



LIVE with Heidi Powell, Episode 14 (06/17/20)
Guest: Natalie Hodson

Show Notes:

- 0:00: Heidi talks about how excited she is to have Natalie Hodson on her show. She's a good friend of Heidi as Natalie was a guest on her blog. Heidi shares Natalie's bio.
- 1:54: Natalie joins the show. Natalie talks about how excited she is to be on the show. Heidi talks about how Natalie was a guest blogger for her "Perfectly Imperfect" series and how popular Natalie's guest blog was. They talk about being Perfectly Imperfect and Natalie's video showing her loose post-pregnancy skin, which struck a chord with Heidi's readers. The blog post helped bring people to Natalie's blog.
- 4:05: Heidi talks about Natalie's products and how her vulnerability really resonates with people. A video in one of her courses shows her peeing her pants while working out, and Natalie shares the story behind this photo and how it helped her learn to be vulnerable. They talk about opening up about shameful things and how freeing they are for them and for others.
- 6:29: Natalie talks about how much she loves the comments in the chat during the show and encourages viewers to comment.
- 6:57: Heidi talks about wanting to go somewhere in Natalie's story that Natalie doesn't share very often about her mom leaving. Before Natalie shares this story, Heidi talks about how Natalie is an amazing businesswoman who dominates her space and how we are a direct result of our experiences in life. Natalie first talks about doing things wrong as well as doing things right and how her failures and successes got her to where she is today.
- 8:50: Natalie talks about identity and she shares a post-it note by her bed about identity being malleable and identity is the story you tell yourself about yourself. She talks about how success comes from everything we learn during the journey not the end of the journey.
- 9:50: Natalie shares the story about her mom. Her mom struggled with being in and out of prison and addictions while Natalie was growing up, but she says she got all her goodness from her mom. She talks about how difficult this was for her growing up. Eventually, her mom stole her identity and Natalie chose to testify against her mom, which was a really difficult choice to make. She talks about how this experience shaped everything she was going to do in the future. Natalie visited her mom every week, and she shares some experiences from visiting her mom in prison and how they affected her life. Later, her mom was charged with manslaughter and fled the country. Natalie doesn't know where she is.
- 17:00: Natalie talks about the things that have helped her deal with these experiences with her mom. We all have stories of someone who has hurt us, and maybe we felt abandoned by. Some of the tools that helped her were lots of therapy, and recognizing that when you're able to look at someone face to face

and realize they're just a person who is hurting inside, and sometimes their actions aren't a reflection of you, they're a reflection of them and what they're trying to work through. She realized that what her mom had done was not her fault, and not because she wasn't good enough, or lovable, her mom was just another hurting human being. You need to give yourself that love that you're craving from that person.

- 18:20: Heidi talks about Natalie's experience with her mom. Heidi talks about how she thinks it's hard for Natalie to talk about his experience because she loves her mom. Heidi loves this about Natalie and how even though her mom hurt her, she's mature and compartmentalizes what her mom did to her and separates who her mom as a person and the good she gave to her. Most people think, "They did something wrong, they are wrong. They did something bad, they are bad." No one is either good or bad, everyone has both good and bad.
- 20:05: Heidi talks about how Natalie's story reminds her of Bruce Pitcher's story, and she shares the parts of Bruce's story that are like Natalie's. Heidi talks about how she doesn't know many people who would show up like Natalie did for her mom when she was in prison.
- 21:21: Natalie shares a Brene Brown quote about boundaries. She talks about setting boundaries with her mom. She says she's not always good at setting boundaries, but she knows what boundaries need to be created. When you set boundaries and then give love it's because you choose to give love and are not forced to give love.
- 22:15: They talk about how people are mean to them online and how they don't understand this when they are nice people. Natalie talks about how hurt people hurt people, and when people hurt others, it's more about what they're struggling with and not you at all. Natalie tries to set boundaries and pinpoint what someone said that bothered her, and she just sits with that and then sends them some love and moves on. She also talks about wanting to do more but worries about people criticizing her. Natalie also talks about a trick she's learned to take hurtful words and put them in an imaginary box and put them on an imaginary shelf. This visionary process really helps her deal with criticisms.
- 24:05: Heidi talks about how people struggle with setting limits and boundaries and healing yourself. She believes there is so much power in this because you can identify and become aware of the thoughts in your head. She thinks Natalie's trick is really powerful.
- 24:53: Heidi talks about something Natalie posted on her blog about perfection and about perfection being a myth and how our imperfections can become our biggest strengths. This also helps us look at others and their imperfections. Heidi talks about how social media has created some callouses for her and likens it to getting callouses from lifting weights. Heidi talks more about social media and how she handles it in positive ways that turns haters into lovers.
- 27:20: Heidi mentions that both she and Natalie have both been through a divorce. Heidi talks about always trying to understand the intentions of the other person.
- 28:19: Heidi asks Natalie about her divorce. She's built her whole business as a single mom. Natalie talks about how it was important for her to understand her own unspoken expectations, which can be a killer in relationships. It's important to recognize what those are and try to communicate them. She talks about, in hindsight, seeing so many things she would've done differently. She talks about how her identity was wrapped up in being perfect for a long time. She talks about the 3 Ps: Perfectionism,

Paralyzation, and Procrastination. She's tried to shift her identity to being around achievement and perfection to base her identity around being a learner. This helps failure become data points in her experiment, and she's learning from this data. This leads to improvement and getting better.

- 30:36: Heidi talks about loving what Natalie is saying. She talks about choosing between two F words: Failure or Feedback.
- 31:01: Natalie talks about co-parenting and what she's learned about this. She tries to keep some distance but they co-parent really well together. She talks about telling all her girlfriends who are divorced to have a 3-way text chain between her, her ex-husband, and his new wife so everyone sees all the communications. She's grateful her kids have such an amazing stepmom. Heidi talks about her and Derek's relationship and how he's one of her best friends. It all boils down to intention. They care about each other because they're the mom/dad of their kids. They want each other to be happy so the kids are happy.
- 33:40: Natalie talks about how Heidi's kids are growing up. Heidi talks about her kids and how they're getting so big.
- 34:05: Heidi talks about how Natalie has been through a lot in her life.
- 34:38: Heidi asks Natalie what the key takeaways she feels like she's learned from all her experiences that led her to be as powerful as she is. Natalie says a lot of times we stop ourselves from doing that thing out of fear. We feel like we have to be the expert before we do something. Embracing the identity of being a learner has been one of the best tools she has. It's the journey along the way that's important. You don't have to be the expert, you just have to be 2 steps ahead of someone else, which can be more powerful because you can have empathy for where they are. Another takeaway is remembering that identity is malleable. This takeaway helped her build her audience and her brand.
- 36:13: Natalie talks about how therapy also helped, and she talks about her experience with therapy and what she learned from it. She likes EMDR Therapy.
- 36:58: Natalie talks about the importance of showing yourself some grace. We look at others and compare ourselves to them. We're all doing the best we can with where we are right now. This has helped her so much. When you look back at what you did wrong, you feel stuck. She had to address the areas where she felt shame, and once she did this, she was finally able to break free of the chains that were holding her down. When you can look at those difficult areas and recognize you were doing the best you could at the time.
- 38:13: Natalie talks about another takeaway, which is just taking action. She talks about Tom Bilyeu and how he taught her the value of taking action even if it's imperfect action. She talks about her first website and how awful it was. She uses an analogy of different versions of iPhones to talk about comparison. We get stuck in the comparison trap and how we feel like we need something to be perfect before we put it out there. It's what you learn along the way is what help you have a better final product. She talks about how she was willing to be a student to build her business. She modeled those she looked up to and accepted imperfection.
- 39:51: Heidi talks about her biggest takeaways from what Natalie is saying, especially about the journey and not the end result. She totally agrees and shares examples about this. Heidi talks about letting go of

the past, not over obsessing about the future, but being present in the moment and enjoying what is right now. Natalie talks about the movie *Rocky* and how it applies to what they're talking about. She talks about how people want to cheer you on the most during the journey if you're willing to share what's going on.

41:47: Natalie says if she were to pick a consistent theme from all the areas they talked about is embracing the journey and recognizing that everyone has to have a starting point.

42:12: Natalie talks about her 21-Day "Find Your Compass" challenge that is starting soon.

44:06: Natalie and Heidi answer a viewer question about why they pursued entrepreneurship and not a 9-5 job.

48:56: Natalie and Heidi answer another viewer question about mom guilt. Natalie says it never goes away. She reminds herself that she's the only one who can give her children a happy, healthy mother who loves her life. She talks about the importance of self-care. She talks about how balance is a myth and once we embrace that, we'll be so much happier. She compares balance to how an orchestra operates.

51:22: Heidi agrees and has nothing to add except that it's most important that her kids know she loves them. She feels that a little bit of mom guilt pushes her to be better. Natalie talks about what kids need to be successful: 1) They have to know they're loved unconditionally, 2) There are consequences for their behavior, both good and bad.

52:55: Natalie shares how viewers can connect with her.

End of interview.

Connect with Natalie:

- Website: <https://www.nataliehodson.com>
- Instagram: <https://www.instagram.com/nataliehodson1/>
- Facebook: <https://www.facebook.com/NatalieHodsonOfficial/>
- Podcast: <http://podcast.nataliehodson.com/>

Products + Services:

- 21-Day "Find Your Compass" challenge (begins June 22, 2020): <https://challenge.nataliehodson.com/order>
- Peak Business Academy: <https://member.peakbusinessacademy.com>
- Programs + eBooks: <https://nataliehodson.com/online-shop/#programs>
- Online shop: <https://shop.nataliehodson.com/>