



Re-Imagining Online Business w/ Tristan Katz & Brooke Monaghan

Episode 1 – We need to talk about
entrepreneurship in 2024

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Brooke Monaghan 0:00

Is it just me? Or is right now the easiest time that we've ever experienced as entrepreneurs?

Tristan Katz 0:06

Yeah. Is it just me? Or does this online business thing just keep getting easier and easier and easier?

Brooke Monaghan 0:15

Is it just me or are people engaged like never before?

Tristan Katz 0:18

Yeah, yeah. Is it just me? Or does it feel like spending time on Instagram is just like the best feeling right now? Like the best way to spend your free time? You know,

Brooke Monaghan 0:29

so good? Is that the million dollars you just made in your pocket? Are you guys happy to see you?

In this episode, we're kind of setting the seat for the whole rest of the podcast, right? Because we want to talk about like, all of the things that we were taught about running a business online, growing your work online, and now the place that we've actually found ourselves in and how we could revisit some of that in a way that actually meets the moment. And so we're going to talk about where we're at.

Tristan Katz 1:10

Yeah, I'm having so many thoughts as you're saying that. And on that note, welcome to reimagining online business.

Brooke Monaghan 1:15

All right, we should introduce

I'm Tristan Katz. Oh, I'm just kidding.

Tristan Katz 1:24

I know, I was like, we should introduce each other, like, what would we say about the other person and their work? You know?

Brooke Monaghan 1:33

I don't know you're putting me on the spot, just so you go first.

Tristan Katz 1:35

Okay. I'm sitting across from Brooke Monaghan, she uses she her pronouns, I would describe her as a really adept, savvy, smart, badass business coach, who is specialized in a lot of things over the course of her professional career. Currently, I would say that her strong suits are advising and coaching and consulting on offers design, messaging, sales pages, she's really good at making a sales page. It's like all these little nitty gritty things of business that

people take for granted. And don't ever do. Do that with Brooke, you know, that's what I would say, Go do that with Brooke.

Brooke Monaghan 2:20

Oh, my gosh, thank you. So much. So nice. Oh, can I say I'm blushing over here. Um, well, my co host here, Tristan cats, uses the pronouns, but they them but sometimes he and Tristan, I mean, Tristan is like a trusted source on marketing and alignment with your values. This is what I would say. There's equity inclusion work in there. There's trans inclusion work in there. There's lots of work around like facilitating and holding spaces in a way that isn't integrity. And also, now more and more, I'm finding more focus on content marketing, which I'm very excited about. Because Tristan has always been very good at Instagram. It drives me nuts, because I don't like Instagram at all. And I've complained about it since we've known each other. Tristan is over here, just like yeah, I have boundaries around Instagram. And like, I don't know, I just like make content and like people keep engaging with it. And yeah, I have like, you know, 7000 followers or something, but like no biggie. And I've just been like, Can you teach us something about it, though? Trust said, and now they are. So? Yeah, thanks. I don't feel like that wasn't as nice of an intro as yours was yours was a little bit more like

Tristan Katz 3:47

what you can always go rerecord later, you know, you could record a few different versions and then just choose one you like, and yeah,

Brooke Monaghan 3:55

well, considering the capacity that I have these days. I can totally see myself going back and re recording because I'm just looking for more to do.

Tristan Katz 4:04

Yeah, and I also just think like, anytime you can approach something by trying to make it perfect. That's the way you

Brooke Monaghan 4:10

know, totally. Okay, we need to get into this because at this point, people might think

Tristan Katz 4:19

okay, fair, you go first.

Brooke Monaghan 4:20

Well, so I am finding that everyone that I am talking to, is complaining about how hard things are right now in the online business world marketing. Definitely. But really like all of it. We have conversations about this all the time. We're always trying to like theorize about, like, what is going on right now. But like, why, and what is working and what are the things actually are things actually harder right now? Or is it just that we're like so burnt out because of the state of the world and we're trying to do this while also like heartbroken and like stretched thin and so We wanted to start talking about like, where we actually have found ourselves transparently and publicly, rather than just having these conversations behind closed doors. Because I'm finding that so many people are talking about it behind closed doors, but really hesitant to talk about it publicly because no one wants to admit that they are experiencing this, it seems

Tristan Katz 5:22

well, right. If I admit, as a marketing consultant, or educator that my business is struggling, or that I'm not able to pay myself enough money to sustain my bills, like than what kind of marketing consulting work, am I quote, unquote, selling, you know, but it is a reflection of the larger moment we're in, it's not a personal failing on either of us. And I'm sure that's the case for most folks that

we're working with. And I'm also thinking to, like, who has dominated the entrepreneur online business space will predominantly it's been folks who are more proximal to power, right. So like, it makes sense that at this point we're in, and we're going to talk about, like, this moment being like, we're recording this in April 2024. You know, and I want to talk about, like what we've seen in the last few years, and we'll get into that minute, but like, of course, like it looked easy, for like the dude bros, you know, or the Jenna Kutcher errs, or the drop the name of the white cisgender, heterosexual, able bodied thin person that has somehow made this entrepreneurship ship thing look easy or doable for everyone. But we both know that that's just not the case. It's just not the case. And what works for them is not necessarily going to work for me. Absolutely.

Brooke Monaghan 6:47

And I also just wonder, like, how much of the wealth and audience and all of that was a masked by pretending, you know, like, by by pretending that you're really successful? And pretending that you know what you're doing before you've actually done it? And then getting people in? Because you're saying that you know how to do it now is actually making you the money. And now it's right like that. I just as we talk about not wanting to admit, what's going on for us are saying, Okay, well, if as a marketing professional, I admit that my business is struggling, and what kind of marketing professional Am I really, really, it's like, I actually think that if we then either don't tell the truth, or we recede back into ourselves and into like, you know, we don't say anything, because we feel like imposters, what ends up happening is the space continues to be dominated by people who maybe they, maybe things are working for them because they have resources and access to or proximity to power and privilege. Maybe things actually aren't working that well. And they're just not saying it. Because no one is no one wants to, you know, I don't know. And

Tristan Katz 8:08

because they can create an effective narrative that looks that makes it look like they are having success, which makes you want to work with them more, or whatever the story is. Yeah. Right. Yeah. So I mean, I, let's talk, first of all, the nature of online business has changed in the last, I would say, four to five years. And as to people who have been working in online business, and helping folks who are working in online business, I think we're in a unique position to move back and observe what's been happening over the last several years. And, and even through my own work, and the surge that I feel I experienced in my work in 2020 and 2021, when people were, I don't know, more available for zoom. Because it was like the only option for spending our time socially at that time during early COVID. And also a think, you know, the economy was different. And in this weird moment with whatever the quote unquote, stimulus packages and whatnot, things have changed. And I think there were so many folks who went online to for the first time to run a business right and 2020 21. And that was not my experience. I know that wasn't necessarily yours, either. Like we anyways, I wonder if there's something you want to offer or share about this that moment in comparison to this one and what we've seen happen over the last few years. Yeah,

Brooke Monaghan 9:39

I mean, okay, so I will say that i i started my business online in 2019. Just I mean, not long before COVID hit and we saw this huge boom of people losing their jobs, having to figure something else out. And I think there was like this. I mean, I saw this and I felt it too. I think this spike in okay, this is terrible. But also, we're now realizing that all the stuff that we told ourselves, we had to do, we don't actually have to do, right, we don't actually have to go to the office every day. And maybe we don't actually need that job now that we were forced out of that job, and we can do what we really wanted to do, right. And I do think that there was a bit of optimism about what might be possible for us in our lives. And we saw a lot of people go into starting to try to make money online. And we saw a lot of people making money off of that, by selling really

kind of a narrative about how you can do it too, if you XYZ. Personally, I think a lot of it was based in magical thinking. I think a lot of it was based in, honestly, prosperity gospel, like a lot of just like, if you pay the right people, then the riches are going to come to you, and then your life will like never be the same, you know, and you too, can experience this, you know, whatever. And now, I think, four years in, which, by the way, if you talk to people who have run online businesses, or businesses in general for a period of time, I don't know about you trust them. But I have always heard people talk about the three to four year mark, as being this mark, where either you really start to see some traction, or you realize that like, Oh, this isn't going to work. I think a three to four year mark is really a make or break moment for a lot of people were there. So I kind of think like a lot of this is the environment. And I also think a lot of it is the fact that we just have a bunch of people in the online business space, who have become really jaded who have lost hope. And for those of us who work with online business owners, that is impacting our businesses as well, because people are not as I think, excited or hopeful. Or I think there's a lot more skepticism now to

Tristan Katz 12:12

Yeah, this is interesting, the three to four year mark, I know you're right. I've heard that before. I started my business in 2018. It makes sense to me. That by 2021 2022, I thought I was set.

Brooke Monaghan 12:34

Oh, that moment we've all been waiting for as entrepreneurs where we just arrived. Yeah,

Tristan Katz 12:39

I was like this is it? I'm, I'm going to be okay. I'm going to be okay, from here on out.

Brooke Monaghan 12:46

Me too. By the way, I think I paid myself the most money I had ever made at a job or anything. I paid myself more money than I had ever made any year around that time. Yeah.

Tristan Katz 12:57

And yeah, I want to this like, oh, it's an upward trajectory. It's an escalator. It's, it's like it goes like this. Nope, no, it really doesn't.

Brooke Monaghan 13:08

Okay, this is the value of talking about this right now, though, because that was never true. But we were told that that was the experience we were going to have around 2020. I think when people were seeing all of these people considering how to make money online, there's this new market for this. So then there's this huge rise in these business development educators, or content creators who are talking about our business development, who we're talking about. I'm going to tell you the story about how I made it to my first six figures, and then everything was different, right? The rags to riches story was honestly a, we were all told to market ourselves that way. I

Tristan Katz 13:52

mean, I also want to acknowledge two that you and I are from very unique, have unique backgrounds insofar as you from what I know about you have been studying entrepreneurship, like your entire frickin conscious life, or an obsession with it. Okay, so you've seen a lot of different narratives and stories out there, right and experiences. And me, I grew up with one of my primary parents being an entrepreneur, who, yes, has these identities that are more proximal to power and did do this, like literally worked himself off the job site as a construction as a carpenter into an educator role, starting his own business that then grew and grew and grew and grew, and he was fine financially, and I helped him do it. So that's what was modeled for me. And on

some level, I think it's what I expected myself to do. It's certainly what my father has expected me to do, right that at some point, it starts clicking and it's working, and then you're good,

Brooke Monaghan 15:01

right? And then in that story, we leave out the part where, what 50% of business owners are, quote, unquote, out of business. And I'll expand on why I put that in quotes. go out of business within the first few years. Yes. Um, so we act like it's the norm. We act like what happens for a small percentage of people is the norm. And it sounds like you had it in your house. So that was even more. Yeah, part of your psyche. Yep, yeah. But I so the reason that I say, fit 50% of business owners, quote, unquote, go out of business is because what I've always had to say about that statistic is that all that that means is that when people decided to call it quits, there's plenty of businesses that operate at a loss for years. And what I mean by that is businesses that are continuing to lose money, by the way, Amazon, his entire business strategy was to lose money for a long period of time before, right. There's plenty of businesses that operate at a loss for a long time, there's plenty of businesses that are quote, unquote, working, and they decided to close up shop. So I think I always look at that stat. And like, there's always I'm always looking at these articles about the reasons that businesses are going out of business this year. And there's all these surveys about it. I don't understand how those surveys could ever possibly be accurate, because they're all self reported. And what I know as a business coach and trust, and I'm gonna guess you have experienced this as well. If you ask somebody, why do you think your business is struggling right now? They're pretty much always going to say, No, there's not enough clients. The people just don't want what I'm selling, right? This translates to, like, not enough demand, there's no product market fit, we see this stuff come up in the surveys, and I just laugh at it every time because I'm just like, or is it just that things got really hard, you realized that actually, things weren't going to work the way that you thought that they were going to? Like,

there's so many other reasons that make people just close up shop. And I kind of wonder if, like, the reason why we're seeing so many people, I'm seeing a lot of people like getting jobs. I know there's a lot of discussion in the coaching space about the coaching space is like never gonna be the same. So many people are quitting coaching. And I wonder how much of it is because it's just like, Yeah, it's hard. And not everyone wants to do it long term.

Tristan Katz 17:38

You mean, like entrepreneurship is actually hard? Yes. I

Brooke Monaghan 17:43

mean, I know that, like, you know, if you just follow your passions work will never be hard. I know that this was what we're told. Turns out,

Tristan Katz 17:51

just monetize all your interests, every single one of them, and then you'll be set.

Brooke Monaghan 17:57

Right? And, and happy and happy. Really content?

Tristan Katz 18:01

Yeah. And just like, so good financially, you know. Okay, so here, we are saying, first of all, what was working in our work four years ago, is no longer working. People who established their work in the last four plus years, three plus years are not necessarily the people that we can look to today. For guidance, yeah. The landscape has changed. Yeah. Yeah.

Brooke Monaghan 18:37

I mean, I'm always thinking about. So in my nerdiness. And I know that you and I have had these conversations, we both do this, right? We find a person

who appears to have it figured out who's giving all this advice, and we're like, maybe we shouldn't be doing that, right. And then if you go back in their social media, you like, if you go into their Instagram, and you go way back in their feed, you can find when they had this blow up in followers, right. And like, so for example, there was a person who we've talked about before, and I and I went back and kind of investigated and I was like, Yeah, this person got a whole bunch of followers by me making reels every day for 60 days, right when reels were rolled out. So yeah, that's what happened. But if you look at their content, there's a narrative. There's a marketing narrative about how they did this and how they can teach you to do it now. And I'm sort of like, okay, right. But like, we're no longer really in the moment where the thing that happened for you, is, like, actually consistently working for people, and maybe it never was even consistently working in that person just got lucky. So I'm always looking at like, Okay, but how did you grow your business? When was it and have you adjusted what you're saying to the moment that we are actually in because times have changed?

Tristan Katz 19:59

Also, what if somebody's Instagram audience isn't actually a reflection of how much their businesses? Well, that

Brooke Monaghan 20:09

is a wild idea. And I'm just that it's a controversial topic that I don't even know if I'm willing to wait into because wow, I don't know if we can even back that one.

Tristan Katz 20:19

And I mean, to Brookes point, I am number one in line on the like, let me study somebody's podcasts and Instagram profile, like every single day until I figure out what I'm missing in my work that they have somehow done in there. Right. I'm also the first in line to study somebody's Instagram content. And, and, and

hold it on some pedestal as if they've they've unlocked some secret to messaging and design. And therefore it's translating this sustainable income for them, because they have 100 plus 1000 people and because look at all the comments they got. And I feel like Brooke has to comp you have to constantly check me on this, the latest revelation that you were sharing with me about the numbers and how like, sure somebody's getting this many views on their real they have this size of an audience, that's actually the same amount, or less than the traction that you're getting on this piece of content given you're like, Oh, the numbers. Oh, they don't just exist in a vacuum. It's all relative, just like somebody's audience size isn't necessarily an indicator that their business is doing. Okay.

Brooke Monaghan 21:35

Yeah, totally. And I know people, I've got to tell you, there's been a couple of times, this happened to me a lot in the beginning of my business coaching days where I would get a inquiry for a new client. And then I would go and look that person up and be like, well, this person has like, 20,000, Instagram followers, this person knows what they're doing. I don't know how I'm going to help them. And then they would come into the space with me. And I would find out that like, they cannot sell anything. And whether it's because they participated in some weird thing where they bought followers. And so they had no engagement. Or they got a bunch of there's one person in particular who I worked with, at one point who had a carousel that went viral, and got a ton of I mean, I think 4000 new followers, like overnight, and the carousel had nothing to do with what she did. Now she has, you know, the majority of her followers don't even know what she does. And it got really challenging. So to your point, I mean, we've seen it happen again, and again, having a big following doesn't mean that it is working for you. But I also think that we are and as somebody who is constantly studying this stuff, what I see is the accounts that seem to be growing really quickly right now are the accounts that are dedicated to telling you how to grow really quickly, because we are

so many of us are looking through reels thinking how do I do this, and then something comes up and it's like, I'm going to help you bla bla bla, or they show a screen grab of their insights. And it shows that they were in front of however many hundreds of 1000s of people, which by the way, if they have hundreds of 1000s of followers, that would make sense. And then they end up getting followed because and so it's like of course you're growing because you're talking about growing. Is that applicable to people who are talking about a different thing? Is that applicable to a wellness business? Is that applicable to a product's like based business? You know, I'm ranting at this point, but one

Tristan Katz 23:45

as you were ranting, I was thinking, hmm, yeah, okay. I put out this post twice a year or whatever, on women with an axe. You've heard me talk about this a billion times now.

Brooke Monaghan 23:58

When I was like, the people who are listening might not have

Tristan Katz 24:01

heard you talk about it a billion times. You Brooke Monaghan Yeah. But maybe you tell the listeners,

Brooke Monaghan 24:06

oh,

Tristan Katz 24:08

okay, your dear listener, I found my way into this, like what I call Cornerstone piece of content that people need to hear over and over again about why the word women with an X isn't as inclusive, as one might think. And so I put this out twice a year, it lives on my website as an article. I put it out on average

twice a year as a carousel slide. I pull from it for other things from time to time. And every time I do it, I change it up, right? I changed the design, I changed the text a little bit. I'm constantly iterating and experimenting with this piece of content with most pieces of content. The last time I shared this was January 18. Again, we're filming this at on April 9, and I just looked at the insights. It's still going by the way people are still engaging with it from January. People are still liking it and sharing it to their stories. So every now and then I get like notification Jim's about that. It's doing really well, like really well. I got 60 New follows so far from this one piece of content that I posted in January. The content, by the way, was also marketing for a training that was starting. At the end of January. I cancelled that training, because not enough people registered for such a hobby story.

Brooke Monaghan 25:33

But but the entire narrative is to sell, you're supposed to pitch your Instagram marketing program this part out?

Tristan Katz 25:43

Hey, we're all about radical transparency on the reimagining online business podcast. And I'm here to tell you that those 60 new followers that came from that carousel slide did not translate to workshop registrations, right? It might over time, right? As I continue to share more content on that topic, but think about all the people who are following me from that one piece of content who are not interested in ever investing in time with me on the app, right?

Brooke Monaghan 26:17

Yeah. It's just a point like this point about what you see on wine, right? We've always talked about this that like, social media is like a highlight reel of people's lives, and you don't actually see what's going on. The same can be said for when we're looking at, quote, unquote, what's working, when marketing yourself online, and what appears to be working for people just as

not the story about what's actually happening behind the scenes. Even if you were to go in and look at further insights, even if you could see that actually, they are getting a bunch of registrations for workshops, or actually, they are getting tons of opt ins for their newsletter, and it is converting to new clients. Then my questions are like, how much are you spending on ads, though? How big is your team? How much are you actually paying yourself? Right? Like, there's so much that you're just not going to know. And so I think that what we're trying to do here is like, sort of talk about what we hear is actually going on behind the scenes of people's businesses and our businesses as well. Right now what the landscape is actually like, because we really what we both know to be true, and what I've found for myself, and it's like the number one thing that I'm talking about with clients all the time is we have to orient away from this, like smoke screen, or this narrative, and back toward us, our actual businesses, the people, we're actually trying to connect with what's actually working for us and not working for us, we can go out and learn from other people and bring in pieces of information to try to create a strategy. But at the end of the day, like, we're just not going to be able to replicate some image of success, the way that we have been sold.

Tristan Katz 28:12

Yeah, I'm just seeing this smokescreen idea being so applicable in so many different ways in this conversation also feel like the smoke screen, the collective smoke screening that we experience as human beings right now. Like, the fact that COVID is still happening, right. And just today, I felt like I had to explain that to somebody. The fact that COVID was happening, and it started being, I mean, actually, from the beginning, it was denied, right? Like, from the very beginning, it was like that's only gonna happen for two weeks. So, so COVID is happening, and that's being denied. We're witnessing multiple genocides, but that's also being contested and denied. We're witnessing a soft genocide against trans people in this country, but that's being contested and denied, because trans people don't actually, quote unquote, exist, you

know what I mean? Like? All I feel, it just feels like more and more the look, there's no capital A answer. And one of the answers, I think, is to stop perpetuating the smokescreen, stop denying what's actually happening, start actually treating people for the way that we need to be treated because of the very real experiences we are currently having whether or not we're going to acknowledge it, you know what I mean? Like, yeah,

Brooke Monaghan 29:38

I mean, I think that you're touching on we, literally just earlier today, at the time of recording us taught a workshop on reimagining marketing 2024 And we're going to do a whole episode on that. But I think that, you know, you're touching on something that we talked about in that space, and we'll talk about a lot as this podcast unfolds, but it's understanding that people are having a really hard time right now and are actually really checked out. People are really jaded. I mean, I know that like half the time that I'm when I'm counting toward your views or your reach stats, I don't even know if I actually even saw your content, because chances are I just scrolled past it while I was trying to numb out, you know, and I think we're seeing a lot of that right now. And one of the ways that or I think that like, yeah, one of the ways that we actually can be noticed right now and not just become a part of that background noise, is to not be a part of the background noise by not doing the things that we are seeing other people do just because we're telling ourselves, it's working, and actually showing up like real people and trying to create an actual connection with folks and like, talk about people's actual experiences, and meet people in this headspace that they're in, which is not what it was back in the beginning of when we thought it was going to be two weeks that we were going to be back to work, like not what

Tristan Katz 31:07

it was back in September of 2023. Right. And we are witnessing another moment of, of a shift energetically in terms of consciousness in terms of

capacity. And to your point. And the workshop. We talked earlier today, when we asked if people were tired, it was like, I can't believe how many hands went up, you know? And I think, how do we, this isn't something that you and I have talked about to where I'm like, blah, blah, blah, no more business. As usual. I'm going to rant about how in my work I you know, care about interrupting business as usual. And then here I am on Monday posting about the free workshop that I'm teaching tomorrow. And then on Tuesday, I'm posting about the free workshop I'm teaching and then on Wednesday, I'm posting about this other work and I'm like, That's freaking business as usual.

Brooke Monaghan 31:55

Yeah. And and it's getting more, everything's more expensive. It's like harder to afford to live right now. And I think so many of us are, like, genuinely scared about money, like, and how do we hold this and then also holds the reality that we've still got to figure out how to support ourselves?

Tristan Katz 32:17

Yeah, how do we earn an income while also witnessing multiple genocides that we ourselves are also on some level responsible for?

Brooke Monaghan 32:25

Yeah, yeah.

Tristan Katz 32:28

I don't mean to laugh. It's just like the most no

Brooke Monaghan 32:30

survival suitable

Tristan Katz 32:32

question. Yeah.

Brooke Monaghan 32:33

It's like, one of those things right now, where it's kind of like, all you can do with some of this stuff to get through it. Is this uncomfortable? Laughter because it's just like, where else cannot go? I mean, there's no, it doesn't really feel like we are doesn't really feel like we have many options.

Tristan Katz 32:50

Now. And now I feel like acknowledging like, I need to acknowledge I, what you and I are experiencing right now in 2024, this fear of not being able to sustain ourselves financially, which also, we both know, like, we're probably going to be fine one way or another, we're going to figure it out. We're going to land Yeah, in part because of our identities and privileges, and the way the world is set up and functioning in our favor. And I'm just struck by like, how many people I know might be listening to this not having that experience, having had a different experience where like, maybe they never knew financial stability or security, or maybe they never knew a pathway to entrepreneurship that was oriented in that direction, like you and I have, you know, yeah, I just want to mention that, but totally.

Brooke Monaghan 33:36

Yeah. And I think that, like, Yes, I know, because of again, like, the way that things are set up and the privileges that I have, and my identities, I know, I'm going to be alright. And I feel like every conversation that I'm having right now, with other business owners, people are like, legitimately like, no, no, you don't understand, like, I am in trouble. Like, we need to, I need to figure out how to move this forward. Otherwise, the reality is, I can't, I can't continue doing this work. And if I can't continue doing this work, and I have to go and get a job, I'm not going to have the capacity to put this out there. And I know that it's needed. So part of it is like how do we figure out a way it's like we're having to engineer this way to make our work sustain itself, so that we can even bring it

to people who we know really need it right now. And it just makes me so sad. Like as somebody who just always had this kind of like weird, like obsession with people who figure out how to like, not conform to like the normal work life and figure out how to make things work for themselves. I feel like those are always the most creative people. They're always the people who are doing the work that we actually need. They're always the ones that I'm like, oh, like, that is cool, you know, like that's the stuff that I want to participate in, or that's the stuff that I need and what happens when we all I'll have to go work for, for lack of a better term the man, you know, because because it's all that we can figure out how to do and none of us are able to put this work out there like, to me, it just makes the world much like, more dull, less beautiful place. Yeah, I think that business owners, I don't think that I know, you know, you will walk out your door. And you know, I live in the middle of a city. So this is true for me, maybe you need to drive a little bit. But when we're moving around through the world, and you look around, and you see the places that you can walk into, to get certain needs met, or get, you know, items that you need, or certain service providers or health care providers, or whatever it is, or you go online, and you're looking for options for things that you want to buy. It's like that experience is created by business owners. That experience is created by the people who opened those places, or who created the product, right? And so to me, it's like, it's not even just about I think that it's really easy for us to get get feel like it's so self centered and just about us to figure out how to make money. And I get that because I feel the same way. But when I back up and I look at the this more collectively, I'm like, No, we need to do this for each other, please like I don't want this stuff closing, I want these people to be the ones who are creating the spaces for us to go into you know,

Tristan Katz 36:34

I also think there's something to be said about the like, as I'm hearing you talk about this, like the grassroots nature of entrepreneurship, right, and how much we need people who are in grassroots. And by grassroots, I mean, non

traditional, non mainstream, non dominant, right, like, how can we embrace? And I mean, because to me, that's the world I want to live in is one in which we move away from the systems of dominance. Right. Right. And so to me, entrepreneurship on some level is aligned with that. I'm not obviously I'm still operating within capitalism, when I talk about entrepreneurship and resisting, not, but I am thinking like, what is the world I want to be in? Well, it's one that's one, we believe in each other, we support each other, we're more community based, right? We're less governed by people who hold power, and then told that we have less access to basic human needs, right? Yeah. Anyways, to me, entrepreneurship is a part of that, like, has to be a part of that model. If we're living in capitalism, but even if we're not even if we're like, exchanging, I don't know, something else other than money for goods and services, we need creatives.

Brooke Monaghan 37:50

Yeah. And that's, I think, the heart of a lot of the conversations that we're gonna have is, we've got to figure out how to reframe what we're doing to get back to the creativity, yes, of what we're doing like to get back to this idea of creating something better, bringing work to life, actually serving people creating something better for ourselves, but also for our communities, creating containers for people to come into that didn't exist before, because we know that they're needed. If we can get back to that, I think it's a lot easier for us to break out of what we're seeing other people say we quote unquote, should be doing and just kind of trying to conform to that pathway. And instead think about, oh, no, this needs to work, not just for me, not just because I'm hustling toward, like, I don't know, like frantically kind of like going through the motions to try to make enough money to afford the things that I said I wanted when I was journaling about my million dollars, you know, we all remember the days.

Tristan Katz 38:50

I'm sorry, I never dreamed about a million dollars.

Brooke Monaghan 38:54

I just mean when that was like the advice, Oh, got it,

Tristan Katz 38:57

journal about it, and then it'll happen.

Brooke Monaghan 39:01

Get that down, oh, good for you. Good for you. I'm not for that, but for a bigger reason. Or to not be oriented toward making all of the money but to instead be oriented toward making this thing come to life. I think that when we can do that, we can also like, take our energy back and our attention back from all of these distractions of like, No, this is what's working. And this is what's working. And this is what you need to do. And this is what you need to do. And take that back and then put it into looking at what's actually in front of us. And using our critical thinking and our own skill set to be like, Oh, no, but I know the people that I want to serve and I know what those people want. Actually, I think if I did it this way, then that might actually work and how can I play with this a little bit more?

Tristan Katz 39:58

Yeah, yeah. I'm really feeling the how do we reclaim our creative capacities? How do we reclaim our capacity to be creative in our businesses? When it feels like our creativity is being literally zapped out of us by the environment, we're in the nature of marketing at this time, the cost of living the genocides the violence, the upcoming election, the list goes on.

Brooke Monaghan 40:29

Yeah, creative energy is hard to come by right now. It is.

Tristan Katz 40:33

And I feel like it's a core part of having a successful businesses and solopreneurs and entrepreneur. And and it's interesting to me. I mean, maybe you and I can talk about this more in upcoming episodes. But, I mean, this is a part of the like, the saying this shit, that's hard to say, when we do the work that we do, but it's like, Man, how long have I been struggling with my relationship to creativity? Because my brain has been hijacked by so much other stuff in my life, you know? And then how do I keep showing up to get the freakin Instagram post out or like create x, y and z if my creativity is apt? And, and yet my work? My financial security relies on it? Yeah, that's complex, complicated. Yeah.

Brooke Monaghan 41:16

I mean, so as you're saying, all of us, I'm kind of laughing to myself, because have we talked about delu? Energy?

Tristan Katz 41:25

No, we talked about

Brooke Monaghan 41:27

delu being with Solu Houda. What are la Okay, okay, so, um, you know, I am, I am no longer in the I try to stay relevant. You know, I try to stay up on what the kids are doing. I struggle, but I

Tristan Katz 41:45

think this has to do with the kids. This is a Gen

Brooke Monaghan 41:47

Z, X, Gen Z, Gen

Tristan Katz 41:53

Y, not x weight, Gen Z, Z. Gen. Are you really up to date on things?

Brooke Monaghan 42:02

I know, I only know this one thing. Now, you're pulling. So I have this banner on my wall that I had custom made, it says don't worry on it. And every time I look at it, I'm kind of like, do I still like that opposite? My free Palestine? You know, am I still about that? And I'll and ultimately, I always am like, oh, no, I stand behind this. Because the reason that I had this made was because I was running a program on launching your first or like, getting your first offer out into the world. Or, for people who are pivoting to wasn't necessarily first anyways. And so many of the conversations that were coming up, were people being like, Okay, but what if I do this? And that doesn't work? Or should I do this? Or should I do this or okay, but I'm afraid that if I do that, then this is going to happen. And I was just having to say over and over and over again, your job right now is to not worry about that, literally, your job is to stop worrying about that. Because what you're doing is you're not allowing yourself to be creative. And what you were actually trying to do here, you're not accessing any amount of creativity, because you were so busy worrying about what's going to go wrong. And I'm not saying that it's going to work, necessarily. I'm not saying that if you just don't worry, everything's gonna work out. But what I'm saying is that worrying about all of these little things is it's energy that you could be putting into creating it and just getting it out there and then just finding out if it works or not, and then you have information. Which brings me to the delu. Because there's like this, tick tock, whatever I think is where it started, do we lose this Lulu, which is basically just like Lulu energy being like, you're just going to delude yourself into thinking that it works. And like sometimes it works out, you know, like, it's the only way to move forward right now. Truly, to be a person who has decided that you are going to opt out of having a job, getting benefits from your job, clocking out at a certain time, having a retirement plan, all of that stuff chasing like promotions and a career and having some kind of quote unquote stability to

decide you're going to opt out of that and you're going to continue to try to sell services online right now. Even with everything that is going on, you've got to be a little bit detached from reality.

Tristan Katz 44:32

That's our podcast for today. You do join us for upcoming episodes where we talk about this some more.

Brooke Monaghan 44:40

You know how many people probably looked at Thomas Edison, and we're like, you really think that that thing's gonna light up? Really? Really? Yeah, I

Tristan Katz 44:49

mean, honestly, seriously, my father literally said you're really gonna post fuck white supremacy on your Instagram profile. Really? You're gonna do why you've got

Brooke Monaghan 45:01

to be a little bit like, detached there's a certain amount of of it that is necessary right now. Because we are literally talking about how to create things how to preserve, cultivate creative energy, when every single thing in the world right now feels like a drain. Yeah,

Tristan Katz 45:27

where the world feels like it's honestly conspiring against me having any creative energy. Yeah, yeah. Yep.

Brooke Monaghan 45:36

So why am I talking about all this? I guess, because it's another thing that we have to hold. Like, I think that one of the things that we really want to talk about in this podcast is grounding in the real world, and what's actually

happening and people's actual experiences. And there's some amount of like, having to, I don't know, like, cultivate some amount of trust within yourself that you actually can like, slow down or divest or pull back or pour into yourself or take time for no reason other than to just try to like, fill your cup a little bit, even with all the stuff that's going on. And because it's it's the only way forward right now.

Tristan Katz 46:22

Yeah, and I hear the early words of the great Brooke Monaghan, on the podcast that was once known as transcend your dichotomy, in which she advises that if you are feeling like, you don't have time to slow down, everything is, you know, it's all pressing, you've got to get all this stuff off your plate, you got to do all this right now today. That's the time to probably slow down the most hated.

Brooke Monaghan 46:50

Yeah, Tiffany Han, my first coach always called me out on that shit.

Tristan Katz 46:56

I mean, I feel like that's a big part of what you were talking about when you were talking about leading yourself into burnout. Early on in your work. I mean, those are the podcast episodes I'm thinking about. And I've just really taken that for myself and try to take it for myself that if my brain is saying you must, you must, you must, there's usually some other story in there that I can access, that's actually me Reclaiming my access to creativity again, right, yeah,

Brooke Monaghan 47:22

I mean, it takes energy to get yourself out of a groove out of like a pattern of just like being in this one kind of like, like brain groove, you know, like neural pathway, it takes energy to like, shift that, if you're tired, it makes total sense

that you can't see another option than to just like, keep going, keep going, keep going, keep going. Because your body and your brain are literally conserving energy to just try to get you through this. And and there comes a time where the only way to conserve energy is to, like, start running on autopilot. And we need to be aware of the things that have become second nature to us. And so to your point, it's like, yeah, when you get really, really tired, you're gonna switch back into those things that we were taught from parents from the systems around us, from ourselves, just telling yourselves the same story. And I think reclaiming that creative energy is really about first investing the energy into like, stopping that. That kind of

Tristan Katz 48:26
the habituation. Totally,

Brooke Monaghan 48:29
yeah. The anxious spiral. Yeah. Oh, the

Tristan Katz 48:33
good old anxious spiral. Oh,

Brooke Monaghan 48:34
my gosh, me and the anxious spiral like we are buds. Oh,

Tristan Katz 48:38
I don't actually have any understanding about what an anxious spiral is, oh, I

Brooke Monaghan 48:44
should introduce you because I spend more time with the anxious spiral than really anyone else these days.

Tristan Katz 48:50

Let me know if you need an intro. I mean, I gotta say, I like it. If it's externalized, like I'm down with an anxious spiral. Or like, I can get down with an anxious spiral. If it's like, I'm anxiously obsessed about my business. And so I'm going to listen to all of these podcast episodes and hope that I find the answer Oh, versus like, I'm anxiously obsessed about a relationship dynamic that I like, can't control. You know, that is more of an internal experience. And I don't get to externalize it and focus outward. You know what I mean?

Brooke Monaghan 49:23

Uh, huh. You you enjoy the well Yeah,

Tristan Katz 49:27

cuz then it makes me feel like I'm gonna I'm gonna figure something Oh, okay.

Brooke Monaghan 49:31

That's, that's great for you. For the my fellow ADHD ears who are listening. We all know that. What does that lead to everyone say it with me? Burnout. We become obsessed. Just like this is the thing that I'm on now. And then the next thing you know, it's like you haven't done anything but listen to the podcast for like, you know, every single time that you have a free moment and then you're fried and you just like can't listen And to another business podcast again, then you do what I do, and you literally just unfollow every single business account, you stop listening to anything business related for a while, we always come back around, you know,

Tristan Katz 50:11

I mean, maybe I have more ADHD tendencies than I realize,

Brooke Monaghan 50:14

listen, listen, here's what we know, to be true. Our current world is creating ADHD.

Tristan Katz 50:21

I know. I know, on that note, so

Brooke Monaghan 50:26

this is going to be super optimistic. We're gonna be talking all about what you can do to live your best, happiest life in a dystopia.

Tristan Katz 50:39

I mean, hey, we're talking about the reality of the world. We're gonna name the reality. So yeah, that's what's happening. Yeah, some of the keywords you might expect are like, you know, Online Business Trends in 2024. You know, like, some of that, like, make your first million in your first three years of business. You know, I'm thinking about that kind of vibe,

Brooke Monaghan 50:58

aren't you? Yeah. I'm thinking, get rich, quick. Get Rich, quick, cool. Yeah. Or, what else

Tristan Katz 51:07

become the next Chad or Karen? Yeah,

Brooke Monaghan 51:10

maybe we can get a bunch of we can do one of those things where we lay in a bathtub, and we like fill it with money.

Tristan Katz 51:20

Are we naked in the money?

Brooke Monaghan 51:22

I mean, it's gonna look like we're naked. But we might have something on to protect

Tristan Katz 51:25

the bits. Great. That's good. Because money is really dirty. Yeah, yeah.

Brooke Monaghan 51:30

Well, probably what we're actually going to do is we're going to fill it with something else and we're going to lay money over the top.

Tristan Katz 51:34

We don't have that much money and I don't know a bathtub with right.

Brooke Monaghan 51:39

That's the point. It won't have it. We're just going to pretend

Tristan Katz 51:43

I love all of these marketing plans we're coming up with this is really good branding and really, like honest in alignment and integrity. This is what you're talking about in your work all the time.

Brooke Monaghan 51:53

i Yeah, seriously, I honestly can't believe that. I haven't acted on these sooner.

Tristan Katz 52:18

Yeah, is it just me or is posting every day actually working?

Brooke Monaghan 52:24

Is it just me or people like engaged like never before?

Tristan Katz 52:27

Oh, yeah. It just me or people just like eating up the work that we have to offer in the world right now. Right? Just like, me, me, me. Me. I want that sales page seminar. Yes. Yeah.

Brooke Monaghan 52:38

Are you dying for another course?

Tristan Katz 52:40

Oh, is it just me? Or could we do with some more virtual trainings? We got more. I'm sure he's got more. The question is, do people want more? Is it just me? Or am I at a place in my life where looking at job jobs is just like completely out of the question, you know?

Brooke Monaghan 53:04

Is it just me or is like affording to just live? A really solid content life? Just so easy right now?

Tristan Katz 53:17

Yeah. Is it just near the cost of living? It's just like, well, it's so like, who nobody should be struggling right now. So easy to afford groceries? I

Brooke Monaghan 53:27

mean, the deposits are up and the grocery bills are down, you know,

Tristan Katz 53:31

gas down. Taxes down.

Brooke Monaghan 53:37

No, but really engagement now? Down serious. Interest. Not the good kind, down. Kind of honestly, maybe what we should do? Maybe we should talk about those not recording but I was thinking about trying to put a bunch of

money into renting a Lamborghini for a day so we can take pictures in front of it.

Tristan Katz 54:04

Brilliant. I'm a little bit concerned returning people off with our levels of sarcasm. We'll find out okay, let us know what you think.

Brooke Monaghan 54:16

Leave us a rating and a review and listen to one star. If you love it, give us five stars. If not, don't don't review it.

Tristan Katz 54:25

Now. Why? Why would you ever leave a one star review?

Brooke Monaghan 54:29

Because well, you know that people mostly leave five stars or one stars one star? What's Yeah, most people who have a average middle of the road experience don't bother reviewing.

Tristan Katz 54:42

why would why would people having a bad experience take the time to review

Brooke Monaghan 54:47

because they're pissed. And they want to stick it to you. Hey,

Tristan Katz 54:51

this is the nature of online business everybody. Welcome. Okay, love it. yeah great bye

