

## Interview with BRIDGET PILLOUD

TARA GENTILE: So hey, this is Tara Gentile talking today with [Bridget Pilloud](#) who is an intuitive entrepreneur and a life shifter. Bridget is an introspective thinker, but she uses her deeply inner life to do very active outer work. Which is what I really love because, you know, the inner work doesn't mean a whole lot if there's no outer work to show for it. So Bridget, thank you so much for talking to me today.

BRIDGET PILLOUD: Oh, you're welcome.

TARA: So I gave a really quick blurb about who you are and what you do, but I'm always fascinated by how entrepreneurs self-identify themselves. So could you just tell us briefly in your own words what makes you tick?

BRIDGET: Sure. I work with people to...I'm gonna give a big pause here as I think.

This is something that I struggle with because I do a lot of different things. Primarily what I do is people come to me, they're successful in one aspect of their lives, and they're trying to get another aspect of their life going. And they're trying to apply the same success that they have experienced or the same success tactics that they've experienced in one part of their life to another part.

And it doesn't work. So what I do is I look within them and I look at the energy of the situation and I help them understand what they need to do, feel, experience, understand, learn to move forward to be successful in the area of their life where they're not experiencing success.

TARA: The whole idea of this program is that people feel stuck. And it's difficult sometimes if you don't have the tools to move out of being stuck and into a place where you can act on your big ideas. So as someone who does a lot of acting and has a lot of big ideas, when was the last time you felt really stuck and how did you move past that?

BRIDGET: I felt really stuck about a week ago.

I think that there's this fallacy that there are people who regularly get stuck and there are people who don't ever get stuck. And that the successful people don't get stuck, they're got it all figured out, and then the unsuccessful people are perpetually stuck. And I don't think it's that way at all. I think we all experience stuck on a regular basis.

So I started January, like going full guns, and my goal this year is to nearly triple my income from last year, which is fantastic, which is a lot of work. And which is really a little daunting. And so first three weeks of January were gorgeous and amazing and brilliant. And I was on track and it was fantastic and then I had an experience in my personal life that sort of threw me and everything ground down to a halt. And I had two days of kind of walking through my life going oh my god, oh no.

It was going so great. What happened? And I think that's a big part of what happens with stuck to begin with is the feelings of surprise and betrayal that you're stuck again. Like, we assume once we get out of stuck that stuck's not going to happen anymore. Like, we've finally figured it out and it doesn't really work that way. We perpetually come in and out of stuck as we're working through our lives.

So another aspect of stuck that I think is very interesting is we might feel—and I've been exploring a lot with my clients and with my work—is that we might feel stuck on the outside. We might feel very cognitively stuck and just really feel like we're not moving forward. And part of it is because we're not cognisant of what's happening behind the scenes or energetically or within us. We don't always see the work that we're doing because our brain is not making a cognate note of it.

TARA: I love that.

BRIDGET: Oh, thank you. So it's been a time coming to that. I find sometimes that it's helpful when I'm stuck to stop and say okay, I don't know necessarily why I'm stuck or what I'm stuck about or what's happening and I'm not sure what's going to come out of this stuck.

So I'm going to be gentle to myself around this stuck and not assume that the stuck is a sign of me being a weak person or a bad person or that's there's something inherently wrong with me. It's that I don't have enough information about my experience that I'm having to make complete sense of it at the time. And that's okay.

TARA: Yes, for sure. I think I've been hearing or reading a couple places lately to a very similar thought about procrastination, that we tend to beat ourselves up about procrastination. And of course, procrastination is something that comes from feeling stuck, too, a lot of the time.

Where we feel like maybe it's a symptom of stuck, but procrastination—if you shift your focus on it—you can use it...you might be actually using procrastination as a tool. Like, it may be that you need to do more research in this area or maybe it's that you...maybe you're procrastinating on Twitter because you actually need to reach out to other people for help on this particular area.

And so procrastination doesn't have to necessarily be a negative thing either. You can use it in a positive way and it sounds like that's kind of where you're approaching the idea of stuck or shifting the idea of stuck to.

BRIDGET: Right. So I sort of use an iterative approach with stuck to see what's happening. Because you can get stuck in a way where you're procrastinating and it's not helpful and you're not leaving stuck and you're not really moving forward with your work the way that you expect that timing to work. I mean, sometimes stuck and procrastination is just stuck and procrastination.

So I don't always agree with this idea that everything is always good and that stuck actually means you're working on *something*. So for me it's very much I'm going to play with this and see what this stuck is and then if I just have to sit here and wait it out that's what I'll do. But I'll start by playing with it and understanding the nature of my stuck so then I can apply techniques to it to either move out of it or be comfortable within it.

TARA: Going back to what you said about how there are people... people assume that there's people that do get stuck and people who don't get stuck, I think people assume that there's people that can see stuck that way and, you know, who don't see stuck that way. But it actually takes a lot of training to approach those feelings with that kind of attitude.

BRIDGET: It takes a lot of experience, yes. It does, it does. I think anybody can do it, but I think you have to experience it a few times before you feel comfortable doing it, somewhat comfortable doing it, and that you remember you can do it. Often we get unstuck and we forget that we have tools to work with stuck because we're just in it. You know, we just want to watch TV.

TARA: Yes, and that's not that helpful.

BRIDGET: That isn't helpful. No, no, no.

TARA: Alright so kind of moving on from stuck, or moving towards maybe talking about, you know, kind of that training that we can do for ourselves to help us, you know, come at the feeling of stuck like what you're talking about. Really recently I've been doing a lot of kind of inner work myself and trying to explore working with coaches and strategist to take what I'm doing to another level, as cliché as that sounds.

And so I think three separate people recently have asked me if I could do anything—no money needed, no strings attached—what would it be? And I have such a difficult time answering that question. And maybe it's because I do have a lot already of what I want out of life, but I feel like I

should be able to put some sort of answer to it and I think a lot of people feel the same way. You know, it's a tough question to answer, but that it's one that we should have an answer to.

And though I think that that question is important, perhaps there's a better one. You know, one that kind of digs the answer out of you instead of asking you to let it come free. So how would you rephrase that question and what technique do you use to get down to a truth that you already know, but that you're not fully aware of?

BRIDGET: Okay, that's a great idea to rephrase this question because there's a very tiny minority of people who would ever have that experience of having no perimeters. Actually, there's nobody who's ever going to have that experience because we still have aspects of parameters of time and emotion and other things. So it's not just...there's never a state of no strings attached.

I think the reason why people ask that question is because they want us to transcend our limitations or our concept of limitation, which is fine. I actually had a dream about this question about two years ago and this dream stuck with me. So I had this dream where I won the lottery. I won 256 million dollars. My dreams are really specific in detail. I had 256 million dollars and I turned to my partner and I said, "This is so wonderful. Now I can start that food cart that I've always wanted to do." I never knew...I mean, in my real life I don't want to start a food cart, but in my dream I really wanted to.

And so in my dream I started this food cart. It was called Minnesota Nice and I made like tater tot hot dish and tuna noodle casserole and pie. And I sold a plate of it for \$5 and people would come to my stand and I used real plates and it was like this incredibly happy fantasy. So I pondered

that, I pondered that for a long time. Why did I have that dream? Why was my fantasy of having all this money to be that I wanted to start a food cart and feed people casserole, which is weird, and what was the purpose? What was appealing about that?

And for me, well, I feel like if we look beyond our initial few thoughts of what we would do if we had all the time and money and success that we hope for, what we would do then. Our first initial thoughts are going to be about money and having and money and about what people are going to think of us, right? For most people it's going to be what that looks like. Most people don't really go beyond that because they don't necessarily know what life could be like or what they do want to experience.

So the next step is to look at the details of the vision that comes forward and imagine the feelings that come with those details. So for me, in my example, I want to give people something comforting, sustaining, and tasty, right. I wanted to do something affordable for people, something really just comforting. That's what I wanted to do. I wanted to have a comforting, loving interaction with people.

Obviously I didn't think to make a restaurant. I wasn't dreaming of managing a lot of people, I was imaging putting plates of food across a window to people for \$5 a plate. And another aspect of it, of course, was that I wanted to sell my own creation. I wanted to create something and give it. So all of those details are the start of a vision. Obviously I don't think I want to do a food cart and sell tuna noodle casserole, but all of those other feelings are something that I desire to experience in my life and in my work and that I do experience in my life and in my work.

And so I can take that vision of what do I want to do or what do I want to be, think about the emotions of it, think about the little actions within it that I'm doing, and then start thinking how do I want to do that. How do I want to offer a product? How do I want to offer a service? How do I want to be in service, if that's important to me? Or how do I want to experience success?

For a lot of people...a lot of the people I work with are designers, and a major aspect of their work is they love to design. They love the aspect of being in a state of design. They are not interested in the other aspects of the work that they have to do as much as that act of designing. When you can design a lot of different scales in a lot of different ways, so understanding the key aspect of what you want to do might be design is a really important piece of that puzzle. Does that help?

TARA: I love that. I talk to a lot of people who yes, they want to have businesses or they are interested in how they could craft their interest into a career, but I talk to a lot of people, too, who are just looking for a more vibrant hobby even. You know, they just want something more out of the extra time that they have and I think that that question makes answering that side of life a little more...it's even more difficult for people who are looking for that.

But the way you're approaching it with emotions and results and the actions that come from that seems to me much easier to apply even on a part time situation, you know. Even if you're going to the j-o-b, you know, you can still apply those emotions and the actions on a part time basis to a hobby.

BRIDGET: Oh yeah. One of the things that I realized in the career that I have now is that I was doing aspects of the career that I have now in the career that I had before. And it was a positive aspect of the work that I did before. I just do a whole lot more of it now. So I think if people looked in their everyday lives in the state and being that they're in right now, they're going to see a lot of aspects of themselves that they could move forward into a new vision.

I don't think we're ever starting with a clean slate. I always think we're in a state of iteration on what we're working through. And it's only when people think oh, I have to trash everything that I did before to start with my clean new vision, that people really get in trouble.

TARA: Yeah, that's fantastic. Thank you for that.

BRIDGET: Sure.

TARA: So in a [recent post](#) you discussed engaging what you want as opposed to kind of trying to attract what you want, which is, you know, a popular part of the law of attraction. And I completely agree with your perspective. I think the idea of engaging what you want is awesome. So where do you find the courage or the gumption to create that kind of engagement before you even believe you're a real success or even feel qualified?

BRIDGET: I love that question and I thought about it a long time this morning because I wanted to make sure that I answered it even just for myself. I think what we're talking about here is finding courage to commit to our journey. And part of courage comes from proving that what you want is what you want, right?

So it's one thing to want to attract things to us to interact with them or to have them be part of our lives. It's another thing to make a commitment towards experiencing something. The aspect of commitment is daunting and scary sometimes. And I think the thing that stops us is a fear that we're going to commit limited resources to an unproven idea. So the truth of the matter is we have far more time and resources than we think.

Just the other day I get this thing called "Who Have You Outlived", which is this email that I get in the mail that says Bridget, you're 41 and 200 days old today and you just lived longer than, you know, this guy who was a Bolivian revolutionary. So they died on the exact age that you were yesterday, is basically the email that I get.

And I think it's pretty funny and interesting and it always sort of kind of moves me in the moment. So the other day it was actually I was 41 and 53 days old. And I thought how many hours have I been alive? And it turns out I've been alive something like 360,000 hours. And of those hours, over half of them have been as an adult. So 180,000 hours so far I've experienced adulthood. That is a hell of a lot of time. We have a ton of time and I want to make sure I see here, I have notes.

We have a hell of a lot of time. We have all this time and we actually have a lot of resource, those of us who live in, you know, first world countries. We have a ton of resources. So we get caught up in this idea, oh I'm going to invest in my life in this way and what if it doesn't work out and blah, blah, blah. We're using a very...even if you invest a year of your life it's a very small amount of time over the big picture.

So if you start putting that concept of resource into perspective, of what you really have, that can take some of the edge off of that courage. It doesn't really answer your question completely, but I think it's a really important point. So one of the primary resources that we have is our experiences. And I feel like we are getting information all the time about what we're good at. And we really need to pay attention to that and drink that in.

A couple years ago a woman stopped me and said something about something I was wearing and I said, "Oh, thank you so much." And I just let it kind of glide off me and she said, "Why were my words not important to you?" and it just struck me that, like, she was actually giving me this gift of a compliment and I wasn't taking it in and that I was also obviously not responding properly.

My point to this is if we don't drink in the success that we have and recognize it in our day-to-day experience; we can't later use that understanding of our success to give us that courage. So we need to pay attention to our day to day, not success, but our day-to-day understanding of our gifts I'd say.

TARA: That's really fantastic. And I think, aren't we always bombarded with ways to forget all that stuff, too. You know, to forget all the things that we're good at and to forget all the resources that we have. And, you know, going to back to I guess what we initially talked about, about shifting perspectives. In the blog space that I kind of operate in, you know, the design blogosphere where everything is beautiful and pretty and people are constantly reminded about how their domestic lives don't meet up to everyone else's.

BRIDGET: Oh my god.

TARA: Yeah, right. And my initial thought while you were talking about that is that, you know, while I hear from so many people that oh, my house doesn't look like all the houses on Design Sponge and my jewelry doesn't look like all the jewelry that you show on Scoutie Girl or something like that.

I think we can use those things instead of reminding ourselves how little we have or how few talents we have, we can use those images and those reminders to remind us that what we have can be beautiful too. And what we do can be beautiful too.

BRIDGET: Yes.

TARA: Yeah, and I think that's...

BRIDGET: Right. Why do we look at the success of other people and assume that we can't have that?

TARA: Exactly.

BRIDGET: Because somebody else has that, we can't. Why can't we take that and go wow, there's somebody who has that. Like, so they have it so maybe I could have it. Oh they have it so I can't have it. Why? That's stupid. And yet we all do it. I do it.

TARA: Oh totally.

BRIDGET: I do it with other people in my industry space all the time. I'm like oh, that person's doing so great and they got a book deal, and me, me, me. I don't do that often, but I do it enough. And, you know, why does that make me assume that I couldn't have one? Why? That's silly. And so if we can sort of...okay so here's the way I think about it. We don't know what other people are experiencing. We only see what they show us.

In the online world I'm sure everybody who has their apartment photographed on DesignSponge. If you pan the rest of the room you would find something where you went ugh, you know, or gee, when are they going to clean that. I mean, we all have mess in our lives. So we get stuck on the perfection that we see and we assume that there isn't mess. There's always mess.

The other part of it is, oh I just lost my train of thought. The other part of it is that we don't necessarily know what they're experiencing or how they got there. And so we assume that we can't do that. So what I do, if I want something, if I want to experience something or if I want to be a certain way I visualize what that experience would be like. So right now I'm mulling over writing a book.

And so I'm looking at other people who have written books who are really successful and I am doing a lot of visualization of the different steps and aspects of writing a book. And then where I don't know what the experience would be like, you know, it just looks like there's a big blank space, I try to do one of two things. I might say, okay, let me see what this could look like. I'm just

gonna ask for information about what this could be like in my visualized space while I'm visualizing.

I'm going to just ask how could this work out and see what plays. Because often when I do that I get ideas that I'm not cognitively picking up on my own. Then I also ask the question, what are the questions that could bring me through this space? Who do I need to ask about being in this space? I know people who have been in that space, whatever that space is, let me go ask them what their experience was. And then let me use that information to propel me forward.

TARA: Yeah. So not only are you kind of utilizing resources you didn't know you had in yourself, but then through those visualizations you're also opening yourself up to using the personal resources that you have, like in your network.

BRIDGET: Right.

TARA: Yeah, you're really through the visualization and kind of digging deeper into that place of abundance. You're finding...what was I going to say. You're finding that perspective shift, that courage, that you need.

BRIDGET: Yeah, well I think it's more like I am making the space to ask the question and assuming that there's an answer. And that the answer's not going to be oh Bridget, you suck. Oh Bridget, never mind. You know, I never see my scene sort of...I never ask a question like how could this be and then my seeing sort of crumples up into a ball and I see this scene like fall into a waste paper basket.

That doesn't happen. I would assume for everybody that that doesn't happen. I mean, I'm not going to go play Michael Jordan in basketball, but that's also not a dream I have so it's okay. For most of us, our dreams are tied to our purpose and our purpose is relevant and we have the skills to meet it. We may not know how, but we know people who do.

TARA: Yeah. So can I ask you to rewind just a little bit back to crumpling things or, you know, crumpling your vision and throwing them in a wastebasket? How do you feel about worst-case scenarios? Because to me, one thing I've used to make hard decisions for myself—whether it's a decision of am I going to move forwards with this or am I going to kind of exist in the status quo for a little bit longer—whatever the status quo might be, I visualized worst case scenarios.

Now, that's not exactly what you mean when you were saying you crumpled your vision and threw it in a wastebasket, but at the same time, like, do you spend time visualizing what could be negative, a negative turnout, from what you're thinking about?

BRIDGET: I think it's a very natural thing for people to do that. And I think I don't spend a lot of time...when I'm in my proactive space I don't spend a lot of time thinking of what are all the bad ways that this could work out. I used to work in corporate America and I had a job where I was responsible for a product that had about 35 million dollars in sales a year.

So it was a pretty significant situation. And I had to make a lot of decisions that had a lot of money tied to them and it wasn't my money. Although I think that would have made it worse actually if it had been my money. And so we would do a lot of risk mitigation. Oh what's the worst thing that could happen, what could fall out of this, what would happen with this sales contract?

We were working with, you know, the government, we were working with Paramount Pictures, we were working with big companies with the product that I managed. And what I found from doing that experience and having that experience is that even with all the risk mitigation that you can imagine, there's going to be stuff that doesn't work out. And, you know, we can plan and think about worst-case scenario and do all that.

And there's a place for that, but if that's where you spend most of your time, you're missing out on all of the conversations of what could happen that would be good. And there's way more power and strength in the what could happen that would be good. So I think there's a place for risk mitigation and I think there's this one thing that people do a lot, I think, which is where the worst case scenario comes in where they go oh, what's the worst that could happen.

I mean, Oprah does this. Oprah has mentioned that she's done what's the worst that could happen and for her it's standing out on an off ramp with a cardboard sign asking for money.

TARA: Right.

BRIDGET: And so that...I don't like the lack of realism around that. That's not going to happen to Oprah. I mean that's pretty much not going to happen to most of us and so I want a realistic worst case scenario and then I want to understand what my feelings around that worst case scenario are and then I want to get that out of the way.

TARA: Awesome.

BRIDGET: Here's a real life example. My better half started a company a few years ago and we invested most of our life savings in it. And it was this really great biodiesel...notice I'm talking past tense...it was this really great biodiesel systems company. And this was in 2006, 2007, 2008.

Well, the credit crunch happened and all of their clients in this company lost their credit. These systems cost between half a million and four million dollars to produce, so they weren't cheap. Most people had to have funding. And nearly everybody in their chain, in their sales process, backed out.

And the business just went under. And we had done worst-case scenarios. Oh what's the worst thing that could happen. Oh, we're going to lose all our life savings. We lost all our life savings and we were like oh, worst case scenario! Crap! This really sucks. And it did. And also, we're fine, you know. We're actually...we're great. We're in a really great space and we had enough to survive on and we're building our life savings back up. And at the end of the day not a big deal, not a big deal. Really not a big deal. Bad six months, but not a big deal.

So I don't know that worst-case scenario is that effective unless you really need that to get off your butt and go do what you're supposed to do. Yeah, let's talk about visualization. One of the most important things, I think, for people is understanding their gifts and their skills and then visualizing different ways that they could use them. We get set on our track of what we want to do a long time I think before we really need to.

And so if you have more space around your gifts, you can sort of iterate better towards a really great career, right? But when I think about my visualization process I have two steps to it. And the first step is something I don't think most people do and it makes a huge difference in my life.

The first step that I always do is I feel my feelings and I let the difficult things sort of ebb away. Because if you're going into a visualization process and you have, you know, anxiety, anger, sadness, frustration, anything that you would label as a difficult feeling, it's going to be hard to tune into your visualization and your process. People in our country are afraid to feel. And that's sad.

It wastes a lot of time avoiding feelings. So if you just feel them, but you don't put the why or the story around them, you just feel them and try to feel the qualities of them—I know that sounds a little hippy—but if you do that it tends to ebb out. You get the information that you need from the feeling, feeling goes away, you don't have to deal with it anymore. And then you can be in a pretty calm state to actually move forward with your visualization.

TARA: Yeah.

BRIDGET: And then the second step...and that really breaks me out of that feeling of fear that seems to be the underlying current or tension that a lot of us experience. So then what I do is I start imagining scenes from the experience that I want to have. And I think of it in terms of experience, not attaining...or, you know, it's not attainment.

I'm not thinking about what I'm going to gain, I'm thinking about what I'm going to experience. And then I will play a scene from it over and over in my head. And I'll play with that scene and that's where that blank sometimes comes in. So I'll ask for information about how that blank could play out if there's a blank in the scene. And then I just imagine it over and over again.

When I'm doing that yeah, it feels really good. I like a good daydream, but what I'm really trying to do is I'm trying to figure out what I'm going to feel around that so that I know that if I have emotions that could impede my process, I want to have what I need in place to manage and support them.

TARA: There's some connection for me between what you were just saying about visualizing the feelings and the experience, kind of really feeling the experience of having what you're looking for. And going back to your food cart dream where, like, you have to be able to know what you want.

You have to be able to know what those feelings are that you're trying to achieve bottom line before you can really hope to know that you've achieved them. Like, you may be doing something now or you may be almost there. And you might now know or you might not have that sense of accomplishment because you haven't spent enough time identifying exactly what it is that you're looking for.

You know, we fixate on we want more money, we want to travel, we want a bigger house, but we don't tend to fixate so much on the less tangible results of I want to feel free. That's the big one for me. I want a sense of real freedom in my life like I'm not tied down to the laptop, I'm not tied

down to my house, I'm not tied down to, you know, a certain set of responsibilities. I want responsibility in my life, but the overarching feeling that I want is freedom.

And I've really identified that for myself in the last three months or so. And I knowing that it helps me to continually be moving towards a business model that provides that for me. And so I'm stripping things out of my life that hold me back and I'm embracing those things that give me that sense of freedom even if they seem a little weird to me. Or even if it makes me uncomfortable at first, you know. Like, setting up these interviews, like when I was talking on Skype.

Setting up these interviews was in integral part of me moving forward towards the next phase of freedom for me. And it was very uncomfortable for me. And discomfort isn't a bad thing, but knowing what's on the other side of the discomfort is what allows you to move past it.

BRIDGET: Right.

TARA: Yeah. So anyhow, I think that I finally got it.

BRIDGET: You have to know what makes you happy and what your brand of happiness is. The other night I was laying in bed and I was thinking about people that I know in my space who have really really made a lot of money and are really, you know, they're down at their beach house in the Bahamas or they're blah, blah, blah, you know really living.

I mean, I have one house, I do not have three houses. I have one house, right, and I drive a Scion XV. I do not drive a Lexus. I live a pretty standard nice, but standard lifestyle. I was laying in bed

and I was like you know, I feel like I offer so much to the world and why, you know, why don't I have that?

And then I had this moment where I thought my god, Bridget. You're laying next to one of the most beautiful people in the world. Your partner is this amazing loving person. You feel loved every day, you have kids who are lovely wonderful smart beings who are really enjoying life. You have a lifestyle that allows you to, you know, take a weekend off when you want to. And you go to work every day and you enjoy your work. What in the hell are you complaining about?

TARA: Yes.

BRIDGET: You know? I am really going through life most days being really happy because I have a happiness that fits me. I have the things in my life that fits me, I have the things in my life that fit. And when you experience that, I think it gives you a platform to then say this is all really great and what do I want to do to fulfill my purpose.

You start moving away from having your feelings and emotions gratified, which is really important. That makes sort of a foundation and then you move into spaces of self-actualization and self-realization and into spaces of integration and connection with the world beyond you. And if you don't have that sort of relative level of happiness and freedom and if it isn't a match, you're not going to be happy and you're not going to fulfill what it is that you should be doing or need to be doing or want to be doing.

TARA: Yes. Jumping from idea to action can be a real mental game as we've been talking about this whole time. So how do you recommend setting up an intention that is focused on action and momentum as opposed to just big ideas?

BRIDGET: When I am in a state of setting an intention I feel like it's a conversation or a relationship. So I feel like I'm saying I want to do this and then the wave is coming back and saying you want to do that, these are the things that you really need to put in place. That wave coming back and forth can feel daunting.

So there seems to be this sort of pause between setting an intention and then going out and doing. And so in that pause space I do two things. I do some emotional planning. What am I going to feel and what do I need to support myself? Because my feelings stop me. I think maybe other people have other things that stop them so it's sort of just like answering the question what are the things that might stop me or what has stopped me in the past? And what do I need to support myself over that obstacle?

TARA: Fantastic.

BRIDGET: For me it's feelings. And the other thing I do is I look around my physical space and I say what is it in my physical space that needs to change to make space for this thing that I'm bringing forward? So for example, you with your Skype interviews. You probably had a moment where you thought okay, what's going to be behind me as I'm doing these Skype interviews and how can I make this experience more pleasing for the people who are experiencing me? I'm sure you had some thoughts around that that were physical in nature.

And I think that those two little things get you over that initial inertia. Then the next thing I do is I plan all the things that I need to do around something. And my friend Jilly Gilbo uses this really great process of breaking things down into steps. She and I are part of the same sort of mastermind group. And what she does is she breaks things down from the big things into like five different layers of steps to the point where she's got everything that she wants to do written down. I don't quite do that. I do use a daily, weekly, and monthly sort of calendar system and I write my to-do's out and I start nailing them.

The other aspect that's really useful for me in putting an idea out there is I tell people that I'm doing it. Because that sort of makes me go oh, I've really made a commitment because now I'm talking about it so I better, you know, light that fire and get cracking. And it also helps because people tend to respond and say wow, I'm really happy you're doing that or I'm looking forward to seeing what you do. Or wow, that's exactly what I need and it sort of helps me realize that whatever work I do isn't just about me. It's about the experience of the people that I care about. And so I want to make that happen.

TARA: I think intention is one of those words that we almost associate with this like woo-woo idea but it's such a practical tool. Like, the idea of...exactly how you lined it out, I can't wait to outline that for people, but yeah. Exactly how you outlined that or how you outlined setting an intention is such an active practical tool, technique, for doing the things you want to do. I mean, basically what you said is exactly what I did when i...

BRIDGET: Excellent.

TARA: Yeah, I mean because I was sitting here and I was like this is what I have to do if I'm going to move forward with this thing. You know, this is my big idea right now. This is the thing that I feel like I want to create that, that I need to create, that I want to put out into the world. And so this is my next step. There is nothing else I can do until this gets done so it's getting done today.

And that was like the first part of the intention, but exactly what you said about, you know, taking into account my physical space. What am I going to need to prepare, you know, to actually act on these things? Putting it out to Twitter again, yeah, I'm such a big fan of making your intentions public because it makes you so accountable. It's exactly what you said. You get support, you get affirmation. Yeah, it's this idea...

BRIDGET: You also get feedback about your idea.

TARA: Yes.

BRIDGET: It's an initial bring to the market of your idea. I know there are a lot of people who don't do it because they think oh, if I talk about it somebody else is going to run with it. So what? Right? So I hear you. Yeah, all of the steps are really important to do because we never create in a vacuum.

So I think that's really important. And then the other thing I was thinking about as you were talking. I think another thing that really stops people is they try to have the entire experience at once. They don't...I mean, babies take nine months to create for a reason, right? You have to do

a lot to get ready for that. Careers take a long to build and we assume that people just sort of step into a career and it works.

Nobody has that experience. We all sort of have to iterate to it. And if we're out living in that space where we think that we're going to be instead of living in the space where we are now, we miss out on the adventure. And we can't get there because we're not there, but we're not acting in the space that we are in. So it's just a mess.

TARA: A nasty cycle. So I guess to wrap it up then, is there any other advice or any other wise words you'd like to say just, you know, for those who are kind of seeing the hurdle of just beginning their great work or beginning even a hobby or a project, seeing that insurmountable.

BRIDGET: Yes. I want to say if you had asked me 10 years ago whether I would be doing the work that I'm doing today I would have said there's no way. I had absolutely no vision of how I would get here and I love being here. And my job...there was no job description for my job.

There's still not really a job description for my job. And yet, I love my work, I'm successful at my work, I get paid well for my work, it's a good thing. And I'm just like everybody else, right? So if you have an idea or a way of being or something that you want to experience, just don't assume that it's not available to you. It's totally available to you.

And you don't have to have the answer how you're going to get there; you just have to be willing to commit to the experience of getting there. And that's not nearly so hard. We can't expect to

have the answers of our experience before we have the experience I guess is what I'd say. I want to tell you one more thing I wanted to say.

TARA: Yeah.

BRIDGET: This whole thing about intention, it's part of the series that I'm writing about right now. And I'm releasing a product that's all about setting intention and how you do it.

TARA: Fantastic.

BRIDGET: So it's coming out in February. So I just want you guys to know about it because I think you'll love it.

TARA: Cool. Well I'll make sure that there are links and everything that everyone would want to know about that on the page with the video. Well thank you so much again. And have a fantastic day.

BRIDGET: You too, take care.

TARA: Thank you. Alright, bye.