



#97 The Importance Of Transparency - It's OK To Make Mistake...

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You're listening to the my simplified life podcast and this is episode number 97. Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you. We'll taking you on my own journey. This is my simplified life. Hello, friends. Welcome back to another episode. I'm your host, Michelle Glogovac, and I'm back today with a solo episode because there's been a topic that I've been wanting to cover for a while now. And today seems like the right time. First, I want to talk about making mistakes. We all make them. But how many of us own up to them, let alone learn from them. Let me take you back to last month when I learned of a fairly large mistake I made. We were on our way to our annual World War Two reunion in New Orleans for eight days, it was considered a vacation. But in reality, Ted was hosting the entire 126 person event over four days, and I was his sidekick. In addition to having ensure our children weren't raising a ruckus in the hotel. I had just celebrated my 40th birthday. And we had about 25 friends over before we left, I was exhausted. And now we were on two planes to get to our destination. I checked my emails. And there was one from a law firm in Chicago advising me that my business name was actually a trademark infringement of one of their international clients who filed here in the States, and also did PR. I forwarded the email

immediately to my attorney and she said it was legit. I pride myself in research and I thought I had done my due diligence and researching my business name. But alas, I didn't go to the USPTO website to do a free search on it. Just a few basic simple clicks and I had skipped them. While shit now what I started to think about new names and all the work that wouldn't tell a name change. I brainstormed and decided I wanted to go with something that had to do with my own name. This time though, I not only checked domain names and social media, but the USPTO website and had my attorney do the same. If you have a business, you know how much work goes into branding, and changing websites and logos. So this was no small task. I acknowledge the email from the firm and also told them that I was traveling for another week and asked for time to make the appropriate changes. Once I got home, I bought the domain switch my websites over for the other domains changed my logo, the wording on my site, social media, the branding for posts that were scheduled a month out, changed my email in Google. It was a lot of work, but it was going to prevent me from being sued, and would also ensure that I never make the same mistake again. Why am I telling you all of this? Because I made a mistake. I'm human just like you are and we all make mistakes. I'm someone who shares my mistakes openly. I want you to see and know the real me and maybe just maybe if I share my mistakes with you, it'll prevent you from doing the same thing and save you time and money down the road. It's okay to make a mistake, but it's not okay to not learn from it. Making mistakes allows us to do better and be better. owning up to them publicly makes us not only more human, but in my opinion more likeable. I've always been a pretty transparent person. But when I entered the online space, it seemed that the quote unquote transparency that people portrayed online had nothing to do with mistakes or lessons learned. It's much more about how much money they're making and why you should work with them. newsflash, most aren't actually making six figures that they boast about. Yes, they might have had a great month because of a launch. But when you read that someone was at home nursing a new baby and made over \$40,000 doing nothing. It's bullshit. Friends, I've been behind the scenes of a launch that did just that. Yes, the business owner was at home nursing a new baby. But I was working almost 24 hours a day. And we had started working on this launch six months prior to the actual launch to ensure such money could be made. But she didn't share that with her audience. She shared the glamour piece, which was the 1000s of dollars she made. That's not me. I'll share my wins with you but I'll also let you know what my losses are? Here's what I don't understand, though. Why do we keep following and believing in those who aren't transparent, those who don't own their mistakes and show their humanity, I get that it's tough and scary to allow yourself to be vulnerable. But it can also be therapeutic and a way to connect with the world and share the lessons you've learned. Case in point would be Rachel Hollis. I admit when her book girl wash your face came out, I read it and devoured it. And in fact, I thought it was great. Along with millions of other women, it told us to go after what we wanted encouraged us to do what we were made for, and to

recognize that we were made for more. It was motivational and inspirational. Rachael portrayed herself as someone who'd been an aspiring author, an event player who knew she wanted to do more, and said she didn't make a single dime for years while trying to reach her goals. Well, here's a fun fact. Her husband was a VP at Disney all those years, and she didn't have to make a dime. She was free to chase after a bigger international stage. She had nannies for her kids and staff to help her. She wasn't transparent, and even after making it big, and her husband was able to quit his high paying corporate job to work with her. They then portrayed themselves as the ultimate couple, who ultimately got divorced. After offering their expert marriage advice to others in exchange for pricey conference tickets. I don't blame them for getting a divorce. It happens. Then 2020 comes along. And in addition to followers feeling duped over their claims of passionate makeout sessions, getting them through lockdown, Rachel posts a picture of homegrown tomatoes. And somehow that relates to Black Lives Matter. Don't worry, I still can't comprehend how the two relate either. She's posted some quotes she claimed to be your own that weren't. And then she threw her staff under the bus claiming they did it. Here's what I don't understand. She's the adoptive mom of a black little girl. So why aren't you using the soapbox you've created to shout as loudly as possible that black lives do matter. And you want to help the world understand that. Fast forward to the end of July. And although I've unfollowed her and her husband, I'm still on her email list. She had stopped sending emails, like many who only use their list to sell things. And all of a sudden she was in my inbox again. She's creating an inner circle, so you can get coaching from her and she's promoting her next conference. In the email, she also mentions that she's got a new boyfriend and describes their first kiss in detail. She compares it to a moment of speaking in tongues like a Pentecostal on a sun Palm Sunday, stop, Rachel just stop, she continues to trip over herself. Friends like Amy Porterfield have not only disassociated with her professionally, but have publicly said she's tried to reach out to her and not received a response. Yet 1.6 million people, mostly women still follow her. She isn't transparent about her faults or mistakes. She doesn't even own them really, she takes a pause and then re-emerges as if nothing has happened at all. If she could just be a damn human and own what she's done more would respect her. I would respect her. What's my point in all of this is that we need to stop following and worshiping those online who are full of BS. It's time we seek the truth tellers, the ones who aren't afraid to make mistakes and own them. The people who are actually transparent and show you who they are, know who they think we want them to be. In order to do this, I think we also need to not be afraid of ourselves and our dreams. We're all looking for inspiration, examples of others who have done what we want to do and didn't fail to see living proof that more is possible for us. The world is a scary place, especially when we want to launch something new, go after a different career path, become a working parent or work for ourselves. I'm here to tell you that it's not only possible, but that you should do it. And that you shouldn't put your trust solely into people who promote themselves on social media, or get a book deal and claim to have all the

answers because quite frankly, they don't. None of us do. We have to learn from our mistakes and the mistakes of others. And this is why I'm transparent in the mistakes I make and my beliefs. If I can help you along the way in your journey to what the future holds for you. Then I'll do my damndest to do that. If hearing my story of neglecting to check the USPTO website and having to change my business name. It reminds you to check yours before you launch your business. And that's fantastic. I've helped ensure you don't make the same mistake I did. If hearing how I'm talking to my kids about racism helps you talk to your kids, then even better, our children will grow up making a difference in the world. I've emphasized the importance of following people who inspire you and I stand behind that. But I also think you should look more closely at what part of them inspires you. Are you following a Rachel Hollis because she's on a big stage has become a best selling author and is telling you that you are made for more, and you want to get to where she is. I'll be honest, I want to be on a big stage, I want to be a best selling author. But I certainly don't want to put my morals and ethics to the wayside in order to make it happen. I would love to inspire and motivate other women to go after their dreams. But I won't lie in the process. I'm not going to tell you that launching a business is easy and lacking of stress. I'm not going to say that it's all butterflies and unicorns. And that trying to run a business and be a mom at the same time is a cakewalk. Because it isn't. What I will tell you though, is that it's possible. it's manageable. If you take the reins and remember to be flexible. When it comes to the hours you work, how you want to scale your business, whether you have helped doing it, I'll tell you that you can make it big if you put yourself out there. But don't let the rise to stardom. Take control of who you are. You can absolutely be successful in whatever it is you want to do. And still stand firm in your convictions and beliefs. I think you can be honest when you make mistakes and share that with your audience, you can share your beliefs and remember that in doing so, you're also going to attract the people who feel the same way. So it's a win, win. Win. I encourage you to follow people that make you feel good. Don't just follow people with a big audience. Follow those who are creating their own posts, who pull back the real curtain on their lives and business and want to engage with you and allow you to learn from them. You're on a quest to find what works for you. And hey, if you still like Rachel Hollis than you do you As for me, I want my feed to be filled with people who don't just talk about doing the work or actually doing it. People who take responsibility for their actions and who purposefully paint a picture that represents reality. Your people are out there. You just sometimes have to fight through the weeds to find the flowers. Until next week, my friends, make mistakes, learn from them. And don't be afraid to be human.