590: Find Your Purpose



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With Your Host

Jody Moore

Better Than Happy with Jody Moore

590: Find Your Purpose

How do I know what my purpose is? And what if I feel called to something, drawn to something that I think maybe could be my purpose, but I'm a mom raising kids and I don't want to neglect my children or drop the ball on this very important part of my life experience? What am I supposed to do then? Or what if I'm doing something, but now I'm feeling pulled towards something else? And this thing is even going fine, but I'm kind of interested and drawn to and curious about this other thing. Does that mean that's my purpose? And how do I make that change?

These are all the kinds of questions that I get a lot from clients and I have myself from time to time. And they're questions that we're going to answer today. I'm going to help you navigate the journey of finding your purpose. Welcome to *Better Than Happy*. Let's go.

Welcome to *Better Than Happy*, the podcast where we apply all the tools of psychology, human behavior, and mindfulness to live our best lives, navigate challenges, and achieve our goals. I'm Jody Moore and I'll be your coach today. Let's do it.

Hey there, friends. Thanks for joining me on the podcast today. I got to tell you, a few years ago, several years ago actually, I met this woman who I just was drawn to. You know how you meet some people and there's just something about their personality or their energy or something about them that you're drawn to. And you just kind of want to talk to them longer. You want to learn from them. You want to be in their presence. This is one of those kind of women that I met.

And I'll tell you, I met her in person for the first time at one of my events. She was one of my clients and she came to the event. She was friends with the musical guest we had at the event, and so the musical guest brought her to the lunch that we had backstage for just the staff and a small group of us. And I was just really drawn to her. Come to find out she had a podcast that I became an avid listener of and got to be a guest on at one point. And she continued to be one of my clients.

Long story short, after many years of us having this kind of maybe parasocial relationship with one another, interestingly enough, we got closer when I realized, thanks to the doctor, that I was pre-diabetic. And she at this point in her life was helping people to reverse insulin resistance and just heal their bodies in many ways. And so I looked her up and said, hey, I've been following what you're doing. And I knew she was following what I was doing, so that was the fun part. And I said, I need your help.

So I like to think that I helped her a little bit, but then she turned around and helped me. And we've had a mutually beneficial relationship in so many ways since then. But what I am most inspired by with this woman is that she is such a good person. She is a mom, she is a wife, she is just one of those people that you can tell is genuine and kind. She happens to be a member of the LDS Church and lives similar values to the kind of values that I'm comfortable with. And she's also super ambitious and she has achieved some extraordinary things in her life.

She's made major pivots. She has done it in my view anyway, with so much grace and confidence and wisdom. And she continues to just be an inspiration to me. So I asked her, hey, I need you to come on the podcast. Now, I've had her on the podcast before. Her name is Brittney Zeedik. You may have heard her before. I've brought her on to talk about all the things I've learned from her about healing your body and insulin resistance and things like that. And you can go back and check out those episodes later if you want to, but she thought that's why I was bringing her on.

And then I was like, oh no, no, no, no, we're not talking about any of that. We're talking about you, girl. I want you to tell us about your journey and I want to get in your head and understand how you navigated all of this because she still has young kids at home and she's doing extraordinary things and more than anything, she's finding fulfillment and finding joy. And she's just such a gift.

So, let's go. This is my conversation with Brittney Zeedik.

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Jody: Thanks for coming on.

Brittney: Yes, my pleasure. So happy to be here.

Jody: Okay, so I'm going to ask you to share your story with us in a minute, Brittney, because I think it's so inspiring, but I just kind of want to set up a little bit of the premise of today's episode and I would love for you to add your thoughts to it. One of the things that I get so many questions about from clients is this idea of purpose and how do you find your purpose? How do you know if you're living your purpose?

Well, it's coming up a lot right now with empty nesters, probably because I'm hitting my early 50s now and so I'm attracting people in that kind of same phase of life that are like, wait a second, now my kids are leaving the house, what do I do? But I even see it come up in a slightly different way with young moms who are still having babies and have little kids at home. It does, it often sounds different. It's not like, what is my purpose now? It sounds like, I've got all these kids that need me and I'm exhausted, but yet I kind of want to, like I was just at a conference this weekend, a young girl who has four kids under age five, she said. And she said, I'm an artist and I really kind of want to, along with raising my kids, pursue my art in whatever way. How do I know if that's selfish?

Right? So I, to me, that's the same question. What am I supposed to be doing? What am I allowed to be doing? What's good to be doing? And I think that you're a real inspiring example of someone who is attempting to always figure that out. And it's not, it's not a thing that you figure out one time and then you're done. But I think that you lean into that question. I think that you're courageous about it and I think that you, I just love what you've done and also how you think about this topic. So that's kind of how I want to position this today. Tell me your thoughts on this subject because we talked a little bit about what we were going to talk about and then I kind of evolved, I kind of changed the shape a little.

Brittney: No, I love it. I mean, this is,

Jody: Surprise.

Brittney: It's great. It's a topic that I am totally into and yes, that it impacts my life every day really. And you nailed it on the head where you said, like, you don't figure it out once and for all necessarily, right? But because each new chapter of your life, all of a sudden there's these new things on the table that in our minds feel like what we should be doing or what is the right thing to do or even maybe there's just that question in our mind of like, what's the right thing to do? As if there's a right or a wrong and that it's just like a blanket rule for everyone. But it kind of feels like there, there are some things like that.

And so I think figuring this out for you, it really impacts every single decision you make every day. So it does matter. Like, I understand why the question comes up so often for you because, yeah, what do you do if you love nothing more than your role in your home and in the same breath, you don't feel as fulfilled as you thought you might? Or you're an empty nester and you loved that role and now like is your role supposed to just be like grandma and involved, like where what's the boundary of doing your own thing and when does it become selfish? And yeah.

Jody: And or maybe you love your children and love your family, but you don't love the role necessarily of a lot of the duties and responsibilities. I know some women feel very fulfilled by raising kids and others don't, which doesn't mean you don't love your kids. It's a really interesting topic and again, in just a minute I'm going to ask you to share your journey a little bit with us because I think it's so inspiring.

I want to be clear that I'm not here today and I know you're not here today to say, we know the right way. You should do what Brittney did or you should do what I did or that you should do what anybody else did, which is kind of unfortunate. It would be a lot easier if we could just be like, here are

five options that are good, pick one. But it's so nuanced and so personal and evolving that we of course couldn't possibly claim to know that.

What we're trying to do here today for everybody listening is to open your mind, open your heart to be able to see the wisdom that I think everyone has within them. And Brittney's going to share how that happened for her a little bit and I'm going to try to maybe pause and tease out some parts that I think are relevant human wide. I want to begin though, actually, with a definition of purpose. So there's a woman named Jade Simmons, who is an award-winning pianist turned motivational speaker. I first heard her speak years ago at Dave Ramsey's conference, and she was phenomenal. I started following her then. And her thing is purpose. She loves helping people discover and live into their purpose. And she's the one I first heard give this definition of purpose. I have since heard it said many times before, but as far as I know, she's the originator of this definition. So I want to give her the credit. She often doesn't get the credit. But she says that purpose is not the thing that you do. It's the thing that happens inside other people when you do what you do. Isn't that good?

Brittney: So good. Yes.

Jody: It's the change, the transformation or whatever happens in, I mean even you think about like a musician, a singer, a Taylor Swift singer, songwriter, it's not her singing and performing, it's what happens inside other people when they listen to her music, when they watch her perform and that's not for everyone either, but so I love thinking about purpose that way because it allows for, like we said, that it's going to change. It might be raising your kids for a while. That might be your main purpose that drives you, that fulfills you, but those kids are going to not need you in the same way forever, hopefully, right? And so then what does it become? And if we think about it that way, then your purpose doesn't change, but how you execute it, how it shows up in the world changes. So with that, would you just dive in and share a little bit about your story with us and I'll I'll interrupt you when…

Brittney: Yes, please interrupt me as I go. Yeah. It's funny you say this. I just a little remembrance popped into my mind when you were talking about that. I was on a girl's trip and I was with my cousin Cass and my friend Meg that I've known my whole life or since kindergarten. And we were, I was feeling really passionate. This was the moment where I was about to start a podcast and I was just like filled with all these ideas and I just felt so passionate. And Cass had this thing with her work that she was really motivated to do and we were kind of talking about this idea of like, yikes, I know this is going to take away from our families and how, how are we going to navigate this and how are we going to handle it appropriately?

And then Meg was like, I'm going to have another baby. Like, that, I know I need to have another baby. And we were just kind of like, there wasn't a better or worse, but like we each were feeling really passionate about, so it just to echo your point that there isn't a one size fits all, but there are some maybe little things you're looking for and the idea of you've heard people say like, oh, you're in your zone of genius. And it's not because you're so amazing, it's because they feel something. So like, I love that definition because it is about the impact that it makes. And so anyway, love it. Yes. Where do I begin?

So I was in the hairdresser role for 26 years. Loved doing hair, felt extremely passionate about doing hair. Yes, in part because the creative outlet and which is really, really fun. But also, I really liked the relationships and it was like, I had a hairdresser teacher, I can't remember what they were called, say to me, instructor or something that said, you're a daymaker. And I was like, I love that. That's my, that is my actual job title is I am here to make your day. And so that is something that like I got deep into and I learned so many extraordinary life lessons through hearing people's stories. And, it's like a joke that you're a hairdresser, you're actually a hairapist. You do a lot of, you know.

But there came a point, I, you know, did hair for a while, then started having my kids, loved that I could do both and really made it work where it was

during nap time or designated a certain time where I had a sitter and then the rest of my time, I was totally devoted to being a mom and all the different roles that come with that, super involved at the schools and did all the hair and makeup for plays and, you know, really dove into that community role while raising my kids. And when they were starting to get all in school, like a little bit more occupied and I didn't have a baby at home anymore, I started feeling a bit of an itch. Like, I feel like there's something else I should be doing. I feel like there's more.

And that is really when I found your work, I found Brooke Castillo, I started delving into that, which turned into, in my opinion, just phenomenal conversations in the hair chair. Because I was learning so much and I was so passionate about it and then it would, it would just snowball, you know? And it got me excited and I started, I always, oh, you should, you should go do coach training. And I was like, no, no, no, I'm just going to be an appreciator of all of the things coaching and share about it in my own way.

And that brought me to a point eventually where I was like, all right, it would be cool if these conversations were on a broader scale. What if I did a podcast? And so I hit up some of my friends like, do this with me. I was scared to do it alone and I was used to a back and forth conversation, so I wanted something like that and decided to do that. And then a couple years of that was so fun and really so much growth and learning and honestly, a lot of vulnerability. It's scary to put yourself out there and put your voice out there and get feedback and opinions and all of that. But it was funny. It was like it quenched it a little bit, that itch I had, but not totally. Like I could tell, I could tell I was still kind of cushioning it or something. I can't explain it. Like there were all the excuses too. Well my kids still need a lot and but I don't know, there was like a little burning below still of, no, there's more. Does that make sense? Do you know what I mean?

Jody: Yeah, it does. I have a couple questions for you. So the intention with starting the podcast, am I correct in saying that you just felt excitement about these things you were learning and you wanted to share them? But I

didn't gather from when I've heard you talk about this before that you had a specific strategy around like, this is going to turn into this thing and this is what we're going to do with it or whether or not you were even going to make money with it or any of that. It was kind of like a following, following something you were excited about. Is that true?

Brittney: You're 100% right. Yeah, there was no strategy. There was no business mind behind it. It was really like, and if anything, it was like, no, no, no, we're not, I'm not doing this for money. I'm totally doing this for fun because it sounds challenging and it feels like something that could possibly be impactful for people and it was in categories that I really loved learning more about and so it felt like I could learn and then share and so, yeah, it was definitely not, there was no funnel involved, there was no strategy involved at all.

Jody: Well, and the reason I ask you this is for anyone listening, it's okay if there is strategy, if you have a plan and you know where you're going or whether or not you want to monetize or any of that. I think it's totally fine obviously to approach it that way. It's also fine to sometimes do things that don't, I'm not to say it didn't make sense like to just go out there and share information, but there's a steep learning curve, I think, to figuring out the tech setup, to getting a podcast up and running. There's a lot of podcasts out there. So there's, you had to overcome some version of resistance in your own mind to like, why am I even doing this, right? What's the point?

And I'm just curious when, because I do think it's important that sometimes we just let ourselves follow a hunch and whether or not it turns into something bigger, it might have just been for our own experience. It sometimes it gets us closer to what we do want to do. Sometimes it just scratches an itch or shows us what we don't want to do. But how did you overcome that resistance when it came up for you of why am I even doing this? Or did it? Did it come up for you?

Brittney: No, it definitely came up for me. There was a lot of like, first of all, you hear the sound of your own voice and then, I did all the editing.

Jody: So painful. Oh, that is brutal in the beginning. Yes.

Brittney: It is brutal. It is, you become hyper aware of the words you say too often, of the cadence of your voice, so many things. So, and then you're like, who's even listening? And how are people, how are people even going to know that this podcast exists? Oh, I guess we have to develop a social media feed to tell people that this exists and try to pull quotes from what we said and, you know, there's just so much of it. And thankfully, my podcast partner, Cassandra, she's really artistic and so she, I'm more like words and tech, and then she really brought the creative part and made it pretty. And so it worked. It worked well.

But the putting it out there, like you would complete an episode and you'd be like, this is garbage. Like, it's not even good. We don't sound good. We sound robotic. We practiced, we've done it four times by now so it doesn't sound natural anymore. And then it's just like, so what are we going to do? Just never put anything out there? We've done all this planning and preparing. So then you just start putting stuff out there and you're mortified. You don't really want to market it because you don't actually want anybody to listen to it. You're like, why did I do that?

So that all happened. And I'll tell you, the answer was I just kept going. It was like I made a commitment to myself. I made a decision and I just wanted to see it through. And I felt like, why was it like placed upon my heart? Like why did I feel driven to do it if there wasn't something? And so I didn't even know for sure other than like, what if one person is impacted and that's why I'm doing this for. I just kind of hung onto that and like a lot of the episodes, I would keep that in mind. Like not just the general podcast listeners, it was like individuals. That's kind of what helped me overcome it.

Jody: I like that. We're often driven by like, well, this might help somebody and I'm willing to do this and get it out there if it even if it just helps one person, but I know this is helpful. I've got something to say. You have to put some faith in yourself. You have to get your own back a little bit and decide, I have something to say. And even if it doesn't sound great and I think I

don't like my voice and all that, I know I have something valuable to contribute here. And I'm going to put this out. It's reminding me too of like this concept that I'm kind of obsessed with right now of being fruitful. You know, in the Bible it says God tells Adam and Eve to be fruitful. And a fruit is something that has within it its own seed, right? The capacity within its seed to reproduce something of its own kind.

And so the fact that you, like you said, I don't know, there was just like something within me that I just kind of wanted to see and to try this thing. To me, those are the seeds, right? That desire. Not everybody has the desire to start a podcast or to talk about the tools of coaching or whatever. But we do all have desires. We all have some seeds. We're not all apples. Some of us are oranges, right? But what seed lives within you? If you're being fruitful, that is that is about a lot more than just having babies, folks. That is about like, what is the seed with that's within you that has the capacity to spread what you were trying to spread, which was mental health and strengthening relationships and navigating life challenges, right?

Brittney: Yeah.

Jody: So anyway, okay. So continue on.

Brittney: So then, well, I was going to say, what else I like about that and what really happened for me too was realizing that I could kind of practice it a little bit on people I knew in real life. Like if I had a conversation, something that I thought would be an interesting podcast topic, if I could have a discussion with people in real life and I felt like it was insightful and kind of took, it's kind of like a gardener, like you're saying, where there's a seed, does it feel like this seed's taking? Does it feel like this seed is, right? Like, oh, it does. Okay. Well then maybe this, I'm onto something here. And so there was definitely some testing.

Jody: And were you still doing hair at this point?

Brittney: I was, yeah, I was still doing hair.

Jody: So some of your testing was probably happening in the chair.

Brittney: Totally, right? 100%. And it would actually spur stories and things that I was like, ooh, that resonated. That's going to, if it resonates here, it's going to resonate there, you know?

Jody: That's right. That's right. Yeah. Yeah. Okay, love that. All right, so continue on.

Brittney: So then I really kept feeling like, I remember a little bit into our story, so my friend Brooke was performing at one of your events and I went with her and she, I ended up being able to have lunch with her which kind of actually you were, a lot of people were having lunch with you, but I was mostly with Natalie and your mom and like I kind of got to know some of your family members that were there in the back and we were chatting, which turned into then having many of you on my podcast, which was amazing and a total amazing win life goal for me.

And towards the end of our podcast, actually I think we were done rolling and we were like, Jody, why don't you train coaches? Like this is silly. We don't, I mean we'd love to go to The Life Coach School, but it felt out of reach in a lot of ways and couldn't you just train us? And at that time you couldn't.

Jody: Right.

Brittney: So you were like, no, but go get trained there and then come work with me. And you were probably just being nice, but I was like, hung up with you and I looked at her and I said, she just offered me a job.

Jody: I love it. So good.

Brittney: Which of course you didn't. It was like kind of like on Dumb and Dumber where he's like, so you're saying I have a chance? So you're saying there's a chance?

Jody: No, I don't just throw stuff out there like that casually, but you never know. I probably say that to so many people who never actually go do anything.

Brittney: Right. So in my mind, I was like, okay, well, I've been wanting to do this anyway and ended up doing coach certification. Incredible experience, amazing, loved it so much, learned a ton. You invest time, you invest money, you don't really know what you're going to do with it, or sometimes people do maybe, but I didn't for sure know what I was going to do with it. But I was also just like, I keep feeling pulled towards this. So I'm just going to go with it and trust the process and so often, I realized looking back on my story and I'm sure many of you can relate, like, you can't really see the end always, but you just keep feeling like the next step is in front of you.

Jody: Yeah.

Brittney: And that's how I felt with this. So I did the coach certification and then it was time to like get that going now. And every business coach out there tells you the same thing. I was being, you know, in Jody's program, she always is telling us like, figure out who you're trying to help. Like get really specific with the very narrow problem that you're trying to help somebody solve for. And, you know, I never had to do that in the hair chair. I got all the problems. And so I really didn't like this idea of having to pick a problem that I would help somebody solve for.

Jody: None of us like it.

Brittney: No. Well, I now know that, yeah, like, oh, I thought I was the unique one. We all think we're special. No, none of us like it. But no, we all think we can help with everything. Yeah, so then my brother approached me right around this time and he was like, you're about, you're, you know, you're, I had started coaching. I had a few clients and he's like, you're doing this coaching thing, you should really come work with me. And he had worked for Unicity corporate prior and he speaks several different

languages, so he was traveling internationally with them. And he was like, this is insane what's happening for people's health. These transformations. And, you know, my dad had passed away when he was 60 from colon cancer. He got diagnosed when he was 58.

And when we went through that terrible time, I mean, like of course there are beautiful memories as I look back, but it was really hard as a whole because we just felt like my dad was so young and of course we were going to figure something out and he was going to live. And there was a lot of denial happening with the seven children that he had and he was young and we were young and we just 100% thought he was going to beat this. And as we were turning over every stone trying to figure out what was going to save him, my brother had found out a bunch of really cool research about fasting and about fiber and about how those things contribute to insulin and the connection between autophagy, cell regeneration, and killing off old damaged cells. And anyway, he's delving into this information so much so that my siblings all did a five day fast. Like five days.

Jody: Really? Wow. That's insane.

Brittney: To show my dad like, this is possible dad, like we're going to do it with you. Now, it was not on the table for my dad. Let's just put it that way. Things were too far and unfortunately it was too late. But you can't unlearn some of those things you learn and it felt especially relevant to my family because you're like, okay, genetically, I don't know, we need to be extra cautious, right? And so not only was Trent working on the corporate side of this company seeing the impact that these products were making internationally, but he was also, you know, passionate about it for himself and for our family.

And really, North America didn't have a market. Like there wasn't anybody that really knew about it here. And so he had decided that he was going to start teaching about fasting and fiber on TikTok of all places. And it really took off for him. And so in a couple months, he had over a half a million

followers and was helping thousands of people. And he was hearing these health transformations that, you know, when we would have done anything for our dad and it was very fulfilling for him and he was like, Brittney, you have to come do this with me. This would have helped dad. This absolutely is something our family needs to do. And there are so many people struggling that don't know that this is available and it's simple and I can show you how to do this. Like just copy what I'm doing. And I was just like, what are you talking about? I'm doing coach stuff. Like thank you, but no, I will send everyone to you and I totally want you to shine at this and I'm going to back you up and I'll use it. I'll totally do it, but I don't want to do this business. I don't want to sell a product. I don't want to be on TikTok. Like I didn't want to do any of that.

But he kind of pushed back on me like, well, what if I just come on your podcast and I mean, let me just sum it up by saying, he asked me about 15 times and I said no. But eventually he came up with this idea to come on my podcast, just teach about it and see how it went. And it went well and a lot of people really liked what they heard and decided that they were going to try it and then results started rolling in and it was really making an impact for people and all of a sudden people were like, oh, I'm doing Britt's thing. And it was like, I have a thing, like what is actually happening? And I had not at this point really committed that I was really going to go all in on this business. I was still just primarily focused on coaching.

But I had qualified for this in-person training and I decided to go. My husband was encouraging me to go, my brother was encouraging me to go. Like, why don't you just go and just see, I mean, Trent's making some money here and he's helping people and what if there was a way that it could work with, you know, what you're thinking you want to do. So I went to this conference and honestly was like into stress because I felt like I was there not for me. Like I felt like I went because they want me to go and I felt like I really want to help people, like really and I get that this helps people, but I never, I don't even know anything about this topic. I've never really wanted to be like a health advocate in this way and I don't want to do this

because somebody else wants me to do this. Like I want to, I really want to fulfill my mission. I've been feeling this itch and I feel like I'm on the roll, on a roll right now and I don't want to lose this feeling, you know.

And I was just totally trying to figure it out before I walked into to this seminar the next day. And I just had this, I was actually doing a thought download. I was really following Jody's counsel of like, do a thought download. Now let's figure out like what is causing this feeling that you of distress that you're having and what do you want to feel and how can we maybe get you, get your mindfulness where you want it to be so that you can feel how you want to feel, right?

And I realized that what I wanted to feel was open and just curious. And so if I wanted to be a coach and I wanted to help people break through their limiting beliefs and improve their quality of life and realize that they're capable of more than they, than they thought themselves to be previously. And if I really wanted to be an example of that and I wanted to potentially work with Jody Moore someday, like how is this all going to fit together? you know?

And so I'm looking at all of this and realizing, wait a second. If I really want to build a coaching practice, I'm going to have to put myself out there. I'm going to have to make sure people know I even exist so that they could come ask me for help. I'm going to have to figure out what I'm going to help them with. Everybody I know that has health issues, which is pretty much all of us at this point, like a huge percentage of us, right, struggling with one thing or another. Yeah, there's mental and emotional side to this, for sure, and that's what I learned at coach training to help them with and I feel like I'm equipped to help somebody with anything based on the tools that I have, but what about like the physiology? What about like the hormones and the metabolism? Like I don't have a tool for that. So maybe I could help them with the mental emotional stuff and then this tool that my brother has introduced me to could help with the hormonal and physiological side of things and that would just be another tool.

And this thought struck me like, what if this is the way? What if this, this vehicle of working with your brother and partnering with Unicity, what if somehow this is the way you get to fulfill all these things you feel super called to do that have been placed on your heart? Like what if, what if this is the way? Because I really didn't know what the way was, right? I knew, I knew what I wanted, but I didn't know the how I was going to do it.

Jody: Yeah.

Brittney: And so I went into it with more of an open, receptive, curious mind.

Jody: Those were your new thoughts?

Brittney: Yes.

Jody: Like a what if, which is what curiosity is. I wonder, what if is possible. I want to, I want to put a pin here for just a minute. I want to highlight a couple things that you've said and connect some dots for people. So it's interesting because the way you were thinking about things is so common, which is like, wait, should I do this thing, right? As you started to open up your mind to like, should I pursue this Unicity opportunity that my brother's telling me about? Or am I going to build a coaching business?

And I know it's obvious to you now in hindsight, and I know you hear other people say this, but as I listen to it, I'm like, what do you mean? It's the same, it's the same thing, right? So for anybody struggling, right, with this kind of thought of like, wait, do I do this thing or do I, do I be a coach? Coaching is a tool, right? I always say, it's like you have scissors now. Once you're a trained coach, you know how to, you've got some rich scissors, they're sharpened and you know how to use them. And not everybody actually knows how to use scissors, right? So this is where the meta metaphor falls a little short is that there's scissors that are complicated to know how to use.

But if you walk around saying, these scissors are phenomenal, I can cut anything with these scissors. I could cut hair, I could cut clothing, I could cut

flowers off of trees. I can cut, like why do you, why are you telling me I have to just go all in on one thing? I could, there's so many things these scissors can do. And I say, it's true, but if you walk around saying, does anyone want me to cut anything? Most people are like, I'm good, thanks. But if you walk around saying, I can make you a custom dress for the event that you're going to, then you'll get some takers, right? And that's what you're describing is like this Unicity opportunity, there's so many ways that coaching, I'm going to let you tell this story, but coaching is so such a useful tool to help people improve their physical health and to help other people who want to build their businesses as well. And so coaching is a great tool for that. They're not separate.

Brittney: Yeah.

Jody: They're not separate, right?

Brittney: No, that's exactly what happened is that two, I was like praying, which one should I do? What's the right thing? Right? Like these are two separate options and all of a sudden they just became the same. Like, oh, this is, if I just shift the way I'm seeing this and recognize that the path to get where I want to go is going to require a lot of the same growth, no matter which lane you choose, it ultimately allows you to fulfill what's inside of you. And that's really what started happening. So, you know, I didn't know how to do this. You know, I'd never really had experience in sales. I mean, I worked at the Gap when I was in high school, so I did a little bit.

Jody: You added some socks on to some purchases.

Brittney: I had done like little things, but I really didn't feel qualified in so many ways. But I'm also like, guess what? I have a brain, and I can learn things. And I'm willing to try something and then apply it and give it a shot. And what's the worst case scenario? I go all in on this, and I try really, really hard and give it all I've got, and it doesn't work out. And what would that even mean it doesn't work out? It doesn't, who decide it didn't work out except me, you know?

So I just was like, yeah, let's just do it. And it was kind of a full commit. And I think this is kind of important because once you pick a lane, like, okay, I'm going to go all-in on this, you can't second guess it all the time. You can totally change your mind later. I'm not saying you can't change your mind. I'm just saying that I say this to people with their health stuff too. It's like, well, I'm not sure if I want to do intermittent fasting or not. It's like, well, you can't do it two days and then not and then that like back, forth, back, forth and then have an opinion about how it's going for you.

Jody: Right.

Brittney: You know what I mean? You kind of have to just make a decision. Try it for like a month, and then assess, right? And in this case, I was like, I've just got to go all in for two years. For whatever reason, that was the number that was in my mind.

Jody: Okay.

Brittney: Because I knew it was going to take some time. And give myself a chance to grow and learn and develop and work it as if it is 100% going to work. Like, work like I have a crystal ball, and I can see that it all works out in the end. And so that every challenge I faced and all the bumps in the road, which there were so many. There was one time where I made a post and then this, um, heart surgeon dueted me for anybody that knows what that means on social media and was ripping me to shreds, telling me to go back to my hair.

Jody: They basically put your video with theirs.

Brittney: Uh-huh. Well, yes, it was like a bit of my video, and then he would pop on and say why I was totally wrong. And then, and everybody in the comments was annihilating me. And I was like, he's probably right. I just learned this stuff yesterday before I made that video, you know? So, but I had to realize, like, wait, no, I did my research. I didn't say anything that I didn't double check, you know? And just have my own back that I'm not

there yet, but when I am where I know I'm going, I'm going to look back on this as just part of the story.

Jody: Yeah.

Brittney: You know? And most stories aren't blase. They have if, especially if they're not a good, if it's a good story, there's going to be some highs and lows. And so to be expected through my journey. And you know, I didn't feel like posting two videos a day. I didn't even have, I didn't even know what I was going to post two videos a day about. So I had to figure that out every single day. But I had made a commitment to myself, and it was like, I just put my head down and went to work. And of course, I still had a family and a life, and I was still doing hair. So that meant that I was...

Jody: How many kids do you have and at about what ages were they at this point?

Brittney: Yeah, so I have three kids, and at the time, they were like 14, maybe like 12 and 8.

Jody: Okay. Just to give some context for people.

Brittney: Yeah, so they were, you know, I had kids in every school: elementary, middle school, high school, and driving, you know, and multiple carpools. So it was complex for sure. But I had committed to myself. And so my brother had a lot of systems in place, thankfully, that I could just kind of duplicate that were working. And I was working with you in your program where I could like learn concepts of things that were working for businesses and how to be consistent and how to get my head right and all of that. So I felt like I had a team surrounding me. And really, it just meant I was showing up to their trainings. You didn't know you were coaching me per se directly, right? But you were. I was showing up to these things, getting my head straight on a regular basis so that I could show up consistently.

Jody: Okay, wait, before you move on, I know this is a little bit of backtracking, but I feel like it's important to call out. So even before you

made this decision, first of all, I love the word decide. It means to cut off any other options. And I love, I do exactly what you did, where I give myself some kind of a benchmark. Like, there are no other options until this point. You said two years for you. Like, we're, I'm, there's no other option for two years. Then I get to redecide, right? Again, if it's, if I'm going to try fasting, 30 days might be the appropriate timeline. So you, it's personal and it's situation specific, I would say. But I love people to give themselves a benchmark. When I started my business, I was like, I don't quit until I teach 500 women the model. Then I get to redecide, right? Redecide.

But initially, before you got to that decision point, right? When you talked about going to the, the conference that you qualified for, and you were kind of like, I don't even know if I want to do this, right? I don't want to do it for the wrong reasons.

I think what's challenging is we hear a story like yours, and we go, oh, look. And then it's working out for her. She's happy with what she's doing. So maybe I need to do more things that I don't really want to do. Then we hear somebody else come along and tell a story about, I knew that wasn't right for me. It was a waste of my time. I should have listened to my gut. I should have listened to my own intuition. I knew all along. So I just want to be clear that I know, I can hear people going, how do I know if I should listen to my own intuition and my gut and tell my brother no, or I should be open to things that I'm kind of right now blocking out.

And the answer, I think, I'd love to hear your answer. My answer is, you don't know. You don't know. I've done things like similar to you that I'd look back and go, I'm so glad I didn't just shut that down, even though I kind of wanted to. And then I've done other things that I'm going, I knew, and I should have listened to that. And it's okay either way. That's how you figure it out, is you try stuff. You show up. You do less consuming. Because this is the trap we're in right now, is less sitting there scrolling your phone or even reading and taking courses and more trying stuff. What you did was you went to a conference. Even though we might call that a little bit consuming,

it was still, you had to get on a plane, you had to make, take a trip, you had to like be there and participate. And then again, when you made the decision after that, you did a lot of creating.

And the brain doesn't like any of that, you guys. The brain is like, this is ridiculous, this is hard. So anyway, I just wanted to highlight, like, sometimes it turns into something, sometimes it doesn't. It doesn't mean it was the wrong thing to do either way, right?

Brittney: Yeah. And I agree wholeheartedly. I would also add, and I know this is going to get tricky for people, so, Jody, step in here, but I think we sometimes get ourselves into trouble by thinking there's a right or a wrong to these decisions too, because it feels very moral. Like, is this the right thing for me to do? And sometimes you just decide. Like, it maybe isn't. Both are good. There's lots of good.

Jody: That's right.

Brittney: So you're just making a decision, and you get to make that decision. You actually, that is a gift that you have that you get to use.

Jody: That's right.

Brittney: Is this, you know, opportunity to decide. And so, when you decide, um, because so much of it is measured, if you allow it to be measured by how you develop as a person and who you become through the process, then it can always be good. And always be the right choice, you know?

Jody: Totally. Yeah, that's exactly right.

Brittney: If that's the measuring tool you're using, rather than like, oh, did I make a certain amount of money, hit a certain rank, qualify for this thing? Whatever your measurements are, right? Did I get this many followers or this many likes? If you take those metrics away and you make it about, like, then why wouldn't it always be good? So I think I had to take a little bit of that out of it too. And I think sometimes it's in our head because if you have

kids, then you think, well, this matters if it's right or not because I'm taking time away from my family, which is my biggest priority. And so that's where you have to think of whatever it is that you're choosing, make sure it falls into the category of, is it helping you become a better version of yourself? And are you using it to show up better in the world? And if so, then it's good.

Jody: That's right. Yeah. And again, back to the, like I said, the question I got over the weekend, right? From the sweet young mom with all the kids who's the artist. And yeah, that's going to come up for her. Like, wait a second. Well, if I'm going to, you know, not be with my kids and have to get childcare or whatever, are my kids going to suffer? Is that going to be worth it? Is it worth the sacrifice for me, for my family, for my children, worth the, or even just the money that we might put in, the time we might put in. Is it going to be worth it? is the question. Is it going to pay off? And so, to exactly like Brittney's saying, what is the payoff?

If the payoff is your own growth and development, then it's always worth it. That's what I happen to believe. Like, I'm here to live my life and to expand myself and evolve myself and develop myself and contribute sometimes, as I do that. Sometimes I get to contribute to others. Sometimes not. Sometimes it was just a lesson for me. So, that said, each of us gets to decide personally where the line is. I know you have lines in the sand of like, no, I'm not going to miss this thing with my kids. I'm going to say no to that thing, that conference or whatever because I want to be at this thing with my daughter. And I'm the same and we have probably some different and some overlapping ideas of where those lines are. And that's personal. You get to decide that. But in the end, your job, even when you're a mom, is not to sit by your kid's side all day and make sure that they're every beckoned need is met.

That doesn't serve your kids. And we all know that. When I say it that way, it's ridiculous, like, of course not. But where is the line? is what you're asking, what people are asking, right? Like, if I don't need the money, for

example, but I just kind of want to go try something as an artist or start a business or whatever, is that selfish? And I'm always like, well, what do you even mean by that? Like, what are you going to do this week or this month? If you decide to go pursue your art, what are you even going to do? Are you going to take a class? Are you going to do some research on Google? You're going to call up an art studio? You're going to pitch yourself to a few businesses that need art? Like, break it down first of all into what we're even talking about, and then ask yourself, does that feel like it violates how I want to be as a mom, or is it okay to sacrifice a little bit of time that maybe the dishes don't get as done as soon or maybe my kids have to fend for themselves for a minute and might that actually be good for all of us?

Brittney: Yeah.

Jody: Anyway.

Brittney: And you won't even for sure know.

Jody: It's true.

Brittney: But you make an educated guess based on the experiences you've had and the feeling that you have. And yeah, I like that it's unique to each of us. But you, that's where you just have to trust yourself and just like have your back on the decision you make. And then reassess it whenever you decided you were going to reassess it, you know? Because you may decide to make some shifts. And I have definitely made shifts over the years. Like my first year, at the end of it, I was like, we've got to find some better balance to this. How are we going to do that? You know? I had gone so hard that, which I'm proud of myself for doing that. I'm glad that I did that and it was the, I think it was the right move at that time, but I've made shifts all along the way. And I think I will continue to.

But I still have my eyes on the prize. I still have like a mission, like a feeling, a drive inside of me that I'm, that I'm answering, that I'm like allowing. It's almost like you feel pressure. There's pressure that needs to be released.

And I can tell that like I'm finally allowing some of that. I don't know if that, but that is how it feels when you start to really be in your lane. And yes, does not mean that everything goes well all the time. It really doesn't. In fact, I would say like by the end of my 14th month or something, I could tell everybody in my life was gently and nicely making comments that were kind of giving me permission to quit without saying that, because they didn't want me to think I, they didn't believe in me or make me feel bad. But it was like, is this going? Is this how you wanted it to be? Is this what you had in mind? Is this what you're hoping for? And, you know, I heard so and so's hiring and you'd be so great at that or whatever, right? And so that's hard because when the people that you love are looking at you going, are you sure about this? Is this working? You know?

Jody: Do you think that's because you weren't seeing the results yet of your efforts?

Brittney: Yeah, I think that, I mean, I was seeing results, and I hate to even say that I wasn't because I was definitely having successes in areas.

Jody: Okay.

Brittney: But it wasn't what I thought it would be. I thought I would be further along. I thought I would have more success at that point. And obviously, I'm comparing a little bit to other people in my head and also just like where I thought I would be, right? So that's hard when you're going that hard, like when you're really committed and everybody can see that you are putting yourself out there. Like, you're like not, like, I remember walking into church and this guy was like, every time I open your, my phone, your face is in front of me. And I was like, I am so sorry. Please mute me immediately. You know?

Jody: Yeah.

Brittney: Like I did not want that to be happening to you. But it was like, yeah, I bet. I mean, I'm posting up videos a day that I'm not surprised that's happening, right? So there are things about it that you just are putting

yourself out there. It's so vulnerable. And when it's not reaping the reward you or the result you imagined, it is hard not to really question the whole thing and throw it away, especially when people are giving you permission to do that love you. And I had to just hang on to like my inner commitments and my, the picture in my mind that I felt was still available. And that picture would evolve a little bit. this like, I call it kind of like vision casting. And I'm not trying to sound woo, but it's like you have this, it's like you have moments where you're almost like daydreaming of what you could see. And that is how I would have those glimpses. And I just had to really stay with those.

And so I kept going and it was shortly after that I, Jody, that we started working together and there were several stories that now I can look back and I can see that they needed a gestation period. Like, health transformations, people that would end up really like excelling in this business that needed coaching, that needed some time, that needed some growth. And that doesn't happen overnight. And thankfully, because perspective always gives you, you know, so much clarity, I can see now that I was in this rush, but there was so much happening that had to take the time that it took. And, you know, I've been able to really see some lives transformed. I mean, saved from a health perspective that took months if not years in some cases.

Jody: Let me just fill in some gaps for people on just my experience, because we, like you said, I had met you at my event. I knew that you were in my programs, although we didn't have a lot of close interaction, but we'd had a little bit, right? And like you said, I got to go on your podcast, which, by the way, you weren't doing the podcast at this point anymore, were you?

Brittney: No, I stopped the podcast at this point. Yeah.

Jody: Okay.

Brittney: I was still doing hair, but that's what I...

Jody: Yeah, okay. But anyway, I've been very vocal on this podcast about my journey with my health, just like, it's been hard for me to get myself to eat well. And I had gestational diabetes with most of my pregnancies. I'd known that I'm at high risk for developing type 2 diabetes. I knew I had blood sugar issues because I would get low, that low, shaky blood sugar feeling way more often than I know the average person. So, anyway, all of this was on my mind, and I went to the doctor just for, I don't even remember why I was there. It wasn't about this topic, but, the doctor ran my blood work and came back and said, you are pre-diabetic. You're very close to crossing the line into full-blown type 2 diabetes. I want to talk to you about putting you on Metformin or whatever was going to be the treatment.

And I kind of panicked a little bit, and I had been seeing your videos, right? At this point, you'd been making videos for probably a couple of years. Two videos a day. And I always liked what you had to say. I took a lot from them. I found them to be very useful because you're talking about how to get more fiber in and how to adjust your diet and what is going on in your body and just all things that were really useful information. And occasionally, you were like, and I take this fiber supplement to help me, or I take this thing to help me intermittent fast. And so I knew you had a system. And I just decided, I'm trying that before I'm going on whatever's the traditional medicine route. And there's nothing wrong with going whatever route you want to. I just, I knew I hadn't put in real effort. I really hadn't. And I didn't want to just, I don't know. I just wanted to explore all my options.

And so, and I know for people listening when we do an episode like this, they're always like, wait, that's me. What is that product? So we'll put Brittney's contact information in the show notes if any of you want to learn about this system or learn about her business or anything. But we really, I really, what I want to say is like, I reached out to her and started using her product and it was amazing. I still use it to this day. Three, it's been almost three years now, I think. And I also started working with her selling it to

other people because it was so transformative. And I'll let you kind of pick up from there, Brittney, but...

Brittney: Yeah. Yeah, so, a few things. First of all, that obviously, this conference that I told you about that I was at when I made the decision to go all in, I happened to be at that same conference a year and a half later when I got a notification on my phone that a purchase had just come through from Jody Moore. And I was like, what just happened? And sure enough, she had DMed me. She's like, hey, I'm trying your thing. Like, I just found out I'm prediabetic. So, that took time for her to actually see some results. And then she's like, I have to talk about this. I'm going to do this Make Peace with Food. And many of you probably have tried this and come along for the ride and had great results. In fact, now, you know, it's been a huge benefit to my business, for sure, both of our businesses. And there are like some insanely amazing transformative stories, as well as people who are just using it preventively and maintaining their health by this because there's just so much missing in our in our food system in this day and age. And so...

Jody: Can I, wait, wait, wait, I have to tell you this. I was on the phone, on a telehealth call recently. And I said something to my doctor who I was talking to. I think she's a nurse practitioner, but anyway, I said to her like, yeah, the last month or so, I felt like I've had more blood sugar lows than normal. And I was just, we're just kind of tracking all my markers. My blood work still looks fine, but I just happened to casually mention that because she was asking me how are you feeling? How's your hunger? How's your sleep? you know, all this. And I was like, just, there've been a couple more low blood sugars, which is unusual. I don't usually get that anymore. And I was just throwing it out there as data. And this is what she said to me. “Well, are you eating enough small meals all throughout the day? You shouldn't go very long without eating.”

And I was just like, oh, my word. Like, have you, are you getting updated information? Because that is, you're right. If I don't go very long without

eating, my blood sugar will never drop, but my blood sugar should be coming back down to normal. I just couldn't believe. I'm like, this is a reputable clinic, you know? And they're still giving out advice of like, the goal is not just to keep your blood sugar high all the time either. Anyway, I...

Brittney: Well, right. And obviously...

Jody: There's just still a lot of misinformation.

Brittney: Yes, and we could we could do a whole thing on that about the fact that like, okay, yeah, your blood sugar is one thing, but what's happening with your insulin in the background? And so, yes.

Jody: Yeah. Yeah.

Brittney: Anyway, you're right about that. But yeah, so that is the kind of stuff I'm talking about. Between the unlearning that we have to do and then the food systems being the way that they are, where even fruits and vegetables are modified these days, there really is a void and this fills a void. And so there's been a lot of people who have filled that void. And it's a long term sustainable, simple thing. And so, one of the really cool stories, my friend Katie, we've done each other's hair for 26 years. She's one of the first people I thought of because she had polycystic ovarian syndrome. She was overweight and had tried literally everything. She was not a lazy person or somebody who didn't really care. It was like, she saw multiple doctors. She was on over, I think she was on nine medications at the time.

And so she was being treated. And it honestly, now looking back, looks a lot like my dad. I mean, he was being treated for all of his health issues. They were all being managed, quote unquote, right? And so, when I went to her, I almost felt a little embarrassed because she knew way more about this stuff than I did. I was just learning about it. And yet, I had heard so many incredible stories that I just thought, what if? Like, what if this works for you? What if this changes your life? Like, what if you become a poster child for this stuff, you know? And sure enough, fast forward, doesn't happen overnight.

Jody: Right.

Brittney: But a year and a half in, she had lost 100 pounds, and she was off all her medications. And now she's maintained that for almost two years after, to the point where you're just like, oh my gosh, where has this been and why have I been complicating it in the past? And of course, it's not her fault. It's just, so those kinds of things were happening behind the scenes.

Jody's experience of sharing about this and putting it out there has led to so many transformations. And there was one gentleman, Daryl, there have been several men out there that have kind of reminded me of my dad's story, but, you know, Daryl turned around, completely reversed his type 2 diabetes and got off all his medication after having a stroke and having some serious health complications and has a new lease on life. And there is the physical side of seeing things start working for people. There's also like the financial side and the financial benefit that comes into their life by having an opportunity to share what's happening for them. So that, I mean, from a business standpoint and from a health standpoint, I have just found so much satisfaction helping people kind of break through what they thought was not possible for them and see doors open where they just thought it wasn't in the cards for them.

And that didn't happen overnight. That takes some time. And so, I guess I'm trying to just really send the message of whatever your thing is, you have to be patient with it. And you have to allow for some growth on your part, truthfully, and then also letting some stories develop and some experiences develop. And I think about when we were working together, by the time you were asking me, hey, Brittney, can you come teach my group about insulin resistance? I had been going live five days a week and making content for a year and a half. Like, if when I thought I wanted to work with you and would love for you to hire me, I didn't have anything to offer really. So it required a lot of personal growth and development to get to a point where I had something that I could offer. And during that period

where I was growing and developing, it looked like nothing was happening to the outside eye.

Jody: Yeah.

Brittney: And I still, you know, as soon as you get to where you thought you wanted to go, then it a whole, this resets, by the way. A whole new thing, you have a new goal in your horizon, and it's a whole new world of growth and stuff. But, but now that I've seen a little bit of how this can happen, if you just stay with it and you keep showing up and you just don't know who is being prepared for whatever the message or the thing that you can help with, who's being prepared to receive what it is that you have to offer, but you know that they're out there and you keep speaking directly to them, it comes. And so, yeah, I mean, I think if I were to, my initial goals were like a year out or two years out. And they took longer than I thought they were going to take. But I also, somebody would have told me in the beginning, hey, you're going to, you're going to get where you want to go. It's just going to take quite a bit longer. It'll take twice as long. Who cares, right?

Jody: What's the rush?

Brittney: What's the rush? And so that is what I've kind of learned through this process. And I also have learned that when you put yourself out there and you start really going for something, you're going to become very aware of all the areas you need to grow and develop and improve. So you got to be open to that. You got to be willing to not make it mean that you're not good enough, because of course that thought has come into my mind a bajillion times through this process. And just realize like, no, like, I can answer that. Like, you're just probably not good enough. You're not as good. You're not, you don't have as much to offer. You don't, who gets to decide how much I have to offer other than me? Right?

Jody: Well, and it's okay to be not good at things. Go learn them. Go get good at the things that you want to get, you want to become good at. Let yourself be a beginner. It's like you said, when you first connected with

Katie and she knew more about all this than you did, that's okay. As long as you're not lying and pretending, people aren't afraid of their, you know, consultant or coach or expert or whatever not knowing the answer. We're afraid of them pretending they do know the answer or giving us wrong information. So it's very understandable and lovable when we go, gosh, I don't even know the answer to that, but I'll go look it up and find out.

Brittney: Over and over and over again.

Jody: Yeah.

Brittney: That's what happens over and over and over again. And that is how you learn. Now, I will just also say that along the way, and I think it's almost like a reward. I don't know how the whole system works upstairs, but I think there's a little bit of a reward that comes when you just keep showing up when you've made a commitment and when you're genuinely doing it to help others. And like you, there's that altruistic side of it. Yes, you want it for other reasons too. Maybe you want to make money. Maybe you, like, I want to make money. Okay, that's fine. I'm not saying that it has to be all altruistic, but you want to have that part of it that is rooted in that where your why and your deep, your deeper motives are really something that you feel aligned with.

And I know for me, like, so much of it came back to giving people hope and helping them see a possibility where they didn't before, right? And so when I stayed anchored to that and I kept showing up to that, people were put in my path. This isn't like a rah rah Brittney solo, you did it. I couldn't have got here without so much. And I'm when I say got here, I haven't even, there's still more places to go. You know what I'm saying? It's just the progress I've made so far wasn't me alone. It has been a massive collective effort and so many people along the way that have taught me things or showed up just in the right time to help me pivot in a way that was what made the impact. And if you're looking for that, you'll see all over the place that you're being helped and given support and guidance and ideas and inspire like inspiration coming through all different avenues as you seek it out. But I

have not personally ever seen that come without first taking action. Like, I had to go first.

Jody: Yeah. Well, it's the whole too, like you pointed out earlier when you were like, I want to work with Jody Moore one day, you know, we think like, I want to work with Jody because I want to help people and do something I'm passionate about. But what you had to do was help people and do something you were passionate about in order to then work with me. I had that same experience when I just really wanted to speak at Time Out for Women when I started my coaching practice, but I wanted to speak at Time Out for Women because I wanted to be able to get more clients. But I had to figure out how to get more clients in order to be offered the spot speaking at Time Out for Women. So it's like the whole obstacle is the way thing, Ryan Holiday. And that's I think really the point we want to make. I want to ask you, do you feel like as of today, with what you're doing for now, that you're living your purpose?

Brittney: Yes. So I feel like the deep sense, I have moments. Of course, there are like, you have your life, you have your schedule, you have so many things pulling you in so many different directions, but there are these moments where it feels like time stops and you feel this deep connection and you can see the impact, like becomes tangible and it is so fulfilling. And for me, it couldn't happen. I mean, yes, I see my personal growth and I'm very grateful for that and I'm proud of how far I've come, but I also see the impact in other people's lives.

So back to your first definition, that's the part where you just feel like, oh my goodness, like, this is what I dreamt of. This is the feeling that I was seeking was this, it landed, it resonated, it made an impact. And in order to have something that will do those things, I had to become the type of person that could make an impact, right? So my development was part of the process. But yeah, ultimately, I feel extremely grateful to feel like I'm still primarily being a mom and a wife and serving in my church and helping in my community, but I also have this whole other part of my life where I'm

making an impact, and it's extremely fulfilling, and I definitely feel a sense of purpose.

Jody: I love it. Thank you for sharing your story. It's so good. Thank you for helping me too, in my life, in so many ways.

Brittney: Thank you for helping me in my life. It has most definitely changed the trajectory of so many things for me, and I will forever be grateful to you.

Jody: Thanks, girl.

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