



Brooke Castillo Part 2 - Success Requires Mastering The Inner Game Transcript

Ryan Moran [00:00:04]

Hi, everyone. Welcome to part 2 with Brooke Castillo. In the 2nd part of the interview with Brooke, we go into the inner game and I just want to warn you upfront that I am very vulnerable in this part of the discussion. There have been some things over the last two years that have impacted all of our lives, but some that were unique to me, too, on both the personal and the business side.

Ryan Moran [00:00:30]

And I opened up a little bit about those when I'm talking about them with Brooke. I talk more about the inner work that I've been doing and what Brooke has seen be helpful for those of us who are going through the clearing process as we change our beliefs and our thoughts and we pursue a greater level of performance and a greater level of happiness. My favorite part of this interview is when she talks about looking at your life as if it's only a 22. How much more capacity would you have if your life was only a 2 out of its possible 10?

Ryan Moran [00:01:03]

What would you change? What would you clear? What would you focus on in order to bring your life from a 2 to an 8? Because most of us just assume our lives are about as good as they're going to be. I hope you enjoy this episode as much as I enjoyed recording it with Brooke. All right. Enjoy part 2 with Brooke Castillo. What about in other areas of life that are not business-related?

Brooke Castillo [00:01:27]

What do you mean?

Ryan Moran [00:01:27]

How do you determine what's worth going after in those that don't have that same tangible result?

Brooke Castillo [00:01:33]

I do. I set tangible results, but I always try to have one main focus in the year. For me last year, it was much more of my personal life, which is one of the reasons why my business didn't do as well. I didn't focus as much on my business at all. I had a CEO who was basically running it and



I was very focused on my own personal relationship life, dating life, traveling life, all of that. And it was ... I had some excruciatingly tough times personally and also some amazing times.

Brooke Castillo [00:02:06]

So, but I do try and have one focus at a time. And because that last year was focused on something different, now I'm really excited to get refocused on my business. And I think that's important because I think sometimes people are like, I'm going to lose a hundred pounds and I'm going to make \$50 million and I'm going to get married. And it's just, it's too much to focus on at one time. So, I like the idea of focusing on one at a time.

Ryan Moran [00:02:28]

Is that usually a business goal?

Brooke Castillo [00:02:30]

Well, it wasn't last year.

Ryan Moran [00:02:31]

Okay.

Brooke Castillo [00:02:33]

Last year it was much more my personal life and I was much less focused on ... I still had a goal, but it wasn't this hunger and this drive that I have this year. And I think that's important. What about you?

Ryan Moran [00:02:42]

I set process goals. So, for example, I'm going to ride 1500 miles on the Peloton this year. So what does that mean? It means if I need to ride 2 times a week for 45 minutes. That's 50 miles twice a week.

Brooke Castillo [00:02:58]

Sounds awful.

Ryan Moran [00:02:59]

No big deal. We have a Peloton in the room.

Brooke Castillo [00:03:04]

I mean, I don't.



Ryan Moran [00:03:05]

Oh, did you ... Oh, you got rid of it?

Brooke Castillo [00:03:06]

I got rid of my Peloton because I have one in my gym 2 floors up.

Ryan Moran [00:03:11]

Okay. Fair enough. So, I set those types of goals. I'm going to go on 25 daddy daughter dates this year. Because I used to say, the result is I'm going to be a great dad or I'm going to focus on being a dad, or I'm going to lose this much body fat, or I'm going to gain this much muscle. But setting a process goal allows me to measure if I'm on track and that's how I can have multiple goals. I might have one primary goal that I don't know how I'm going to get to, but everything else is more processed. I'm going to eat 200 salads this year.

Brooke Castillo [00:03:42]

I actually think this is so interesting because I have this for my working out. I went to the doctor last year and they told me I needed to gain 8 lbs of muscle. And so I ...

Ryan Moran [00:03:57]

You said 8, not 80, right?

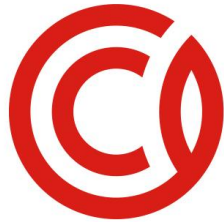
Brooke Castillo [00:03:59]

8. 8 lbs of muscle. They said I was too skinny and that I needed more muscle on my body. And so, I just set up this program that I was going to do to put on the muscle, and I did. And so, that was kind of the acute solution. Well, turns out, Ryan Moran, when you put muscle on your body, you have to continue ... Nobody told me that, okay, once you do that, then in order to keep that, you have to keep lifting all those weights and you have to keep eating all that food and you have to keep doing that.

Brooke Castillo [00:04:25]

And I find that excruciatingly boring and awful. And so, it's the same thing. Every other day, I work out. I go up there and I just did it this morning. I drug my ass up to the gym. I do the same leg workout and the same upper body workout and I just grind out, and I would call that a process goal. And I just don't ever miss. And it's just non-negotiable. And so, it's not like, well, I don't feel like it today. It's like, that's ... It's kind of like I don't feel like brushing my teeth today.

Brooke Castillo [00:04:56]



Well, that's too bad, darling, because we're brushing our teeth today. Right? And that's what we do. And so, I think sometimes those goals, like what you're talking about, create the foundation for you to do something extraordinary.

Ryan Moran [00:05:11]

That's right. And if you wanted to grow in that area, then it could be more of a primary goal where you are trying new things.

Brooke Castillo [00:05:18]

Yeah, like maybe riding a triathlon or doing biking in that or whatever, yeah.

Ryan Moran [00:05:22]

But the process goal is like, I'm going to maintain this. I'm going to hit my goals, but I'm not going to stress about them because the process goal makes it easy for me to do that.

Brooke Castillo [00:05:31]

This is so interesting. I just was hearing, one of my girlfriends was reading out of a book that she was reading, and the quote was something like, your success will be determined based on how well you can obey yourself. And I was like, what? That's amazing. And then I was thinking about how good I am at doing that. I just ... It's kind of like ... And the reason I thought of that is I was thinking about Esther, your daughter, and if you tell her to brush her teeth, she may be like, well, I just don't feel like it. I'm just not feeling inspired today. I just, today's not one of those days where I ...

Ryan Moran [00:06:06]

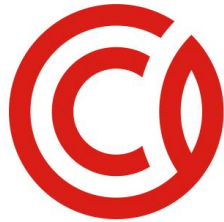
It's like, just brush your teeth. We're not having a conversation about it. This isn't a negotiation. You don't need to be inspired. We're just brushing our teeth. Right? And she just would obey you, I would imagine, very easily. And so, how well do we obey ourselves? When it comes to me working out, brushing my teeth, and taking a shower, and getting up and doing things I don't want to do, I'm just really good at listening to myself because I trust myself that I have my own best interests and it feels good to be disciplined and to have that foundation.

Ryan Moran [00:06:36]

Did you have to work at that?

Brooke Castillo [00:06:37]

Absolutely, absolutely. But I got to the point where I realized that all the negotiation ... And when I really figured this out was with food where I would write down what I was going to eat.



By the way, it's one of the secrets to weight loss, my friends, if you're feeling chubby. Just write down what you're going to eat and then eat only that. Everything else is just drama. Right?

Brooke Castillo [00:06:58]

And so, when you realize, this is ... I decided with my prefrontal cortex yesterday what would be a good idea for me to eat today. Today, I'm not thinking with my prefrontal cortex, I'm thinking with ... Right? And so, all of that is not thoughtful. It's all instant, impulse, candy is what I want right now. And so, when I decide ahead of time for myself, I always make better decisions.

Brooke Castillo [00:07:21]

And so, that's ... When I just say, this is how we're going to work out, this is what we're going to eat, and then I just listen to myself, my life is so much better. And the only reason you won't listen to yourself or obey yourself is because you don't want to feel what you feel. And when you learn how to feel your feelings ...

Ryan Moran [00:07:37]

I was going to wrap up, but I need you to unpack that one. This has been so much of my work recently is learning how to feel my feelings, because I thought that I was good at that. And it's not like ... To a dude, this sounds so dumb.

Brooke Castillo [00:07:52]

But talk about what you thought feeling your feelings [INAUDIBLE 00:07:54]

Ryan Moran [00:07:54]

I will, but I just want to asterisk here, to a dude, this sounds so stupid. To feel your feelings, come on, grow up. You're like, just grow a pair. Don't feel your feelings.

Brooke Castillo [00:08:04]

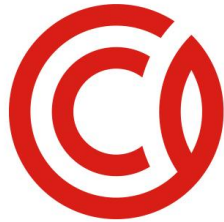
Pro-tip, pro-tip, feeling your feelings makes you rich.

Ryan Moran [00:08:08]

This is true.

Brooke Castillo [00:08:10]

This is how I get dudes to listen to me. They're like, wait, that chick's rich. What did she say about feelings?



Ryan Moran [00:08:16]

And I have discovered that not feeling my feelings is why I don't do the things that make me rich. And I have to feel my feelings in order to clear the resistance to do the things that lead to money and abs and all the things. Because when I'm not feeling my feelings, I am avoiding them. And avoiding looks like eating or distracting or running away or just ... Or not doing the work. Any of those things.

Brooke Castillo [00:08:54]

Procrastinating. Netflix.

Ryan Moran [00:08:56]

Those are all ways to not feel feelings. And I thought feeling my feelings was understanding my feelings, thinking about my feelings. So, I would feel a feeling and be like, oh, that's interesting. I wonder why I feel that. It's probably because of what happened to me when I was seven. Oh, I'm glad I had that insight, and then move on. Whereas I have now learned that feeling my feelings is just feeling the sensation, tuning into the sensation in my body without trying to change it. And just letting it be there and almost being the vessel for it to exist.

Brooke Castillo [00:09:39]

For it to vibrate. That's the way I describe it. Just let it vibrate.

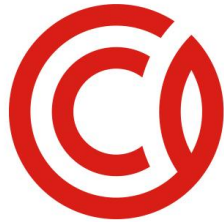
Ryan Moran [00:09:41]

And not thinking about it, not trying to change it, not trying to understand it, just letting it be there. And I discovered this while I was laying on the couch. And literally, I have a friend of mine who has helped me kind of integrate some work from an MBMA protocol where I was working through some things and a lot of feelings were coming up and he asked me about it and I told him what was going on, and he said, you are talking about it. You are not telling me how you're feeling about. And so, I have done this work where I, when I have something on, I will just sit and feel whatever I need to feel.

Ryan Moran [00:10:23]

And I was lying on the couch feeling some of those feelings and they didn't feel good. And my brain is processing and I reached for my phone, and I caught it. I was like, oh, I just understood it and went to distract from feeling. What would it be like if I just laid here and felt it? And it was awful, Brooke. It felt terrible. It was way worse than I expected. And I release through crying. So, I cried it out. I think other people process differently. I don't know.

Brooke Castillo [00:11:00]



Well, it depends on the emotion.

Ryan Moran [00:11:02]

But mine is always tears. I cry a lot, Brooke. But, so I cried it out and then amazingly it was gone. And just to be fully transparent, I was processing a lot of shame over this business failure. I'm ashamed that I lost the money. I'm ashamed that I help other people with their business while I have this big failure. Of course, I'm not looking at any of the businesses that have made millions of dollars or my customers that have made millions of dollars.

Ryan Moran [00:11:34]

I'm thinking about the loss of this one business. But I'm processing all this shame that is in me and it felt terrible, and I realized, I don't have a relationship with shame. I've never felt this before. And so, after crying it out and processing it, it was gone to the point where I can have this conversation with you publicly knowing thousands of people are going to hear me talking about what, a few weeks ago, I considered very shameful. And it doesn't bother me. It's gone. As a result of that being gone, I now feel like I show up differently.

Brooke Castillo [00:12:14]

Of course. Yeah.

Ryan Moran [00:12:15]

It's like ... And someone that I know once compared it to a crapper tank, where you just have ... Have you ever seen Joe Dirt?

Brooke Castillo [00:12:23]

No.

Ryan Moran [00:12:23]

You need to see Joe Dirt.

Brooke Castillo [00:12:24]

I do not need to see Joe Dirt.

Ryan Moran [00:12:26]

You absolutely need to see Joe Dirt. So, Joe Dirt finds an atom bomb and he straps it ... He finds it buried and he straps it to his back and he walks into the city and says, I'm going to blow up this city if you don't give me a hundred thousand dollars, or something like that. And one of the guys in the city is like, this isn't an atom bomb. It's a crapper tank. And he pops off the top



and all this crap comes out of the top and covers up Joe Dirt. And that's how a friend of mine described emotions that most of us carry around on our backs, this crapper tank of emotions, because we're afraid to pop off the top and be covered in crap.

Ryan Moran [00:13:04]

But it is the being covered in crap that clears out the tank so that you have the capacity for positive emotions, for positive growth, for making decisions that are in alignment with what you want to create. And I feel like I was carrying around this crap or tank of shame and fear or grief that I would justify, that I would make normal based on this experience and this experience.

Ryan Moran [00:13:28]

And when I was crying that out, I was thinking about this failure and every failure I've ever had about anything. And I realized, that experience helped me realize that when you don't process that emotion, you don't feel that feelings, it's like your brain and your body are collecting more evidence for that and pushing it down further and further into the crapper tank. And the more that is pushed down in that crapper tank, the more you're afraid of that being triggered and having the crap come out and cover you.

Ryan Moran [00:14:00]

So, anything that could trigger shame, I'll now avoid. And so, what does that look like? It means not going after that business goal because I'm afraid I would fail and thus feel all my shame from past experiences that I haven't processed. Or I will eat the house, I'll eat everything in the fridge in order to cover up that feeling. I used to have a ton of stomach problems.

Brooke Castillo [00:14:29]

Well you can't have ... No part of the feeling can be present because you're afraid, like you were saying, all of it will come. So, you have to ... Even if it's just a little subtle thing, you have to tuck it away.

Ryan Moran [00:14:38]

That's right. That's right. And I used to have a bunch of stomach problems in my 20s. They're completely gone now. And what I believe is that my stomach problems were from eating my feelings away. So, if I felt an emotion I didn't want to feel, I would reach for food because it would do two things. One, it would distract me in the moment. And second, it would give me a stomach ache and I could focus on the physical pain rather than the emotional pain. I could blame how I was feeling on having an upset stomach.



Brooke Castillo [00:15:09]
On the physical pain, yeah.

Ryan Moran [00:15:11]
This would have sounded like woo-woo, crazy, absurd nonsense to me five years ago. But it's on the other side of it, of processing it. And I might only be halfway through. I might have more junk to process. But as a result of processing some of it, I now feel like I can go after that business goal, or I can try that new thing, or I can go after whatever, because I don't have that gunk holding me back and avoiding.

Brooke Castillo [00:15:43]
And you don't have the fear of feeling emotion. That's what I always say courage is, right? It's like, the worst that could ever happen is an emotion and discomfort is the currency to your dreams. So if you're willing, I'm like, bring it on. Think of it, the only reason people don't go after goals is feelings. They don't want to feel humiliated. They don't want to feel shame. They don't want to feel scared. They don't want to feel burdened. Right?

Brooke Castillo [00:16:06]
So, if you're like, it doesn't matter what the emotion is, especially shame. If you can do shame, you can do pretty much any emotion. Bring it. I'm open to it, bring it. Then your goals get bigger. Then your life gets bigger. Because the only reason you're hiding is because you don't want to have an emotion. So, to circle back to the original question, which is why don't we obey ourselves? Think about your life if you did everything you told yourself to do. It'd be extraordinary, right?

Brooke Castillo [00:16:33]
The only reason we don't do everything we tell ourselves to do is because of an emotion, right? We don't want to feel ... For example, we don't want to feel bored. So, we're going to eat. We don't want to feel deprived, so we're going to eat. We don't want to feel stressed out or ... For me, I don't want to go work out because it just feels boring and stressful and hard.

Brooke Castillo [00:17:02]
And if I live my life avoiding boring, stressful, and hard, my life's going to suck. But if I embrace it, I'm like, yes, it's going to be boring. Yes, it's going to be stressful. And yes, it's going to be hard. I'm a hundred percent in, that is not a reason not to do something. When people say, well, I'm afraid, I'm like, you think that's a reason not to do it? That's the reason to do it.

Brooke Castillo [00:17:21]



And people make excuses, they're always emotions. Right? I didn't do that thing, and if you get to the bottom of it, it's always an emotion. I didn't feel like it. Right? And so, now it's like ... This is what's so interesting about your example, right? You bought this business and it didn't ... It wasn't the business that you'd hoped it would be. And now, you have to pay it off. Right? And if you had hidden that from yourself and buffered, I call it buffering. Buffered away, ate it ...

Ryan Moran [00:17:53]
Oh, I did, Brooke.

Brooke Castillo [00:17:54]
Buried it away. Right?

Ryan Moran [00:17:55]
Oh, I did that for a long time.

Brooke Castillo [00:17:56]
Yeah, yeah. Hiding it from yourself and having shame about it, and putting it away. The chances of you buying another business?

Ryan Moran [00:18:00]
Zero.

Brooke Castillo [00:18:02]
Zero, right? So your life all of a sudden collapses onto itself and you start hiding and it becomes smaller. And now, you're like, I'd taken the L, I'm experiencing the shame. The chances of you buying another business now are higher and better because you know the worst that can happen is shame, and you've already done it.

Ryan Moran [00:18:19]
I'm considering one right now.

Brooke Castillo [00:18:22]
Exactly. Right? So, when the worst that can happen happens and you survive it, then your life expands. It doesn't contract, but we're afraid that failure will make us contract because we won't acknowledge it and feel it.

Ryan Moran [00:18:32]



And check this out, Brooke. So, I am considering a business acquisition right now. I'm really excited about it. My genuine concern is I just don't ... I might not have the capacity for it right now. It may not be my primary focus, but I really like this business and I'm uniquely qualified to help this business. And so, they need me more than I need them. So, we're ... I'm considering it. And I would raise capital in order to do it. And until a few weeks ago, I had this subtle fear that investors wouldn't trust me to invest in this business because I had this ... I bought a business before and it failed.

Brooke Castillo [00:19:08]

But it makes me trust you more, which is so interesting.

Ryan Moran [00:19:10]

If I own it. If I've processed it. A couple of weeks ago, I show up to you and I'm subconsciously feeling shame, and I'm talking to you.

Brooke Castillo [00:19:18]

Yes. I can feel it, yeah.

Ryan Moran [00:19:18]

You can feel that because I'm hiding something, and I don't really believe it. I'm now afraid that it's going to repeat. But now that I've had my L and I've processed it and I've just taken the loss, I can now ... I can do an investor presentation and say, and good news everybody, I bought a business in the past and failed, and so I know what not to do now. What I will do differently this time [INAUDIBLE 00:19:41] completely differently.

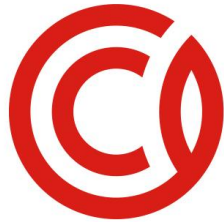
Brooke Castillo [00:19:41]

Let me offer you ... That's interesting and cool, and I agree that it gives you more leverage, but also there is an amount of courage, there's an amount of confidence that comes. I think confidence comes from not being afraid to feel anything. And when you've gone through something as painful as you just went through in terms of the shame and experiencing that emotion, and you're on the other side of it, the level of confidence you have moving forward is unsurpassed in your own life.

Ryan Moran [00:20:14]

I completely agree.

Brooke Castillo [00:20:15]



Right? And so, it's like, confidence doesn't come from winning. I don't think confidence comes from always winning. Confidence comes from winning and surviving the loss. So, you're not going out onto the field as Tom Brady and being like, shit, I hope I don't lose. I've never lost before. He's like, I can handle a loss and I can handle a win. Let's effing go.

Brooke Castillo [00:20:37]

And so, for me, seeing you even talk about this, the level of confidence I have in you, I know that if something goes wrong or something ... You're struggling with this business, you will face your own fear around it instead of hiding. And that makes me have confidence in you.

Ryan Moran [00:20:55]

And I could not have seen that as recently as a few weeks ago when I was still trying to avoid feeling that and I was still trying to avoid dealing with that. But now that I have dealt with it, or at least started to deal with it, I don't know if there's more in there.

Brooke Castillo [00:21:11]

Well, the thing is, it's like, of course there will always be different layers of it. And that's why I say I put myself in harm's way. I put myself in bigger, potential scarier, harder situations where I could experience feelings on a bigger level on purpose. The goal isn't to avoid shame and humiliation. The goal is to slay it, to be able to experience it in a way that it no longer scares you, because if you're not afraid of failing, what won't you do?

Ryan Moran [00:21:41]

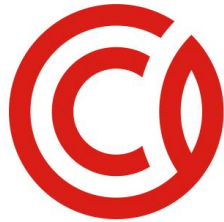
Right. I've discovered that external circumstances serve as those triggers for all of the emotions that I have not processed yet. So, just this past week, I'm very heavily exposed to tech stocks, like growth stocks. Companies like Square and PayPal, and they just got crushed. And so, I got upset about a number on a screen because the number on the screen was less than the previous week's number on the screen.

Brooke Castillo [00:22:12]

Which ultimately means that you're a failure.

Ryan Moran [00:22:14]

That's exactly what I thought. So, it triggered all of that fear and shame of lost money, and in my mind, I thought about the business, I thought about that thing five years ago. And so, that external circumstance, which in isolation is not a big deal, but when it is ... It triggers a chain of thoughts that I have not resolved, and I have not allowed to come to the surface, it feels like I'm going to fucking die.



Ryan Moran [00:22:46]

So, that was the time that I was like, I am going to feel this. I'm going to let myself feel this. And so, I felt it, and it sucked. And now that I have felt it, I'm not avoiding the thoughts that are triggering it. I can more proactively work on those thoughts and look at things like Square is down 40%. How much more of this can I buy? Which is a much more powerful font than, oh, my Square stock is down 40%. I'm such a loser.

Brooke Castillo [00:23:22]

Right. And to bring it all the way back home, back to where we started where I talked about I'm learning the sales process, right? And I know that someone believes in something and is committed to something when they actually take action to prove it to themselves, to do the thing. If you are someone that is willing to experience any kind of emotion, you are going to make so many more decisions and take so much more action because you won't be afraid of the consequences of that.

Brooke Castillo [00:23:53]

And it doesn't mean that you're not thoughtful. It doesn't mean that you're not careful. It doesn't mean that you don't think things through. You just don't let your own brain stop you from fulfilling your own potential. And all of your power comes from the decisions that you make in your life.

Ryan Moran [00:24:06]

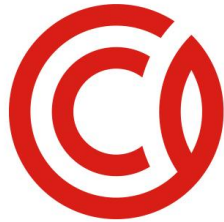
I don't know how to answer the question, how does someone start processing that? How does someone just start feeling it? I don't know how to tell somebody that. What would you say to something like that?

Brooke Castillo [00:24:15]

Well, I think the way that I teach this ... First of all, join Self Coaching Scholars. But the way that I teach this is if you don't feel something, like if I say to you, what are you feeling? And you don't know, your goals aren't big enough. Okay? Set bigger goals, you'll feel something right away. If you really believe it and you're willing to say it publicly, I'm going to go make a million dollars, all of a sudden, all your stuff will come up.

Brooke Castillo [00:24:39]

Now, the way to feel a feeling and a different way than conceptualizing a feeling, is to actually be experiencing the feeling, is you have to watch yourself and observe yourself. And what I like to do is take notes. Where are you feeling it in your body located? What exactly does it feel



like? Does it feel fast? Does it feel slow? Especially for men who feel numb a lot of the time, one of the things that I tell them is I want you to imagine that I'm injecting you with a syringe of an emotion.

Brooke Castillo [00:25:18]

And you know how sometimes you get an injection of something and then all of a sudden you can feel it overtaking you? I mean, some of us do that legally, some of us do that illegally. But it's like, all of a sudden you feel ... You're like, whoa, okay. I feel that drink kicking in or whatever. It's kind of like that. And to be able to just experience it.

Brooke Castillo [00:25:34]

And what is crazy about that is if you think about this emotion that you just experienced, shame, and you imagine that I'm an alien coming to you and I would say, so what exactly did that feel like? Where did you feel it in your body? You're going to tell me, well, there was a tightness, and there was a little vibration, and it made me short of breath. And I'm going to be like, yep. You spend your whole life avoiding your life because of that?

Brooke Castillo [00:26:04]

And even though it feels terrible, it's not that bad. And at the other side of it, on the way through it, you can see the worst part about it was all the avoiding of it, was all the fear of it. When you actually experience it, yeah, it feels terrible, and then it's over. So, I do think just observing yourself feeling and knowing that it's a vibration in your body and it's not in your brain, it's in your body, you'll probably feel it in your chest. You'll feel it in your stomach. And if you breathe it in, you will be able to experience it as a vibration in your body that will then dissipate.

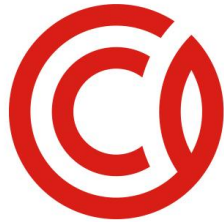
Ryan Moran [00:26:42]

I have to get myself to the point of feeling it to where it will release somehow. I have to cry it out or poop it out or ... It has to leave my body. Do you experience the same thing?

Brooke Castillo [00:26:56]

I do on intense acute emotions, like that one like when something super significant happens and you process it, let it go. But there are a lot of times where I'm feeling it and it's not releasing, and the way that I describe it is I just carry it around with me like a heavy purse for the day. But I'm aware of it. It's an emotion, it's processing through my body.

Brooke Castillo [00:27:16]



I actually had this very similar experience with shame. And I was in ... I've talked about this a lot on my podcast, but I haven't talked about it here. I was in Mexico and I had an incident happened that made me just crushed with shame, the emotion of shame, similar to your L that you had. It was an L for me. And I look back on it now and it's hilarious what was so shameful for me at the time. But at the time, it was crushing.

Brooke Castillo [00:27:42]

And I remember just going through the day saying, this is shame. This is what shame feels like. Shame is in my stomach. Shame is in my chest. This is what it feels like. And I can ... It was so powerful and so vivid that I can ... I was on a jet ski. I was looking at dolphins. This is shame. This is what shame feels like. It was just there and it was just present and it was just heavy. And so, for me to observe myself experiencing an emotion, I think, is the purest way of actually experiencing it and letting it go.

Ryan Moran [00:28:16]

I've had a lot come up just from my own personal work, processing a lot of that. And I'll feel like it gets stuck in my body. So, I just watch sad YouTube videos until I cry it out. And it's like, that's the access point for me to be like, oh, now the emotion is flowing and I can actually process it.

Brooke Castillo [00:28:35]

But there may come a time where you're trying to release it and it won't release, and I just want to offer that that's no big deal. Sometimes it takes a couple of days. Sometimes it takes a week, but if you're aware of it and you're willing to let it be there and you're not trying to escape it or resist it or whatever, it will process through. And sometimes it takes longer and sometimes you just notice that it's gone, and sometimes it's a huge balling fit or a temper tantrum or whatever. But you don't always have to act it out in order for it to flow through and be done. And so, I like knowing that because then I feel authority over it.

Ryan Moran [00:29:15]

It makes sense. And I'd say, I've heard you say this on a podcast, that feeling your feelings is one of the most valuable skills that you can do, which mentally doesn't make sense if you haven't done it. But now that I've sorted emptied the crapper tank, I have so much more capacity.

Brooke Castillo [00:29:34]

Energy, yes.



Ryan Moran[00:29:35]

I have this access to a different level of being that I did not have before. I have access to new thoughts and new capabilities that were in there, but I could not access them. And for me, I realized that if you've ... When I have felt in the past like I was not achieving my potential or I was not fulfilling all my capacity, it was because I was blocking it with fears of triggering those past feelings.

Ryan Moran [00:30:13]

And I think that is so true for so many people, where that low-level dissatisfaction with their life is because they have created meaning around certain events and stored that as emotion that they have not allowed themselves to process. And so, they eat it away or they drink it away, or they social media it away, or they fight with other people to distract themselves.

Brooke Castillo [00:30:39]

And avoid experiencing anything new that could add to it. That's the difference. And we're asking everyone listening to not only not avoid negative emotion, but to go get it, put yourself in harm's way, make your goals big, make your life huge. The reason why your life is small is because you're hiding from your own self. The worst that can happen is emotions. So, it's like, even for you, are you willing to experience shame again?

Ryan Moran [00:31:08]

Yeah. I am.

Brooke Castillo [00:31:08]

Let's go. It's not pleasant, but if it's the price that I have to pay to live the biggest life I can, I'm all in.

Ryan Moran [00:31:15]

Yes. And it will be an inevitable part of that process. So, if I'm not willing to feel it, then I will inevitably not pursue anything.

Brooke Castillo [00:31:27]

Right? It's so true And so many, especially dudes, are trying to make the money so they don't feel the way that they feel. And listen, you're going to make that money. You're still going to be human. You're still going to feel those emotions. And that's it. The money won't take that away. And the money can buy stuff that will take it away temporarily. But if you allow yourself to feel all the negative emotion, then the money is way more fun because you can feel the positive emotions, too.



Ryan Moran [00:31:52]

And I think it will come a lot faster. And it will be ... You'll make it in a more authentic way to yourself then following somebody else's plan.

Brooke Castillo [00:32:01]

Yep. That's so true because if you're trying to use money to avoid feeling, you're always going to be fueling your progress with stress, and that's how you're going to be burnt out.

Ryan Moran [00:32:11]

I've had mostly dudes ask, well, I'm afraid that if I process through all that, then I won't have the motivation in order to accomplish everything I'm setting out to do. And what I say is, no, you'll have more motivation. It will just be from a different emotion.

Brooke Castillo [00:32:30]

Well, and this is what men say to me. They're like ...

Ryan Moran [00:32:31]

You can succeed from love just like you can succeed from pain.

Brooke Castillo [00:32:37]

Yeah. But men will be like, I don't want to be a little bitch, I don't want to be feeling all my feelings all the time, crying in meetings and all this stuff like that. And it's like, no, you think the most courage you can have is a warrior going into battle, right? A warrior going in, willing to experience the worst of the worst on purpose. Having the fear, you know it's going to be there and opening yourself up to it versus closing yourself down to it.

Ryan Moran [00:33:01]

Yeah. You don't think a warrior feels fear?

Brooke Castillo [00:33:03]

Exactly.

Ryan Moran [00:33:04]

Of course a warrior feels fear.

Brooke Castillo [00:33:05]



It's the opposite. It's like, I'm willing to feel shame. I'm willing to feel humiliation. I'm willing to feel fear. I'm willing to feel all of it. That is your most manly, if you're going to think about it that way, your most courageous stance.

Ryan Moran [00:33:17]

Yeah. A person who is unwilling to feel fear doesn't go into battle. They go and they build a brick wall and they yell about how the other side are bad people because they're afraid to feel fear. The warriors is like, let's go fight these ...

Brooke Castillo [00:33:31]

Yeah. But I would say that shame is harder to feel than fear, and the fact that you went ... It's like dishonor almost. It's like, you went to the place where ... As bad as it can get and you survived it.

Ryan Moran [00:33:43]

I had a therapist tell me once there's four core emotions, four core negative emotions. Pain, there's also grief, fear, shame, and guilt. And the processing that I've been doing in my personal work, grief came up first. Just pure grief. For no reason, just grief. Then fear. And just recently, I've been processing shame. I really hope guilt isn't next, but ...

Brooke Castillo [00:34:15]

Well, shame is harder than guilt. So, the difference between shame and guilt, if you ask ... Brene Brown, I think, has a beautiful way of saying it is guilt is I did something wrong, shame is there's something wrong with me. Right? So, guilt is, I did this thing and I shouldn't have done it and I feel bad about this thing. Right?

Brooke Castillo [00:34:29]

You're going to be able to handle that no problem. Shame is I did this thing and it's because there's something intrinsically wrong with me and bad with me. And therefore I am shame. I'm shameful. Right? So, shame, I think shame is the worst. Shame is the most ... Shame and humiliation, for me, have been the hardest emotions to process, the most painful.

Ryan Moran [00:34:50]

Well, I didn't think I had any acts ... I was like, I don't have any shame. I put my whole life on my podcast. Oh, there was something there. I found some.

Brooke Castillo [00:35:00]



So, we would like to encourage you all to access and feel your shame. It's Tuesday, my friends. It will make you so much freaking money.

Ryan Moran [00:35:11]

I kid you not, Brooke. The day after I had this low, where I cried all night, literally all night, did not sleep, just cried, the next day I felt bigger than I've ever felt. And the strange thing is for the first time I genuinely believed in my ambition.

Brooke Castillo [00:35:32]

That is amazing. I love it.

Ryan Moran [00:35:34]

For the first time there was a belief and an, oh, that's so obvious. And part of the reason, Brooke, is because I could see the action steps that I needed to take and I had no resistance to taking them.

Brooke Castillo [00:35:51]

Because the fear of the failing, right?

Ryan Moran [00:35:53]

Correct.

Brooke Castillo [00:35:53]

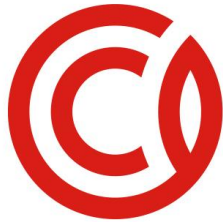
Yes. This is so good.

Ryan Moran [00:35:55]

Or even the fear of the feeling. But I don't want to. I don't want to write this. I don't want to go through this. I don't want to hire that person. I don't want to ... I just want it to happen. So, I had the plan and the goal, but I had all this underlying emotion where if I went to go do the work, I'd be like, oh, I can't. And then, after feeling all of this, I have that ambition and, oh, this seems so obvious. My action steps are right in front of me. This is going to be fun.

Brooke Castillo [00:36:27]

And if it's not fun, if you don't want to do it, that doesn't mean you don't do it. You do it anyway, even though it doesn't feel great. And I think that's the other thing, the misconception that people have, especially for me, because I seem so happy all of the time that they don't think I do a bunch of stuff that I don't want to do. And I do so much stuff I don't want to do. I ultimately want to do it and I'm obeying myself. I just don't want to do it in the moment.



Ryan Moran [00:36:54]

Brooke, every podcast we do is the best podcast ever.

Brooke Castillo [00:36:56]

I feel like this might be three podcasts that we just did. This is a really good one for your listeners though. I'm super proud of you for bringing all this to them because I think that ... And I loved the way you talked about it being like, I don't want to deal with feelings, I want to deal with Facebook ads. And it's like, listen, if you deal with your feelings, Facebook ads are nothing.

Ryan Moran [00:37:16]

That's right. That's right. I can't think of how many times I've resisted doing ... Learning something new because I don't want to go through the period where I feel like I suck at this because that's shame. I suck at this is shame. I don't want to learn Facebook ads. I should hire someone to do Facebook. I don't want to understand this because I'm not good at it.

Brooke Castillo [00:37:35]

I'm inadequate. Yeah.

Ryan Moran [00:37:37]

That's right. Or copy or sales or anything that makes money.

Brooke Castillo [00:37:41]

Yes. So, the more willing you are to feel inadequate, I call it the more willing you are to suck at it, the more money you're going to make in the long run if you stay with it and you have the resolve to get through it. Keep taking action and feel your feelings, my friends.

Ryan Moran [00:37:55]

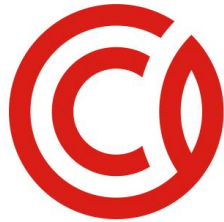
Love you, Brooke.

Brooke Castillo [00:37:55]

I love you, too.

Jared Springer [00:37:57]

I just say, realistically, if you have enough money to smoke cigarettes, a pack a day, you have enough money to become a self-made millionaire. And I don't mean that as a shot at anybody. I just mean take a year to learn all of this stuff, save a pack of cigarettes worth of money a day,



and at the end of the year, you know what you're doing and you've got the money to start your business.

Chad Maghielse [00:38:18]

I say that just to say, you can do it. Whoever's watching this, you can do it. It's not like, oh, these other people have done it, but they have some special whatever. No, almost ... I won't say anybody, but almost anybody with access to the internet and enough money to smoke can become a self-made millionaire. I found a lot of Ryan's material, kind of just worked the plan and 12 Months to a Million, and then extrapolate beyond that. Some people listening to this might be like, oh, an exit is so far away, you're just getting started.

Chad Maghielse [00:38:48]

But no, you can do this. And seeing other people's successes is evidence that you can do this. I'm like, that's a huge mindset shift. Just seeing other people do it is evidence you can do it. I mean, I'm not special. I just saw other people's success and was like, well, they can do it. Why not me? You don't need to become an expert at everything. Become an expert at what you're best at and try to delegate things that can be delegated. This business model is simple, but it's not easy.

Chad Maghielse [00:39:18]

Ryan's put out a great path to follow, the 12 Months to a Million thing. It works. It is relatively simple, but it is not easy. There are hardships. You've got to be fully committed, but you can do it.

Ryan Moran [00:39:29]

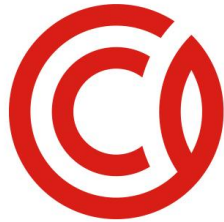
Yeah. So, Chad, what I'm kind of hearing you say is that you followed the model pretty much exactly, and it worked.

Chad Maghielse [00:39:39]

I think that's fair to say.

Ryan Moran [00:39:42]

If you found value in this podcast and you're ready to go deeper, here are three resources where we can help you. One, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over a thousand reviews and it's the playbook to building a seven figure business. Second, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits. You can get plugged in at capitalism.com/1.



Capitalism.com
— BE THE CHANGE —

Ryan Moran [00:40:11]

And third, if you're looking to go deeper and build a seven-figure business that you can sell, you can work closely with us inside the Capitalism Incubator, and you can get on the waiting list and find out what we do over at capitalism.com/inc. That's capitalism.com/inc.