



**Your Momentum Turnaround  
(Part 2)**

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**Getting Your Hustle Back**

## Getting Your Hustle Back

Hello, and welcome. This is Naomi from IttyBiz, and you're listening to the Momentum Turnaround track, part 2, called Getting Your Hustle Back.

Before we begin, I want you to think about what it means to be listening to this part of the class right now. It means that you're keeping a promise to yourself that you're going to turn your ittybiz around. It means that you're not giving up, and that you're willing to do what you need to do to get the things you want. Remember that, because some days you'll feel down on yourself for not doing enough or working harder. You're doing something now by listening to this. Give yourself credit for taking that step. You can do this.

Now, on to hustle.

I want to talk to you about hustle because it can be a really confusing topic for a lot of people. There's this general impression in the world at large that all you have to do is throw some Tony Robbins tapes on, crank up the volume, and you're all set. Except most of the time, you're not all set. You're right where you started, still dreading the work you have to do, and now you're 40 minutes behind. Thanks for nothing, Tony.

But Tony isn't the problem. I have no issue with Tony. What I do have an issue with is the idea that hustle is this magic force that you can activate inside you to give you the productivity power of seventeen very motivated superstars. Certainly, for some people, that seems to be the case. But what about the rest of us, who can't do the "fake it 'till you make it" routine and get excited about handling the boring stuff and the scary stuff? How do we, who have not been graced by the magic motivation fairies, get our hustle back?

We're going to cover that in two ways. First, we're going to talk about how to stop sabotaging your ability to experience that magical thing we call hustle. Then, we're going to talk about how to start getting hustle on you. That stuff sticks, honey, and we're going to get you rolling around in it.

Let's start with a story about Manhattan.

I love going to Manhattan. Everybody is busy in Manhattan, and everyone seems to be selling something or going somewhere on their way to sell something. And they have this energy and courage when they do it, because they're talking to strangers all day to make sure they know about the cool things they have on offer. And they have fun with it.

There's the bike rental guy who says "Want to rent a bike for a few hours? It might be the last nice day of the season." There's the hot dog vendors making eye contact and saying "What can I get for you?" There's the guys at the Empire State Building's doors saying "Are you going up?" like of COURSE you're going up because what else would you be doing?

The people have energy. And that energy gets on you. It sticks. And when I start losing my hustle, I make a beeline for Manhattan, because that's good energy and it's catching. And today we're going to talk about getting you into your own personal Manhattan, even if you have to do it from the comfort of your home office.

So, let's get started with making the self-sabotage go away.

### **Stop Feeling Hopeless**

Probably the number one reason that we don't have much motivation to do the things that make our ittybiz grow is that we get caught up feeling like the situation is hopeless. We start thinking that no matter how hard we might work at something – whether it's getting more customers, finishing up a product, or even the business itself – we say to ourselves that it just won't work. That it can't work.

And because of that, **we** don't work. We don't hustle because we don't think there's much of a point to it. We've convinced ourselves that the situation is hopeless and will never work out.

The problem with that is that it's a lie. You don't know that something won't work out. You can't see the future. You're not psychic. And even if you are psychic, you're not psychic about this.

You don't know for a fact that something is hopeless, but you tell yourself it is like it's gospel truth, as if there's some deity who tells you in a booming voice that there's no point to working on a particular thing that can help your ittybiz.

**I want you to stop saying things won't work out, starting right now.** You don't have to start believing that your particular situation isn't hopeless, but you do have to stop telling yourself that it is. Because that's lying, and you can't get anywhere treating opinion as fact.

There's an old saying that goes something like "Those who say something is impossible should get out of the way of those doing it". Plenty of people have done things you would say are hopeless or impossible, and more people are doing those kind of things every day. Right now. Ever hear of J.K. Rowling? Don't even talk to me about hopeless.

Now, you might be saying "I'm not as talented as J.K. Rowling, so I could never do what she did." Really? Do you know that? Have you picked up a pen and tried? Have you really put that impossible thing to the test and can you honestly say, "I've tried to accomplish this thing in every way known to humankind, and it can't be done?" If you haven't, then you have no right to say it's hopeless. You have no way to credibly say that it can't work. Stop using "hopeless" as an excuse to avoid picking up the metaphorical pen and start doing the actual work.

Impossible things work all the time. Someone right now is putting a roof over their heads selling blankets with sleeves in them, for God's sake. Now, that I would have called hopeless. But what do I know?

And that's the point – I don't know. And neither do you. I'm not telling you this is the secret to becoming a motivational powerhouse, but I can tell you that lying to yourself and telling yourself you can see the future is wrong. And if you stop doing that, if you stop lying to yourself about something being guaranteed not to work, then you'll get a lot more of your hustle back.

Basically, once you stop telling yourself it can't work, you give your brain permission to find a way it can work. And your brain will surprise you and come up with something good. And then you'll start doing more of the things that make your ittybiz grow.

Hustle starts with believing there's a point to the hustle. Never deny yourself that again. You may not feel like you can achieve runaway success, but you can start moving forward towards some success. And then you'll have something to work with.

## Remember The Hustle You Already Have

So that covers telling the truth. Now let's talk about looking at yourself, and remembering the hustle you already have. We're going to look at where you showed hustle in the past, so it can start sticking on you now.

I want you to think of things you've accomplished when you were a kid, things that required some pretty serious work. Maybe it was studying for a test, or working that part-time job so you could get a car or a bike, or even working hard to impress someone who you wanted some attention from. Basically, anything you did that took a lot of work to achieve when you were younger.

I want you to think of that time you worked really hard at something, and then I want you to think about how you did that when you were just a kid. That's important. It's important because we often look at ourselves as adults and think we're lazy, or we have no work ethic, or maybe that's not even true and we're just avoiding doing something that means we need to learn a new skill.

It seems too hard. It seems too daunting. But when you were a child, it wasn't too hard. It wasn't too daunting. And you did it. Now, it may have been extremely difficult to do, and you might have been worried the whole time that it might not have worked out, but you still did it. As a child. And if you can do something as a child, you can certainly do that as an adult. I have a feeling that adult you is a whole lot smarter and more capable than child you.

Of, course, it's easy to say that, because we all know we had more energy when we were kids. It was a lot easier to stay up late or work extra hard, because we had the energy for it, or we were more idealistic.

But where did that energy and idealism come from? It didn't come from you being seven, or thirteen or eighteen. Youth itself had nothing to do with it. The energy and the confidence and the willingness to work hard came because you were excited about making something happen. You were focused on making something amazing or exciting or important happen, and that creates energy all by itself.

When you have hustle, you get excited about what the work you're doing gets you. Notice that I didn't say the work you're doing gets you excited. It's the thing you're

getting that makes it exciting. You're not going to get excited about mopping floors as a teenager.

But when you know the money you'll make from mopping floors gets you a pair of movie tickets with your hot date, then they'll have to pry that mop out of your cold dead hands before you stop doing your job.

Same goes with scary stuff. When you focus on what you're going to get at the end, you tend to find it within yourself to get the scary stuff over with. It doesn't necessarily get less scary, but your desire to get it out of the way becomes greater than your desire to avoid it. Avoiding the scary stuff means avoiding that prize at the end, and damned if you're going to let that happen.

So remember that. If you can focus on what you're getting out of the work you have to do, then you're going to be much more likely to get off your ass and do it. I'm a pretty realistic person. There are boring and unsexy things to do in my ittybiz, just like there are in yours. There are things that seem scary and impossible to get done in my ittybiz, just like there are in yours.

You will never get a Tony Robbins level of excitement about this kind of work, but you will get motivated to do it anyway so you can get the stuff you're after.

So focus on the those things and it will help you see those tasks and projects and phone calls and emails in a different way. They'll become little things you get over with so you can get the big things you're after. It may be money for a hot date, a dinner out or just keeping the roof over your head – but if you let yourself focus on the getting, you'll let yourself do more of the doing. And the process does get easier, I promise.

I know this is easier said than done. We've got a lot of baggage around work and around thinking we can do it when it's hard, so let's start helping you get over that. Here's a simple idea that can make things easier for you right now.

After you're done listening to this, get a piece of paper and start writing down times in your life when you demonstrated hustle. Times when you did the scary work and achieved something, or even when you did the scary work and it didn't work out. The point here is to remember the times when you did the work so that it becomes easier to see yourself as someone who gets stuff done. (Bonus points if you write down the

times when somebody told you it wouldn't work out but you made it happen anyway. Extra bonus points if that someone was you.)

If you do this, instead of seeing yourself as someone who just can't follow through and get scary stuff done, you'll start seeing yourself as someone who does follow through. Someone who does get the work done. And you'll end up wanting to get a lot more done everyday.

It's not positive thinking or motivational shenanigans, it's just focusing on reality. When your brain starts saying "Ack! It's hopeless" or "See, you're just lazy," or "There's no way this will work" you will have a written list of things that prove those voices wrong. It won't turn you into Tony Robbins, but it will help you see yourself the way you did when you were younger – as a person who can do things.

And when you see that you can do the work, you'll change the way you talk about yourself. And the hustle returns. Looking at your list may not help immediately, but it will help eventually. Stick to it, and it will stick to you.

### **Surround Yourself With Hustle**

So we've talked about getting out of your own way, and we've talked about remembering the hustle you already have and getting it all over you. This will get you most of the way there. But there's one thing more you can do to really, really help make the hustle happen. You want to surround yourself with hustle so it seems like the most natural thing in the world to experience.

This is really good advice, but it's not always easy to put into practice. People will tell you "If you want to get excited, then hang around exciting people!" But there's a problem with that. If you're not feeling particularly motivated, why would people who are motivated go out of their way to be around you? It's a bit of a downer for them, right?

If you're don't have hustle going on, hustle-y people aren't going to bang down the door to hang out with you. And it's not like you can just nip down to the local Hustle Club to surround yourself with the energy of people getting things done.

So, I'm going to give you options. You can have as many as you want. Basically, think of the different ways you can expose yourself to people who have hustle any time you want. For example, I can't fly off to Manhattan every day, but I can pick up a Louise Bagshaw novel and see the stereotypical spunky heroine and all the hustle she has. I can watch movies about people with hustle, people who make things happen. I can read articles or biographies about people doing the boring stuff and the scary stuff and the amazing stuff that makes their dreams become real.

And you can do the same thing. Look at the different ways you can expose yourself to hustle on demand, and keep those things handy. Look at them every day you need a boost. It may sound corny, but have you ever noticed that the things people call corny are the things that actually work? Let's start getting some hustle all over you. It's a pretty great thing to make happen.

Thanks for listening to part two of the Momentum Turnaround track, called "Getting Your Hustle Back." I'm Naomi from IttyBiz, and I'll talk to you very soon.