



Episode 50: MASSIVE VS. FRANTIC ACTION

This is the *Become an Unstoppable Woman* podcast with Lindsay Preston Episode 50, Massive Vs. Frantic Action.

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Welcome to the *Become an Unstoppable Woman* podcast, the show for goal-getting, fear-facing women for kicking ass by creating change. I'm your host, Lindsay Preston. I'm a wife, mom of two, and a multi-certified life coach to women all over the world. I've lived through enough in life to know that easier doesn't always equate to better. We can't fear the fire, we must learn to become it. On this show, I'll teach you how to do just that. Join me as I challenge you to become even more of the strong, resilient, and powerful woman you were meant to be. Let's do this.

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Hey there, my friends. Thanks for tuning in to the show. This episode is one you are going to love. It is one of my favorite episodes to date, at least content-wise. Obviously, I'm just recording it right now, but these concepts that I've come up with today of *Massive VS. Frantic Action* is going to rock your world. Now granted, massive action is not necessarily a concept I've come up with. I actually learned it from Brooke Castillo of *The Life Coach School*. My current business coach, Stacy Boehman is a product of *The Life Coach School*, and so she's constantly talking about massive action, and being in massive action, and really coaching me on how to stay there, and how to get there.

This whole frantic action thing though is something I've come up with. I've realized when a lot of women come to work with me, they're in frantic action, and as we're working together, we're getting them to massive action. Two, right now, I'm redoing my coaching process. I'm redoing my *Become An Unstoppable Woman* course, which is a 90-day program. In that, I'm just updating the design of everything, and I'm adding in a couple new tools here and there. We're actually adding in an Inner Mean Girl voice. If you're a client there, it's super exciting to add that in there.

Then, I'm redoing my *Become Authentically Awesome* course, and that's a three-month course that comes after *Unstoppable*. Again, just updating in design, adding a couple tools, tweaking things here and there. But then, what's happening next is I'm adding in a three-



month support process, of after we go through those two courses, of getting a client into a place where they're constantly taking action, they're learning again and again how to make decisions and how to stay strong. Those decisions, that's something I've been testing out with a batch of clients here. I'm seeing that they're creating even better results than when I didn't do this.

I'm getting into a place where I'm realizing, "Okay. Here is the process and the level of support for somebody to create the most success from this work." Moving forward, here in August, September, that's going to be the only way you can work with me. I've closed out a lot of my lower cost and "easier programs" of like, "Do this little five-day challenge, or this 21-day challenge, or just learn your strengths with me." Those are going away. They have gone away already. Now it's going to be "Hey, here's a 9-month process. Here is the level of support. Here's the one time cost." It's just they get really, really easy.

With that, too, I'm realizing in my own way how to be even more in massive action of creating down some of these decisions, and things of that sort. Again, I'm at this place where it's like "Okay. I realize that something I do for my clients is I teach them how to make really strong decisions, I teach them how to get into this massive action place. Today, I really want to open your eyes to seeing where you are, if you're in frantic action, or in massive action, so you can start to catch yourself when you get into frantic action, of shifting back into that massive action.

Massive action is a place where you're going to create amazing results. You're going to be in a space where you're going, going, going, but it feels lighter, you're actually doing a lot less. You're realizing like, "How are my dreams coming true, and yet I'm not doing as much as I used to?" Right? It's amazing to be in this place. Let's break down what frantic action is first, so you can see maybe where you're at now.

The first quality of frantic action is you're typically working towards someone else's dream. You may not even realize this yet. In society, especially here in the States, the kind of success system, if you want to call it that, that we're all taught, is we graduate high school, and then we go to college. Then from college, we get a good job, and we work our way up the corporate ladder. By the time we're maybe in our mid 30's, we're in middle management, and maybe we're making six-figures by then. Then we have a family, and we have a house, and we look really pretty, and we stay in shape, and blah, blah, blah. [sighs] We all achieved for that. I know I used to.

That was my system for success, but I just felt empty all the time, all the time. I just felt like, "Is this it? Is this all I've been striving for?" It just felt like I was living this other plan



that somebody had made for me. I even encounter clients sometimes, and I say, "What made you choose the job that you chose?" They'll say, "Well, my college was really good at that major, and so that's what I chose." or I'll hear, "Everyone in my family did that, so that's what I did."

I know for me, when I left college, I had a psychology degree. I didn't want to go for counseling, even though that was my bigger plan. I was like "Where am I going to go next? How am I going to make money?" Somebody mentioned human resources to me, and I said, "All right. I'll go try human resources for a while." Again, it's like somebody else's plan because you don't have your own plan yet. You're just looking to somebody else to give you the plan instead. Right? That's how it feels.

It also feels like you're backing out a lot, or you're slowing down when things feel hard, and things feel hard a lot, a lot of times in frantic action. Things don't feel in alignment, it just feels like you're walking up this mountain with all this weight on your back. When something else bad or hard happens, it's like there's another rock on your back, and you're like, "It was already so hard, to begin with." You think all the time of, "I just want to get down the mountain. I don't want to do this anymore." If we go back to the hamster wheel example, it's like you're running on that hamster wheel, but more and more weight is added to your backpack. Nobody wants that, right?

You just think "God, I want to get off the wheel. I don't want to do this anymore. I want a break." You're usually feeling exhausted, and overwhelmed, and anxious, and all of that fun stuff, right? Also in frantic action, you feel scattered a lot. You're very unsure of your plan of action. You may even be a planner, you may have a plan of action and say, "This is what I'm going to do." Then again, when things feel hard, you're like, "Should I follow this plan of action or not? I'm not quite sure. Maybe I have it wrong. Maybe I need to do this instead." If you're somebody who likes taking action, you may have all of your fingers in all these different buckets, of trying different things.

I think a lot about a client I worked with last year. When she came to me, she had a very great corporate career that required a lot of time. She also taught classes on the side, and then she was a mom, and then she had a blog, and she started doing this coaching stuff. It was like, "Woah, you are all over the place." She was in major frantic action, to a point where we couldn't even coach together for that long because she could not see how that was not leading to her where she wanted to go.

Typically, [chuckles] it makes me even think about a couple people who I've really wanted to work with recently, and they're like, "I'm just so busy. I have so much going on." I'm like,



"You realize that's frantic action, right?" [chuckles] Now I'm just going to guide them to this podcast and say, "Go listen to this podcast." What they're doing every day is not leading them where they need to go at all. They've got to, instead, get to this massive action place, which of course, we'll talk about in a minute.

Let's get back to frantic action, and what that looks like. It also just feels really scattered. You feel unsure of your plan of action a lot like I said. You're like, "Let me try this, or let me try this." or "Maybe it's this. Maybe it's that." and you're not really sticking with something. It also feels like you're questioning where you're going a lot of the time. You think "Okay. I guess I'll try this next, and hopefully, it'll take me to where I want to go." Then you question the next step and question the next step. You never really feel strong and secure. You never feel like you've arrived. You don't feel sure of yourself.

Also, in frantic action, you're frantically showing up with everything relying on the results. You think "If I don't get that job, or I don't get that promotion, then that's my sign. I'm out of here. I'm doing this." or "If I don't close that client, then I'm out of here." or "If I don't get that relationship, then I'm gone." or "If I don't make this certain amount of money, or I don't get that award, then peace out." Versus staying committed to something and sticking with it the whole time, which again, we'll talk about here in a minute with massive action.

Something else that frantic action is you're just trusting on other people's wisdom over your own a lot. These are people who are reading a lot of books, listen to a lot of podcasts, which is great. I read books, I listen to podcasts, but those people are secondary to me. They're just looking for an essence like this savior or this guru to teach them all the things. I know this is tricky because in coaching, especially with my coaching, because that's what I focus on, I am telling you like, "Hey, I have these tools. I have this program. I have this process. It's really going to take you where you want to go." I want you to know as I'm coaching with somebody, I am intentionally letting go of them throughout the process.

The goal is that they're not looking to me as a guru. They're not looking to me for the answers. I have taught them in that process to look for themselves or for the answers within themselves. It's a very intentional process of getting them to that place. Now granted, I have a lot of clients that still do maintenance sessions with me because sometimes we just need somebody to see our brain in a different way and hold space for us and ask us questions to get those answers out of us.

I still meet with my life coach. She does that for me because sometimes we're just too close to our own problems and too close to our own brain. It's just really nice for someone to hold that space for us, to be honest. It's like going through a spa, almost, how nice it is.



Just know that, in good coaching, the coach is having you rely on yourself and rely on your own wisdom.

Another thing in frantic action is you're letting your thoughts rule you and you just say your circumstances are what's causing you not to have your success too, of like, "Oh, it's my boss." or "Oh, you know the coronavirus." is what I'm getting a lot. Or "Oh, it's because of my husband and my kids, and I can't do that." Granted I get in this train sometimes too with the frantic action-- When the coronavirus hit, the first few weeks, I was like, "My business is going to go out the door. I just have to take care of my kids. I'm not going to make any money, the stinks." and blah, blah, blah. Then I flipped to massive action, and I'll tell you in a bit how I did that. That's frantic action in a nutshell.

Just to give you an idea of what it feels like to be in frantic action because sometimes we need to really tap into how we're feeling to realize if we're there or not, is you feel scattered a lot. You feel unsure of yourself, you feel anxious, you feel doubtful. You have this stop-start, stop-start, stop-start mentality, versus just being consistent with things. You feel disappointed a lot. A lot of things disappoint you because again, you're looking to the external to make you feel good. "I want all these results so I can feel better."

Even with me, even now when I get results, it's just like a cherry on top. You're still looking at results to feed your soul and make you feel worthy or feel fulfilled. This is not going to happen, you got to learn how to switch them. Again, like I said, you're feeling unfulfilled. You feel misguided even like, "Where am I going? I'm going on this path and I just don't really know where I'm going along the way." Because of that, you feel angry a lot, you feel sad, you just feel tired, powerless. It even feels heavy and hard. Sometimes it even feels empty. Like, "What am I working for? What am I doing this for?" It feels like it's never enough.

You feel really clingy and attached sometimes for certain things to happen. It feels self-serving like, "I have to get this, I have to do this, I have to do that." Even if you've framed it in a way of like, "Oh, I'm doing this for God." or "I'm doing this for my family." There's still this part of you that's just like, again, really clingy and attached to things. Then too, you feel like you're just always missing something. That's something typically you think is like an achievement. "When I hit this, then I'm going to feel better or when I hit this." Sometimes you may even hit it and then it still just doesn't feel good. Again, just that constant disappointment. That's frantic action.

If we were to look at this in a person, we're going to call her Kendra. Kendra is just somebody who she's coming to me and she's like, "Lindsay, I've done all the things right in



life. I've gotten a great degree, I have a great job, I'm doing all these amazing things at work, but I'm just getting to a point now where I'm just not feeling fulfilled anymore. I feel like I've checked off a lot of the boxes and I'm just looking at other things to help fulfill me. It's just not feeling the way I want to feel anymore. At the end of the day, I just felt really tired."

"Then I feel anxious and it's hard for me to sleep at night. I just think, what am I doing this far? I don't get to spend as much time with my kids as I want to or doing the things that I want to do. I just keep thinking, am I going to do this for the next 20, 30 years of my life? That's what I'm going to do?" That's Kendra. She's just at that place. Right now I'm thinking of at least a handful of clients who have come to me with those specific needs. You're not alone in this. I used to be in frantic action. Before coaching, I was all over the place. I was working in HR and I was slowly building my career there, but I also taught dance at night. I also was dabbling in all these other things all of the time.

Even after I had my daughter, I was just in this frantic action all the time. She was in all these activities, but none of it was really getting us anywhere to where you want to go. I was really attaching onto my then partner of like, "Okay, you've got to be like this and do things this way because then I'm going to feel better. Then I'm going to feel achieved." It just was exhausting. It just felt like I was just never going to achieve anything or achieve the inner fulfillment that I wanted because on paper and in pictures, life looked pretty good. Of course, if you know my story, you know that it all fell apart. That's what happens sometimes when we just have this externally pretty life.

This is happening right now with somebody in Personal Development, with Rachel Hollis. You may know her, she wrote *Girl, Wash Your Face*. She's really portrayed herself as like, "Hey, look at my marriage. It's amazing. Look at my life. I'm choosing joy, go out and hustle, go out and do this and that." The whole time I've seen and I've watched her, I'm like, 'Hey, I don't get what it is about this girl.' because this stuff is just really basic stuff. She's really great at inspiring people, I'll give her that, but I'm like this choose joy, this hustle crap, that's frantic action written all over it. Two, it just seemed like this extremely pretty life that was just, what they call curated authenticity.

Now she's released that she's getting a divorce and people are pissed. People are so mad. "How could you have not told us this? You've always made it seem like you've had the most perfect marriage and we should all be like you and dah, dah, dah, dah." I see it now. She was in frantic action of like, go, go, go, go, go all the time. Just know a lot of times too, and this may scare you, but it can start to cave in when you're on frantic action because



things start to fall apart because you just don't have this really strong core. That strong core is what will lead you into massive action.

Massive action, when you're in this place, you're walking toward a purpose. You have a string sled vision for your life. You know who you are, you know where you're going. You know what you're going to create in the world, and you just feel this confidence and this clarity with that. This is something we actually create in coaching. We do something called the puzzle. I bring it up often here on the podcast. We take all the pieces of you and we put it together and you make this- again, this puzzle of who you are, so you know who you are, you where you're going in life. It just cuts out all the noise of like, "Here's where I'm going to go in my life, and here's what I'm going to focus on."

The other thing when you're in massive action is you're staying committed to your goals and where you're going 100%. You're not giving it 80% or 90%, 100%. This takes time because we really have to clear off the failures of your past. The brain likes to really hold onto those things and say, "Hey, remember when that happens? We're not going to do that again because you got hurt last time." We have to clear and heal out that old stuff so it's not replaying for you. Then we have to get you to a place where you're realizing that no matter how other people react to you or what happens, it's not about you.

You know how to manage your mind if your brain starts to make it about you. Instead, just say, "Okay, this is just one little pebble in this really, really, really big stream." or whatever you want to view your life as, this one path of where I'm going. It's not really that big of a deal. Whereas the brain will make it this huge boulder and say, "Oh, this is blocking your pathway." Again, you just have to have those tools to get back in and get committed 100% and keep going because massive action at its core is you just continually wanting to get what you want and not giving up no matter what.

I made this commitment with my coaching business pretty recently, actually, of "I'm going to make this work no matter what." About a year ago, after I took some time off after I had my son, I told myself this needs to happen in this next year or I'm done with my coaching business. It was a matter of money because I was tired of not making money. When you start a business, sometimes it takes a while and I was over it. A part of that was my own junk. I was just allowing all these things to come in and self-sabotage me and I was like, "I'm done."

What happened is, I'm into this massive action place last year. I started reaching out to people for different opportunities and putting myself out there and doing all these different things and it was uncomfortable as hell. Let me tell you, it was so uncomfortable,



but I was committed. I said, "I really want to make this work." Now, I'm at a place where it's like, my work, this is amazing. I've done everything and more I wanted in this past year.

Now it's like, I'm 100% committed to putting my business out there in a bigger way and just committing to this new nine-month coaching process and staying with that and being extremely visible and hitting my next income goal with that. In my mind, it's already done. It's like I'm already done this. Since it's already a done energy in my mind, of course, I'm 100% committed because to me, it's like, "Of course I'm going to get this." That's how you feel in massive action. Again, you're very intentional. You're very purpose-driven. You're very confident. You're very sure of yourself.

You also just feel very focused because of that and you're unwavering. Because you're just so focused and committed, it's just like, "Of course I'm going to do this. I'm not going to do it. I'm not going to give up. I'm just going to keep going." You're trusting that everything is happening for your best interest too, instead of questioning the universe or questioning if things aren't happening the way you want it to. You just go back and say, "I know that the setback is put here but how am I going to grow from this? How am I going to make this better?"

I've actually done this a lot with some of my alumnus lately. With the coronavirus, they're like, "Oh the coronavirus, it's just really messed me up, Lindsay. I'm scared I'm going to lose my job and this and this and this." I'm like, "Wait a second." and we do some coaching on that. We get them back to a place where they're trusting in the greater good and all that stuff. Again, that's the power of coaching, of being a client because it's constantly getting you back to who you know you are and where you want to go. When the brain starts to freak out it just really gets you back into that intentionality, so you can stay in massive action.

The other thing in massive action is you're showing up 100% with no attachment to the outcome. You were just showing up as you are because you know who you are. You're not afraid to show who you are. Then when no matter what happens, you know it's not about you, it's about them. A great example of this is when I show up to consult calls with the clients, I don't know if they're going to sign with me or not. First, we're just trying to figure out what their goals are and if we're a good fit. Then after about 30 minutes of doing that, and we determine whether we're a good fit, then I say, "Here's the coaching process. This is what it looks like. Boom, here's a cost. Let's go."

Then it becomes- if they say no, let's coach through that. Is that coming from a place of fear or is that coming from a place where we could maybe explore that a little bit deeper



and make the decision otherwise?" I'm not attached to the outcome. I'm attached to them - I'm not even attached but I'm just committed to them finding the best answer for them. That's what the goal of a consult call is. If somebody is just going to sign up for coaching to please me, that's not going to work. You need to sign up for coaching because they have determined that's the best step for them. My job in that consult is to coach them to that place to allow them to make that really powerful decision to do that.

Of course, I want them to sign up and want to move forward with them, not only from a coaching aspect of wanting to help them but of course making money off of this too and I have a business. Every time somebody tells me no, I'm just like, "Okay it wasn't meant to me and I'm moving on." I don't get attached to that. I don't beat myself up about it. Now of course, I have my moments. [chuckles] I'm human but I know how to coach myself through that.

That's the other thing in massive action is you manage your mind in order to keep going. You know how important that is, you know how to utilize your brain to work for you versus against you. You're just constantly coaching yourself to get back to a place where you can get back into action versus wanting to just stay in your bed and eat Cheetos all day and watch Netflix. Lord knows we've all had those days, but I encounter people who have those days, weeks, months, years and that is not where you want to be. All you need to know is how to manage your mind. That's it.

The other thing is just, you're trusting your wisdom over others. Yes, you're looking to guidance. Yes, you may have coaches or teachers or mentors or whatever you want to call them, but you're still in the driver's seat. You know where you're going, you know your truth. If somebody says something to you and it doesn't feel like your truth, you know how to filter that out. You're not just chasing the shiny object syndrome or chasing some guru who's going to tell you everything that you need to know. You know who you are in a really deep level.

When you're in massive action, it feels purposeful. You feel very driven and strong and unwavering and focused and confident and intentional and forward moving and powerful. You feel of service because that's really what you're there to do, is just to be of service to people. Even if you're in a job that's maybe not service-oriented, you're just showing up in the best way you know how. You're also very committed, and it just feels like the best of you. It feels like if you were wearing an outfit that felt really good and just fit you.

I had a client say that recently. I was like, "What does it feel like to be in the best of you?" They're like, "Oh it just feels like an amazing outfit. You just feel even more confident



because it just fits you in every perfect way." You also just feel really connected. You feel connected spiritually, if you're a special person or you just feel connected to other beings around you, you feel like every single thing you're doing makes a difference. It just keeps motivating you to show up and keep going. It also just feels really growth-oriented. You know that there's really no setbacks like everything is there happening in your best interest. It just feels amazing.

When you get to this massive action place, this is when you start creating massive results, get the massive and the massive. You're likely working a lot less, you can feel really good, the anxiety has gone away. You just feel at peace with things and it's not always easy. You're always going to have setbacks, of course, but you just know how to get over it. You don't let the drama of the setbacks take over your life and make it about you. It gets something bigger than really what it is which is just a situation that happened versus you your brain trying to make all these thoughts and beliefs and create all these feelings for you, that just really aren't even true.

If we were to look at a person who is in massive action, we're going to call her Christie. Christie is just rocking it. She is at a place now where she knows where she wants to go on her life and she is going after it. Even though she's having setbacks like maybe she's not getting the jobs she wants away. She just keeps going forward and going forward until she gets it. This reminds me, actually, I know in this example we're using career a lot, but this reminds me of a client I had last year. I actually just heard from her today.

She really wanted to get pregnant and she really wanted to have another baby. She was in her forties and actually her daughter I believe was like 19 or 20. We're talking huge gap here. She just kept getting pregnant and having miscarriages. One of the goals of her and I working together, it was like a secondary goal, not one of our main goals, was that she really wanted to get pregnant. I said, "Okay, I think I can help you with your mindset to get pregnant and to stay pregnant." I don't like to put that stuff out there because people think I'm so woo woo and stuff. I never make guarantees. I can't guarantee it but I said, "Why not? Let's just try it."

That woman was pregnant in two months maybe three months of us working together. She just sent me a message saying the baby I was born and here he is and thank you so much. She just got into a massive action place where we just really focused her in on getting pregnant and keeping that baby and programming her mind to work for her and being very purposeful in that and very confident in that and very intentional in that and boom, pregnant. It doesn't have to just be in your career. It can be in your personal life too.



It works really well in relationships like your marriage or any other relationships of just being 100% committed, and 100% in, and saying, "I'm going to make this work no matter what. I'm going to do whatever it takes for this to work." I'm a person who sometimes likes to back out of things. I've realized this about myself, especially in my relationships. Like with my husband, we were at a place last year where we just felt really off. I've talked about it on the podcast. We ended up hiring a marriage coach. I realized from that experience that sometimes you just need a little help to get through things to get you back to where you want to go.

I'm so glad we hired that coach because that was really us saying like, "We're 100% committed to this or 100% going to make this work. This is what we're going to do to help us get to that place for it to continue to work and thrive and grow and move in the direction of where we want to go." This is huge and hopefully you're taking that in of being able to shift from this frantic to massive action place. It's one of those concepts- and I know I mention this on the show a lot, is that I wish I could just have you try a piece of candy and feel a certain way from that candy or pop a pill, whatever you want to call it and say, 'Here's how it feels. Doesn't it feel amazing to be in massive action?'"

Sometimes too, I think, our brains don't like to admit sometimes when we were truly in frantic action. Hopefully, you were able to see today and just admit to yourself if you're in frantic action. Most people I start working with are in frantic action. They just are. Because again, we're not taught these tools in school. It's not like people are saying, "Hey, here's how to get the pathway to success." They're trying to teach us a stupid pathway of investing in just our education and working at this corporate system. It's so outdated and just doesn't work. It's just one very small piece of the puzzle.

Yes, it's not your fault that you're in that place. I was in that place. My clients are in that place. All you need to do is just do a little mindset work, a little coaching to get you to where you want to go. Very, very, simple my friends. When you get to this massive action place, I promise you you're never going to want to go back ever, ever, ever. It just feels too darn good, and the results are too darn amazing.

Hopefully, you saw that today. Thank you for tuning in to this episode. I hope it helped you. I can't wait to hear what your results are from this. Either leave a review for the show wherever you listen to the podcast or go to my free online community. The link will be here in the outro here in a bit. Until next time, bye-bye.

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