knows. It might be just that time you sat on the porch, to find the desire for what's next. The subtitle is the whole point because we don't let ourselves find the desire again.

Part of the reason I wrote the book was as you know, I wrote a memoir. I spent four years, 500 pages writing a memoir that really failed as a work of literature. It didn't work, but when I did that, and I realized it wasn't going to work, I realized I had this road map of the Why Bother moments in life.

This weird thing came out of that memoir, it allowed me to look at when I was 19 when I moved to LA to go to film school all the way through my late forties when the memoir ended; that I had had these moments exactly like you

described on the porch or when I was lost or when loss happened to me, divorce, my dad's death, etc. I didn't go into the unknown. I didn't rediscover desire. I freaked out and jumped to the next thing that was available. That really gave me the roadmap and the desire to write this book, to say, Hmm, we don't have to do that. And also to remind myself never to do it again.

Finka: I know, you chose this whole process of expressing it and putting the roadmap up there. This is the roadmap for these people that I meant to write the book for, but it's also for ourselves. I know that when I wrote *Sell From Love*, it is now my reference, my Bible I turn to, to remind me that this is the path I have to lean in on.

Jennifer: I just want to riff off of that for a second, because as you know, part of what I do is coach writers, and that is the crux I think when you're writing nonfiction, not so much fiction or sometimes memoir, that you are becoming the person who can write the book by writing it, and you are writing it for others, which is essential if you want someone else to read it, but you're also writing it to change yourself, to understand yourself. It's a lot to manage, but when you manage it like you did, you come out the other side with a real body of work that is of service to others, but the secret sauce is it's more service to you.

It's such a little hidden thing. Oh my God, look how much I got out of writing the book.

Finka: Just so all of you know, that are listening in, Jennifer Louden was my book writing coach throughout the whole process, you have been my mentor, my coach, my guide in getting this body of work out. I'm going to put a plug in here. If you have a book in you, and you're trying to figure out I need to be the writer or be the author of this book. Exactly what she said before you write it. You need to hire a coach, hire Jen and let her help you through that process.

I would not be in this place today; and I continue to bow to you because of your support and guidance in getting me here. Thank you for that.

Jennifer: I just want to interrupt you and say that I have worked with a lot of writers over a lot of years, and it's pretty rare that someone sticks with it and really brings it to fruition. People let their fears and they let their life get in the way. It was such a joy to watch you wade through everything that happens when you write a book and to get clear and to bring it out and then to have it do so well.

It debuted so strongly, it's really been a real grin for me. Thank you.

Finka: I'm going to find it somewhere in here. There's this place in the book where you talk about, I think what happens is we all have these bigger

dreams and aspirations of things we want to achieve and things we want to accomplish or create in the world going to have to be achieved; they just want to make something. Somewhere along the line, we didn't build enough bothering in the Why Bother. What I loved about the book, and the way you framed it for me. I'm going to say, this is a great way. I know you talk about it as an experiment in the book, but it was a project. It wasn't like I'm bothering about a project, not a life overhaul, not a business transformation, not a destiny that this is going to create something for me. I didn't put that much dependency on it. I love the frame of it was a project that I was going to bother on. That was the one thing. Where is it?

Oh, I found it, it's right here. I opened it, it's on page 152, everybody. The title of the blurb is Not Your Circus, Not Your Monkeys. And I'll say my point after this. I'm going to quote this from the book, "*but if you do not acknowledge what's in it for you. If you refuse to get clear on why you care, you are likely to careen back to being resentful and burnt out*". What I loved about that was you continue to push me to go deeper, go deeper. What's underneath you wanting to write this book. I always felt I want to write this book because I want to make a difference in the world. I want to add value to others. I want to be a role model to my daughter and to my husband.

When you think of those things, those are great, not so much for myself. I will have an experience of what it's like to be a role model of what it's like to make a difference, but I could actually do anything. I can do other things than write a book to get those things. You kept asking me, why do you want to write this? The two biggest things that kept me sticking through the project's end was I wanted to express my ideas. I wanted to write, I wanted to be a writer and the second was I wanted to build a body of work that I knew could be a viable business for at least the next 10 years.

That got me super clear. I need to bother about this really, because it was about something that other things couldn't do that for this reason. I think that understanding of why we bother is you allow for getting us to build a connection with it a little bit deeper.

Jennifer: I think, especially for women and people who identify as women, it can be particularly difficult to own what's in it for us. I mean, even those words might make some listeners have a little bit of a creepy crawly. But the truth is that's how we stay motivated. You may really be deeply motivated by service, I certainly am. But it's richer than that. If I'm all about the model of I'm doing it for everybody else, Oh my God, I turned into such a martyr so fast, it's so ugly.

I'm working on a climate change project. I believe it'll be social media, it might be a podcast newsletter for creatives for the climate and how you use your creative talents. Here's five ideas for a blog post you could write. Here's

some ways if you lead retreats and workshops to keep their impact down. Here's some ways to be a voice, even though you're not perfect, you know, things like that I'm thinking about. I want to do this because I'm interested in it. This has been an issue for me since I was little. I remember when Jimmy Carter put solar on the white house roof. I remember being excited about that when I was 16. It is something I'm interested in, I want to do it, I want to dig into this. I want to do the research. I want to be a voice and you can hear that that's not wrong. That's important.

Finka: I think you're so right on that, because it's a place for us to claim our desire of what we want.

Jennifer: Threaded through, it motivates you when things get hard.

Finka: You talk about their various stages when it comes to bothering. There is leaving behind, easing in, settle, desire, become by doing and be seen. And when you think of those stages, I know they each uniquely have their own challenges, opportunities. Which one is the hardest?

Jennifer: I think it depends on the person, for me being behind is hard. You mentioned, *Why Bother*, what a great book for the pandemic. Yeah, but what an impossible time to launch, especially since I launched in April, it was the height of the pandemic. It was the height of the craziness. Well, maybe not the height of the craziness, and we had all the racial protests, which were so important and I just shut up during that time, because as a white woman, it is not appropriate for me to be trying to take up any space right now at this moment in history.

There were a lot of moments of real frustration for me about getting the book out. It was really hard for me to leave behind my plans and leave behind my expectations, and quite frankly, to leave behind my fantasies of what was going to happen, which were based in some fact, but definitely got overblown in my head.

That's really hard for me, to be immediately behind. I think the other one I see pretty consistently as hard for people is settled down, which doesn't mean meditation. Although it could, it doesn't mean getting quiet. If you're a kinesthetic person, it can mean movement, but it means that you stop the responding and reacting and interruption of the world to be with yourself in an embodied way that you find that inner grace of stillness again. So those are the two that I find people struggle with the most.

Finka: I'd echo that if I had to pick the two, it would be those leaving the behind and settling, and I find especially now settling, in even what you talked about earlier on settling into the unknown. If I'm in the stage of I don't know what I'm good at, why bother, I'm in that moment of I have no idea what I'm going to bother about or what I'm going to move towards.

It's like sitting with the discomfort of not knowing is hard.

Jennifer: It's really hard.

Finka: How do you do it? And what helps you?

Jennifer: You know what, because I'm a kinesthetic person and I'm a high energy person, I usually like some kind of entry way through the body. That's why I make it a part of so much of my work. That could be dance. It could be running. One of my favorite ways is to run up this particular trail and then it's four miles up. There's a little spot that I go to that's hidden behind some rocks. I've worked hard for about 45 minutes and I'm tired and I can just sit there and that helps me; it's silence. There's great silence up there. Occasionally there's planes and there'll be people, but they're kind of farther off on the trail.

That really helps me, dancing and then putting on some really quiet meditative music and laying down and settling down in the basement. I go to the basement, it is a highly unattractive spot.

Journaling helps me, its one of the reasons I released a guided journal a little bit ago to go with the Why Bother book, although it also stands alone. That helps me to spill out my thoughts and my mind, and chanting. Chant music helps me, just listening to that seems to take me to another place.

Finka: It seems like all of it, it's getting out of your head. How do you get out of your head a little bit? Right.

Jennifer: Also for me, and I think for all of us, it's really the recognition that we're animals and we have nervous systems. I know that even though you live in the middle of beautiful wilderness, I lived close to but not in the wilderness, I live in suburbia, that we can think that our nervous systems aren't jacked up because we aren't in a city or we aren't in danger. But they are because of the news and because of our phones going off and because of Slack going off and whatever other pings and dings you get during the course of your day. We need to give our nervous system a way to calm down.

If we expect ourselves to just go, okay, now I'm going to settle down. It's just not going to work, then we're going to be frustrated.

Finka: I remember even just going on vacations, we haven't been away for a long time, but you went away, but not like on a plane away all year long, but you need a few days to settle into learning how to relax again. We have let's say seven days off, but every time it was like, Oh, we need really 10 days because it takes you three or four days for the adrenal system and all that energy to slow down so you can settle in to actually relaxing because the body's constantly on this hum.

Jennifer: Yeah, that's a perfect example of how can we create mini transitions for ourselves and give ourselves mini vacations if you will, to just be with what's cooking, so that it can come up to the forefront for us. So that we can be in relationship with our desires. We're going to hear them, then we're not going to honor them, we're not going to believe in them when we're jacked up, when we're rushing more. When we sit down and then we go, Oh my gosh, I forgot to start dinner. Oh my gosh, I forgot to text my friend back. Oh, my gosh, I've got to answer that email and then I'll come back and settled down.

Finka: Sure you will, sure you will.

Jennifer: You might, but then two minutes later, it's like, Oh my God, I forgot to order my prescription.

Finka: I know it's like in that moment we could take to practice settling down, because the next moment, the next ping in our own brain of the next thing that we have to do, can happen. It will.

One of the things, with Sell From Love, I have a test that people can take and the test really, is like an assessment that helps them identify, where are they on the love and fear spectrum. Are they closer to selling from fear or are they closer to selling from love?

One of the interesting points that's coming out, at least what I'm seeing from the data as to how people are responding is this, and so one of the questions I ask them is, are you the type of person that's most likely to take time to enjoy a compliment you received, a goal you've achieved or to celebrate a success? And 86% say they don't.

Jennifer: I'm not surprised by that. And yet we know from the science that that is the single fastest way to demotivate yourself from doing hard things. Especially long-term goals, like writing a book, building your business, creating more of a book for your sales. Is that the right word for that? The something like that.

Finka: Yeah. Yeah. Yeah.

Jennifer: Okay. These are things that take time. They can take months, they can take years and we wonder why we get lost in Why Bother, it's often because we are simply not paying attention to and celebrating what we are doing. We are constantly skipping over it, judging it as not enough, and keeping our eye on the goal, which is when we have a big long-term goal, actually de-motivating.

Finka: Yeah. And what do you recommend people do? How do we start to learn to appreciate ourselves? How do we learn to take in a compliment? What would you say.

Jennifer: I think there's a lot of ways that we can do it. I think, first of all, knowing that your brain is wired to do this, but it is going to take more to turn it on than it is to turn on the opposite, which is to look for what you didn't do, what went wrong, what you haven't gotten to yet. That's how we evolved. We evolved to go. Okay. You know? Yes, I have food now, but what about tomorrow? And yes, I'm part of the tribe now, but what if I screw up and they put me out of the cave. We have to have awareness of how our brain works. That's super motivating for me, at least.

I think it's also wonderful if we can create support, whether it's a coach like you or a community where we're being prompted to look at what we did do and celebrate it.

I also think it's really important, I talk about this with my conditions of enoughness tool in the Why Bother book that we realize that we are not going to feel like celebrating. We have to train ourselves to do it right. It's not going to feel like that moment when you cross the finish line at a race, for example, and you're like, Oh my God, I did it. I did it. Yeah. Oh my God I didn't die on the mountain and I didn't poop my pants. Oh my God. I'm so happy.

You're not going to have those moments when you come to the end of your week and you followed through on those seven sales calls that you needed to make and you're kinda like I did it, but you still have to acknowledge it. I also think it's great if you can get your body involved with a smile or a little dance or something. It's not going to feel amazing a lot of the time, you're training yourself to notice.

Finka: Yes. It doesn't always, because I think we also have the inner narrative, our inner voice, you know, telling us who are you to do this? You're not enough to do this. You need this credential, you need this experience, they're too big of a client to end up dealing with you, what are you thinking? I love how you talk about these conditions of enoughness. Can you share a little bit more about what those are and how they can help us move through those voices?

Jennifer: Some people listening may be aware of something called Conditions of Satisfaction, which I learned 20 years ago in my coaching training, it's basically how, if you're asking someone to deliver something to you, if you're asking them to make a promise, how will they know they satisfied it?

I started using that with clients, that's really cool. But over the years I realized the missing piece was, Oh, wait, what's going to satisfy you? If you never declare in your life, what is satisfying for you, you will live in a perpetual sense of not enoughness, hurrying, rushing, someday I'm going to get there feeling which I can just feel in my gut. Cause its definitely my default. I'm always

working around or through, or always looking for approval, feeling like an imposter. And these are the things that aren't magically going to go away. But again, with this practice, you begin to claim back well, sure I want lots of people to buy, Sell From Love. Of course I do. I want this to be the super successful new offer in my business. That's all great. But how will I be satisfied, even if that doesn't happen, where's my efficacy, where are the actions I'm going to take that I can say yay, I did what I said I would do, and I'm celebrating it.

This is not semantics y'all. This is essentially how you take back your desire, your efficacy, and your power. For example with my, Why Bother book, I wanted to write the best book that in my estimation I had ever written. It was the book I had been trying to write. I wanted to write a book that felt so true to me, and that really captured some things that I deeply had been believing and teaching in different ways, and I wanted to bring it all together. I wanted to show up so that every sentence in that book felt like, yes, I have told my truth here as best I can, and I fulfilled that.

Let me take a much less lofty approach. So today is my last day of work before break. And I'll have things that are very specific that I can say I did that before I took a break so I can turn everything off. You can see how you can play with it from a really big project in a big sense to I actually finished that. I responded to that. I'm turning my computer off for a week.

Finka: That will be amazing. It is because I think about the perpetual to do list, you're finished the day or you finish what you have and you're like, I still can do more. I want to continue to do more and we do more and it never ends.

You reminded me of something that happened, for my condition of enoughness, because I too, I think I can get on the hamster wheel of seeking goals and achievements that I put myself on, which I love making stuff and creating stuff and achieving things. And then somewhere down the line that morphs into this; I get fueled to feel enough because I made this thing versus I am enough, I'm only making this thing because it's great for the sake of creative expression, fun, whatever it is that might've been the initial intention.

It's interesting because when I wrote the book Sell From Love. I wanted to write a book. This book has been brewing in me for years and I was going to write this book, I wanted to create this body of work. I had no desire of being a best-selling author. I had none of that. None of that was in my paradigm. I just wanted to write the book and publish the book, those were my two goals. That was my condition of enoughness. And it's interesting, the creep of what happened afterwards.

Jennifer: Yup. Yup.

Finka: It morphed on me. It was released and it was on the new releases. It was named a bestseller, hit number one, held it for weeks and I'm like, Oh my God, there was this now all of a sudden I elevated my condition of enoughness, but now it had to maintain that status that it initially did in order for it to be enough for me, or I was enough because of that.

Jennifer: Which is not conditions of enoughness because number three is it's dependent only on you, and you cannot make your book a best seller or keep it a best seller. You can send 10 review copies a day for these many days, I'm going to study best practices. I'm going to put my hand on my heart and ask, what do I feel motivated to do?

There's lots of things, and you can have that goal. I am not saying goals go away, of course they do, but it's when we attach our sense of enoughness and satisfaction to them, we are lost. I know this, I work this all the time in my own life and with my own goals for income sales etc.

The solstice just happened and it was a day of reflection. This time of the year is a time of reflection for me, cause it's my birthday and all that, it just feels really natural. I was really reflecting, what do you want? What are your learning goals for next year? And I'm like, I can not get excited about any of that. I just kept coming back to, I want to experience more joy. That's what I want.

It's not that those parts of me that want to sell more books or, make more money in my programs and all of that, you're totally allowed to have those desires, honey, but underneath it, what I want to be motivating me day by day is having more joy, and what does that look like and what are the practices of that?

Finka: It doesn't mean that you won't still be doing things too sell more books, sell more trainings, all those things, but it's the intention behind how you're going to show up in doing those things. That's where the joy comes in. I love that because I think that's what we forget, and then we end up getting so lost in accomplishing all the goals that we've set out; why did I want this thing in the first place? Oh, joy.

Jennifer: Yeah, I get lost in a lot of ways and I fall into over-delivering and over providing and overworking. It's this very subtle tension in me between what feels really true for me to offer as a teacher and writer, and what I start to fall into, I have to offer. That's the place that I want to be really wide awake to this year.

Finka: Yes, I hear you. I hear you. When I think selling from love and what it's all about when it comes to serving our clients, I do talk a lot about over-delivering on value and really just give, just be a giver.

There's that fine line of what's the intention behind it. Is it because I'm afraid they won't buy from me. They won't work with me. They won't choose me or there's no attachment to it. I'm just going to give, and if they choose me wonderful, I'd love to work with them, but it's that it's so subtle, and it's so easy to step on the other side of the line.

Jennifer: Remember us going back through the passages in the book like three or four times. Cause I was like, Whoa, wait, wait a minute. Because what it triggered for me the first way you wrote it was exactly that sort of, *Oh my God. I just have to give away the store because otherwise they won't love me.* And you and I drilled down into that.

Again, these subtleties that make a book like you're so valuable, it's easy to make those declarations that we've all read in books. Overgive overdeliver. You really dug deep.

I'm laughing cause I tend to write that in my editing notes 'dig deeper'. And one of the women in our group last year was like, we're going to give you a shovel.

Finka: That would be a great Christmas gift. But it is because there's the gold shovel, there is gold when we dig a little bit deeper.

Jennifer: Dig deeper. If we're going to develop our ideas, our thought leadership, if we're going to deliver our client services, if we're going to find that place that you talk about in the book where we are not like everybody else, it's got to come from digging deep into our own desires and our own values. That's the only place that can come from.

Finka: I agree. I agree. I look at selling and when I think of selling, I see it as a practice of bothering about something.

Jennifer: Yeah.

Finka: Right. I know for me now is, when I think about the work, the book is written, the book is published and now I need to bother enough about selling from love to get it out in the world.

Jennifer: Beautiful, me too. My book's been out since April and you need to commit a couple of years to move in that wheel. I find it so sad when I see people will be like, well, I finished my book. I published it, now what do I do?

Finka: You just started girl or guy.

Jennifer: Yeah. Yeah. And really, how do you keep connecting to what you bother about and how do you keep setting conditions of enoughness and celebrating so that it's not about, Oh yeah. I'll finally relax and be enough on myself, 50,000 copies or when I have a hundred thousand people talking about it or whatever.

Finka: So when you think about selling your work, and putting it into the right hands so that they get to experience the transformation that they're seeking, because you have a way to help them do that. Again, I can see myself going in, why bother, why bother?

Then I'm like, I'm bothering, especially a year like this year getting through, exhausted, burnt out all those things that are happening. When I think about all those various stages in the bothering process from leaving behind to settling, to being seen, it's not like an even sequence. Okay, great. I've left that behind, I'm using it. I'm in that stage. That's going to last three months. Thanks for the checklist. And then I go into settle, it's like this constant back and forth.

Jennifer: Yeah, it can happen in a minute. We give people distinctions. Right? We all give each other distinctions to pull things apart for clarity. You know, I think about things that I teach in writing, for example, or in the Why Bother book or in, in the Oasis, they're distinctions, that you can see more clearly.

But nothing is linear. That is such a patriarchal model.

Finka: Yes. I know. Sometimes I think of working in corporate for so many years, we liked putting things in packages and boxes and compartmentalizing and making things linear. Cause it was easier to manage.

Jennifer: You're always trying to quantify, why am I paying you this much? Why am I paying this much? Why should you hire me? Why should I hire you? Why should I retain you? You know, we do need to quantify things, but our world is overly quantified for sure. And it's okay if we can step back from it for our own personal reasons for bothering and realizing, there are going to be much more fluid.

Even telling you that my goal for next year, my desire, not goal. Cause I think they're different very much so, is to find more joy, to experience more joy. Now find it. It's not out there anywhere. It's in me, experience more joy, even that is precise. You know, it's bigger than that, words and quantifying these things that we're talking about. They're deeply soulful concepts and experiences, and your book tries to capture those and bring them into this world of quantifying. And it's amazing that it does that.

Finka: Yeah, it is, and I think living in as an ambiguous and uncertain times that we are today, we are so much more wanting to know, to be linear, to be logical, to have the facts, which it has a place. But we cannot allow it to hold us back from the place of settling in the unknown, so we can figure out we want to experience joy, because we're not that balance of those two sides of how we want to feel and what we want to experience and express, but then what do we want to accomplish? What's that going to look like? And what

do we want to do? They need to be hand in hand, but sometimes we lean more to that one side than the other, and that's what costs us our problems.

Jennifer: Yeah, well said exactly. And when there's this much uncertainty in the world, it's even more essential that we develop these inner practices and resourcefulness, but it can be a lot harder. My brother-in-law is very ill and he doesn't have a lot of that inner resourcefulness. And I really feel for him and I hope of course, that he's going to fully recover, but you see in these moments where something like the pandemic or something like illness, where you're like, yeah, if I'm not cultivating the kind of things that I write about in my book and you write about in your book, you're really going to get knocked off your horse.

Finka: Yeah, it is. It is. What words of wisdom do you have when you think about when we look forward to a future of more unknowns? I also look at it as possibility and opportunity and being hopeful for, discovering the desire of what's next. What can you share with us, what can we lean into that will help give us an anchor, or a guidepost moving forward?

Jennifer: Well, I think the thing I'm trying to practice is taking my attention away from the goal or the outcome, like make my face really tighten my hand really tight; when do I get there? And I don't know if I'll get there and, you know, just heating all of that.

Take your attention away from that and put your attention on how desire and how life itself is showing up for you today. You know, I'm in my little office where I spend a ton of time. I could look at the little view from my office, which is nothing spectacular to people's roofs, I could be like, Oh, I've seen this a million times before, or I could wonder what's new.

As soon as I said that, I saw my neighbor's kid's head pop up. And then we notice wow, there's a really interesting bird over there, and why is that tree green? You know? So how can we come here, to what's present now the wonder of it, to start to rest there instead of in the future.

I know that sounds like weak tea.

Finka: No, it takes a strong, a strong person to be that mindful and present to what's happening in the moment and be that curious because we get so stuck in our routines of what we're doing, who we're seeing, who we're not seeing nowadays, and what we're seeing outside the window that it's like, ah, it's the same old thing, but, we miss stuff because of that. It is strength, it is wisdom I believe that prevails, that allows us to sit in wonder and curiosity and presence and that's a practice towards strength, nothing soft at all.

Jennifer: Yeah, it opens the door to desire. It opens the door to what's fresh and the freshness of this moment. And I think that's something we can all

cultivate right now because truthfully, I know you've all heard this a million times. Life is always very uncertain and that small plane that just went over my head could crash into my house.

Finka: Exactly. We don't know when those things are going to happen. Nope. We live with what we have now. There's a quote, I had it printed on cue cards all over my house a couple years ago. "Power is in the present" that's where everything lives, that's where everything comes from, is how I show up in this moment informs and influences the future I will create for myself and the life that I get to live.

Jennifer: That is the truth.

Finka: Jennifer Louden, thank you so much for being here. Can you tell our listeners where they can learn more about you, if they have this book inside them, they want to write how they can learn how to do that with you? Also how they can follow you and learn more about the work you do.

Jennifer: Yeah, Go to jenniferlouden.com. If you meet me in person, you'll know that's the proper last name for me because I have a loud voice. You can download a free chapter of the book and check it out to see if you want to get it or not; and find out about everything that I'm up to. There's lots of ways to work together.

Finka: Awesome. Awesome. Thank you, Jen. I appreciate you. And thank you for spending some time with us here on the Sell From Love Podcast.

Jennifer: My pleasure and congratulations on a fantastic book!

Finka: Thank you.