

Ep 149: Feel Good About Yourself All of the Time



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Kym Showers

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I'm Kym Showers and this is *Reinvented After 40*, episode number 149, Feel Good About Yourself All of the Time.

Welcome to the *Reinvented After 40* podcast. I am your host, Kym Showers, and I'm a certified life coach for women in the second half of life. Each week I'll bring you direct advice and inspiring, practical wisdom to help you live your very best life and create a future you're absolutely obsessed with. It's going to be fun, let's get started.

Hello my friends out in the podcast land, how are you today on this beautiful Thursday? I'm actually recording this on Wednesday July 10th. And I wanted you to know that I have had the most incredible time bringing you, all of my Instagram followers along with me on my stories. If you're not an Instagram follower, what are you even doing with your life, my friend? Come, follow me on Instagram and then just be encouraged and motivated and inspired by this new thing that I started at the beginning of July.

I just have been taking you guys along with my days, just my normal everyday day with whatever I'm doing. But it's been so fun for me and I have gotten so much great feedback. There's so many of you. I don't know if it's you watching it, but lots of my Instagram followers are watching my stories. So come follow me on Instagram if you don't do that. And obviously if you're listening to this, you are a podcast listener which I just thank you from the bottom of my heart for being a podcast listener too.

One of my new clients, I started a new group yesterday, Tuesday, July 9th, my daughter's birthday and my brand new July group who I'm all madly in love with all of them, including my daughter, but she hasn't listened to any of my podcasts. She found me actually through my cousin, Kristy Wicks, who is a very famous blogger. Kristy worked with me a couple of years ago privately and we just had a very powerful transformation there. And she tagged me on some of her stuff on her famous blog, which got me a lot of new followers and some new clients.

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But this new client of mine found me through Kristy and literally has just been following me on Instagram since then, which was a couple of years ago. And she doesn't listen to any of my podcasts, but she hired me and got in my July group and how awesome is that. That's the power of Instagram. So anyways, if you're not on Instagram, get on Instagram and then come follow me and that's all you'll need and watch my stories and you'll be so inspired.

But I want you to know you can feel good about yourself all of the time. If you've ever said the words out loud, I don't feel good about myself, or if you've thought the thought, I don't feel good about myself, I want you to know you are not alone. A lot of my clients hire me because that's what they want. They want to feel good about themselves. And I want you to know, that's all we all want. We all just want to feel good about ourselves. And so that's the work we do. We do mindset work. We do self-love, self-trust, self-value, self-worthiness work so that we can change the story we have about ourselves.

So that we can feel good about ourselves and that isn't an issue for us anymore. And here's how I know it works. It works for my clients that do the work and show up for themselves week after week, month after month, do the practices, do all of the work that I teach them to do. And also, I know it works because I am a testimony to this. When my latest client said to me, "I just don't feel good about myself", that kind of clicked with me, that's what we all want. And then I asked myself, Kimmy, when do you feel good about yourself? And then I recognized and I realized I feel good about myself all of the time.

This work works, and I really want to encourage you with that today. I really want you to know you can feel good about yourself all of the time. So, the first thing that you have to do is give yourself so much credit for your life, for the life that you have created for yourself up until this point. If you're 63 years old like I am, man, do I celebrate myself every single day and I give

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myself all of the credit for how far I've come and that is so useful for me. And I want you to know, I don't complain about myself.

Sometimes my brain goes negative on me because that's our brain's default. But my brain is pretty trained and I am very trained, I am very self-disciplined. I have very good boundaries as far as with my brain, with my thoughts, with my emotions. And I don't allow myself to be mean to myself. I don't allow myself to beat myself up. I give myself so much space and I give myself so much grace to flub up, to make mistakes, whatever it is, to not follow through to whenever I'm just being human, I give myself all of that grace and so, I'm not mean to myself about that.

I just recognize that maybe I did mess up and I'm like, "That's so interesting that I didn't do what I said I was going to do or that I wasn't prepared for that like I wanted to be." Or I showed up not as my best self or whatever it is that I might have been disappointed in myself about. I give myself so much forgiveness, so much grace, so much compassion, so much self-love for being human. And here's the counter to that. Here's the practice that I have. I celebrate all of me all day long. I show up 90% of the time for myself.

I do what I say I'm going to do. And when I don't, I am honest with myself about it and also I am kind of curious. I get more like an investigator or more like a chemist or a scientist about it instead of being the bully to myself about it, I just am curious, why didn't you do that? Did you really not want to do that or did you overschedule yourself or what's the reason? So sometimes it's just I didn't really want to do it. I said I was going to do it. It didn't really align with my goals and so I didn't show up for myself because I didn't really want to do it. And that is just good to know. That's just good to know.

And some stuff with my business, I'll tell you more about it as the months go on but I have learned so much being an entrepreneur and being a coach

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and getting coached. And every year, every year, every year I have just been growing my business. Every year, every year, every year I have doubled my business every year, every year. And this point into my eighth year in business and I just went full all in last year. I made the most money I've ever made.

I took all that money and poured it right back in my business, really in the last couple of years I've been doing that, just making so much money and getting so many new clients. And just building my business, going from one-on-one coaching to group coaching to throwing retreats. So, I had this whole dream and goal and everything was working.

So, this year I raised my pricing because I included my retreats in my six month group coaching program and I had thrown two retreats in that pricing. And that was not going to be sustainable financially for me because I throw really boogie retreats. I had to raise my pricing for the group and retreat for it to be all included in the pricing. So, once I raised my pricing I didn't sell as much as I needed to sell to include the retreat in with the group. So, the first six months of this year, I didn't do what I really needed to do and wanted to do and planned to do and thought I would do.

And I know I told you this on a previous episode and all my clients know, I've been just very upfront with them and they get all the juice from me and I tell them everything. I didn't sell what I needed to sell. And so, I was just kind of heartbroken to be honest with you. I was disappointed and heartbroken. Also, I wasn't hard on myself, I just thought, oh, my gosh, you did so good. That was such a good plan. And I don't know if it was the economy or I just didn't market and sell it like I needed to. I had to readjust again. I had to lower my pricing again. I had to come up with a new plan.

I had to cut back on my costs in my business, so I had to let some people go that were on a team for me. And so, I just had to readjust. And so now is July, so all of this kind of came to light in the month of May and the month

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of May was very difficult for me. But literally, you guys, I still felt so good about myself and I was so proud of myself. And I knew that this was all going to be for me. And I especially know now on the back end of it and it was just a big, I don't know, like I just skinned my knees and had to get right back up and show up for myself again and again and again.

And I feel so good about myself because of who I am as a coach, as an example of what's possible. I feel so good about myself because as an entrepreneur I understand that this is part of it. That not every single year as an entrepreneur you're going to keep doubling your business. And I had and I feel so good about myself that I just treasure my business. And I know that this pivot that I'm taking is going to be so good and so healthy for my business. I'm going to keep it so healthy.

And I'm just going to dig in and do things a little bit differently and make it more affordable for my clients and kind of go back to basics. That's what I decided. I had added all of this fanciness onto my business just to enhance my clients' experience in my business. But really, I thought all they want to do is feel better about themselves and I can help them feel better about themselves. As a 63 year old woman who feels so good about herself all of the time, even when things don't go as she planned, and even when things are a little difficult and a little challenging.

I wasn't quite sure what to do so I let myself just be down bad the month of May. But I knew starting June I was going to pick myself back up because I know who I am. I am the most resourceful woman I know. I am the most resilient woman I know and I am the grittiest woman I know. And so, this is just going to add on to that character that I'm building in myself to persevere, to be persistent, to think about the things that matter the most, get back down to basics, coach my clients to the place they want to be, be the example of that for them.

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Someone who feels good about herself all of the time even when she has negative feelings, even when things don't go the way that she hoped, even when she's sad or disappointed and a little bit confused, totally fine, all welcome, all accepted. And means nothing about me as a human, as an entrepreneur, as a gritty 63 year old woman other than I keep putting myself in the arena. I'm the one covered in dirt and willing to put myself in difficult situations to make all of my dreams come true and to help all of you make all of your dreams come true. That's what I'm going to do.

So, I'm so committed to the process, so committed to the sustainability of this business and just pivoting when I need to pivot and this is the year of pivot. What I realized and this is what I always tell my clients and if you're a client listening right now, I want you to know if this is a difficult season for you this is going to end up being the best part of your story, 100%, it always is. And that's what I know about this time for me as an entrepreneur is this is going to be the best part of my entrepreneurial story when I'm 70.

I'm going to remember 2024, when things didn't work out the way you thought they were going to work out and you were brokenhearted and down bad crying at the gym. Remember that? I'm going to remember the comeback. Remember your comeback and remember how much that helped your clients. Remember all of it, because it's going to be so valuable and so inspiring and so important. So that's what I want you to know, you can feel good about yourself right now even in your difficult circumstances.

I want you to start giving yourself credit for how far you've come. And we're not going to drag any old worn out dumb stories about how you flubbed up and how you messed up and how you're not who you thought you should be by now. Drop all of that. That's just all nonsense. Everything that has happened, all the choices you've made have gotten you here. And here is where we start. Today is where we start and we give ourselves all the credit for all the goodness that we have created in the world up until now.

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And that's the practice I have every single day. I have literally retrained my brain to know my power in my own life, to trust myself 100%. Even when things don't turn out the way that I was hoping they were going to turn out, I do not make it mean that I've made any kind of mistakes. It's all a learning curve for me. It's all a learning curve for you. And we're just right back up and on that bicycle riding again headed towards our dream.

Even when we have to pivot, even when we have to change courses, even when we have to trim our budget, maybe get it back down to where we were a couple of years ago, it doesn't even matter. And even I told Jeff and Jeff's been so supportive of me. And I've only talked to him about it a couple of times. But after the month of May, I just kind of sat down with him and I was teary eyed and I just said, "Things aren't good. Things didn't go the way that I thought they would in 2024."

Because he had just done all my books for me for 2023 and he goes, "Man, you had an incredible year. I don't know anybody who did so much more." Because Jeff had a hard year in 2023. And almost everybody he knew had a hard year. And I don't know, this might just be the year for coaches. I know a few of you are coaches and I know a lot of coaches who had the struggle that I had, that had been building, building, building. And maybe this is just a flat year. And I'm just like, "Alright, let's go if this is what I have to work with."

Jeff just told me when I sat down with him, I kind of laid it all out and told him how I was feeling about it and what I had concluded about it and reconciled with it. And I just needed to spend some time with myself which was the whole month of May. And then I said, "You've been a businessman for 40 years now." And 2008/2009, that was rough for my husband. That was when the whole financial industry collapsed and man, that was rough to see him go through that.

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And this is going to choke me up because I'll never forget that time but it was the best time looking back on it. It was so difficult but it changed us in the best possible ways. We just pivoted and readjusted our life and just got back down to what's important to us, our values and that's where I am again. And Jeff said to me, he's so cute, I said, "Well, tell me what you've learned in 40 years of business." And he goes, "Listen, you're right where you're supposed to be. Let's look at it like a baseball game."

And this is how he thinks, he thinks in terms of baseball games and football games and golf. And he goes, "This is just the third inning and this is just when you dig in and get gritty and grind and you never give up. You are on fire and this is all part of it. And so, you're in a slump, you know what to do. You're a successful entrepreneur. You're an amazing coach. This is just the third inning. How many innings? There's nine innings and we might even go into overtime. So, you've got at least six more innings, if not seven, eight, nine more innings."

And so that would take me, this is how I'm going to look at it and I've been thinking about that analogy since he told that to me. That was so helpful and his belief in me was so empowering and I just love that analogy. And so, I've been thinking, yeah, this is just the third inning. Oh, my gosh, it happens to all the best players. So, they're in a slump, so they strike out. Big deal. Let's grind. Let's pull out what we need to pull out and let's dig in and let's just go. And I am on fire right now.

And I'm so excited about learning from this year, learning everything I need to learn. And I have so much belief in myself and I feel so good about myself and whether I strike out or not, it doesn't even matter. I'm willing every single day to get up and do the work. That's the love I have not only for me, but for my clients and for all of you out in podcast land and for everybody on my Instagram. I love my life so much.

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There's not a day that I don't create the best day ever on purpose because I feel so good about myself, because I have a disciplined mind. I have discipline about the feelings I create for myself every day and the focus I have and just how powerful I am in my own life. I am by far the most powerful person in my own life. And I create magical days and they're inspirational, they're motivational. I motivate myself. I show up for myself 100% every single day and that's why I feel so good about myself.

And that's how you can feel so good about yourself, just keep showing up no matter what, even if you're in the third inning and you've struck out at the plate every single time you're up, doesn't matter. That's when we just get down and dirty and get gritty and we just dig. And we dig deep and we figure out who we are at 63 years old and what is the next move. What's the next step? What is the next choice? What's the next decision? And we trust ourselves when we go all in on it.

And that's where I am right now, really why I'm so excited to share this with you today because I know many of you are feeling it and many of you have circumstances maybe that have taken you by surprise. And let me just tell you my favorite thought. You know what? This isn't even a problem. Let's just figure this thing out. We know how to do that. I want to encourage you with that today. I love you so much for showing up.

This is episode 149 on my amazing, exquisite podcast *Reinvented After 40*, how to feel good about yourself all of the time with Kym Showers. I love you. I will talk to you next Thursday.

If you love this podcast, I invite you to come work with me. Go to kymshowerslifecoach.com, sign up for my next group and retreat, and let's create your dream life together.

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