

Love Write Podcast

Speakers: Venessa and Doreen

Venessa Today, on the *Love Write Unplugged Podcast* we have Doreen Rainey; she's Founder and CEO of The Radical Success Institute and the Vice President of Operations for *Act Like A Success*, a Steve Harvey Company. Hey Doreen, welcome to the *Love Right Unplugged Podcast*!

Doreen Well, thank you for having me! I'm excited to talk with you today.

Venessa Oh, I'm so excited, as well. This has been an incredible journey with the podcast, and we're just happy that you were able to finally get us on your schedule. We know that you've been so busy. And we completely understand, so we completely appreciate that you've taken the time out today to chat with our listeners about you, *Act Like A Success*, being a radical coach, your company, and all of that other good stuff.

Doreen Yes, I'm excited.

Venessa So, why don't we start with you just telling us a little bit about who you are.

Doreen I am Doreen Rainey, and people know me as The Radical Success Coach. I've spent the last nine years in business working with people around developing their life strategy, working on personal growth, as well as working with people who want to start or grow their business. And, my background is in corporate HR, where I was able to work a lot in employee relations, training and development, and performance management, and it was in that experience that my interest was really piqued around what are some of the differences between people who can have a successful corporate career, who advance in their corporate career and those who don't? And, it was in the process of

answering that question that my interest was really increased around coaching and then deciding, of course stepping out on my own and starting my own business around helping people succeed and create Radical Success.

Venessa Got it. Cool. And so, in the work that you've been doing thus far, I've heard a lot about your coaching services and, in particular, the work you do around *Act Like A Success* for Steve Harvey. So, how does that dovetail into your individual work?

Doreen What has been great about the work that I get to do with him is that it allows me to have a larger platform and integrate my business and the things that I do with what he's trying to accomplish. And Steve wrote a book a couple of years ago called "*Act Like a Success, Think Like a Success*". When that book came out, he really wanted to find a way to help more people have their dreams come true.

He is a very strong believer that what you imagine, what you seek for yourself, what you want for yourself is absolutely available to you but it's going to take hard work, it's going to take faith, it's going to take commitment, it's going to take resiliency, and when he wanted to start that company, he had been talking with Lisa Nichols, who had been working with him on some things, and she said, "You know, I know someone who I think would be great at running this company for you". And, because of my experience with all elements of running a business – So, when I talk to and coach and teach entrepreneurs, it's not just about what you do, it's about operations, finance, marketing, sales, front-end, back-end, fulfillment, customer service, and because of my breadth of knowledge in those areas, she saw me as a great fit for him. We've been working together building out *Act Like a Success* for the last three years, and it's' been an incredible experience. People's lives are being transformed, people are starting to see possibility for themselves, and he's excited that his concepts, that he put inside of his books has a platform to come to life for people.

Venessa Wow. Ok. That's fantastic. I know that one of the components that you've focused on in *Act Like a Success* is around personal relationships. So, tell me a little bit about how you integrate or how you work through those pieces because I'm a firm believer in the work that I do, that relationships, particularly your personal relationships, are the foundation for any type of relationship that you have, moving forward. So, business, friendship, family, etc. And so, talk a little bit about what that looks like in the *Act Like a Success* format.

Doreen So, when I talk about getting radical, people always ask me "what does that mean? Do I have to jump out of a plane? Quit my job? Move across the country?" And a couple of things that I share is my definition of radical success which is, number one, to define success for yourself and then, number two, get the guts to go after it. It's in merging those two components that you actually begin to experience the authentic success that you're looking for.

And so, when it comes to personal relationships, one of the first things that I believe that people need to do is get clear on the relationship that they have with themselves. One of the best ways to do that is to, first of all, define what success looks like for you.

We can get so caught up in this society around what our parents may think that success is, what our friends may think that success is, what the media tells us success is, what celebrities tell us success is and if we aren't careful, we can spend years and sometimes decades thinking that we're on the path to something that will bring us authentic success and we're not. And so, being able to take a step back and say "what does success look like for me? What is my gift? What impact do I want to leave? Where is there work that I can do that I can thrive in?" That doesn't necessarily mean being an entrepreneur. And taking that answer and then saying, okay, now I need the guts to go after it.

This is where it falls apart for most people because it takes courage, it takes boldness, and it takes clarity. Because when you decide that you are going to live a life where you're going to

pursue authentic success, it's going to affect every relationship that you have.

Venessa Right.

Doreen Whether it's with your spouse, whether it's with friends or family, and I always advocate starting with a conversation that starts with "Oh my gosh, I know that you're going to be excited for me, I've discovered what authentic success looks like!" and depending on the closeness of that relationship, you know if it's a spouse, family, children, this is the path that I want to pursue, and this is what it looks like for me, how can we, as a family, we as a unit, work together so that I can experience the joy, fulfillment, and satisfaction I need while also being a part of what we are trying to create as a couple or as a family. And, in that conversation, it requires honesty, it requires compassion, it requires empathy, and it also requires you to take a stand on what you see for yourself and how committed you are to having that life experience.

Venessa Absolutely. All of those points are so great, and I was reminded of my own entrepreneurial journey. I've had my own company almost 20 years or so now, and I think about when I first started my company, I was married at the time, and having that conversations with your spouse and your family is really critical, because I remember them saying "you're doing what? You're starting your own company?" And it really can be stressful on a relationship, particularly when you are building a company, and so anyone who knows about building a company, you know that it's a lot of work, and it's a lot of hours, and it's not 9-to-5, it's not 40 hours a week and that, in turn, can place stress on the relationship. So, how do you help people navigate those waters? Because it's one thing for people to come to you and say "ok, I need help with this business, getting to a different position in my job, etc." but the stresses at home impact what you're ultimately able to do at work and other places.

Doreen

Right. I think that one of the first things that is necessary is that when you have those conversations, what you're looking for is support and understanding is that you have to acknowledge that you're the one that's pivoting. You have to acknowledge that you are the one that last week, this wasn't the direction that we were going. This week, based on my epiphany, I have a new direction and you have to acknowledge that while you may have had weeks, months or even maybe even years to adjust to that idea, maybe you've been toying with starting a business, maybe you've been toying with going back to school, maybe you've been thinking about going for that promotion that's going to require extensive travel or late nights or things like that, they're hearing it for the first time and so, you need to acknowledge that they need time to digest, they need time to ask questions and that doesn't necessarily mean that they don't support you.

You get that knee jerk reaction because they're asking questions or because they're trying to understand how you see this thing working and we will interpret that as "you don't support me". And so I think that we need to allow them the opportunity, just like we had time to get used to it and think about it and ponder it, they need to have that time, as well. I also think that you should come with a plan and your plan shouldn't just include "I get to do whatever I want because this is my life's calling, you have to deal with it". You should say "I know how it's going to impact the family. I know how it's going to impact the relationship, here are my thoughts, I would love to get your thoughts and how can we create a final plan together?"

And then, finally, I think that you have to be aware when things aren't working, when things aren't going the way that you want them to go. Especially when resources are involved. Whether it's money being spent, time away from home, all of those things, and there should be some boundaries, some triggers, that dictate, at a minimum, a new conversation with those in the relationship, at maximum, you've got to find a different way to do this, we can't do it this way anymore. And you have to be resourceful enough, you have to take responsibility enough, that if that way isn't the way

that's going to work, you have to find another way. They don't have to find another way for you, you have to find it for you and I think that that piece is very hard for some people, especially entrepreneurs, because you may need to dip into family finances, you may need to adjust what was a financial plan to something different and you have to be willing to find a way, make a way, work a way, that may not include your family finances and you need to find a way to be ok with that.

Venessa

Oh my God, that's so critical, and I think a lot of times what happens is people don't necessarily plan this whole journey out. They start with an idea and they just kind of jump out there with "I quit my job today". I literally just heard that from a client recently. I know him personally, he and his wife are getting divorced and he said "you know, she just decided she was going to quit her job and start a business with no conversation", and he said "that wasn't part of our financial plan", tell me about that again.

And I think this is what happens a lot, people go through changes, particularly when you've been in a career for a long period of time or you've been in a relationship for a long period of time, and you decide that maybe you're not happy or it's not working or you haven't reached the pinnacle of success that you would like to reach and so you make these radical unilateral decisions and then everything is literally blown up and impacted.

Doreen

Right. And I think that what we've become, to a certain extent, and I think that social media has a play in that, I think media has a play in that, is that we've somehow become this society of all-or-nothing, right? You hear things like cat-or-dog? And I think why not cat AND dog? How come if I like dogs, I can't like cats? And so, what I try to remind people of is that there are three stages to that life, that big goal, that epiphany. It's decision, then there's transition and then there's manifestation. And most people go from decision to manifestation. I want my own business so I'm going to start a business. Well..... I can recall, I have had several clients come to me and they tell me about their business and all

their goals and their plans and they've been struggling a little bit, it's been a challenge and now they need some strategy, they need a way to make it happen and my very first instruction to them, for some people, has been "you need to go get a job".

If you want to be successful in this business, you need to go get a job. You can't be creative when you're broke. You can't stop fighting with your family when you don't have any money coming in and it doesn't mean that you are less of an entrepreneur because you have a job. A job is simply a revenue stream, it is not an indication of your commitment to entrepreneurship, it's not an indication of your success or failure rate as a business owner, it is an opportunity to generate revenue.

When I became a coach, I was working full-time and the way the coaching industry works, your coaching a client maybe once or twice a month, so I could have seven, eight, ten, twelve clients that I could coach at lunchtime, I could coach in the evenings and so the practitioner piece could be accomplished even during my working hours and then the marketing and the website and the networking, I saved that for evenings and weekends and I really wish that people would get back to that middle piece of your transition plan because you can bring more family onboard, you can preserve more relationships and you can move forward together, as a unit, as opposed to walking around with this all-or-nothing ultimatum type of attitude.

Venessa

Right. Yeah, that's really key. I mean, I think that you're absolutely right that there has to be a transitional phase there and a lot of people, they don't realize that, they just jump from A to C, without a parachute or a plan, and then they just expect it to work, and they wonder why this causes strife at home and in relationships and we all know financial strife and circumstances can be the number one reason for a relationship breaking down, so I think that it's really important to have those conversations early on and to have that plan.

Doreen Right. Exactly. And that there is a cost to any shift or change and to understand what that cost could be. People will hear Steve talk a lot about how he walked into a comedy club for the first time at 28 or something and the next day he quit his job to be a comedian and people look now at his career and they think, "Man, I'm going to do it! I'm going to quit my job!" Okay, but that was 20 years ago. He lived in a car for three years, he was homeless, he lost his family, he lost money... So, people forget that inside of that "B" between idea and manifestation, inside that transition, there is a cost and we have sexed up entrepreneurship, it's so sexy, people walking down the street with their designer bag and their phone in their ear and saying "Hey, come make money with me!" and it's just not that fairy tale and so having that plan is key.

Venessa I totally agree with you, because they don't see that, they don't see the hustle, they don't see the long hours, they don't see the long days, they don't see the fact that if you don't kill it, you don't eat. And they don't really understand that and I think about when I started out my career, early on, when I started out my business, definitely my husband at the time being very supportive, but I can also remember that it started getting really stressful. He was just saying "alright, alright now, what are you going to do?" and so that really takes its toll and so now, at the point where I am 20 years later, the people that have known me throughout this timeframe say "okay, I remember the struggle early on and yeah, you're doing well now, but that beginning was hard".

And I say "yeah, it was definitely hard". I was single or in the midst of divorce, I had all these expenses – house, luxury car, all of this and I had a business. Granted, I had a couple of clients but it was not replacing that six figure salary that I walked away from and it was a struggle and so I definitely tell people be very mindful of your relationship situation and how your business or your career change is going to impact your personal relationship, because it can be a struggle.

Doreen Yes, absolutely. And, I also advocate that we can only do that which we know and when it comes to relationships and there's a shift in the dynamic – somebody wants to start a business, somebody wants to go back to school, you know, all of those things, it's perfectly acceptable to say "what resource can we add to our relationship to help us get through this?" Whether that's counseling, whether that's therapy, whether that is talking to other couples who have experienced it and come out the other side just fine – we don't have to do it alone. We don't have to try to figure this out by ourselves. There are resources available to us and being open to that, I think, can also be a key factor in making it through these transition times.

Venessa I think that's a really good point. Unfortunately, a lot of folks don't want to go to counseling, they don't want to go to therapy because they don't want folks "in their business". Whether you're in business, a corporate career or relationships, if you don't get control of your ego, you're going to have a time of it anyway.

Doreen Right. You have to choose what you want to hold onto more, your ego or your relationship.

Venessa Absolutely, that is so key and that just made me think about the fact that you work with celebrities, how do you deal with, I mean, I don't know Steve Harvey, but I can imagine that any celebrities that have these big personas, these big egos, how do you manage working with them and keeping your ego in check and realizing "okay, I've got to work with this person and they're acting crazy, but I've got a job to do ..."

Doreen Right. One of the things that I've learned is that people who have a high level of success, whether they're celebrities or whether they're just business owners or entrepreneurs, I'm sure everyone from Bill Gates to Mark Zuckerberg to a Steve Harvey to an Oprah, is that their time, which is the highest commodity any of us

have, is used very intentionally and the best thing that you can do in working with those types is not waste time.

So, being prepared, showing up when your time is to have that time with them whether it's to have a meeting, whether it's to do marketing or promos, but they have 50 million things that are scheduled inside of their day. I think about Steve Harvey – he does a radio show, he does two tapings of a talk show, he'll have meetings in between those shows, he may have to fly somewhere to do an event, this is around the time of the year that we do Disney Dreamers, so, to me aside from ego and all of that, I just try to remember that I need to maximize the time that they give me and respect that time and if I can do that, then we're all good.

Venessa Okay, well, that is really key. I wondered about that and that's really critical, because I would gather that these are very busy individuals and you want to show that you are valuing their time each time that you get in front of them.

Doreen Right. Exactly.

Venessa You touched on something when you talk about the many hats that Steve wears and just how important that it is that you do value his time. Are there other things that you feel that are key in terms of maintaining a good working relationship with him other than time?

Doreen Yeah, managing time and also being able to share his vision and mentality. Running several businesses and being on several television shows, he has a vision for what he wants each of his businesses to create, what he wants the impact of those businesses to be and to be able to execute that and then report back in a way that, again, he's not going to be in the weeds but be confident that what his vision is, is being carried out, as well. I think that another strategy or tip for working with him or other successful people, be mindful to vet your own ideas.

We all have great ideas. We all have things that we think would work great, be great, be a contribution to what we're all trying to accomplish and you have to be able to vet your own ideas, check your own ego to say "is this really something that is ready to go?" "is this really something that I want to take up the valuable time that I have with him?"

So, whatever you're pitching, whatever you're thinking, to set your own ego aside and really be a little bit extra hard on yourself to vet those ideas. Also, be a team player. There are a lot of moving parts in an organization and there's only one of him and so, you have to balance your needs with everyone else's needs and make sure that you, overall, add to the machine itself that you're a team player and that you can pitch in and help when needed someplace else or doing something else so that you can make his ability to deliver what he's supposed to deliver smooth so that he doesn't have to worry about those things.

Venessa

Right. Wow. That's really powerful. That's definitely really powerful. How do you manage all of these parts with your own personal life. What do you do to take care of yourself to assure that you're not getting burnt out at the end of the day and maintaining your personal relationships along with all of your business relationships?

Doreen

Right, well, you know in 2013, in August, I was traveling for business out in San Diego and I had a medical emergency and in that emergency room, I was about as close to death as I thought I was going to get and when I came out of that, I just decided that life will not stress me out. That doesn't mean that I don't have stressful moments but I began to look at things differently. So, when people talk about "hustle", right? "I'm hustlin", I'm grindin', I'm out there making it happen".

I'm hustling, but my hustle is intentional and it's focused. It's not frazzled and it's not overwhelm, right? So, I'm very protective of

my time. One of the books that Steve highly recommends, he had all of us read as well, is Essentialism and that book really puts into perspective “how do you spend your time doing the most important things and how can you delegate? How can you plan so that you can reduce the opportunities for stress to arise? So, the first thing that I do is decide what is intentional. I don’t overwhelm myself with 50 million different ideas. I’ve GOT 50 million ideas, but I can’t do 50 million ideas and I think that some of the biggest challenges come from people wanting everything NOW. When I talk to entrepreneurs, they talk about multiple streams of income, you’ve got to make money five different ways, seven different ways and I am a strong proponent of multiple streams of income, however, why don’t you just get one that works? Why not master that and then master something else?”

So, that’s the first thing, I’m very intentional about my “yes” and my “no” and someone told me “Man, Doreen, you’re cold. You are cold-hearted” and I said “No, I’m not cold, I’m clear”. And they said, “I like that”. And I’m clear. My no is my no and my yes is my yes and I’m ok with that. So, I think if you can get clear about your priorities about what’s essential about your 2017 plan, let’s say that your plan was to write a book and create a course around it, then why are you over here talking about doing some web TV series? That’s a great idea, but why are you talking about that? Why would you even take a meeting with someone about that? You know what I mean? So, those are the things that I think make a difference in keeping things going.

The second thing is that I allow myself time to connect with other business owners, people who can understand what unique challenges people at this particular level experience. So, if you are a new entrepreneur, you may find some solace in other people, but if you are a more advanced entrepreneur, just talking to people who understand managing teams or delegation or employees and the stress of pricing, maybe some PR issues, that kind of thing where we’re not trying to network, we’re not trying to do business with each other, we’re really coming together to just share, talk, get ideas, release some of that tension and then I also travel. My

thing is travel. I have a group of entrepreneurs and we travel for pleasure and, of course, business creeps up but we went to Barbados, we're going to Belize this year and then, I have my husband. And my husband is extremely supportive, he keeps me off the ledge.

Venessa Ok, that's important.

Doreen Yes. And then, learning to ask for help, which was huge for me. To delegate and let some things, I know that it sounds weird, but when you delegate, you have to know something may get dropped until they get acclimated and really learn it. Yes, you can do it faster, but how much longer are you going to do it faster, why don't you just not do it at all?

Venessa Exactly, let somebody else do it.

Doreen Right. And that was a huge lesson for me to learn, as well. So, those are some things that help, I think, keep me sane.

Venessa I think that all of those things are key – self-care, vacations, I just came off a vacation to UAE and Dubai and I just had a fabulous time. Needed to unplug. And, just the whole piece around delegating and having a team now. I literally checked in with them every other day, “ayok, are you alright?” Ping me but the idea that you actually have a team that you can delegate to and not have to really worry about it and yes, like you said, there are some things that may get dropped, but the reality is that it's going to get worked out. It's going to get done. And then, going back to the first thing that you said which was focusing on one thing, I think that that is so critical because a lot of people – we have tons of ideas but we can't implement them all and I know I'm definitely guilty of this, as well, as an entrepreneur, because I'm a visionary and you have all of these different ideas but the one thing that I realized, particularly for this year, was that I needed to focus on one thing. So, even

though I run two companies and my main company has been in existence for 20 years but this new company, Love Writes, I've got to focus on one thing, so I am recognizing that we are focusing on that one thing and because I'm a psychologist and we do relationship work, I figured alright, we're going to focus on a group coaching program for this year around relationship strategies, that's what we're going to do all year long. We're not doing anything else. I said "yes, there are a ton of other things but we're going to do this. We're going to master this one thing and then we're going to go to the next thing." And a lot of people don't realize that and so I think that that is really critical, that you hit on those three things. I really appreciate that.

Doreen I think sometimes people are challenged with that because they don't want to make the wrong choice. They have these three, five, eight, twelve great ideas and they're kind of trying to work on all of them to see which of them is going to pop off, rather than choosing and being intentional and strategic because they don't want to make the wrong choice. And then, secondly, I think that, especially if you are an entrepreneur, you want to be mindful that you are not just creating a job for yourself. You should be able to step away from your business and have your business continue to run. You should be able to take a vacation. You should be able to spend time with your family. And, it ebbs and flows and there may be times when you say "don't talk to me, I've got all this stuff I've got to get done. I can't do a trip, I can't do dinner", we have those moments but it shouldn't be a way of life.

Venessa Exactly.

Doreen So, your goal should also be to establish a business, even if you're a solopreneur – consultants, teams and things like that where you have the ability to step away from your business.

Venessa That's it, absolutely. I am a firm believer in that. You need to be able to delegate, you need to be able to step away and you're not

going to be good to anybody if you don't have the opportunity to focus on yourself and replenish and rejuvenate yourself. So, in our last couple of minutes, I want to know where people can find you if they want to work with you and kind of know what's next.

Doreen So, you can find me on my website which is doreenrainey.com, it's also all of my handles – Twitter, Instagram, Facebook. And, I love working with clients and *Act Like A Success*, we have workshops and group coaching programs and I also do private coaching and we're excited about the expanding work that we're doing. We have two tracks in both *Act Like a Success* and in my business. One around personal growth where we deal with fear and procrastination and get clear on what you want. We have a radical method that I walk people through that profoundly allows them to deepen their learning about who they are and move forward in action. And then, of course, we have our events with Steve Harvey, we have our *Act Like a Success* conference, we have online events and you can get details about everything that we have going on at actlikeasuccess.com.

Venessa Ok, so they can find you at doreenrainey.com and they can also find you at actlikeasuccess.com.

Doreen Yes.

Venessa Perfect. Well, this has been fantastic, Doreen. I really appreciate you taking out the time to talk to me today and I am looking forward to connecting with you again in the very near future and hope to have you on here again.

Doreen Well, thank you so much and I have enjoyed it and I love talking about this stuff so it's been a pleasure and an honor to be a part of your podcast.

Venessa Great. Thank you so much.

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