

Ep #189: Overcome the Fear of Investing Big in Your Business with Jess McKinley Uyeno, Tatjana Hays, and Vitalia Vargo Albertson



Full Episode Transcript

With Your Host

Becca Pike

[The Hell Yes Entrepreneur](#) with Becca Pike

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Hello, my beautiful friends. I hope you guys are enjoying the holidays. This episode is being released on Christmas, but of course I am hunkering down with my family. And so today I'm going to offer you guys a replay, one of the episodes that has performed really well on this podcast. And so I hope you guys enjoy, and I hope you guys have the absolute best Christmas and holiday season. I love you guys. Thank you.

Welcome to *The Hell Yes Entrepreneur* podcast. I am your favorite business coach, Becca Pike. If you're looking for high level CEO leadership skills, modern day marketing strategies that actually convert the hell out of your leads, and you want to create a big ass wallet and big ass impact in your community, then this podcast is for you.

Welcome to my world. In here, we do two things. We scale, and we play. Because what's the point of being rich if you can't have fun? If you want to make multi six and multi seven figures without sacrificing your gym time, your music festivals, your wine nights with your friends, then I'm your girl. Enjoy.

Becca: Hi, ladies. I'm so happy to have you guys here. How are we doing?

Vitalia: Doing great.

Jessica: I'm great.

Becca: Oh, man. Okay. So let's just do super quick. Let's go around. Tell us who you are and what business you own. Let's start with Jess Uyeno, and then we'll go to Tatjana and Vitalia.

Jessica: My name is Jess Uyeno. I've been on the podcast before because, of course, what we're talking about today is being long-term committed into a container. I have been in Becca's world for a little bit now and committed all the way through probably a year from now. I think, yeah.

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I am a business coach. I specifically help women master their time and their money and their mind drama. I always say I deal in math, and I deal in feelings and the polar opposites of the spectrum. Yeah, I have been in here for a while and I can't wait to see each round is just its own flavor.

Becca: Yes. Jess, I can't wait to just talk about you and the energy shifts that you've had over the last six months. But we'll get to that. Thank you. All right, Tatjana.

Tatjana: Hi, guys. My name is Tatjana Hayes. I am an extension specialist and here in Lexington, Kentucky, I have been in the industry for 20 years. Yeah, I'm excited to be on this journey with Becca. It took me a while to pull the trigger, but when I did, I pulled it for the long haul. I'm here to stay. I'm here to scale and have fun.

Becca: Yes. I can't wait to watch you, Tatjana, especially because I feel like you are new to this type of coaching, like this intense business style coaching. I just feel like you're so coachable. I'm going to give you just a couple tweaks over the next year. Those tweaks are going to take your business to the next level. So I can't wait to watch that.

Tatjana: I'm excited.

Becca: All right. Vitalia.

Vitalia: Hey, y'all. I am Vitalia Albertson. I am a lactation consultant and I am the owner of Cincinnati Breastfeeding Center. I help moms reach their breastfeeding goals without feeling tied down to the couch. I help women local to Cincinnati and then virtually around the globe. I am so excited to be in Becca's world. I've been in it for about four months, but this is my first round and I can't wait to see what happens over the next 12 months.

Becca: Vitalia, I cannot wait. You are having win after win after win. You're putting yourself in a lot of really uncomfortable situations. Like the fact that you are on vacation right now and leaving your brick and mortar kind of to

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itself to run by itself and see how that goes. That takes a lot of courage. you're just doing these things very quickly. I think that's why you're seeing just so much celebration and return quickly too.

Right before we turned our microphones on, Vitalia told me this celebration that was awesome. I'm going to come back to it. Don't let me forget Vitalia because it's going to fit in perfectly with our conversation. But thank you guys for being here. I love having you here and I absolutely love having you inside the mastermind. You guys are just so fun.

So let's cut straight to the chase. Okay. You all are committed long-term. So some of you guys are committed for 12 months. Some of you guys are committed for 18 months. The only minimal commitment that I request is six months. So you guys went above and beyond to commit further than that.

Straight to the chase. I know for a fact that all three of you have had reservations about big money, big investments, big coaching investments. Can you tell us a little bit about what those fears were and kind of just how you got past them to be able to be where you are today, fully committed?

Vitalia: So everything on paper, it seemed completely illogical for me to even do a round of a mastermind, much less two. But I knew I was at this pivotal point in about January, beginning of the year, that if I did not make a change in my business, either my income was capped to hours a week, and I would never be able to take a vacation or step away without losing revenue, or I had to make a change.

So I decided to make the big jump to the mastermind. In my head, I was like okay, I'll do six months. I'll see where I am mid-first round and then probably commit to a second. So it was always in the back of my head. But there was one phrase that John had said in Chicago that was when you're thinking about committing to another round, what would your future self in 2027 decide to do about this commitment?

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I knew without a question that to get to where my goals are for my practice, my life, my coaching business, that an entire year was absolutely a non-negotiable for growth and business mentorship.

Becca: Yes, absolutely. Just to give my listeners some context, if you were not in Chicago with us, we take you through this whole exercise of showing you what are your goals for 2024, 2025, 2026, 2027. We take this big helicopter view and looking at where you want to be in four years from now, and what it's going to require to get there.

We go down the line. What will need to change? What will need to grow? How many more staff members would you need? What softwares would you need? We really break out who you have to become in 2027 to have that goal.

So, yes, I think that was a really powerful question from John. Just simply straight to the fact. If this is who you want to be, where should you be going? What container should you be in? Should you still be just taking \$20 classes on business growth? Or should you be going all in? So, yes, phenomenal question on his end. What about you, Jess Uyeno?

Jessica: Yeah, I think that Vitalia really kind of said it there is that there's just always going to be fear. When you're going big, when you're building a big business, when you're trying to do big things, it's not going to feel cozy. That's just what you're signing up for. So, I think all of us feel that naturally every time. If you don't feel that, maybe that's a sign that you need to be stepping up a little bit and getting a little more uncomfortable.

So I'm never worried about the feeling of discomfort being present. I'm actually usually looking for it and saying all right, this is a sign that I'm onto something. That I'm doing something big. It was there every time that I've re-upped in a round with you, whether I went from the mini-mind to the mastermind to the next round. Right now, I'm committed to a third round of the mastermind with you.

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Every time there was that bit of like oh, gosh, and then I'm like all right. Then you pull back and you look at the future. I'm always making the decisions about my business from my future self. What did she do? I'm so clear about what my business looks like six months from now, a year from now. There is just never a doubt in my mind that in order to grow, in order to take these leaps, and especially this phase of business that I'm in is that I'm creating a whole new self-concept for myself. I am saying no.

I'm now at a point in my business where I'm turning away business owners and clients at a lower level. I really have to be tighter with my boundaries and with my policies and with the types of things that I allow for. Having a mentor who is a little bit further along in some of that, who can see that from the outside is paramount, because I need to catch it before if I want to grow at the rate that I want to grow at.

Becca: Yeah, absolutely. What I think too is you strike me as someone who is really good at just reverse engineering. You're like who do I want to be? Where do I want to be? What prices do I want to be charging? How do I want to carry myself? Okay, now let's look backwards and see what's in between where I am now and that and just reverse engineering it.

Jessica: Yeah, absolutely.

Becca: Awesome. All right, Tatjana, how about you?

Tatjana: For me, this is the most, I guess, expensive investment in myself and my company that I have ever made. It felt, I mean, it felt scary to do 25, like the six months sign up, but I knew I can make it up. I knew I'm going to have you to help me reach my goals and elevate my business. When we were in Chicago, hearing all of the things that you guys said and just committing for a long term, that stood out to me. I knew I needed to do this. It felt scary.

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Like we said, everybody feels terrified doing something that is uncomfortable. But I feel like to overcome that, you have to do the scary thing. Do an investment like that, for me, it feels like tandem jumping out of airplane. It's scary, but when you do it and you jump out of that plane, and you see the view, and you feel the breeze and it feels amazing.

Having someone right there beside you telling you, okay, it's going to be okay. Have that trust in myself as well. That's how I feel. Break it down to dollar an hour amount and see that it is possible. It is achievable and should be able to even think that way. You know, I didn't see it before.

Becca: It's so awesome to see you like, especially you because Vitalia was in my mini mind and has been hovering around a little bit. Jess has been around for a little while. Tatjana, you came in literally just like weeks ago for the first time. Like you came in in Chicago.

Tatjana: Correct.

Becca: Already, so you put the \$25,000 down, but then you were in Chicago and having these explosive mind opening conversations with people where your brain, I was watching it just break open to the possibilities. That alone was impressive. But you came back, and I don't know if it was the What's Possible Playground or a different class, but we started talking about email. You had never sent out an email to your audience yet.

You decided to send out, we coached you a little bit. You decided to send out your very first email, and you got a client from it like immediately, like a hair extension, expensive ass client came back from that email. Right. Then on top of that, you're like already staffing up. You already have a hair tech coming to work for you. You're already scaling. You're already expanding.

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You have so much potential ahead of you. Like one of my favorite things about your journey is that you just got here and it feels like you've been living into this world for 20 years. You've already put so much work in. So I know that you had reservations about spending the money, and you did it anyway, and it is already paying for itself tenfold. Watching you watch that has been like the honor of a lifetime.

Tatjana: It is. Just having people who are like-minded in the community and on the same level. I never felt comfortable sitting still. I don't know what it was. I couldn't put a finger on it. But once I stepped into this mastermind, I was like, that's it. That's where I belong. I need to be here. I wish I was here a long time ago, but it's just, it's everything to have surround yourself with people who have the same goals in mind.

Becca: Yeah, I love that. Now this question goes to Jess and Vitalia because I see this in both of you, and I would love to know what your thoughts are on this. So Jess, I'm going to start with you. You are very different this round already than just last round. Okay. Like your energy feels so settled. You just feel settled. You feel strong. You feel stable. It's not like you were like a chaos bag last round necessarily. Like you just feel different this round.

Vitalia, you feel different too than when I first met you. Again, I don't want to paint it as if you guys were like spastic chaos or anything like that. However, it's like the graspingness or concern or the worry has just almost lifted in a sense. Do you think that that has to do with committing long-term and just having a home that you're settled into? Do you think that it's something that you've learned along the way? Can you speak it all to just the energy shift that I'm seeing on my end?

Jessica: Yeah. I know for me, I've talked about this being a business coach in a container with a business coach. It's like I'm always looking at what are the signs I see in my clients when they come into a container with me of like who would I bet on? Who would I put my actual money and gamble that

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they're going to win at the end of this round? They're telling me the things that they're coming for and they're going to get them.

Those people, I use a term called like boardroom certified plan where we don't really know that the plan is going to work, but neither does Apple or Microsoft or Intel or Tesla, right? They're just making up a plan for their projection for their next quarter. But what makes it airtight?

To me, I'm just looking at what is the evidence that I believe in my plan? One of those actions is am I committed long term to something? Or am I saying yeah, I'm committed long term, but what doesn't add up about that? I'm just reassessing every six months and saying like okay, I'm committed long term, but we'll see at the end of the six months if I really can or will afford.

No, I'm saying I am going to continue to grow, and I'm going to continue to become more profitable and I'm going to have that. I just look at my actions, and I say like is this aligned with the person that I'm saying I'm going to become? That allows me to feel settled because I feel trusting when I look at my plan, and I look that my actions are matching that intention.

Becca: Yeah, absolutely. I don't want anyone to hear this episode and think that I'm saying there's something wrong with going into a mastermind for only six months and only being committed for six months. It's not that that is good or bad. It's not that 18 months or three years of commitment is good or bad. It's the energy that it brings out in you.

Like what intention are you oozing when you are in a mastermind? I've had many people come into my mastermind for only six months, and they were phenomenal students. They came in, they got what they wanted. They felt really good about it. They felt really complete and then they moved out. That's awesome.

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I've also had students come in and they're like I've only got six months. This has to work. I am white knuckling the shit out of this. I need to make sure that every single thing that you say to me is worth a thousand dollars. I need to make sure that everything that I do is on par. I need to make sure. They're just like so up to their eyeballs and anxiety.

Because that, to me, is the opposite of being settled as opposed to the people that come in. They're like I'm signing up for 18 months. then they ooze this energy of just like stableness. Like, I've got time, and I can relax, and I can play, and I can have fun.

So just to be super clear, it's not good or bad. It's what does that bring out in you? Does that bring out this chaos person, or does it bring out someone who is strong and stable and chill and relaxed because they found their home? That's what's so powerful. How about you, Vitalia?

Vitalia: I think for me, it's kind of a combo of two things. Part of it, just a huge mindset shift. Then the other part is kind of settling in. I honestly haven't given a ton of thought of what my business is going to look like for the second half of the year. So I am laser focused on getting to December and executing what I need to each week and each month to get to my goals.

Because who knows what the heck is possible in the next few months? Because that's going to totally shape the next six months. So I think the biggest thing for me to feel more relaxed and just settled in is I know I have a weekly sounding board that I can kind of play around with things during the week, try different things.

Then it's almost like this check-in and grounding hour each week when we all meet to be like yeah, you're on the right track. Or yeah, no. You either need to shift this or it's really all mindset. I feel like for me, the last couple weeks, it's been all about mindset. So it's really just totally shifting how I view my business, my life, my role as a CEO versus just an

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individual practitioner. I think that shift into more of a CEO mindset has totally made me more grounded versus just being the solo practitioner that felt completely scattered everywhere.

Becca: Absolutely. I can see that in you too. Before Tatjana got on here, you were giving us a celebration. Can you tell her what it is?

Vitalia: Yeah. So last Thursday, I saw six clients in the day and had our mastermind call in the middle of the day. So it was jam-packed. At the end of the day, I was reflecting kind of just about how wild the day was. I was like oh my gosh, six months ago, I saw six clients in a week. That was a busy week for me. then about three months ago, if I had seen even four or five clients in a day, I would have been so exhausted. Just like come home. Not want to do anything. Exhaustion coma.

After my day last week, I was so energized and just on fire ready to continue to see this growth. Seeing six people in one day felt like no big deal. I was able to get almost everything done during the workday. So I wasn't coming home and still working for hours and hours at the end of the day. So it was just like this huge aha win, surreal moment.

Because when I went into private practice about a year and a half ago, my goal was 10 clients a week. I was like, If I can just have 10 clients a week, I have a successful practice. And so it was cool.

Becca: And now six a day.

Vitalia: Yeah.

Becca: So the six a day is impressive in and of itself. It's in its own league. But what I'm most impressed with is you went from exhausted and run down with six people in a week to energized, fulfilled, excited with six people in a day. What happened? You said a little bit about the overwhelm. That's really helpful. You can bring that up. But is there anything else too with that?

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Vitalia: Gosh, I feel like it's been a bunch of little things that have added up. But in the last probably couple months, I've started prioritizing myself more in my everyday life. So I was just working my ass off in my business, and then mommying super hard when I wasn't working. I just let myself go.

I was like you know what? I'll have time to do things for me down the road. So I started prioritizing my own health and fitness, which has always been super important to me, and really focusing on closing my laptop at the end of the day and not just being always on, not always being on my phone to try to post on Instagram.

And set more sustainable boundaries so that when I am showing up, I'm showing up energized and not just feeling like oh, I've just put in 100-hour work week. I'm not making the money to reflect that. So partly being more smart with my time and my boundaries, but then also making sure that I make the time to fill my own cup, not just everyone else's around me.

Becca: Well, and you said before we had the cameras rolling or before we had our mics on that I had told you to just stop entertaining the overwhelm, which apparently pissed you off. I feel like I've had coaching which has pissed me off before. Then later, I totally get it. But I told you to just stop being overwhelmed. You're like, I'm overwhelmed.

Vitalia: Yes, you did.

Becca: I'm like stop it. Stop. Overwhelm is a choice. It's a decision. It's a feeling that you get to decide. You can either have 20 things on your plate and feel very blessed that you have all those 20 things on your plate, or you can feel overwhelmed, you get to choose. Although it pissed you off, it sounds like you said it clicked for you. You just stopped choosing to be overwhelmed. You just stopped that feeling in your body. I love that.

Vitalia: Yeah, 100%. Usually when something is true for me, it pisses me off in the moment. Then I go and take action on it. So even just like with things

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between balancing kids and business, I've even chosen not to be overwhelmed with kids. When things have to pivot for work and stuff, I'm like, you know what? The work is going to get done. The clients are going to get seen. The hires are going to be made. I will be able to do this. It's going to happen. Just you don't need to feel overwhelmed about how it's going to happen because you know what the next step is. That's been really important to keep myself grounded.

Becca: Absolutely.

Jessica: Yeah. To piggyback off of that, I think that another thing about being in the round for a little bit longer, being in the same space for a little bit longer, that it does is that I think when you're coming into a mastermind or any sort of mentorship from a place, that vampire energy, like you were talking about, it's like you are trying to get all of the tricks and all of the strategies and what Vitalia said. I think that some of the biggest shifts for me over the last six months and even right now are these reminders of the things, the intangibles, the parts of yourself that really shift everything.

So taking care of yourself and being like okay, there's time to do these things. Yeah, I have time to get the strategies, but what is she actually saying to me right now? You can hear the messages that maybe you can't hear when you're a little bit more trying to get instead of just soaking it up.

I think for me last round, there was a place where I was really set on hitting a goal, and you were just like honestly, you have sold some incredible people into this room. You've attracted amazing clients. You already have a full enough room. What if you just sat in gratitude for that? That shift wasn't something that I wanted to hear in the moment because I was like okay, but I'm here to get more clients and to grow my business. I can be grateful by myself. But I think that I was able to really hear it.

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Having that grounded energy each week, I was like I really felt grateful in a way that I had not been in the habit of doing for a little bit. That gratitude, of course, shifted it, and I sold out my last mastermind.

So I'm about in the same spot this time around where I could feel myself being like okay, we're getting to crunch time and getting in that graspy energy of the goal and that future. Then reminding myself like oh, yeah. I tripled my price. I made all of these changes that were so uncomfortable. That alone was the strategy I needed to come for. Now I can really just be in gratitude for the people that are already there excited to come into the next round. That energy just naturally attracts those next right clients.

Becca: After listening to all of my clients speak, I realized that like 80% of my coaching is just saying stop that graspy shit. Stop it. Stop it. You're like how? I'm like just do it. Just stop it. Tatjana, do you have anything to say to that before I move on?

Tatjana: Yeah, I actually kind of need someone to tell me stop that shit. Yeah. I'll pay all the money in the world to have someone by my side and like okay, you're overthinking it, and everything is fine. You just got to keep going. So yeah, definitely.

Becca: I mean, my clients are getting really good results. So maybe that's the key that the coaches all need to come to terms with is that we're just here to stop that shit. Stop it. So at the time of this recording, we're towards the end of a class that I teach inside of my world called the What's Possible Playground.

This is a 14-day class where for 14 days, I am dropping like 10 to 15-minute audio, bite-sized coaching sessions. It's all about playing inside of what's possible. Like we're really trying to break our mind open to discuss like 10xing, 11xing, 12xing our income over the next few years and the way that we need to think to be in that 1%.

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There's a lot of conversation in there about commitment, about consistency. Was there a lesson for you guys, for any of you all that really stuck out, that really landed for you when it came to just being committed long-term to your business or it has played out in the way that you think about mentorship in the long-term?

Tatjana: Definitely the day where you were talking about burning boats and realizing that there are some boats that I need to burn, that was very insightful. Also just having fun with putting ideas out there to constantly sell. Even when you think you're selling, sell more, right? Come up with ideas. I really love the challenges that come with What's Possible Playground. It opened up my mind to different possibilities that I can add to my revenue and just keep selling. I really enjoy that.

Becca: Yeah, everybody's been loving the challenges. I'm going to be honest, I wasn't thinking the challenges were anything special. I was like every week that we're in here, we're going to have a different challenge. I've had so many DMs from people that are like I've made \$3,000 off the breadcrumb challenge. I'm like, what? I'm impressed. That's amazing. Then I've had multiple people say that they did the second challenge, the three offers challenge and brought in a ton of money. It's only like day two since we launched that. So that is so exciting. So glad.

Jessica: I think for me, it was a lot about this ownership over the energy of not looking around and deciding what is the standard or what is the industry saying about what's going to happen in the future and really just being the most convicted person and reminding myself that that's a choice. I think that we all think we're doing that.

But until you hear someone that is speaking, and you're like that bitch believes what she's saying, she would die on that hill. I'm like am I doing that everywhere in my business? Am I saying, here this is and it's pretty great? Or am I like, what is wrong with you if you're not doing this? Not obviously from an aggressive place, but like so convicted and so in my

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beliefs that it sells itself, right? Because I've done the work to really sell myself every day when I'm waking up. So it was just such a good energetic reminder.

Becca: Yeah. What's it look like? Can you talk on your industry or any industry, or maybe this is something you just see on social media, but what does it look like when you're seeing it being normalized to not be convicted?

Jessica: Yeah. I think we had something last round where I was saying that there was someone in our mutual community who was on social media talking about how you shouldn't call yourself a coach anymore and about how this industry really like has a lot of ties to, I don't know, things. That people don't want to hear that anymore. I got lost in it for a second. Like there was this part of like oh, when you're an integrity, you're not selling masculine. You're selling feminine.

Becca: Yeah, fuck that.

Jessica: I for a second was like okay, do I have to consider this? I think there's a piece of you when you respect someone for something that then when they say their piece on anything on the internet, you're like in a consumption bubble where you're like oh, I just have to consider everything, weigh it, and then make my decision. Versus really knowing what you stand for and being so convicted that you feel pretty instantly whether something doesn't feel good to you or not.

I had gotten in this place where I was like, I want to make educated decisions. I was just slowing myself down a lot because I wanted to make sure that I was being accommodating and lovely. I think now I've created that balanced belief where I'm like hey, I'm willing to bump up against what I think is too far and then make a decision on the back end of it.

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Like I am willing to just fail faster and harder. I've been doing this a while too where I just think I wasn't giving myself enough credit of like oh, I just don't fucking agree with that. So, bye.

Becca: Yeah.

Jessica: Yeah. I just stopped following a lot of people, and you gave me permission. Like I just wouldn't even have her in your feed anymore. I was like oh, I like some of the value. I was like yeah, but it's not worth it. It's not worth the energy. It was draining from me.

Becca: Yeah. I think that this is a great conversation on that level three version of you. So like inside the What's Possible Playground, we've been talking about level one, level two, level three, when it comes to like the maturity of being a CEO and the way that you show up for yourself. To me, like the level three version doesn't ever come like get speed bumped by someone else's opinion. Right?

Like today, Tatjana brought that blog into the mastermind and was saying like, this person's opinion is really scary. It was like well, this person's opinion is their opinion, and they're kind of jaded. Like, you can read it and see that this person's opinion is their own.

Like, I want all of my students to be at such a self-trust place and a place where they're like oh, I've done the work. Oh, I've thought about this, or whatever I innately believe is great for me. So if I innately believe that you should masculine sell your ass off, I don't have, like no one can come to me and say, that's not okay. You should be feminine. Or the feminine is the one that is more politically correct, or it's less abrasive to people, or it's less of this.

I'm like I'm sorry, I can't hear you. I'm emailing you four times today. I can't. I'm too busy to deal with this shit. I'm masculinely selling you. Like really trusting that the way that you believe in things is right. Like that is type

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three, level three version of you, whereas level one, especially level one, but even level two would stop in their tracks and be like maybe this person is right. You know what I mean?

Jessica: Yeah, absolutely. I think that since that conversation, which was months and months ago now, I actually, you know what, maybe it was last month. I really honestly can't keep track. I've been in here changing so fast that I've seen it a couple of different places. I've just been like unfollow, unfollow, left and right. I don't have to bring it to you ever again.

Like you told me that one time, like yeah, that's not worth your time. You know what your opinion is. You came to me asking the question already knowing what your opinion is. Why are you even bringing this here? I was like oh, thank you. Like, yeah, what a waste of my breath. But also it wasn't because now since then I have seen it so clearly where I thought like I was doing the world a service by considering this. Really I was just slowing myself down.

Becca: Yeah. Going back to the masculine, feminine selling, just because this is an easy example. Like a very convicted person that just trusts themselves and believes that they should be selling masculine is never upset that someone is that convicted about selling feminine, right? Like it's almost like once you get to the top and you have that amount of self-trust that you're willing to throw your opinions out anywhere you want. You also give the respect and the grace to everyone that is at that level.

I feel like it's only the people below that, the level twos that are the ones that are getting pissed. That's not okay. That's not this. The ones at the top are like these are just opinions, bro, like take and relieve on. We're just here making content. You know what I mean? So it's interesting how the sharks at the very top of the ocean are the ones that are gaining all of the followers, and the chum at the bottom are just like having the drama over it and fighting with each other.

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Jessica: Yeah.

Becca: You know what I'm saying?

Jessica: It was such a good realization. I think being in rooms with other people who don't do anything like what I do is also refreshing. Like I coach all entrepreneurs that don't have coaching practices at all. So you're just like oh, they don't have any of these thoughts too. You can get like in this smaller circles of worlds where there's like all these opinions. You're like actually, none of that matters. Like my clients need to know what my process is, what my take is, and they're all in.

One, like there are a hundred different ways to get the same amazing results. So it really doesn't matter. Like you said, like, this is my way. Cool. You have your way. Great. The right clients are going to come to us and they're all going to get results.

Becca: Yep. There's so much to go around. Anything else on that ladies or on the What's Possible Playground or what came up for you?

Vitalia: So there was so many great takeaways. I think the burning of the boats one has stuck in my head the most because I thought that I had burned all my boats down when I left the hospital over a little bit over a year ago because that was the big boat just going out on my own and not having that security income from the hospital.

Just listening to the audio and going through what else is holding me back. It was more just these limiting beliefs in myself and thinking that I needed either another credential or more experience or more of a framework for being able to coach other lactation consultants or whatever it might be.

When in reality, like none of that is true. What I really truly needed was to show up with more courage and no matter what happened, faced it with grit and just powering through like whatever that falls flat on its face, it falls flat on its face. I know that I can pivot and make it better and continue to

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grow from that. So that like courage and grit is like what comes out of that boat that was burned down of those limiting beliefs of I need XYZ to be successful.

No, I just need to be able to like put myself out there and be like unapologetically myself. That is what's going to attract not only the right moms in my brick and mortar, but the right coaching clients as I grow that side of my business.

Becca: Yeah. I love that so much, Vitalia. So good. All right. So this is what I would like to do. I would first like to thank you guys so much for being here. You guys are so awesome. I'm going to give you guys each a minute to tell my followers where they can find you, where they can buy from you, like Instagram handles, websites, whatever you want to do and give a closing piece of advice.

Jessica: Okay. If people want to find me, they can find me on Instagram. That's where I party and play at Jess McKinley Uyeno, which is J-E-S-S-M-C-K-I-N-L-E-Y-U-Y-E-N-O, or my website, sincerelyfutureyou.com.

But I love to give the advice that is the most simple, pure, and grounded advice that I give to myself daily, which is there's just plenty of time. I think the topic we themed this particular podcast episode is that there is so much time. So why are we in a rush to get any one particular thing? There's plenty of time in your day. There's plenty of time in your month. There's plenty of time in your life.

Also the opposite of the universal truth is also true. So while there is plenty of time, we're not promised tomorrow. That helps me feel the friction between making decisions quickly and savoring the moment slowly.

Vitalia: So you can find me at [@HeyEmpoweredMama](https://www.instagram.com/HeyEmpoweredMama) on Instagram, or my website is CincinnatiBreastfeedingCenter.com. I would say my biggest

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piece of advice for another business owner is those big, scary decisions that like make you pause and be like am I really capable of getting that return from this decision? Or am I a good enough business owner or whatever that self-doubt is? That's almost that sign that you need to take that next leap and that next decision to be able to uplevel your business.

Getting uncomfortable in business is the way you grow. The more uncomfortable you get, the bigger those wins are and that bigger the growth is. So even when you're just starting out and it seems completely crazy and everyone around you is like what are you doing? That is how you set yourself up for amazing success as a business owner.

Tatjana: So you can find me on Instagram under Seamless Hair Design, or you can find me also on a website. It is SeamlessHair.Design. I also am on Facebook under my own name, Tatjana Hayes. Yeah. So I think the biggest advice that I could give the audience is the one I actually trying to live by recently. It is trusting myself, trusting myself that I am wise enough to make the right decisions like investing in coaching.

I had someone years back tell me that coaching is the dumbest thing that I could ever do because I can grow my own business on my own. Somehow I took that in and just kind of believe it and ran with it. But then as a few years passed, I'm like no, that is not true. I mean yes, I can get there by myself, but I've been trying to do this by myself for six years. I feel like I didn't go as far as I could be with coaching.

So finding a great coach and investing and just trusting that this process will get you to the results that you want and it will get you there a whole lot faster just in these few months. Like I feel like, again, my brain cracked open and exploded, and I already have done so many things. Every day that's all I do is thinking of what's next and how can I get there and how can I get there fast? But yet I feel also calm and relaxed and balanced with everything. So yeah.

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Becca: Yeah, absolutely. I do think that people can build their own businesses without a coach. A hundred percent. People have been doing it for years and years. Coaching's also been around for years and years. It's had different labels. It's been mentorship, and it's been around for a really long time. I think so many people can build their own business.

The question that you want to ask yourself is, have you already? Have you yet? How long have you been doing this? If you've been doing this for two years and you're not seeing massive returns, like maybe you don't want to do it by yourself anymore, and it's not a necessity. You can always grow your business without a coach. It just requires leveraging your time very differently.

Like you can pay someone in an hour to tell you what to do for the next 30 days, or you can take that hour and add about 200 more hours and go sift through every business book you can find and try to come up with a plan for the next month. Right? It's just a shortcut. It's a streamline.

So anyway, I couldn't have said that better myself. I'm going to have the podcast team link you guys, all of your websites and your Instagram to the show notes. So that will all be there. My best piece of business advice is to get off of this podcast episode and immediately join The Circle, my annual membership. It is an absolute no brainer. We will see you inside of there. Thank you ladies so much for coming on. I freaking love you guys.

Tatjana: Thank you.

Vitalia: Thank you.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

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