

SELL FROM LOVE PODCAST – Transcript



Ep. 12: Identify What's Not Working as an Opportunity to Transform. with Tara McMullin

Finka: Hey, Tara, welcome to the Sell From Love Podcast.

Tara: Hey, thank you, I'm so glad to be here.

Finka: I'm so glad you're here too. I want to start with this piece. I admire so many things about you. I've been in your shadow watching you over the last number of years and one of the things that really stands out for me about you is your ability to trust your creativity. You wrote your book *Quiet Power*, then you've got bestselling online courses on CreativeLive. You had a shift in your business and we'll talk about all these things a little bit deeper, you also have *What Works* and then starting Yellow House Media.

You're constantly creating yourself. My curiosity is how do you trust that and how do you keep moving forward?

Tara: Hm, it's such a good question. I would say I don't always trust myself and I don't know any other way to show up, authentically as over used as that word might be, to show up authentically without showing up as someone who is always investigating change and being curious and following the trail of whatever ideas are peaking my interest at that point in time.

This might be a little off of the subject, but it's something that's top of mind for me. Your question made me think about it, which is that there's a number of books that I've read recently that all have a similar critique of the idea of personal branding, and the critique is that we are in today's media landscape, and we are forced into being an unchanging, one dimensional version of ourselves so that we can project something incredibly consistent and cohesive in the online channels in which we are showing up. And reading that I'm like, yes, that is true. My experience of developing a personal brand is the complete opposite of that. For me, I've never tried to, I shouldn't say never, but most of the time, I am tapping into all the different parts of me and I feel very comfortable putting them out online. Maybe one of the reasons for that is just my age and when I started sharing things online, was before social media became social media. I wasn't thinking strategically about it then, maybe if I was just hopping into it now I'd be like, I must this one thing. It's been reflected back to me many times, how much people appreciate my willingness to change my mind, to experiment with new things,

to create new things, to make changes in how I do business and to share all of that pretty openly, and my response to that is well what else would I do? That is life, life is change.

Someone that I've been reading a lot from and listening to is a woman named Adrian Marie Brown. She has a book called Emergent Strategy. And she's also an Octavia Butler super fan. I am also a big fan of Octavia Butler. One of the quotes from one of Octavia Butler's works is something along the lines of, the only constant is change. To me, that creative drive and always willing to create something new, to try something new, to change is part of that. The reality is if you're not doing that are you really engaged with reality? Reality is change. Change is constant and trusting in that to me feels pretty easy because it just is.

I think when I have been not trusting in my creativity and not trusting in my impulse to change, those are the times when I have felt the most scarcity, they are when I felt the most fear, they are when I felt the most alone. I have been out of touch with reality because that isn't reality. But I am not alone, I have plenty, and I love change. That was a convoluted way of answering that question, but that's what came up for me.

Finka: There's so many pieces in your answer there, because if you go to where you started, when we look at a personal brand, I think that's what I've appreciated about you and your personal brand is you can be strategic and figuring out how to be concise in representing the person you want to have others perceive you as being. But the best personal brands are the ones that are just who they are. There's nothing strategic about it. You're putting yourself out there. You're bringing your whole self because your whole self is showing up at home, your whole self is showing up in your business, in your leadership and your whole self is showing up on social media.

I think that that's the important part, because I think the best personal brands are the ones that yes, the overused term authentic, but that's the best representation of what we're trying to describe here is when you are you, all of a sudden, it becomes a lot easier for you to be you and to do business.

I'm going to go back to what you just said around trusting it. Because I know for me, there were moments in my career where I thought I was being me, but I wasn't being me really. I was being what I thought people expected of me. It's so subtle and you don't notice it until you hit those moments where you don't trust yourself. You don't feel good. Your health is compromised, whatever it is that might be going on underneath it. I think when we reach that ultimate authenticity or allowing ourselves to accept who we are, and in your case, what I hear you saying is change and being creative is a natural part of who you are; as soon as you accepted that it's just like of course

you're going to trust it, even though it might not always work, but you're gonna just trust it.

Tara: Yeah, and I think that it is the natural state of me, and I think it's life, and that so much of our pain and suffering comes from trying to deny change and deny creating what we know we want to create, and letting that happen. That's another theme that's been coming up a lot for me in what I've been reading and listening to is this idea that we don't need to add more in. We need to strip away all of the crap that keeps us from the truth of who we are, what we're about, how we exist and what we create within that. I really resonate with that. I can strip away the strategy and I can strip away other people's perceptions of me. When I get down to, oh I can strip away the conditioning that tells me I have to be one thing or that I should have it all figured out by now. Or if I haven't settled into a particular path, then I have failed. I can strip all of that away and I can be like, Oh, I'm learning new things every day, which means I'm changing every day, I'm talking to people every day, which means I'm changing every day. And I am creating from that constant state of change and curiosity, because that is the only thing I know how to do with that stimulus of change.

Finka: In your point of view, what do you think holds people back from accepting or embracing change?

Tara: Fear. It's a fear of a whole bunch of different things. I think there's a lot of fear around not belonging. Anytime we are going through any kind of substantial change and it doesn't have to be big or life changing, but any kind of change where you're questioning something about yourself or about who you think of yourself as, the groups that you fit into, that all messes with your sense of belonging.

And when you think about making a change, your spidey senses around if I make this change, I don't belong here anymore, or this person's going to leave me, or these relationships over here are going to end or change. That's really scary for people, I see that in all sorts of different ways. I see it in questions of faith or politics. I see it in people deciding on bigger goals in their businesses. I see it in people deciding different ways of doing their businesses. It's like if I make this change that I am not part of this group anymore, even if that group isn't good to you or good for you, that is still really scary. I think that that fear of separation, that fear of a loss of belonging, the fear of the identity that comes from belonging to a certain group is a huge reason people don't change.

I think the other big reason is a fear of uncertainty. We like to pretend that we're in control. We like to pretend that if we do this thing, then this other thing will happen. We miss out a lot on the fact that nothing is ever certain and that you might as well change because you don't know what's coming if

you stay the same, so it doesn't really matter that you don't know what's coming if you change and just go with it. If that's what you think you want, or if that's where you're being called creatively or business-wise in service and relationships. It's no different than sticking with what already is, it's just always uncertain, so do what you want.

Finka: I know, and what I find too, in my experience with taking on change, when I think of whether it was in my career, taking on new positions or positions that are like, Oh, it's a really cool position, I'm excited about it, and at the same time, I'm freaked out because what am I getting myself into, or when we moved from the city and onto the farm, when I left corporate and I started my own company when I just started a business training company, all those things, but what has happened, they were all in certain moves that have now actually fueled my certainty, that when I make the next big, bold move, I know it's going to be fine. It may not always be easy. I will fail and I will hit rock bottoms in it. But I know the capacity of how I manage through it, and the challenge that will come with it. I'm still here, it's not the end of the world. Bad things did happen, but not so bad that I'm not here anymore.

Tara: Yeah. We're resourceful people, right? Just because something doesn't work out the way you think it's going to work out, just because you don't get the outcome you thought you were going to get, or you were hoping you were going to get it doesn't mean that you lose the house and you lose your family and you lose the shoes off your feet.

You're resourceful. You will figure something out. You will make it happen. And in that resourcefulness, a lot of times, I'm not going to say every time we don't have to be Pollyanna about it, but a lot of times in that resourcefulness, we discover something that's better than what we expected to or at least we learned something that allows us to take a step in a direction that we're excited about.

Finka: Yeah, I'm going to say big bold change moves you needed to do was when you decided to revamp your business and move to a community model for What Works. Can you tell us a little bit about what was happening before you made the decision and what were some of the things that helped you make that decision to move forward?

Tara: Yeah. This relates a ton to what we were just talking about in that what was happening was, I was experiencing a lot of success, more success than I could have ever imagined when I started my business. And I was trying to figure out how to have more of that success.

All of the models I saw for having more success meant projecting a certain brand, projecting a certain image, projecting a certain identity, getting into that sort of one dimensionality that I had mentioned before and presenting myself as someone that I wasn't. I say that and I don't want people to think

that that means I was lying. What was going on was I didn't actually know myself very well. And this wasn't very long ago. I'm 38, this was four, four and a half years ago now. I was in my mid thirties, but I can still say with a lot of assurance right now that I did not know myself very well four and a half years ago. That made it easier to fit myself in a little box. I can say, Oh, this is the box. That is the most strategic box. This is the box people want to see. I am these things, I'm going to put myself in that little box. And in putting myself in that box, I ignored all of the other things that I also am, and that were actually really helpful to me in creating the success in the first place.

I might not have known that, I might not have made that connection yet, but all of that stuff, the full human, that's what led to success, not the stuff that fit into the little box. What I had found was that that was a pretty long process of getting into the box and the more I stuffed myself into that box the less effective I felt, the more pressure I felt, and the more I started to notice that essentially what I was trying to do was actually happening that people were relying on me as sort of the end all be all of what was going to fix their business, make their business grow, help them feel better about themselves as business owners, that I had all of the answers to all of the questions which is not true. I do not have all of the answers to all the questions I still do not. And I had never wanted to have that kind of relationship with people. I started to look at why do you feel less effective? Why is this so exhausting and overwhelming for you? And what is it about what you're doing that's creating this dynamic that you do not like. That's when I started to realize that I had reduced myself into this one dimensional very small person. Projecting a ton of outward success, but in reality, projecting a person that was very small. That's when I realized, okay, I gotta burn this thing to the ground and start over basically, because I couldn't build off of the relationship that I had set up over the previous four or five years, there was nothing to build off of. That relationship wasn't going to just shift. It had to be burned down and rebuilt. I don't know what other metaphor to use to talk about it that way. In addition to knowing that that's what had to happen with my relationship to my audience, I knew it also had to do with what I was creating and that audience's relationship to what I was offering.

It made sense for me to say, all right, we're not going to offer this business coaching program anymore. We're offering a business support community where we're all going to be on equal footing. We are all going to talk about what's going on in our businesses. Everyone's experience here is valuable. We're humans first before we're business owners. This is a place where we can be three dimensional people. And so that was the change that needed to happen. Even in burning it down and rebuilding it, it still took me a long time

afterwards to really understand just what I had gotten myself into. And by that, I mean there were so many hold overs from what I was trying to do before, what I had done before that needed to be unraveled and unwound, little bit by little bit by little bit, because even in some of the big changes that I'd made, I couldn't see the little things where I was still holding on to old ways of relating to people.

That took quite a bit of time, but I'm feeling really good about where we are now and what we've created and how we work with people. And every year we go with this community, people reflect that back to us more and more too, and say, this is a really different place, we really appreciate how it's run and who you encourage us to be and how we can show up here in this space.

And that to me is the best thing ever. It's everything I've wanted from the internet.

Finka: Yeah, and I'll say, as a member of that community, I echo everything that you've just talked about to describe what you wanted to create, being someone that is in there and actually experiences it. There's a level of trust and safety that your approach creates in the community. I'm going to say that hands down, and then we're going to go back to what we were talking about earlier around the fear of belonging. From day one of entering the community, I felt that I belonged because my wholeness was accepted, a human, a business person, and as someone who has intelligence and insights to offer and to co-create with the group that were there. I look at it as you're this facilitator, you created a space in an environment. You don't put yourself as the guru and the know at all. You trust that everyone has that wisdom within themselves or as we come together as a community. I'm going to say, echo what you've said and what you've intentionally created is actually an experience, from someone like me in your community.

The other piece that I wanted to point out was sometimes when bad things are happening or when we're in those moments where you're like, how did I get myself here? How did I pigeon myself in this box? This isn't working, but what I hear from you is that when things aren't working, it actually inspires us to figure out what will work. Right. You went through this process of figuring yourself out at an even deeper level.

This is where I'm going to say, I don't think we lie when we're authentic. We're authentic with what we know about ourselves in this moment, I am me, but then you give me an experience, a challenge, a rock-bottom or a difficult relationship or client I have to deal with, then I learn a whole new level of who I am and what I have the capacity to do.

I think that's what is really amazing is that you embraced who you were becoming and needed to let go who you thought you were being in that process.

Tara: Yeah. The coaching program that I left behind had always been a group coaching program. It was something that was very important to me, that group component and it had always been a value of mine that business owners needed to talk to each other more. Sure, talk to me, ask me questions, let's figure things out and also don't only talk to me. There's other people here who you need their experiences and their perspective and their stories. What I noticed was that that piece of it wasn't working. I would rack my brain and say, why isn't this working? Why aren't people talking to each other more? Or when it did happen, I'd be like that why hasn't that happened more often? And it took me a long time to realize that how I was showing up and what I was projecting unconsciously unintentionally was the reason it wasn't happening.

I needed to shift the way I showed up in order to shift the way people related to each other. That leads me into another thing that I've been thinking a lot about lately, which is the framework of control and domination that is inherent to western culture and white supremacist culture. We learned that leaders are controlling and dominating and they might be a benevolent dominator. We might look at them and say, Oh, they're such a good person, and they're still exhibiting that sort of domination perspective on how they move groups of people. I was noticing that I was utilizing those tools of domination and the tools of control. I didn't like it because that was never the position I wanted to be in, in the first place. I started to ask myself, what does it look like to be a participant instead of a dominator and I didn't have that language then, but that's the language that I have now.

I really took myself out of a leadership role. I tried to push leadership back on the individuals in the community as much as possible. In this last year, in 2020 with all of the stuff that happened in 2020 and all of the uncertainty and so many business owners going through so many different things, some of them, their businesses were taking off and in really unexpected ways, and other people just completely cratering in unexpected ways. I realized how much of a leadership vacuum there was in the community. That was reflected back to me by people too. Like. Tara, we need you to lead, we trust you. We want you to show up as a leader and we also value the way that you have led to this point, even in not leading or not creating hierarchy.

Now what I'm leaning into and feeling into is what does it look like to be a leader who is also a participant? What does it look like to be a leader who is not using the tools of domination and control and how do I show up in that way so that I can provide the leadership that people really want and need and deserve without stomping on their agency or making them feel less than,

or making them feel like I'm trying to get them to do something that they don't want to do.

That's the question that I'm thinking about right now. And it's a really exciting question to me.

Finka: Oh, it's such an exciting question. I look at it as such a fine line of and it's such a thoughtful and deep question for a leader to be asking themselves because we have been so conditioned in these traditional forms of leading, working, selling, living, all these things that we do that you're being proactive and saying how can you be in this environment with your community, lead and figure out what is the new way, the better way.

I'm so interested to see and learn what you figure out. Are there any, any threads of, are you noticing anything right now as you're starting to ask this question?

Tara: Well, yes. I don't know that I have answers to the question yet, but I'm finding in asking the question, I have been more creative than I normally am, which it's been a little overwhelming for me. But I'm finding this spring of ideas and thoughts and tools and just things that I want to build and things that I want to share with people. It's like, I've been unleashed in asking the question. I'm in a place right now where I'm just so excited to do my work, even when it's hard, or even when I'm like physically tired, I'm still wired around my work, because it's just so exciting right now. And so that's the main thing that I'm noticing.

I'm also noticing that in all of that creative output, I've certainly heard from people Tara, we're having a hard time keeping up with this, and people are also saying, Oh my God, this is awesome. Thank you. It's been wonderful to feel the high of creativity in a new way. And it's also been wonderful to see how people are receiving it as well, and it's really exciting.

Finka: I'm going to say a couple of things. For those of you listening, this is the positive consequence of asking a powerful question is creativity gets unleashed. It's also the best solution when we're stuck on a problem. So often what happens, we're in this problem, you're focused on solving the problem, where I think if we just take a moment to stop and ask a question of how can I solve this problem in a different way or ask an even more abstract open question; I wonder what I need to be learning from this situation or what the opportunity is here, or what's the possibility, something really big, and we don't have to actually do anything with it.

What happens and I'll say you're being your perfect role model of what's happening is when we ask a question, our brain needs an answer. We just literally gave an assignment to our brain, go solve this question because you

asked it, how do I lead and show up as the leader that you authentically are and want to be without control and dominance and these conditioned ways.

I think it's just another great example of sometimes when we're stuck and we have a problem, we don't actually have to do anything about it to solve it in that moment.

Tara: That reminds me, this is probably unrelated, but it's still reminds me of this quote and I've been telling everybody about it. I'm going to share it here too. One of my favorite books from last year was called *You Belong*, it's by a meditation teacher named Sebene Selassie. On an interview I heard with her she said we don't have to make ourselves the problem to aspire to transformation. And I think that there's something in what you were saying about, we look at what we're experiencing constantly as problems and constantly as things that are broken that need to be fixed.

I think that we can find a lot of grace and gentleness and creativity, instead of saying this is broken, how can I fix it. Or I'm a problem, or this is a problem, what's the solution, instead saying, how am I going to transform this? What kind of transformation do I want to catalyze? That to me is a really powerful way to refrain our constant negative opinions of what feels like it's not working.

Finka: Yeah, even as you said it, my shoulders kind of dropped and I viscerally relaxed because when we think of problems and trying to solve things, we get tense and we constrict ourselves. By looking at them as a process of change, transformation, evolution, a new way of expressing or learning, all of a sudden I get to look at this differently. Then I get so curious about what type of solutions would we come up with because we'd approach it from this very unique way that we haven't done in the past.

Tara: Yeah, and it brings us back to the control and domination idea too, because it's not just other people that we try to control or dominate. It's also ourselves. We're constantly trying to control ourselves to dominate the very human responses that we have, we're trying to control our emotions, we're trying to control our thoughts, we're trying to control our behavior. I have the same experience too, the reason I get tense when I'm trying to solve a problem, the reason I hold it so tightly is because I'm trying to control it. Whereas transformation has that open-endedness to it. It has uncertainty baked into it in a way that's really liberating as opposed to something that invokes fear.

Finka: When I think of selling and putting ourselves out there, whether we're promoting a new program or a product or service, or just creating awareness of this is who I am, and this is how I can help you. We're in a new year, 2021, and I'm sure people are looking back at 2020 and saying I didn't get that accomplished, or my business shifted in this way. I'd like to achieve these

goals or sell this much, or have this much revenue to come in. I can also see being someone who has definitely fallen into the trap of trying to control and dominate my sales results.

What I notice about control and dominance when it comes to my selling activities, that could be engaging with the client in the conversation, sending a proposal for a program or a training curriculum, it might be for a post that I'm doing on social media or a launch; control and dominance is inspired from fear. If I have some form of I'm afraid it's not going to work out, or I'm afraid of how they're going to perceive me, or I'm afraid I won't get the deal, or I won't close the sale, or I won't sign this new client. My behaviors, looking back on them with very gentle, compassionate eyes in today's day, these are learning moments for me.

What do you think about all of that?

Tara: Yeah, I completely agree. I go into a selling from fear mode, which is a selling with control and domination in mind when I'm afraid that I'm not going to best my results from last month, when I'm afraid that the person receiving the offer is going to tell me it's not good enough, or that I'm not good enough, or they say I don't trust you. There's so many levels of fear and I hope it's okay to say this but being on the day that we are recording this being so close still to what just happened in the US at the Capitol building. Seeing how that effort to re-exert control re-exert domination, it's despicable and awful, and as unsurprising as it was, it was so terrifying and unbelievable.

I can also look at it and say, Oh, you are doing this because you are afraid, you are afraid of us on the other side, you are afraid of losing your power. You are afraid that what you know is not true, and I can have compassion for that too. When I think about my own experiences with selling from fear or doing anything from fear, I can have compassion for myself in those moments too, because there was something very real that I was afraid of losing, or afraid of being, or afraid of feeling in those moments. And that's real.

Finka: Yeah, I agree. I want to touch on the recent event of what happened on Capitol Hill and how fear played a role in that. You called it, those were all fear based actions and behaviors, all motivated because of fear, the desire to control and dominate. What I also appreciate and what you are pointing to is, I think if we come down from a place of judgment, I feel like that's still fear.

They could be held accountable for their actions and behaviors, at the same time I think the human element here, the love-based action for all of us observing who were very traumatized, hurt and in disbelief of what happened is to connect to that place in us when we also did an action motivated by fear, it didn't have the consequences that happened on that particular day, but I think it's relating to each other from this humanness perspective, it

doesn't obliterate any of the consequences any of us have, but I think if we're going to move to solutions that are going to be transformational, evolutionary in our human nature, I can't be sitting on a pedestal judging you. It wasn't right, yes. But I have to acknowledge within myself, I can relate to that moment of fear you feel, and that you believe that you needed to do that action to control and dominate, to feel safe, you belong and you are loved. I think if we can do that a little bit better moving forward, I think that will help us create better solutions, more belonging, more community, and more collaboration.

When we are in disagreement there is some form of agreement because there's a place we can connect to because the humanist of all of us is all the same.

Tara: Yeah. And I think that when we create that sense of compassion and even a small sense of understanding for someone else, it makes it a lot easier for us to find that for ourselves. I think those folks should be held accountable. And I don't know that we need to accept people like that in a democratic society.

I can say, I know they're feeling fear and I know they are trying to stay what they perceive of as safe, like you said, in what ways am I doing that? Have I done that? And how can I find compassion for myself in that motivation? And also how can I transform it?

Finka: Yeah. One of the things that I've learned in my experience is the less judgmental I have become about myself, the less judgmental I am of others. When I wrote, *Sell From Love*, its a bigger theme, and it's a life practice of leading, living, working from this place of love.

I really want it to be specific, if I had to narrow it down, let me figure out how we can sell from loving and use it from this perspective. As I have learned to love myself in the process of selling, of showing up in my business, of promoting myself of falling hard and failing miserably and practicing non-judgment to myself. It's naturally created this openness and acceptance of, I see other people in that same way, and it could just be as simple as, I'm not as hard and judgmental on my spouse. 'How could you', simple things of the day, stuff that all of a sudden, because I'm not doing that, I don't have that inner narrative in for me. I'm going to say it still shows up. I'm still a work in progress and I will be for the rest of my life.

At the same time, as I've become more conscious about that inner judgmental fear-based voice, loving myself no matter what, it's helped me actually show up better for the people that I'm surrounded by and being less judgmental on the outside.

How about you? What have you noticed?

Tara: Yeah, the same for sure. My husband and I had a joke a couple of years ago when a lot of the stuff really started to coalesce for me where a stranger would do something, it could be someone we were talking to at a store, or someone in a car, or anyone and he would say something judgemental, knowing that that's my first impulse is righteous, indignation and judgment and like fire and brimstone on strangers. But instead of doing that, what started to happen a couple of years ago was that I would be like, well, I have a feeling that the reason that they said that that way is this, they have something else going on in their life or they're responding to social conditioning that they have.

He started to refer to it as my empathy engine, 'the empathy engine is revving up!'. I think about that now too. As I've become less judgmental of myself, I have become less judgmental of others. And it often is because I have become willing to accept that the other is not just in relation to whatever is going on in my head. The other has their own slate of things that their experience is what's going on for them in the moment, how they're feeling, what conditioning they have and the more I've been able to see that, take that perspective and shift it into the way I think about how I relate to other people, that's really changed things for me and I think it started with a change in me.

It's created a change in how I see others and the change in how I see others has then come back and continued to change me as well. It has definitely made me more open and empathetic and just more human. I think that's one of the things that I have noticed over the last few years is being willing to be more human; and in willing to be more human, seeing other people is more human in their own right.

And then being able to create, sell, speak, post right from that place of, Hey, we're all humans, let's talk about this. Let's get in and get dirty on this subject or that subject or this other subject. And that's been really satisfying and fulfilling.

Finka: Awesome. If you were to offer a couple of ways that might help someone connect to being more open, being more curious and more human, and to that empathy muscle or engine, where would you point them to start? How do I do that? They're noticing things aren't working, or maybe they're not connecting with their clients or they've pushed themselves in a box that they don't really fit in.

How could they navigate from that?

Tara: Yeah. I'm coming back to this book that I had mentioned earlier, *You Belong* by Sebene Selassie. And there's a line in that book where she says '*curiosity is a crucial component of lessening reactivity*', the fact that I can remember it verbatim first off, that's how much that line stuck with me.

Finka: Repeat it one more time. Because I think it was just very powerful.

Tara: *'Curiosity is a crucial component of lessening our reactivity'*. We have just come off of this sort of collective experience of reactivity throughout 2020, and we're still in it now. We're still in this state of reactivity. I love this idea of curiosity, sort of being a way to meet that.

Where I always start with behavior change for me, or mindset change for me is noticing. So my first step is never doing, it's always noticing and then getting curious about what I've just noticed. Going back to that line, I think any time you're feeling that reactive spirit, like, okay, something just happened and now I have to react right away. That's a thing to notice and you don't have to not react. That's not the goal. The goal at first anyway, is just to notice. Why did I react that way? What was going on in that moment? How did that impact someone else? How did that impact me? And how do I feel about that? And what's the story behind it.

How did that have ripple effects in other ways that I may or may not have perceived at the moment. Noticing and curiosity, I'm just paying attention to when judgment pops up, when you are in that reactive mode. Any time when you're not showing up with love and with openness and a sense of belonging, I think that's the first step.

And then for me, the second step has been rewriting the story. To me there's always a story underneath whatever I'm experiencing, whatever I'm thinking, whatever I'm feeling, there's a story there. First, naming that story; what's happening. The one that I've been working on a lot lately is a fear of abandonment.

If I do X, then that person will leave me. If I do, Y I won't belong here anymore, or receiving critical feedback means people aren't happy with me and they're going to leave me. There's this fear of abandonment story, is what I've been working with and looking at different experiences that I have now, where the reaction is reacting to that fear of abandonment, and saying, okay, what is a different story that I can tell myself here? The critical feedback, is one that came up recently and I realized that, yes, I have this physical reaction when I know that I'm going to be getting critical feedback because I have this fear of abandonment.

What if instead I tell myself the reason I'm receiving critical feedback is because this person is so invested in our relationship, and the work they're doing with me, and the work that I'm doing with them, the thing that is maybe hard for me to hear is actually them showing how strong our connection is and how much they value that relationship.

Life-changing just that one little story. That's my work right now is noticing, getting curious, naming the story, and then coming up with a different story

that if not equally true, probably more true than the first story. And letting that be the thing that guides how I am proactive in that situation, as opposed to reactive.

Finka: Yeah. And again, what I love about it is, the fact that once we can create the break to notice and we can have curiosity come in, fear has no place there. Curiosity is love-based and all of a sudden there's no judgment. And then you start noticing what's the fear story that's actually being told here and bringing that to light and to consciousness, and that's the only time we can really change.

I love the deep work you do. Totally my jam. This is great. What I've noticed about these fears is there are certain themes and, it'll be the fear of abandonment, fear of not being loved, fear of not being enough.

There are certain ones that I have replayed. What I've learned about this process is, those moments where the fear of not enough story shows up and it's this grade three moment that planted the seed of not enough or not good enough. And then a couple years ago, I've probably relived it at some point in 2019 or 2020 because it's the one that keeps coming back. It's that fear of not being good enough. Now I've just gotten so conscious of that story and how that theme plays out in my business, and in my life. What I react to, let's put more stuff in, let's do more stuff, more stuff.

I'm actually looking at how do I strip things away, so that way I don't have to fuel this bucket, that not enough story anymore. I'm more than enough. There's plenty to go around. There's a lot more out there. There's such a richness in, and I think when we think of, and this is where selling from fear, this is the work that when we just use the practice of selling or the practice of our leadership or the practice of making a relationship better, whatever it is, you choose, it's figuring out what the underlying fear based story might be, and then how you did the turnaround and made it more love-based and empowering because this person really wants to. Help make the relationship better. They value you so much. They value themselves so much and what you get to do together that they're willing to continue to invest.

Tara: Yeah, exactly.

Finka: Love it. Love it.

Tara McMullin, thank you so much for being here and sharing your wonderful wisdom with us. Would you like to share with the listeners, how they can learn more about you and if they wanted to connect with you?

Tara: Yeah, absolutely. Since they're listening to the Sell From Love Podcast, the first place I always send people is to the What Works Podcast. On What Works, my goal is to really explore how small business owners build stronger

businesses. Ideally without the shoulds and supposed tos that we often layer on to business building.

That's the first thing. The other place to go is explore whatworks.com. You can find out more about the podcast there. You can find out more about the community we run that we were talking about earlier.

Instagram is always the best place to connect with me. I'm @tara_mcmullin there. I post a lot of thinking and thoughts and random stuff on there. Sometimes things about running and weightlifting. Who knows what you might find there, but I love connecting with people there.

Finka: Okay, wonderful. We will definitely have all the links to Tara's contacts and details so you guys can check those out as well. Thank you, Tara McMullin for sharing your wisdom again, and so happy that you were here with us.

Tara: Thanks Finka.

Finka: Thank you.