

Episode: Massive Action



With Natalie Bacon, JD, CFP[®], Certified Life Coach

Full Episode Transcript

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Welcome to the Design Your Dream Life podcast where it's all about designing your life on your terms and now your host, Natalie Bacon.

Hey, welcome back. I am so glad to be with you today. I am in the middle of finishing up my last course for my shop and that is super fun because then it means that product creation mode is over. If you have a blog or an online business and you have ever created a product and produced it and put it out in the world you know that it takes a lot out of you, a lot more than you would ever, ever expect.

And I have pretty much been doing this for the last a year and Oh my gosh, I'm so ready to be done. But it's been super fun and I'm so grateful for it because it's really what's taken my business to the next level and I can't wait to see what I do after that. And it kind of goes into today's topic, which is so fun.

And I've talked a little bit about it before on my blog and as well in my emails and people really, really seem to like it. So I hope you do too. And it's called massive action. Now what massive action is, is it's taking action until you get the results you want. Contrast this with just regular action, which is just taking some action and contrast that with passive action, which is consuming or intellectual action.

So I want to go through the three different things and all like intertwined my story so you can kind of get a sense of what I'm talking about and notice this in your life so you can start to really get the results you want in the future, especially if you're not getting them right now. So massive action is so much action in spite of all of the obstacles that come up in spite of the fear.

Um, it's, it's, it's commitment. You are so committed to the getting the result that you want, that you will take the action even if you're failing. And it requires like some mental toughness for sure because you have to not make all of the failures mean anything. And a massive action is super, super rare.

So most of us will take action like one to three times and then we'll give up. You know, we'll try a diet, you know, one, two, three times and this just isn't working. And then we quit or we try to make extra money or manage our money better and it's just not working. Or I have girlfriends who will try to date and they'll go on a couple of dates and they'll be like, Oh, this is just awful. And then they'll stop, right? That is taking action. And what happens is when it doesn't work the first, second or third time, we just quit.

And it's because we are like thinking that the failures mean that it's not going to work for us and that we're not going to get the result we want. And what I'm suggesting is that massive action is your commitment to the result, which means that you are committed to getting that result no matter what, which means you will take action over and over and over times a thousand until you get that result.

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So it's, it's, um not making all of those failures mean that you shouldn't be doing what you're doing and massive action requires that you anticipate obstacles and be willing to fail and fail and fail over and over again. It is like a wild ride. I'm telling you, it's not pleasant, but it's so worth it because that's how you get the results that you want. I will tell you that when I started blogging, I had so many obstacles.

I would literally spend hours and hours trying to figure out code for my website. Like now they have these sweet themes where they're builders and you like drag and drop. They did not have that a few years ago and so I would be trying to play around with the code of my website, breaking my website. It was just like a mess and no one was reading it. It was awful content and I, I just kept going. I didn't make it mean anything.

Um, I've been really lucky that in the area of career and business and work, I've, I grew up with my parents just telling me I could do and be anything that I wanted even if I wasn't like that smart at stuff, I didn't have to be, I could just keep going. I remember my dad once saying, um, just keep going because eventually everyone else, even the smarter people will quit.

And if you just keep going, like you'll reach your goals. And so I've really just applied that to everything. And that's what massive action is. Right. And even with my blog, after people were reading it, when I got my income up to about two to \$3,000 per month, I stalled out after that. And I had so many roadblocks and I just was like a year of not really increasing my income and I didn't let that stop me.

I, I was committed to trying new ways and different ways and different strategies and approaches that I didn't anticipate. And you may have to do things that you never thought you would be doing to get the results you want. And that is totally okay. It's amazing when you do, it's tiring. It's a lot of effort, but it's so worth it. And when you practice this, it will help you get your mind right.

It will help you get that mental toughness and it will help you stop making, you know, the failures and the obstacles mean something when they don't. When I, um, was building my business the last year before I quit my full time job, I would get up at 4:00 AM and work before work and it was like my most exciting time of the day. I loved it.

Like I popped out of bed. I, you know, made sure I had a good attitude about it and I got to work. And that's not to say I enjoyed getting up at 4:00 AM. I mean, I was going to bed by nine and it, it was, um, it was just a season and it was so worth it because my income got up to 10 to \$20,000 a month from that. And I will say that without massive action, I wouldn't have been able to accomplish this because so many times things went wrong and I just never made it mean anything.

So many times the strategy didn't work and I just kept learning and applying, learning and applying. And that's really what passive action is, is where you're learning. So passive action is

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where you are listening to podcasts, reading books, taking courses, going to conferences. Like you're, you're learning and you're thinking about doing something. You're not actually doing something. I just love this.

So just let me say that again. Passive action is when you're thinking about doing something, you're not actually doing something. So massive action has to do with like creating and producing. And there's like this resistance, right? We have to produce new content. We have to create a business. We have to find a way. We want to make more money. We want to be better at our work. Whatever it is, it just takes a lot more out of you than learning and consuming.

Consuming is so much easier and I will tell you, I love to consume. I love learning so much. I'm so curious. I love courses. I just want to do it all. But I have to balance that out because most of us, we don't realize the difference between massive action and passive action. Thinking about starting a business or a blog is not actually starting a business or a blog. I know groundbreaking, but it's true.

So I want you to look at your life. Look at how you're spending your time. Are you creating and producing or are you consuming? And what I really recommend doing is implementing the learn one, apply one rule. This works really, really well in my life. It's a constraint that I have. So I balance passive action with massive action by committing to taking one type of passive action. And then I'm not allowed. I don't, I put this rule, this constraint in my life where I don't allow myself to learn another thing before I apply it.

So for courses, this is a really good example. I will take one course and I honor my commitment to myself and to my investment. The money I spent on that course. I commit to that course and that course only, and I promise myself I'm going to apply everything in that course. So I take the course, which is the passive action, and then I apply everything in that course, which is massive action and I promise myself that I only do that before taking any other courses.

So I don't allow myself to take another course until I have applied everything. This rule is a game changer. I am telling you, when I took the blogging courses in the beginning, I didn't really do this and it like it showed in my results, but when I did this in the last year, I will tell you it took me over a year to implement everything from a single course.

But look at my results. They were amazing. I became a full time six figure blogger. And it's not that um, I'm special. You know, people can do this, but it takes a lot of focus and commitment. You have to honor the commitment to yourself when you're making an investment in passive action, when you're going to the conferences, when you're, uh, when you're buying the books, when you're taking the courses, that is really, really great, but it's not actually taking any action at all. It's just consuming. It's thinking about taking action.

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So I highly recommend the rule of one to one where you consume one and implement one. That way you actually take massive action to get the results that you want in your life. Now this of course assumes that you want results in your life, right? Um, I really love this other example that I got from my coach and mentor Brooke Castillo, and she compares massive action to going to the grocery store.

And she says that when you go to the grocery store, you have to stop at red lights and you might even have some traffic, but you don't ever make the red lights mean anything. You don't like get to the red light and stop and say, Oh my gosh, I'm stopped at a red light. I don't have my groceries yet. I should turn around. You don't.

You just keep stopping at them and then you keep going. And even if there's traffic, you never doubt your ability to get to the grocery store and get the food and go home. But when you do it with your goals, every obstacle that comes up, or like the red lights, right, but you make it mean something. You're like, Oh my gosh, I had to stop. There are other cars I drove all this way. I don't have any groceries yet.

Forget it. I'm going home. That's kind of how we act, right? We hit one obstacle and we quit because we have had experience going to the grocery store. We have practiced. Not making red lights mean anything. But when we're pursuing new goals, we don't have experience with it. Our brain doesn't know what obstacles to expect. So when we hit them, we make them mean something.

We make it mean that something's gone wrong and we're supposed to quit and we're not meant to have the results we want. That's just a lie you're telling yourself. And that is great news and I want you to give yourself that gift to not make any of the obstacles that come up mean anything. Whatever you want, whatever result you want to create in your life, you can create it like that's just amazing to know, but it's going to take massive action.

And massive action is a gift you give yourself. If you commit to taking massive action, you are going to meet yourself. And if you've ever done this before, you know what I'm talking about. If you commit to starting that business, you are going to face so many obstacles that like you just can't even imagine it. You're going to put yourself through it. You're gonna do things wrong. You're going to make mistakes, you'll have failures.

And it is hard and you spend months creating a website, you create a product or service, you grow your traffic or social media and you know, people barely read it and you, um, find out that, you know, you're not making as much money as you wanted. You know, it's, it's so much effort and it takes so much out of you. But if you, if you don't let those obstacles mean anything, if you keep going, you will eventually get the results you want and you will meet yourself because you will become a completely different person in this process.

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And that's where the magic happens. Um, and I want you to take this as an invitation to step into yourself and just fail and fail and fail as much as possible. I want you to just go all in because if you're willing to fail over and over as many times as it takes, you will get the result that you want. It's just that so few people are willing to do this. And this is why people don't have the results that they want.

And I just want you to know that you do have what it takes. You can fail as many times as it takes to get the results that you want. There's no emotion you can't experience. And I want you to know that whatever desire you have to quit is because you want out of the emotion you're experiencing. So let's say you launch a business and you don't make any money.

That feeling that comes up, the discouragement, the shame, the fear, whatever it is, that is what you want to escape. And that's what you want to avoid and that's why you want to quit. But if you are willing to feel the emotions and say bring it on, then you will create again and again and again because the worst that can happen is another emotion.

And that is such great news. You have to be willing to experience emotion, which you can totally. And when you do this, you start taking the massive action. You have what it takes and you get the results that you want. And it is a beautiful thing. I can tell you from my own experience that massive action is the only reason that I am where I am today. And even from where I am now to where I want to go, it's going to take so much.

But I'm so excited about it and I'm in a state of bring it on, knowing that quitting will not make it come any faster, number one. And it's worth it to me to experience any negative emotion because I know that that's the worst that can happen. And if I'm willing to be in that space, then I can do what it takes to fail and go through those obstacles.

A lot of people mistake my energy and positivity for not having had any obstacles and which could not be further from the truth. I mean, I have gone through it and I say that only so that you know that I am not um, a unicorn and I have not had it easy. I just choose to tell the story that my life is happening for me and I'm totally in control of getting the results that I want in my life.

And the commitment to massive action is what it takes. And I want you to know that when I say commitment, I really mean commitment. You have to make promises to yourself that when you invest in something you're going to follow through. And the more that you practice this, the more that you commit to the results that you want and the more that you follow through and honor yourself, the stronger relationship you have with yourself. Because so few people do this right?

Even on our calendars, we'll make an appointment with ourselves or we'll schedule to work on something or produce something. And how often do we not show up or we cancel it? And I really encourage you to take this opportunity to commit to massive action and honor yourself and

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honor your commitments and your willingness to fail and go through negative emotion. So put something on your calendar today that is an action where you have to get a certain result.

And it might be uncomfortable, but do it and do it day after day and week after week and just don't let the failures and the roadblocks and the obstacles mean anything because I promise you that you have what it takes. Okay? If you want more of this, I have a free seven day design your Dream Life Training that you can have access to at NatalieBacon.com/dreamlifetraining. That is all one word, NatalieBacon.com/dreamlifetraining. All right, make it an amazing week. I will see you next time.

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